**Research Article**

# The Effect of Social Media Marketing in Online Fashion Apparel with the Mediating Role of Fashion Consciousness, Brand Consciousness and Value Consciousness

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**Abstract:** The ambition of this study is to explore the variables driving contribution in social media marketing and revisit intention towards the online fashion apparel in the context of Pakistan in order to better engage customer in online fashion apparel and thus enhancing the efficiency of social media marketing. The study joints the SOR model with the concept of participation to form a theoretical model and hypothesized model. A conceptual framework and measurement scales were developed, based on in-depth assessment of literature towards social media user that engaged in online shopping of fashion apparel. The model was examined, with total of 556 responses collected from different areas of Faisalabad City. The data collected were checked and analyzed in the Statistica1 Package for Socia1 Sciences 22 (SPSS). This is followed by the relevant data analysis and assessment. For testing hypothesis, Regression analysis is used and to check the effect between variables. The study shows that fashion and online apparel should concentrate on marketing efforts to merge the disposal, and importance of customer as far as fashion and apparels are concerned. The quality dimension generally allows online fashion executives to standardize their marketing strategy throughout the industry.

**Keywords:** Social Media Marketing, Fashion Consciousness, Brand Consciousness, Value Consciousness, Revisit Intention.

## Introduction

Social media marketing is described as commercial marketing activities or social media procedures in an effort to impact the purchasing behavior of customers (Dann, 2010). Purchasers used to store at physical shops such as huge shopping centers and many others that nevertheless use similar retail strategies (Hsiao, 2009). Social media come in several names, such as web shopping, online purchasing and internet shopping's allude towards different methods of purchasing products by online shopping sites and utilizing social media (Li & Zhang, 2002). Online networking (SM) are electronic services, which otherwise refer to as "long-range informal communication websites" 'and associations among disparate customers (gathering) may be used to buy and/or obtain the good by web using social media and various web shopping applications (Kempe, Kleinberg, & Tardos, 2003). Online networking played a major role in distributing this wonderful snapshot (Hennig-Thurau *et al.,* 2010). The Method of social media by the start of 21th Century has become the strategies forbidden by business. It is used as contemporary instrument for social media marketing in the 21st century (Nanji, 2015). Almost many companies have increased their social media marketing and their social media usage. The manner we do company has shifted with the internet and fresh technology needs to be adopted by the company.

Nowadays, researchers, professionals, and policymakers use the Internet / IT market their products and the tools (El-Gohary, 2012). Social networking pages are essential to the present e-marketing setting (Zeng, Huang, & Dou, 2009). The use of social channels to improve the acceptance of the product (De Vries, Gensler, & Leeflang, 2012).

During this electronic era, consumers use the web to display dealers ' products and other famous third-party platforms with retailers and their products (Ramanathan, Subramanian, & Parrott, 2017). We concentrate on shopping because it offers several benefits for our study (Colicev, Malshe, & Pauwels, 2018). Researchers have recently begun to examine how social media operations influence customer mindset metrics (Colicev, Malshe, Pauwels, & O'Connor, 2018; Y. Liu & Lopez, 2016) and 'consumer behavior' (De Vries, Gensler, & Leeflang, 2017). The latest cultural press study indicates that social media impacts 32% of consumers ' decisions to purchases (A. J. Kim & Johnson, 2016). Social media has profound impacts on the retailer's company. In addition, 71 percent of retail managers think social media has a substantial effect on their firms (Larson & Dolan, 2013). This fresh advertising dimension is capitalized on by more than one third of internet shoppers interacting with retailers on a social networking website such as Facebook (Rapp, Beitelspacher, Grewal, & Hughes, 2013). Social media marketing has now become a key marketing tool, and so researchers have become more concerned about this subject. The social media effect on customer opinions is assessed by this subject. Research on the connection between social media and customer revisit intention is limited. However, there is still a lack of studies on the efficacy of social media in the commercial sector (Rapp *et al.,* 2013).

**Problem statement and Objectives**
The aim of this research was to explore the variables driving participation in social media marketing's and revisit towards the online fashion apparel in order to better engage customer in online fashion apparel and thus enhancing the efficiency of social media marketing. In view of the use of the SOR model in this study to investigate the determinants of customer involvement.

The study combined the SOR model with the concept of participation to form a theoretical framework and hypothesized model. In particular, the study sought to achieve the following objectives: (a) to develop the model of the hypothesized participation of social media and to revisit intention based on the SOR model; (b) testing the hypothesized models particularly in the channel of social media, like Facebook; (c) comparing the interactions between social media platform; and (d) providing proposals to increase customer involvement and customer revisits intention in the online fashion apparel sector.

**Literature Review**
**The S-O-R Model**
A theoretical basis for the justification of an integrative approach described in this research is the S-O-R model (Mehrabian & Russell, 1974) revised by (Jacoby, 2002). The S-O-R model supports the fact and certain characteristics of customers is awakened by certain features of a setting or stimuli (here the SMM), This results in certain cognitive reactions (in this study FC, BC, VC), and yield some behavioral responses (here CRI) (Robert & John, 1982). The S-O-R model (Baker, Grewal, & Parasuraman, 1994) was adjusted in retailing and designed as stimulation where economic issues, in particular economic and construction variables were designed. Studies with S-O-R in the commercial framework showed that retail / e-retail influences affect the internal conditions of customer, which therefore stimulates their conduct towards the e-retail / retail system (Chang, Eckman, & Yan, 2011). The initiates relating to

the online-marketing in which the customer interact are related to e-retail / e-commerce (Eroglu, Machleit, & Davis, 2003).

The internal circumstances comprise their emotions, insight and evaluation in perceptual and cognitive conditions that customers have (Penz & Hogg, 2011). The answers in the model represent consumer behavior, such as buying behavior, revisit intention by customer, and online e-commerce communication (Choi & Jeon, 2007; Sautter, Hyman, & Lukosius, 2004). Due to multiple justifications, the implementation of the S O R model as a complete theory is appropriate to the present research. S-O-R was mainly used in previous research on e-commerce consumer behavior (Islam & Rahman, 2017; Koo & Ju, 2010; Mollen & Wilson, 2010; Parboteeah, Valacich, & Wells, 2009; K. Z. Zhang & Benyoucef, 2016).

**SOR Model**
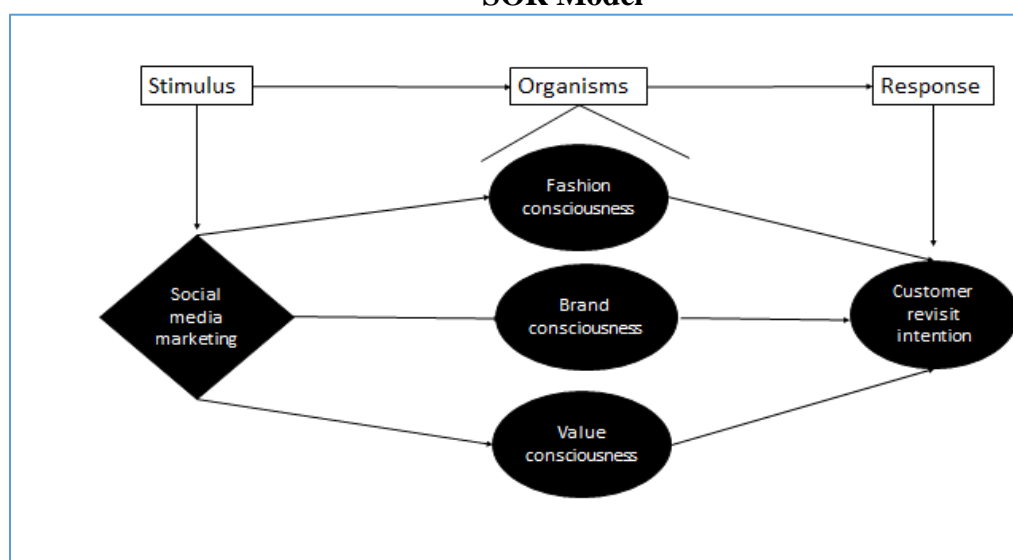


**Social media marketing**
According to (Kaplan & Haenlein, 2010), "Social Media is a set of Internet apps that construct on Web 2.0 which build on the technology foundation and that enable content generated from users to be produced and exchanged." Social media systems can include social networking sites, blogs, wikis, simulated cultural environments, as well as multiple web-links, customer reviews, suggestions and references, and, ultimately, different communities, groups and cultural networks (Hajli, 2015). All of these systems are widely used for SMM. The importance of SMM is essential because of the prominence of social media marketing (SMM). As per (Tuten & Solomon, 2017), SMM "creates, communicates, provides and exchanges products that benefit the stakeholders of an organization by means of the social media technology, channels and software."

The SMM exercise is a category of online marketing that promotes traditional promotional methods and promotes towards creating value and enhancing brand consciousness, with advancement of customer relations (Ismail, 2017; A. J. Kim & Ko, 2012). SMM converts customers into marketers and product proponents who create, alter and communicate relevant data about different brands, products and online facilities (Akar & Topçu, 2011; Ismail, 2017). SMM can be described as a "consumer view of the multiple e-commerce site of SMM activities" (Yadav & Rahman, 2017). Recent research found that at least one social media system was used for company reasons by 79 per 100 of the top 100 businesses within the Fortune Global 500 ranking (Marsteller, 2010).

**Customer Revisit Intention**

In order to retail the customer's desire to revisit is a significant subject (E. Park, 2019). Since the desire to revisit a particular product or services is immediately linked to and loyal to the service's achievement, many surveys previously examined prospective motivations for the revisit intentions of customers (Han, Back, & Barrett, 2009; Pizam, Shapoval, & Ellis, 2016; Yan, Wang, & Chau, 2015). Many companies used social media in recent years to involve customers in the brand (Okazaki, Díaz-Martín, Rozano, & Menéndez-Benito, 2015). However, they are still struggling to their brands revisit because they do not completely comprehend how to construct a connection between consumer brands in social media sets (Fournier & Lee, 2009).

Intentions for customer re-visit were researched in many fields, for instance tourism (Alegre & Cladera, 2009), service of catering (W. G. Kim & Moon, 2009), service of hospitals (K. J. Lee, 2005), retailing (Zboja & Voorhees, 2006), banking (Shao, Wang, & Long, 2008), and telecom (Wang, Lo, & Yang, 2004). A range of designs were built and evaluated using structured equation modeling or logistic regression to maintain a customer variable. Therefore, if customer are happy with services, they should suggest the company to their colleagues and be prepared to visit them again (Cantallops & Salvi, 2014).

Many scientists researched social media determinants in business studies (Abdullah, Jayaraman, & Kamal, 2016). The effective application of Internet technology, however, relies not on original adoption, but on the ongoing purpose of consumers (Chou, Min, Chang, & Lin, 2010). This gives revisit intention and study thought to the notion of web site review (Ku & Chen, 2015). As a customer's probability, this study conceptualizes the revisit intention and likelihood customer to revisit. Although customer's actual conduct is optimal for studying rather than the deliberate behavior (Morosan & Jeong, 2008), cross-sectional settings are hard in fact to achieve (P. Sharma, Chen, & Luk, 2012). Nonetheless, many studies have shown that deliberate behavior is linked to actual behavior (Karjaluoto & Leppaniemi, 2013). Therefore, it is regarded website revisit intention is justifiable.

Revision attitudes can be described as the component of the behavioral intention as purpose of customers to revisit the same product, brand, location or area in the future (Zeithaml, Berry, & Parasuraman, 1996). In relation to consumers revising their thoughts regarding cognitive elements, such as fashion consciousness (Pradeep Kautish & Sharma, 2018), brand consciousness (Giovannini, Xu, & Thomas, 2015), and value consciousness, they can also have a connection to affecting elements like intention to revisit (Delgado-Ballester, Hernandez-Espallardo, & Rodriguez-Orejuela, 2014), Thus, we hypothesize:

**H: Social media marketing will have a direct positive effect on customer revisit intention**

**Fashion consciousness (FC)**

In latest years, the development of the fashion sector can be due to the evolving approach of customers towards attitude. Consumers become increasingly fashion conscious and keep modernize with the recent developments in fashion (D'aveni, 2010). The ideas, like fashion consciousness, which were once more linked with women's shopping, are now also investigated in males (Bakewell, Mitchell, & Rothwell, 2006; Workman & Cho, 2012). Fashion consciousness relates to "the extent to which a person's pleasure in clothing and fashion and in one's presence are involved with types or style of apparel" (Nam et al., 2007). Fashion consciousness has been recognized as a significant aspect of a person's life that impacts buying and consuming behavior (H.-J. Lee, Lim, Jolly, & Lee, 2009). People with a

high sense of fashion can give more regard to the picture of prestigious products and therefore be more prestigious than people with a less fashion consciousness. In the former research, showed that extremely fashion conscious customers have features like "health conscious," "brand conscious" and "value conscious" (Ismail, 2017; Wan, Youn, & Fang, 2001). In addition, enormously fashionable customers have been discovered to be young and to adopt personal standards like "regard," "excitement," and "fun" (Goldsmith & Stith, 1993). In the past, surveys have not yet examined whether certain social media websites of fashion apparel are substantially linked to the degree of fashion consciousness despite comprehensive research on the subject "fashion consciousness." In fact, in the framework of Pakistan very few research examined the fashion consciousness. The aim of this research is a profound knowledge of the connection between these characteristics and Pakistani fashion customers. This study contributes to this research divide. Thus, we hypothesize:

**H: Social media marketing will have a positive effect on fashion consciousness**
Fashion consciousness refers to the level of involvement of a person with the charms or the apparel (Babin & James, 2010) notably study expanded to explain the results of the business dominant logical dimension via a co-creating importance a understanding of how valuation works into the marketing during the 21$^{st}$ century. There were three different modes, sections of culture in the shape of symbol / instrument consumers, practical / conservative customers and empathic customers by (Shim & Bickle, 1994). (To, Liao, & Lin, 2007). Whereas it was identified that utilitarian motive is determining the customer desire to seek and revisit, hedonic motive has a direct effect on the desire to seek and negative effect on revisiting purpose. While these two motives have important impacts, utilitarian motive is the highest predictor of intent to explore and revisit. There is adequate proof for a significant causational connection in terminal and emotional characteristics, the fashion consciousness and reviews of the magnitude of customer behavior in online retail service.

**Brand consciousness (BC)**
Brand consciousness varies from fashion consciousness in relation to the goal and personal value evaluation of the item by customers. Subjective valuation focuses on brand consciousness, while fashion consciousness is more realistic in essence. Brand consciousness is described as "the personal and intangible evaluation of the customer's product over and above its objective significance" (Lemon, White, & Winer, 2002). There are three key responsibilities for any brand. First, it helps potential customer to be acquired. Secondly, it recalls the offering of current customers. In conclusion, it serves as a corporate emotional bond with its individual customers (Lemon et al., 2002; Ou, de Vries, Wiesel, & Verhoef, 2014; Vogel, Evanschitzky, & Ramaseshan, 2008). Consumers frequently convey private features and opinions via brand (Manrai, Lascu, Manrai, & Babb, 2001).

Consumers with elevated brand consciousness prefer to purchase expensive and more renowned brands (Liao & Wang, 2009; Sprotles & Kendall, 1986). They use the brands to represent prestige and position of status (Escalas & Bettman, 2005; Jamal & Goode, 2001). Although important, the effects on brand consciousness are still comparatively unfamiliar in the social media marketing activities.

Previous surveys show that traditional advertising communications tools (TV, radio and newspapers, etc) have a beneficial effect on various structures such as brand loyalty, brand association and brand awareness (Yoo, Donthu, & Lee, 2000). Nowadays, consumers turn back and use social media more and more to look for information, because they consider it as a more trustworthy tool than the traditional marketing communications instrument (Mangold

& Faulds, 2009) It is therefore presumed that SMM actions have a positive effect on BC. Therefore, we hypothesize:

**H: social media marketing will have a positive effect on brand consciousness**
Brand consciousness is subjective assessment of the consumer brand preference. The added importance of a brand can also be defined as a result of prior investments in the company's marketing mix (Keller, 1993). In assessing a particular product as robust, distinctive and suitable, customers are highly aware of its product (Verhoef, Langerak, & Donkers, 2007). If customer regard a particular brand that complements their images, they create a good picture of the brand which ultimately increases the probability of their brand choice over rivals. Similarly, (Bolton, Lemon, & Verhoef, 2004) argue that favorable product opinions can affect the affective engagement of customer favorably. (Rust, Lemon, & Zeithaml, 2004) claim that Brand consciousness is anticipated to affect customer willingness for payment, desire for repurchase, and the likelihood of brand recommendation. Thus, we hypothesize:

**H: Brand consciousness exhibits a direct positive effect on customer revisit intention**
**Value consciousness (VC)**
According to (Zeithaml, Lemon, & Rust, 2001), "value consciousness is described as an accurate evaluation by the customer towards the product relying on attitudes of what has been provided for & what has been received," three influencer of value consciousness namely quality, cost and convenience (Vogel *et al.,* 2008).

Value consciousness has an importance impacts on customer choices. While the scope of value consciousness in the e-commerce sector is the comprehensive assessment of the quality of service. The key dimensions are the price-quality proportion, the convenience of buy and the utility of products and times (Ismail, 2017).

Frugal consumers are more value conscious (Lichtenstein, Netemeyer, & Burton, 1990); and the most conscious of their use and the precaution that they are not using resources and the avoidance of waste (De Young, 1986). Not everyone thinks a squirt good is a driving for happiness and status cues. The value consciousness would be defined as "the concern to pay low prices subject to some quality constraint" (Ailawadi, Neslin, & Gedenk, 2001; Lichtenstein et al., 1990; Lichtenstein, Ridgway, & Netemeyer, 1993). Value-conscious customers appear to be equally concerned with price and quality of products (R. C. Sharma, 2011). They are also more inclined to make use of social media systems to store at the smallest price, with several important advantages. Customers, who like the Facebook page, are involved in their products and facilities. Products at reduced rates are therefore comparatively crucial in buying decisions than product value or brand image (Cui & Liu, 2001; Sinha & Batra, 1999). Therefore,

**H: social media marketing will have a positive effect on value consciousness**
Consciousness of the value of what is taken to what is offered (e.g. a service) is the first driving force to which the consumer has been revisited. This applies to the cost paid to achieve a service. Therefore, the high value consciousness symbolizes an optimum cost to performance proportion. If the price-quality ratio of a product complements that of a customer, then the customer experiences inner fairness. Equity claims that viewed investment produces affective conditions, namely, satisfaction and loyalty in turn generate positive attitudes (Homans, 1961). This concept has a strong support for empirical research (Lam, Shankar, Erramilli, & Murthy, 2004; Vogel et al., 2008; Yang & Peterson, 2004). When a business offers to their customer's greater advantages (in terms of perceived cost) than

specific offerings, it contributes to enriched customer satisfaction which will eventually induce customers revisit intention. Various surveys have supported the positive connection between value consciousness and customer revisit intention (Ismail, 2017; C.-H. S. Liu & Lee, 2016). Thus, we hypothesize:

**H: Value consciousness exhibits a direct positive effect on customer revisit intention**
**Mediation effects**
As previously mentioned, social media provide possibilities for developing and increasing fashion consciousness, brand consciousness and value consciousness. Social media marketing also contributes to brand consciousness. When consumers are highly aware of the brand, customer revisit intentions will occur. In the same way, social media marketing operations can increase the value consciousness, and customer revisit intention is positively linked to value consciousness. Therefore, the following hypotheses put forward:

**H: Fashion consciousness will mediate the relationship between social media marketing and customer revisit intention**
**H: Brand consciousness will mediate the relationship between social media marketing and customer revisit intention**
**H: Value consciousness will mediate the relationship between social media marketing and customer revisit intention**

Figures illustrate the research model to direct the objective of this study. Social media marketing is linked to revisit intention, FC, BC and VC. In addition, fashion consciousness, brand consciousness and value consciousness have a significant impact on the customer revisit intention.
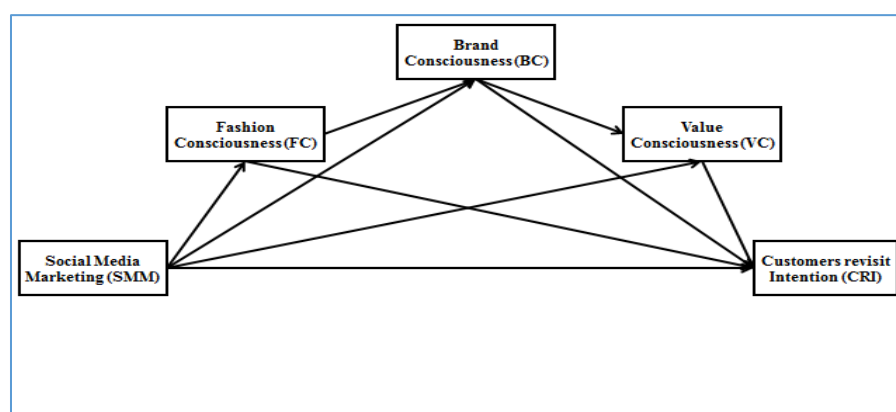


## Methodology
### Sample profile
The study is based on the primary data which were collected from Faisalabad fashion apparel customers. The use of e-retail is quite appropriate as they are among the most engaged shoppers of fashion apparel in the world (P Kautish & Rai, 2018; Kinley, Josiam, & Lockett, 2010; Lester, Forman, & Loyd, 2006). Yet its knowledge, easiness and technology-related functionality to help online shoppers was the key logic of this generation cohort (Bassiouni & Hackley, 2014; Priporas, Stylos, & Fotiadis, 2017). The figures from the survey show that 71% of participants were males and 29% were women. Whereas around 49.8% of participants indicated that they purchase online fashion apparel on a monthly basis, 32.2 per cent respondent purchase the fashion apparel on weekly basis as they are more conscious about the fashion, 11.5 per cent respondent purchase fashion apparel on quarterly basis, 5.4

per cent responded were purchase semiannually and only 1.1 per cent responded were purchase the fashion apparel annually.

## Profile of the Respondents

| Gender | Frequency | Percentage |
|---|---|---|
| Male | 395 | 71.0 |
| Female | 161 | 29.0 |
| **Total** | **556** | **100.0** |
| **Age** | **Frequency** | **Percentage** |
| 26-35 | 192 | 34.5 |
| 36-45 | 111 | 20.0 |
| 46-55 | 28 | 5.0 |
| Above 55 | 4 | .7 |
| **Total** | **556** | **100.0** |
| **Education** | **Frequency** | **Percentage** |
| Intermediate | 42 | 7.6 |
| Bachelors | 229 | 41.2 |
| Masters | 253 | 45.5 |
| MS/Mphil | 28 | 5.0 |
| PhD | 4 | .7 |
| **Total** | **556** | **100.0** |
| **Purchase fashion apparel** | **Frequency** | **Percentage** |
| Weekly | 179 | 32.2 |
| Monthly | 277 | 49.8 |
| Quarterly | 64 | 11.5 |
| Semiannually | 30 | 5.4 |
| Annually | 6 | 1.1 |
| **Total** | **556** | **100.0** |

## Research instrument
According to the above assumptions, this research compiles a questionnaire. Experienced social media consumers participated in this research. After the questionnaire was completed, 5 respondents with expertise in the social media marketing field were asked to finish a test; then changes were made in the questionnaire which could be misunderstood by respondents and make it easy or simply so that the contents could be completely understood by the contributors to enhance test performance. After the first draft had been modified, a pilot test was carried out at the government college university Faisalabad, which collected 20 valuable samples of responses, to ensure participants did not misunderstand the questionnaire. According to the reliability coefficient requirements as proposed by (Nunnally, 1994), the pilot test results had Cronbach's alpha value above 0.7 and indicated that internal consistency and stability for the questionnaire were appropriate.

## Data collection and sampling
A survey questionnaire was circulated to participants in March-April 2019, in which 610 participants participated in the studies and completed the survey questionnaire. This study

was a call to social media consumers to finalize the questionnaire in the designated questionnaire system (Chen & Lin, 2019). Few of those were reporting missing values, which were discarded later on. The questionnaire included close-ended questions on the different construct in the various items. In the final analysis, a number of 556 answers were found to be appropriate. The current study took convenience sampling to gather the primary data in tune with the past studies in attempt to understand the revisit intention of the online shoppers (H.-H. Park & Sullivan, 2009).

## Measurement Items of the Constructs

The scales were adopted from the previous studies, to measure the social media marketing 4 items scales were adopted which were developed by (A. J. Kim & Ko, 2012). To measure Fashion consciousness, 5 items scales were adopted from previous study and scale is developed by (Pradeep Kautish & Sharma, 2018). To measure Brand consciousness, 4 items scales were adopted and for Value consciousness there were also 4 items scales take on which is developed by (Lichtenstein et al., 1993). (Hongmei Zhang, Wu, & Buhalis, 2018) developed 3 items scale to measure Customer revisit intention.

## Results and Analysis

The data collected were checked and analyzed in the Statistica1 Package for Socia1 Sciences 22 (SPSS). This is followed by the relevant data analysis and assessment. SPSS 22 software is used for testing hypothesis, and to check the effect between variables Regression analysis is used.

## Regression analysis:

### Impact of Social Media Marketing on Fashion Consciousness

Where the below table explain that overall relationship is significant as p value is .000 here the total effect is estimated as 43.76% as the R-sq. value indicates.

| Model Summary | | | | | | |
|---|---|---|---|---|---|---|
| R | R-sq | MSE | F | df1 | df2 | P |
| .7874 | .4376 | .1732 | 172.6455 | 1.0000 | 554.0000 | .0000 |

Where the below model shows the independent effects of Social media marketing on Fashion consciousness is 55.40 % which shows SMM has significant impact on FC.

| Model | | | | | | |
|---|---|---|---|---|---|---|
| | Coeff. | se | t | p | LLCI | ULCI |
| constant | 1.3979 | .1543 | 9.0569 | .0000 | 1.0947 | 1.7011 |
| SMM | .5540 | .0422 | 13.1395 | .0000 | .4712 | .6368 |

### Impact of Social Media Marketing & Fashion Consciousness on Brand Consciousness

Model summary indicates that overall relationship is significant as R-square value is 93.95% where p-value is .000<.05.

| Model Summary | | | | | | |
|---|---|---|---|---|---|---|
| R | R-sq | MSE | F | df1 | df2 | P |
| .9693 | .9395 | .0362 | 4294.795 | 2.00 | 553.0000 | .0000 |

In the model we observed that fashion consciousness is affecting 92.62 % effecting on BC as we assumed that they have significant relationship between them. While SMM value is insignificant that shows SMM not directly impact on BC.

| Model | | | | | | |
|---|---|---|---|---|---|---|
| | Coeff. | Se | T | P | LLCI | ULCI |
| Constant | .0775 | .0457 | 1.6951 | .0906 | -.0123 | .1673 |
| FC | .9262 | .0117 | 78.8649 | .0000 | .9031 | .9493 |
| SMM | .0543 | .0133 | 4.0656 | .0001 | .0280 | .0805 |

**Impact of Social Media Marketing, Fashion Consciousness & Brand Consciousness on Value consciousness**
Model summary indicates that overall relationship is significant as R-square value is 45.86 % where p-value is .000<.05.

| Model Summary | | | | | | |
|---|---|---|---|---|---|---|
| R | R-sq | MSE | F | df1 | df2 | P |
| .7192 | .4586 | .1941 | 27.3231 | 3.0000 | 552.0000 | .0000 |

In the model we observed that fashion consciousness is affecting 24.27 % effecting on VC as we assumed that they have significant relationship between them.

The significant value of BC shows that there is greater impact of BC on VC which is 43.15%. while SMM is still have no direct impact on VC

| Model | | | | | | |
|---|---|---|---|---|---|---|
| | Coeff. | Se | T | P | LLCI | ULCI |
| Constant | .0251 | .0444 | .5655 | .5719 | -.0621 | .1123 |
| FC | .2427 | .1502 | 1.6158 | .0000 | 1.9477 | 2.5378 |
| BC | .4315 | .1394 | 3.0967 | .0021 | .1578 | .7053 |
| SMM | -.0370 | .1347 | -0.2746 | .3094 | -.4016 | .1275 |

**Impact of Social Media Marketing, Fashion Consciousness, Brand Consciousness and Value consciousness on Customer revisit intention**
Model summary indicates that overall relationship is significant as R-square value is .4137 where p-value is .000<.05.

| Model Summary | | | | | | |
|---|---|---|---|---|---|---|
| R | R-sq | MSE | F | df1 | df2 | p |
| .6432 | .4137 | .2783 | 97.1816 | 4.0000 | 551.0000 | .0000 |

In the model we observed that FC is affecting 23.74%, BC is affecting 35.10% while VC is affecting 50.23 % direct impact on CRI as we assumed that they have significant relationship between them.

SMM has only 15.49 % direct impact on CRI which is considered as insignificant as p-value showed that .1752>.05.

| Model | | | | | | |
|---|---|---|---|---|---|---|
| | **Coeff.** | **Se** | **T** | **P** | **LLCI** | **ULCI** |
| **Constant** | .0763 | .1190 | .6415 | .5215 | -.1574 | .3101 |
| **FC** | .2374 | .0360 | 6.5886 | .0000 | .1666 | .3082 |
| **BC** | .3510 | .0376 | 9.3387 | .0000 | .2772 | .4249 |
| **VC** | .5023 | .1507 | 3.3339 | .0009 | .2063 | .7982 |
| **SMM** | .1549 | .1141 | 1.3574 | .1752 | -.0693 | .3791 |

**Direct effects of Social Media Marketing on Customer Revisit Intention**
As below model explain that social media marketing has only 15.49 % effect on customer revisit intention which cannot be considered sufficient to increase the customer revisit intention hence the direct relationship is insignificant as p-value is .1752>.05.

| Direct effect of X on Y | | | | | | |
|---|---|---|---|---|---|---|
| Effect | SE | T | p | LLCI | ULCI | Effect |
| .1549 | .1141 | 1.3574 | .1752 | -.0693 | .3791 | .1549 |

**Conclusion**
The research results examine the fact that social media marketing activities help marketers to understand customer revisit intention, fashion consciousness, brand consciousness and value consciousness. The current study promotes the idea that social media marketing is a main driver of fashion because brand followers are dedicated to the brand and appear to be revisit on social media platform (Bagozzi & Dholakia, 2006). We concluded that fashion apparel is indeed a modern phenomenon, and adjustment to fashion indicates a dedication of customer's commitment to modern morality, such as freedom and uniqueness. But in the emerging economies fashion consumption is strongly affected by Western part of the world and design technologies.

Research shows that social media marketing significantly affects fashion consciousness, brand consciousness and value consciousness in Pakistani markets. The results reveal that the independent effects of Social media marketing on Fashion consciousness are 55.40 % which shows that the SMM has significant impact on FC. After that the results discloses fashion consciousness is affecting 92.62 % effecting on BC as we assumed that they have significant relationship between them. While SMM value is insignificant that shows SMM not directly impact on BC and fashion consciousness is affecting 24.27 % effecting on VC as assumed that they have significant relationship between them. The significant value of BC shows that there is greater impact of BC on VC which is 43.15%. While SMM is still have no direct impact on VC. After that FC is affecting 23.74%, BC is affecting 35.10% while VC is affecting 50.23 % direct impact on CRI as we assumed that they have significant relationship between them.

SMM has only 15.49 % direct impact on CRI which is considered as insignificant as p-value showed that .1752>.05. Therefore, the research found that social media marketing could be used as efficient instrumental in creating customer relationships and constructing the revisit intention in the social media with the mediating role of fashion consciousness, brand consciousness and value consciousness. The study also has some limitations, firstly, the study is associated with online fashion apparels, but its influence can be explored in some other products. Second, we have collected only 556 samples due to shortage of resources and time, the other researcher could enhance the sample size to improve the testing quality. Third it is limited to Pakistani consumers and specifically conducted in Faisalabad city. The further

researcher may conduct the study towards other cities and apply this model. And in the last, the future researcher could be specified this study towards young consumer as they are more fashion conscious and excessive user of social media.

## Recommendation

From the recommendation point of view, this research distinguishes between the value of the consumer's fashion consciousness principles and the desire to revisit online fashion apparel. With financially feasible marketing policies, e-commerce strategies remains to grow (Escobar-Rodríguez & Bonsón-Fernández, 2017). Thus, executives and developers of business portals should generate attractive online atmospheres that orientate shoppers into their worth. The research shows that fashion and online apparel should concentrate on marketing efforts to merge the disposal of customer importance as far as fashion and products are concerned. The quality dimension generally allows online fashion executives to standardize their marketing strategy throughout the industry.

**Conflicts of interest:** The authors declare no conflicts of interest.

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