

Social media marketing elements, purchase intentions, and cultural moderators in fast fashion: Evidence from Jordan, Morocco, and Spain

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ABSTRACT

The fast fashion business is becoming more reliant on social media marketing (SMM) as SMM enables larger data collection and communication between the brand and its consumers. This study investigates the impact of SMM aspects such as customization, entertainment, interactivity, trendiness, and eWOM on fast fashion's online and offline purchase intentions (PI). Similarly, it investigates the moderating influence of culture on the factors mentioned above and the relationship's utilitarian and hedonic reasons. Additionally, 360 responses were obtained from three countries, Morocco, Jordan, and Spain, using an online questionnaire. The findings revealed that customization, amusement, and trendiness influence offline and online PI favorably. Culture was also shown to have a moderating influence on the link between SMM components and PI. Motivations were also discovered to be a mediator between eWOM, trendiness, customization, and PI.

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1. Introduction

Today, many companies are investing in SMM to influence user behavior and understand their intentions regarding online and offline purchases (Dabbous & Barakat, 2020). Moreover, social media lets decision-makers and marketers keep up with customers' opinions regarding products and services. Buyers can also share their experiences to benefit other users (Nosi et al., 2021). Moreover, social media usage has yielded benefits in the fast fashion business, as it assists in engaging with customers, developing brand-customer connections, and affecting consumer choices. (Kim & Ko, 2012). Fast fashion is expected to increase 2026 to more than 133 billion US dollars (Smith, 2022). Therefore, from an operational perspective, fast fashion must respond quickly to dynamic changes in trends and assortments (Caro & Albeniz, 2014). Similarly, Hsiao et al. (2019) discussed the distinguished impact of fast-fashion brands' presence on social media and how it boosts their popularity, as proved by sales. SMM has five components: entertainment, engagement, trendiness, personalization, and e-word-of-mouth (eWOM). These aspects influence how consumers perceive, interact, and engage with the brand. Furthermore, it has been proved over time through research that culture can influence how customers expect services from their providers. Over time, it has been realized that it is likely that social culture and the elements informing it will significantly shape online business management. According to Hund and McGuigan (2019), culture is vital in approving or rejecting some fast fashion industry brands. This industry is exposed to contradictions in many societies, where a "new culture of fashion" has appeared and started to spread rapidly, specifically among youth (Ertekin & Atik, 2020). Fast fashion has been studied in terms of its influence on sustainability (Joy et al., 2012), as well as the impact of social media on the industry (Ananda et al., 2017). However, there

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has been little study on how SMM influences fast fashion PI, whether online or offline, while considering cultural, hedonic, and practical motives. As a result, the following research questions were developed:

1. How do SMM aspects affect the fast fashion industry's online and offline PI?
2. What role do hedonic and utilitarian motives play in mediating the interaction between SMM aspects and online and offline PI?
3. What is the function of culture in mediating the interaction between SMM aspects and online and offline PI?

2. Theoretical background

2.1 Fast fashion

Fast fashion aims to reduce purchase-related process cycles and lead times to bring new fashion products to stores to keep consumers happy and peak demand (Barnes & Lea-Greenwood, 2006). Similarly, it reacts to the fashion industry's dynamic and ever-changing preferences and demands for rapid market response and higher efficiency (Doyle et al., 2006). It created a competitive industry where fast fashion brands must guarantee fast delivery of new fashion trends after being shown to end customers on runways and fashion shows (Bhardwaj & Fairhurst, 2014). Fast fashion apparel is designed to fit into a short-term trend or seasonal style. Therefore, goods may only be on shop shelves for months or weeks (Christopher et al., 2004). Similarly, fast fashion retail is a method in which merchants use marketing tactics to stay up with the latest fashion trends. Hence, they frequently update the products with the strategy of short renewal cycles. Its flexibility also characterizes it; for example, it is Just in time and has agile supply chains (Bhardwaj & Fairhurst, 2010).

2.2 Social Media Marketing (SMM)

Barefoot and Szabo (2010) state that SMM is a form of online marketing that differs from conventional mailings and campaigns, such as offering real-time services through Facebook and Twitter (Lee, 2012). Moreover, social media permits brands to shape deeper relationships with their customers (Kelly et al., 2010) as they are part of 'Web 2.0', allowing for involvement and collaboration (Kaplan & Haenlein, 2010). Searching and exchanging thoughts and preferences to promote cooperation between consumers and brands (Kim et al., 2017; Ziyadin et al., 2019). Such as MySpace and Facebook. Websites and social media have transformed consumer purchasing habits, offering fresh avenues for customers to discover, assess, select, and buy products (Albors et al., 2008). These progressions impact how marketers undertake marketing practices, including ploys and prep, by trying to present employees with practical challenges (Thomas, 2007). Similarly, Kaplan and Haenlein (2010) describe social media as any web-based technical application facilitating information transmission and involvement. A study by Fotis (2015) examined the effect of SMM on customer decisions within the travel industry. The author found a clear connection between social media usage and better sales for travel agencies. It indicates that those companies were better able to improve customers' perceptions of the brand using social media outlets, improving their decisions regarding purchasing from a company (Kaplan & Haenlein, 2010).

2.2.1 Entertainment

Entertainment is a means of decreasing or minimizing stress (Lee & Ma, 2012). Furthermore, Agichtein et al. (2008) explain "entertainment" as "the fun and play" that social media generates, where social media and television commercials' value is influenced by how entertaining it is (Logan & al., 2012). In addition, Saxena and Khanna (2013) guarantee that entertainment and information considerably boost SMM engagement and value (Choedon & Lee, 2020). For this reason, today's marketers have combined marketing and entertainment material to ensure a solid emotional bond between brand and customer (Hudson & Hudson, 2006). Similarly, prior studies have shown that embedded entertainment within social media provokes favorable feelings, impacting the brand's image. McQuail (2010) states that social media satisfies entertainment needs by offering anxiety relief and enjoyment, which influences brand perceptions. Moreover, a study by Setiawan and Briliana (2021) examined the role of entertainment, credibility, and informativeness of Studied 212 YouTube channel followers' buying intentions, finding a significant influence of entertainment on customer purchasing intentions.

2.2.2. Interaction

On social media platforms, consumers can interact by liking, disliking, sharing, or commenting on posts with others who share the same preferences and thoughts (Pino et al., 2019) (Tang & Chaw, 2016). Furthermore, a prior study emphasized the importance of interaction in marketing (Sundar et al., 2014). Although interactivity is a fundamental part of the online environment, limited studies have explored the effect of social media interaction on consumer perceptions. This hypothesis has interested scholars in the field (Shilbury et al., 2020). In contrast, several studies assure a significant link between interaction and customers' perception regarding technology. For instance, Xue et al. (2020) found a substantial effect of interactivity on customers' intention to embrace mobile commerce. Moreover, online interactivity influences website quality (Chen & Yen, 2004), as advertisers can be exposed to faster reactions and responses (Kim & Han, 2014). Thus, it influences brand perception (Francella, 2011), such as altering these users into buyers. Furthermore, a study by Jiang et al. (2010) involving 186 participants found that interactivity on social media platforms positively affects users' purchasing decisions.

2.2.3. Customization

The degree of customization denotes how a service is tailored to specific tastes and preferences (Schmenner, 1986). Companies may modify and convey their uniqueness by customizing their website, leading to improved brand engagement (Martin & Todorov, 2010). Thus, Buzeta et al. (2020) mentioned that a customized post and a broadcast are the two types of posts dependent on the extent of customizing the messages. A customized message is meant for one person or a group of people. For instance, Burberry and Gucci increase their web engagement and attendance by conveying personalized posts to specific clients and allowing them to customize and plan their things (Sangar, 2012). According to Wijayaa et al. (2021), customization impacts smartphone purchase intention as an element of social media. They concluded that the other elements, such as eWOM and interaction in Indonesia, do not affect the intention to purchase smartphones.

2.2.4. Trendiness

Consumers tend to turn to social media to attain information most frequently because they consider it a more reliable source than marketing communications via traditional advertising efforts (Mangold & Faulds, 2009). Monitoring is defined as keeping an eye on and remaining updated about the other's social environment. Customers can benefit from the experience and skills of all other buyers in knowing about a product or brand by using label information. Trendiness is the level at which a brand can deliver the latest information about itself and its offerings (Naaman al., 2011). Similarly, this increases customer loyalty by continuously providing reviews and new ideas (Hole et al., 2019). Moreover, Gautam and Sharma (2017) studied the effect of SMM on luxury brand PI, as their study concluded that trendiness significantly affects customer relationships and purchasing intentions.

2.3.5. Electronic Word of Mouth

Word of Mouth (WOM) is a key source of customer knowledge for buy-in choices and market preferences of labels, goods, and services. It impacts all stages of consumer choice: product recognition, post-purchase assessment, and procurement processes (Kimmel & Kitchen, 2014). According to Voramontri and Klieb (2019), SMM has become a vital tool for modern organizations to generate WOM via user interactions and communication. A strong understanding of how WOM networks operate primarily online is particularly important for contemporary marketing interactions rather than offline. Similarly, eWOM is about consumers' interactions with each other on social media platforms, including feedback and reviews (Gvili & Levy, 2018). It is also worth mentioning that social networking sites are ideal for eWOM (Kim & Ko, 2012). The literature suggests that eWOM can be studied through three communication perspectives: seeking, providing, and conveying opinions (Ismagilova et al., 2021). Past customers' reviews usually influence customers, referred to as front-runners, when deciding to purchase a good or service. Moreover, based on a survey of 311 Facebook users, Kudeshia and Kumar (2017) found a positive effect of the eWOM on PI of smartphones via Facebook.

2.3. Online and Offline Purchase Intentions

The COVID-19 pandemic led consumers to shift their buying habits from traditional shopping experience (Sarkar & Das, 2017). Similarly, consumers have different preferences; some prefer efficient online shopping, while others prefer face-to-face interactions with salespeople (Pappas et al., 2023). Moreover, the literature mentioned that some consumers prefer closely examining items before deciding (Levin & al., 2003). Furthermore, brick-and-mortar retailers have a key advantage over online stores regarding customer service and deeper customer connections (Hokkanen et al., 2020). On the other hand, online PI is a trait that expects customer behavior toward certain purchases over an online platform (Wagner et al., 2019), where online buyers find internet purchasing more convenient than offline shopping, as it allows for better access and contrast between the items (Michelle & Dabholkar, 2001), the large selection found online (Srinivasan et al., 2002) and lack of free time and lifestyle (Huang, 2012).

2.4. Social Media Marketing, Online and Offline Purchase Intention

According to Smith et al. (2016), social media greatly affects PI and offline purchases, altering customers' choices (Kizgin et al., 2017). Improved designs and SMM elements influence PI (Alalwan, 2018). Additionally, Aragoncillo and Orus (2018) found that offline buying is more encouraging than online buying on several platforms.

2.5. Motivations as a Moderator

Hedonic consumption is associated with imagination, perceptions, and the experience engagement of various interest controllers, such as assisting in the usage of products (Musnaini, 2017), which provides consumers with practical and emotional benefits. According to Scarpi (2006), hedonistic customers buy more often than utilitarian consumers. The content that brands provide on their social media may boost the hedonic motivations of consumers by boosting their online engagement and increasing their brand awareness. On the other hand, utilitarian motives are associated with tasks that are logical, critical, and effective decisions (Patil et al., 2021). Customers with a monetary incentive to utilize product social networking sites are focused on obtaining appropriate and helpful material (Dabbous & Barakat, 2020). Prior research concentrated on functional

features, while others concentrated on hedonic aspects for various reasons. Utilitarian advantages include simplicity of use and satisfactory outcomes; hedonic benefits, on the other hand, might include the enjoyment of the buying process (Bridges & Florsheim, 2008).

2.6. Hedonic and Utilitarian Motivation, Online and Offline Purchase Intentions

As the website's hedonic and utilitarian value rises, online retailers may sustain high satisfaction levels and sales volume (Bridges & Florsheim, 2008). Consumers' pursuit of experiencing, for instance, excitement and escape, is more significant than just receiving items or doing duties (Babin et al., 1994). Additionally, Martín-Consuegra et al. (2018) study examined a sample of 326 users to discover the moderating effect of hedonic and utilitarian motivations on brand interaction, involvement, and PI of luxury brands on social media. Thus, the study indicated a positive relationship and an increasing impact of the moderating variable, presenting recommendations for brand improvement. Furthermore, a study by Luk et al. (2013) analyzed data from 2,727 customers from different businesses, including fashion. They inspected how utilitarian and hedonistic shopping incentives impact consumer's quality, value, and behavioral intention. Hence, it reveals a significant relationship among variables, including the moderating variable.

2.7. Culture as a Moderator, Online and Offline Purchase Intention

Purchase intent results from a series of indicators for the e-commerce client (Jarvenpaa et al., 1999). Moreover, Bart et al. (2005) have found that increasing consumer confidence in the online seller boosts buying intention. Furthermore, various research studies have investigated consumer cultural values and their influence on website acceptability. Wei and Jung's (2017) study aimed to recognize the moderating role of culture in China towards fashion purchasing behavior. The study collected the responses of 469 students in Beijing and Shanghai. It concluded that culture affects the purchasing behavior of students. According to Woo (2013), there is a notable connection between the moderating variable, culture, purchasing intention, and brand equity. However, culture does not act as a moderator in the relationship between social responsibility and brand equity.

Henceforth, after going through the literature, the authors propose the following hypothesis and model of the research:

H₁: Customization has a positive impact on offline PI of fast fashion.

H₂: Customization has a positive impact on online PI of fast fashion.

H₃: Entertainment has a positive impact on offline PI of fast fashion.

H₄: Entertainment has a positive impact on online PI of fast fashion.

H₅: EWOM has a positive impact on offline PI of fast fashion.

H₆: EWOM has a positive impact on online PI of fast fashion.

H₇: Interaction has a positive impact on offline PI of fast fashion.

H₈: Interaction has a positive impact on online PI of fast fashion.

H₉: Trendiness has a positive impact on the offline PI of fast fashion.

H₁₀: Trendiness has a positive impact on online PI of fast fashion.

H₁₁: Culture plays a role in moderating the relationship between SMM elements and offline PI of fast fashion.

H₁₂: Culture plays a role in moderating the relationship between SMM elements and online PI of fast fashion.

H₁₃: Hedonic and utilitarian motivations moderate the relationship between SMM elements and offline PI of fast fashion.

H₁₄: Hedonic and utilitarian motivations moderate the relationship between SMM elements and online PI of fast fashion.

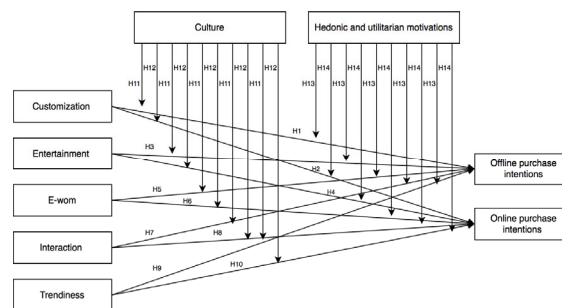


Fig. 1. Proposed Conceptual Framework

3. Methodology

3.1. Design, Procedure, and Sample

This study utilized quantitative methodology to gauge the effect of SMM elements on online and offline PI. It also studied how culture and motivations moderate the relationship between these elements and PI. Additionally, the study utilized an

online questionnaire distributed through social media platforms (Facebook and Instagram) to reach more participants. The target audience primarily included individuals from Spain, Jordan, and Morocco. A Google form was created and distributed depending on referrals. Which gathered 360 responses across the three countries: 122 from Morocco, 136 from Jordan, and 102 from Spain.

3.2. Measures

The items were developed and altered based on prior studies to suit the fast fashion context. A five-point Likert scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree) was utilized to measure the items. The items “Interacting with fast fashion is fun,” “Content of fast fashion brands on social media is interesting,” and “Social media of fast fashion brands enables information sharing with others” it is easy to deliver my opinion through fast fashion brands’ social media,” “the content shared on social media of fashion brands is the newest information,” and “interacting with fast fashion’s social media is trendy” are adapted from Kim and Ko (2012). Moreover, ‘eWOM’ items were adapted from Bambauer-Sachse and Mangold (2011). As for the following items: “Interacting with fast fashion brand’s social media increases my interest in buying their products online” and “Interacting with fashion brand’s social media increases my interest in buying their products offline,” both were adapted from Husnain et al. (2017). The items related to customization were adapted from Bilgin (2018), while the six items were adapted from Park et al. (2012) to measure hedonic and utilitarian motivations.

3.3 Analysis Method

Hypothesis testing was done to determine the validity of a theory. Given this, the test provides proof of the theory’s validity, which is supposed to be done by analyzing a randomized sample from the population under study and done using the Smart PLS program. Moreover, researchers use SmartPLS when the sample size of a subject has a limited number of participants and the research model is complex (Hair et al., 2019).

3.4 Common Method Bias Assessment (CMB)

Some researchers believe that the validity of an experiment can be seriously undermined if participants are influenced by the way the research was conducted rather than the independent variable under investigation and potential confounding variables. In other words, how data is collected can impact their interpretation. Measures have been put in place to assess whether or not a study may be affected by common method bias (CMB) (Jordan & Troth, 2019) to reduce the likelihood of this occurring. In line with that, SmartPLS can be used to implement CMB assessment, where CMB is considered a necessary step in any research study that collects quantitative data. It is especially true if the research results may be used to make crucial decisions or see if specific hypotheses can be verified or rejected.

4. Results

The latent variables employed in this approach aim to maximize the explained variance of the components (Hair et al., 2019). Hence, PLS-SEM was utilized to run structural equation models and validate hypotheses. Moreover, it is worth mentioning that PLS was chosen in this study to forecast fast fashion’s online and offline PI precisely. The model tested the impact of customization, entertainment, eWOM, interaction, and trendiness on purchase decisions while unraveling how hedonic and utilitarian motivations moderate the relationship between SMM elements and PI. Furthermore, PLS-SEM is also beneficial for comparing the effects of SMM elements on online and offline PI across the three different cultures and countries chosen for this study (i.e., Spain, Jordan, and Morocco).

4.1. Measurement Model Assessment

Discriminant and convergent validity were analyzed to measure the consistency of the latent variables. The individual and composite reliability of the constructs were scrutinized to ensure that they were internally consistent. Table 1 shows the individual reliability of the latent constructs. The reliability of the indicator is evaluated based on the external loading of the indicator. According to Hair (2019), a reliable indicator has a loading of 0.70 or higher.

Table 1
Individual Reliability

Latent variable	Indicator	Outer loadings
Customization	CUS1	0.933
	CUS2	0.894
Entertainment	ENT1	0.906
	ENT2	0.908
Interaction	INT1	0.878
	INT2	0.879
Trendiness	TREN1	0.886
	TREN2	0.882
EWOM	EWOM	1.00

The model's composite reliability, measured with Cronbach's Alpha and the variance extracted metric (AVE) in Table 2, surpassed the critical threshold of 0.7, confirming its validity (Hair et al., 2019). In the case of the AVE, the values are superior to the suggested threshold of 0.5. On the other hand, discriminant validity was measured through the Heterotrait-Monotrait (HTMT) ratios approach, where validity is established if the HTMT ratio is below 0.85 for different constructs and 0.9 for similar ones (Hair et al., 2019). Since all HTMT ratios in Table 3 are below 0.9, representing established discriminant validity for all latent constructs. Similarly, the square root of a variable's AVE should exceed the correlation of the latent construct with any other to establish discriminant validity (Fornell & Lacker, 1981).

Table 2
Construct reliability and validity

Variable	Composite reliability	Cronbach's Alpha	AVE
Customization	0.910	0.805	0.835
Entertainment	0.903	0.785	0.823
Interaction	0.871	0.704	0.772
Trendiness	0.877	0.720	0.781
EWOM	1.00	1.00	1.00

Table 3
Discriminant Validity

	Customization	Entertainment	Interaction	Trendiness	EWOM
Customization	0.835	0.416	0.608	0.486	0.194
Entertainment	0.332	0.823	0.539	0.622	0.160
Interaction	0.459	0.401	0.772	0.591	0.227
Trendiness	0.375	0.468	0.421	0.781	-0.190
EWOM	-0.177	-1.141	-1.190	-0.158	1.00

Values in the diagonal represent the root square of the AVE values

Values below the diagonal indicate the construct's correlations (Formell-larcker Criterion) Values above the diagonal are the HTMT ratios

4.1. Hypothesis Testing

The bootstrapping analysis with 8000 subsamples was used to test the hypothesis to calculate t-values and p-values of path coefficients. Both calculations were made for the complete sample (Table 5) and then separately for the three countries, Spain, Morocco, and Jordan (table 6). Furthermore, the adjusted R square demonstrates the degree of variation in the dependent variable that variations in the independent variables can explain. Concluding from the R² of buying offline of 30.5% and the adjusted R² of 29.4%, we can deduce that approximately 30% of the variance in the offline buying intentions is accounted for or explained by variations in SMM elements. Concerning online buying, inferring from the R² of 30.2% and the adjusted R² of 29.1%, we can deduce that approximately 30% of variations in the online PI are explained by variations in SMM elements (Table 4).

Table 4
The summary of R-Square value

Dependent variable	R square	R square adjusted
Buying offline	0.305	0.294
Buying online	0.302	0.291

For a hypothesis to be accepted, the p-value must be less than 0.05. According to Table 5, based on the complete sample, customization positively affects buying offline and online. The p-value is 0.000 for buying offline and 0.001 for buying online, which are lower than 0.05. Furthermore, entertainment and trendiness positively affect both offline and online PI of fast fashion. Meanwhile, trendiness has the largest impact on the online PI, with a Beta value of 0.267. In contrast, customization has the strongest effect on the offline PI of fast fashion ($\beta = 0.267$).

Table 5
Structural Model Evaluation

Relationship path	Beta	T-value	P-value
Hypothesis 1: Customization → Buy offline	0.267	4.764	0.000
Hypothesis 2: Customization → Buy online	0.209	3.473	0.001
Hypothesis 3: Entertainment → Buy offline	0.250	4.394	0.000
Hypothesis 4: Entertainment → Buy online	0.237	3.603	0.000
Hypothesis 5: EWOM → Buy offline	-0.007	0.175	0.875
Hypothesis 6: EWOM → Buy online	-0.034	0.678	0.497
Hypothesis 7: Interaction → Buy offline	0.018	0.283	0.777
Hypothesis 8: Interaction → Buy online	-0.020	0.297	0.766
Hypothesis 9: Trendiness → Buy offline	0.185	3.155	0.002
Hypothesis 10: Trendiness → Buy online	0.267	3.785	0.000

Hypothesis testing was done separately for each country (i.e., Jordan, Morocco, and Spain) (Table 6). Regarding Jordan, customization was found to positively affect the online PI of fast fashion, as the p-value is 0.011, which is lower than the significance level of 0.05. As for entertainment, it positively affected offline PI, as the p-value (0.003), as observed in Table 6, is less than 0.05. Trendiness also positively affects online and offline PI of fast fashion for Jordanian people.

In the case of Morocco, customization was found to have a positive impact on both offline and online PI of fast fashion. The p-values are respectively (0.000) for buying offline and 0.014 for buying online. Entertainment positively affects offline PI at the p-value of 0.025. Trendiness also positively impacts the online PI of fast fashion with a p-value of 0.046. The path relationship between customization and offline PI is the strongest. The beta value is the highest with 0.420, followed by customization and online PI ($\beta = 0.263$), then the relationship between entertainment and offline PI ($\beta = 0.214$).

In the case of Spain, entertainment is the only SMM element that has a positive impact on offline and online PI of fast fashion. The p-values are 0.031 for buying offline and 0.000 for buying online. At the same time, the impact of entertainment on online PI is the most important among the two, at a ($\beta = 0.484$) compared to the effect of entertainment on offline PI ($\beta = 0.263$).

Table 6
Structural Model Evaluation by Country

Country	Jordan			Morocco			Spain		
	Beta	T-Value	P-value	Beta	T-value	P-Value	Beta	T-value	P-value
Customization → Buy offline	0.189	1.935	0.053	0.420	4.390	0.000	0.182	1.446	0.148
Customization → Buy online	0.223	2.542	0.011	0.263	2.466	0.014	0.135	1.158	0.247
Entertainment → Buy offline	0.299	2.971	0.003	0.214	2.244	0.025	0.263	2.160	0.031
Entertainment → Buy online	0.164	1.442	0.149	0.187	1.748	0.080	0.484	4.793	0.000
EWOM → Buy offline	0.073	0.968	0.333	-0.087	1.149	0.251	0.003	0.030	0.976
EWOM → Buy online	0.102	1.171	0.242	-0.137	1.569	0.117	-0.117	1.402	0.161
Interaction → Buy offline	-0.005	0.051	0.959	0.018	0.185	0.853	0.081	0.564	0.573
Interaction → Buy online	0.004	0.038	0.969	0.054	0.486	0.627	-0.139	1.086	0.278
Trendiness → Buy offline	0.276	3.028	0.002	0.168	1.726	0.084	0.040	0.280	0.780
Trendiness → Buy online	0.324	2.877	0.004	0.203	1.998	0.046	0.215	1.709	0.087

4.2 Multi-Group Analysis: Hedonic and Utilitarian Motivations

Multi-group analysis efficiently assesses the moderation of a research model across several relationships. In this manner, table 7 demonstrates the analysis assessing whether hedonic and utilitarian motivations moderate the effect of SMM elements on online and offline PI. Motivations moderate eWOM and offline buying because the p-value is significant at 0.049, lower than 0.05. Motivations with a p-value of 0.020 also moderate trendiness and online PI. Motivations also play a role of moderation for customization and offline PI for a significance of $p < 0.10$ since it has a p-value of 0.059 for this path relationship. The impact of trendiness on buying online is 0.47 for hedonic motivations. The same path is 0.14 for utilitarian. The difference is 0.33, which is statistically significant ($p = 0.020$). Therefore, the effect of trendiness is larger for consumers who have hedonic motivations in comparison to those who have practical motivations. Similarly, the effect of eWOM on the offline PI is 0.13 for hedonic motivations, and for practical motivations, it has a path coefficient of -0.055. The path difference of both motivations is 0.191, which is significant at a p-value of 0.049. It means that the influence of eWOM is greater for buyers with hedonic motivations than for consumers with utilitarian motivations. Furthermore, the impact of customization on the offline PI is 0.380 for hedonic motivations, while utilitarian motivations have a path coefficient of 0.174. The difference between both motivations is 0.206, which is significant at a p-value of 0.059. Thus, consumers with hedonic motivations are more impacted by customization than consumers with utilitarian motivations.

Table 7
Multi-Group Analysis

Path relationship	Path coefficients	Path coefficients	Path difference (Hedonic- Utilitarian)	P-value
	Hedonic	Utilitarian		
Customization → Buy offline	0.380	0.174	0.206	0.059
Customization → Buy online	0.245	0.164	0.081	0.494
Entertainment → Buy offline	0.205	0.288	-0.083	0.468
Entertainment → Buy online	0.179	0.305	-0.127	0.340
EWOM → Buy offline	0.136	-0.055	0.191	0.049
EWOM → Buy online	0.055	-0.046	0.101	0.308
Interaction → Buy offline	-0.043	0.048	-0.090	0.492
Interaction → Buy online	-0.122	0.002	-0.124	0.336
Trendiness → Buy offline	0.270	0.156	0.114	0.337
Trendiness → Buy online	0.476	0.140	0.336	0.020

5. Discussion

Fast fashion is a dynamic industry that constantly adapts to various factors influencing customer PI. Brands leverage social media as a method of raising awareness and boosting sales. This research explored the influence of SMM on online and offline PI while studying the moderating impact of motivations. Furthermore, the study assesses cultural variations in social media usage and shopping habits across Jordan, Spain, and Morocco. Moreover, 14 hypotheses were formed and tested to answer the research questions. The results show that SMM elements impact online and offline PI. Also, a positive impact of customization on offline and online PI of fast fashion was found, which means that when the information posted online is tailored to the customer's preferences and wants, they would most likely purchase from the brand's website or go to the store to buy it. It could be similar to how Google became successful as an online advertiser by tailoring its searches to each customer. It aligns with Kang and Kim's (2012) study, which revealed that e-customization can positively influence shoppers, especially customers seeking unique apparel. Hence, hypotheses 1 and 2 were deemed accepted. Similarly, entertainment can influence PI for fast fashion consumers online and offline, which means that fast fashion brands can provide content that is considered fun, joyful, and diverting to impact consumers to purchase through online channels and offline, aligning with multiple studies' findings (As' ad & Alhadid, 2014; Godey et al., 2016; Sheth & Kim, 2017). Additionally, trendiness positively affects online and offline PI as introducing trendiness and innovative digital content in the brand's SMM strategy would boost consumer's cognitive thinking (Fetais et al., 2023). Thus, hypotheses 3 and 4 were accepted. As fashion trends change, consumers prefer staying updated with the latest trends. Although previous researchers have found that eWOM can positively affect PI (Chevalier & Mayzlin, 2006; Evgeniy et al., 2019), this study's results assure that eWOM does not affect online and offline PI of fast fashion, which is consistent with Laparojkit and Suttipun (2021) study findings. However, it established a positive correlation between the accuracy of eWOM and customer PI. Thus, hypotheses 5 and 6 were deemed rejected. Findings reveal that interaction does not influence online and offline PI, aligning with Johan's (2021) and Vizano et al. (2021) recent research. Despite this, consumers desire to engage with content and add value and feedback (Sheehan & Morrison, 2009). While interaction may not directly enhance fast fashion PI, incorporating it in SMM can still boost engagement and foster lasting consumer relationships for brands, which led to the acceptance of hypotheses 7 and 8. Similarly, cultural variations must be considered for their impact on online and offline PI. Hence, the results suggested that culture moderates the relationship between SMM and fast fashion PI. Therefore, hypotheses 11 and 12 are accepted.

In the case of Jordan, customization increases online buying interest, entertainment positively affects offline purchases, and trendiness affects both online and offline intentions. Thus, hypotheses 9 and 10 were deemed accepted. It means fast fashion brands targeting Jordanian consumers should deliver customized online content and trendy materials for offline and online purchases. Nevertheless, in the case of Morocco, customization and entertainment affect online and offline buying intentions, while trendiness increases online buying intentions. It means that Moroccan consumers are swayed by customized social media content and trendy information, leading to more fast fashion purchases. However, in the case of Spain, distinct results were observed as entertainment was found to be the sole SMM element affecting both online and offline PI. Hence, cultural variations impact how social media influences fast fashion marketing and PI, as evidenced by differences among the three countries (Ng, 2013; Chetioui et al., 2021). Additionally, Aaker and Maheswaran (1997) and Chetioui et al. (2021) emphasize how cultural orientation shapes consumer responses to marketing messages.

Findings show that motivations moderate eWOM and offline buying, trendiness and online PI, and customization and offline PI. However, motivations do not moderate the relationship between eWOM and online PI, trendiness and offline buying, customization, online buying intentions, interaction and online and offline buying, and entertainment and PI (offline and online). Hence, both hypothesis 13 and hypothesis 14 were partially accepted. Similarly, prior literature found that hedonic and utilitarian motivations positively influence the relationship between brand interaction on social media and behavioral intention, considering the emotional appeals since social media is hedonic (Martín-Consuegra et al., 2018). Similarly, findings highlight that eWOM influences customers driven by hedonic motivations toward offline purchases and by trendiness toward online purchases. Besides, customization positively affects offline PI compared to utilitarian-motivated shoppers.

6. Conclusion

This study discovers the impact of SMM elements (customization, entertainment, interaction, trendiness, and eWOM) on fast fashion on online and offline PI, in addition to examining the moderating role of culture and utilitarian and hedonic motivations in this relationship. Hence, the results reveal a positive significant effect of customization, entertainment, and trendiness on online and offline PI in the overall sample. Nevertheless, country-specific results differ, where the moderating role of culture was supported. Besides, hedonic and utilitarian motivations were found to moderate specific relationships (i.e., eWOM and offline PI, trendiness and online buying, and customization and offline PI).

7. Theoretical and Practical Implications

This research improves understanding of how SMM influences fast fashion's online and offline PI as it supports existing studies by comparing 3 countries: Jordan, Spain, and Morocco. Similarly, this study compared consumers with utilitarian and

hedonic motivations, providing beneficial insights into consumer behavior towards fast fashion brands on social media platforms. Future studies must explore different factors affecting consumer purchase intention online and offline.

This study provides valuable insights from a practical standpoint, as it suggests that marketers should leverage their social media presence to encourage customers to engage in online and offline fast fashion purchases. Moreover, the results of this study indicate that trendiness, customization, and entertainment are vital elements to be implemented in fast fashion to enforce online and offline PI. Hence, integrating customized and personalized content in fast fashion businesses' websites would satisfy customers' preferences. Furthermore, offering the trendiest information would also lead to continuous engagement of social media users, eventually leading to higher sales. In addition, offering entertaining content is expected to strengthen customer relationships, leading to enhanced PI. Moreover, the results indicate the variation of culture between the three countries under investigation, which implies the need to consider cultural differences when marketers target their customers on social media. This study's findings also contribute to understanding hedonic and utilitarian motivations by highlighting their moderating role in the relationship between SMM elements and PI. Similarly, it indicates the need for practitioners of fast fashion brands and marketers to integrate emotional content, such as eWOM, to enhance offline purchases while emphasizing trendiness for online purchases.

8. Limitations and Future Research

This research examined how SMM elements affect online and offline PI in the fast fashion industry, given motivations and cultural variations in Spain, Morocco, and Jordan. Even though cultural and motivational variations were found between the three countries, further research could investigate the moderating effect of COVID-19 on the fast fashion industry's PI. Moreover, it is worth mentioning that this study faced some limitations, including having varied yet large samples in addition to resource and time constraints, which prevented the researchers from reaching more participants. Thus, this suggests using longitudinal studies and larger, more representative samples while studying different countries and regions, if possible. Furthermore, it would be beneficial if future research could integrate demographic segmentation in their investigation, especially the impact of age and gender on fast fashion PI and reactions to SMM. More specifically, the intentions and reactions of female shoppers (Barnes & Lea-Greenwood, 2006) would contribute valuable insights.

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