Effect of Social Media Involvement on Buyer Behavior Evidence from Jordan Fashion Market via FacebookPlatform

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Abstract: The study was designed to assess how social media involvement affected the buying decisions of young Jordanians from e-fashion stores on Facebook. In this research, social media involvement is identified as the independent variable (IV), while the buying decision acts as the dependent variable (DV). Notably, the independent variable consists of two key sub-variables: customer engagement and interaction with electronic fashion stores on the Facebook platform. Utilizing a quantitative, causal descriptive design, the study targeted a population of young Jordanians aged 18 to 35, who number approximately 1.476 million active Facebook users. Through a snowball sampling method, data were gathered from a sample of 515 individuals. The results indicate a robust influence of social media involvement on the buying decisions of young Jordanians when shopping for fashion through Facebook. Specifically, electronic interaction has a strong and positive impact, whereas customer engagement appears to have no measurable effect on buying choices. Furthermore, the research highlights that both sex and geographic location significantly affect the buying behavior of Jordanian youth concerning fashion stores on social media. In conclusion, the study offers valuable recommendations aimed at enhancing social media applications within the local community and boosting the fashion industry's contribution to the economy. By implementing these recommendations, stakeholders can leverage social media's power to drive engagement and foster economic growth in the fashion sector.
Key Words: Social Media, Invlovement, Customer Engagement,Interaction, Buying Decision, Fashion Products, Facebook, Jordan.

1. Introduction :

The global financial crisis 2008 presented profound economic and psychological hurdles for producers and retailers around the globe (Mohr, 2013). One major challenge was convincing innovators and early adopters to invest in fashion products, as they represented 60% and 20% of total customers, respectively (Dolan et al., 2015). Another issue arose from poor planning for global fashion events following sales declines for prestigious brands like Neiman Marcus, Saks Fifth Avenue, and Nordstrom (Mohr, 2013). Furthermore, shifts in consumer sentiment in Paris, the world's fashion capital, contributed to a pervasive atmosphere of apprehension about the future, resulting in reduced spending and demand for fashion items (Annie, 2012). Key findings highlighted the shift towards luxury goods by wealthy consumers who began re-evaluating their purchasing decisions (Lee et al., 2018). Additionally, these affluent individuals showed high sensitivity to pricing (Annie, 2012) and faced increasing competition from fashion designers, changing consumer interests, and new options (Lutz, 2016).

In today's dynamic environment, international fashion retailers have discovered innovative solutions and strategic tools to effectively avoid past challenges (Lutz, 2016). Leading brand owners are embracing transformative changes in their marketing strategies, while retailers are eager to explore cutting-edge methods to engage customers in remote markets (Tufekci & Wilson, 2012). Since 2009, luxury fashion brands have recognized the importance of investing in modern technologies and applications, with social media taking center stage (Bhat, 2024). Social media has rapidly become a powerful, interactive marketing platform that empowers customer access and engagement (Rituraj & Junaid, 2019). Over time, it becomes a vital tool for increasing interaction, awareness, engagement, recall, and ultimately driving purchases (Ibrahim, 2021). It is an essential role in building and strengthening

customer relationships (Cheung et al., 2021), and customer acquisition (Geissinger & Laurel, 2016). Furthermore, social media allows followers to voice their preferences and opinions (Gul et al., 2021), effectively sharing global fashion events, evaluating products (Cheung et al., 2021), and gathering instant feedback from anywhere around the globe (Pang, 2021). This shift presents an undeniable opportunity for brands to connect with their audience like never before.

Facebook is an influential interactive platform today, empowering users to effortlessly share and engage with content from friends and acquaintances (Gul et al., 2021). This connectivity has revolutionized how brands reach and connect with consumers (Cheung et al., 2021). By fostering a vibrant community where information flows freely, brands can build stronger relationships with their audiences (Di Minin et al., 2021). From a marketing perspective, Facebook is indispensable, allowing brands to effectively communicate and interact with consumers (Kumar& Akhilesh, 2020). Its powerful internal search engine enhances contact among users and premium brand pages (Loitongbam et al., 2023). As consumer traffic to brand pages increases, so do levels of interaction, content refreshment, and meaningful communication with consumers (Beqiri & Bello, 2021). This makes Facebook a vital tool for brands aiming to thrive in today's digital landscape.

Fashion companies and retailers specializing in clothes, footwear, and accessories dedicated brand pages on Facebook as a crucial component of their marketing strategies (Beqiri & Bello, 2021). These pages enable brands to engage directly with consumers and track interactions through likes, comments, and shares, fostering a vibrant community around their products (Beqiri & Bello, 2021). Moreover, these platforms facilitate exclusive events and promotions that captivate the audience and drive sales (Cheung et al., 2021). Through Facebook, fashion brands can effectively reach varied audiences, enhance brand visibility, and showcase exclusive offers and pricing (Buzeta et al., 2023). They can also collect valuable consumer feedback through comments, enriching their understanding of market preferences (Wibowo et al., 2021).

A prime example is Victoria's Secret, which ranks 18th globally and 1st among custom fashion brands (Tobin et al., 2014). Their Facebook page encourages consumer discussions around products, fosters the sharing of engaging images, and promotes campaigns to an impressive 22 million followers in 2022 (Statistica, 2024). Despite the potential, the local fashion market is traditional and underdeveloped. However, it is a vital economic sector with untapped opportunities for growth and innovation. This study posits that the fashion industry represents a promising investment opportunity in the Jordanian market, especially as it aligns more closely with digital marketing activities. Embracing this transformation could significantly increase the effectiveness and value of the local fashion landscape.

2. Research Signiificance :

The importance of the study is the following:

- The study provides a theoretical perspective capable of enriching the knowledge associated with the research topic, the theoretical linkage between the research variables, and the definition of its nature and significance.
- Social media in the fashion industry is an emerging and modern topic in Jordan, especially among marketers, academics, professionals, businesses, and government. Therefore, the research may provide several implications about social media in Jordan and its relationship to the fashion industry in Facebook e-stores,
- Attention to the fashion industry in Jordan as one of the most prominent drivers of income-saving economies and employment opportunities, its importance in replacing imports of clothing and footwear from countries such as Turkey, Malaysia, Thailand, and India (MIT,2024), valued at approximately $2 billion per year (DOS, 2024).

3. Reaerch Objectives:

The research objectives are shown by:

A. Measuring the impact of social media Involvmet on the buying decision from online fashion stores via Facebook, this question divided into tow sub objectives :
   - Measuring the impact of social media engagement on the buying decision from e-fashion stores via Facebook.

- Measuring the impact of social media interaction on the buying decision from e-fashion stores via Facebook.
B. Measuring the impact of demographics on the online buying decision from online fashion stores via Facebook by age, education, sex and income.

4. Literatuer Review:

4.1 Social Media: Defention and Importance:

Social media is revolutionizing how consumers and businesses interact, fundamentally transforming marketing communication (Al-Nsour, 2024). Acting as a powerful channel for word-of-mouth marketing (WOM), it enables consumers to share their experiences and opinions widely (Hafidz & Tunisa, 2023). This dynamic platform is a vital aspect of online marketing on social networking sites (Kofi et al., 2022). Social media creates engaging content that can be easily shared (Ibrahim, 2021), amplifies brand reach, and connects businesses with their target customers more effectively (Wallace et al., 2022). Moreover, it allows companies to monitor immediate consumer feedback, offering valuable opportunities for addressing inquiries, complaints, and suggestions (Ahmed et al., 2023). Embracing social media is essential for any business aiming to thrive in today's competitive landscape.

Social media represents a revolutionary interaction between consumers and businesses, profoundly enhancing marketing communication (Batat, 2024). It acts as a powerful form of word-of-mouth (WOM) among consumers (Hafidz & Tunisa, 2023) and is a vital element of online marketing through social networking sites (Machado et al., 2019). Social media generates engaging content that is widely shared (Ibrahim, 2021), amplifies brand visibility, and broadens access to potential customers (Wallace et al., 2022). Furthermore, it enables businesses to monitor immediate consumer reactions while offering valuable channels for inquiries, complaints, and suggestions (Ahmed et al., 2023). Embracing social media is essential for any brand aiming to thrive in today's digital landscape.

Social media is a component of any successful marketing strategy (Wallace et al., 2022). It enables businesses to transition from mere "attempted sales" to highly effective "connectivity-based manufacturing," all while reducing costs and improving efficiency (Onamusi & Ayo, 2021; Babu, 2019). Furthermore, social media is a highly reliable and trusted platform for connections with consumers and managing customer relationships (Park et al., 2021). Boots online engagement, customer satisfaction, and retention (Ahmed et al., 2023). Embracing social media can significantly elevate your business's marketing efforts.

Social media is an expansive concept that encompasses social networks, virtual worlds (Park et al., 2021), blogs, social news sites, podcasts, and games (Aichner et al., 2020). It acts as a powerful social and administrative platform, leveraging Internet applications to facilitate communication, collaboration, and the sharing of user-generated content (Singh et al., 2021). Moreover, social media is invaluable for effective targeting and two-way communication (Sriyani, 2019). It spreads innovative ideas, builds brand awareness, generates engagement, and drives product sales (Johansson & Hiltula, 2021). Notably, social media represents a significant marketing advancement that connects brands directly with consumers, eliminating traditional barriers (Bai & Yan, 2020). This transformative power reshapes how businesses approach marketing, allowing them to capture notes, comments, and customer insights that inform product development tailored to consumer needs (Hyun et al., 2022). Social media revolutionizes advertising methods, empowering customers to construct their information networks about products (Onamusi & Ayo, 2021). This shift ensures consumers' ability to share experiences and information widely (AL-Nsour, Somili , and Allaham,2021), often placing them in a position of influence that rivals traditional marketers (Duff & Segijn, 2019). Embrace the potential that social media offers; its impact on marketing is undeniable and transformative.

4.2 The impact of Social Media Involvment on the Buying Decision consists of:

Involvement is a crucial aspect of the purchasing journey, encompassing the time, effort, and thought that customers dedicate when selecting a product, alongside the enjoyment they experience during this process (Raid & Al-Nsour, 2024) . It reflects the internal emotions that motivate customers to evaluate their choices and articulate their buying experiences (Al-Nsour, 2023). Engaging external

sources and organizations can significantly enhance customer involvement, making the shopping experience more rewarding (Al-Sahli & Al-Nsour, 2022). Understanding involvement is essential, as it categorizes purchases into low and high involvement (Al-Nsour, Hasnin& AL-Johani, 2024). A customer's degree of involvement is shaped by how much they engage with and interact with the product. The nature of the goods being purchased plays a vital role in determining this involvement. Consider the difference between convenience goods and high-value items like luxury products (Chatterjee & Kar, 2020; Al-Nsour, 2018). Convenience goods are typically purchased quickly and frequently, demanding little thought from the customer. These items are consumed rapidly, and if a customer is unhappy with a brand, they can easily switch to another without much hesitation (Abbasi et al., 2021). In contrast, high-involvement products capture customers' attention and require careful consideration, leading to deeper engagement and interaction in the decision-making process (Abed, 2020). Because these products have a more lasting impact, customers are likely to invest time in exploring their options (Alshaibani,2024).They will go through various thoughts and reflections before making decisions, ensuring they choose the best option. By understanding and enhancing customer involvement, businesses can create a more impactful buying experience that fosters loyalty and satisfaction (Alnsour, 2024).

Customer involvement is the active participation of customers in a company's operations, such as product development, marketing, and customer service. By engaging with customers to understand their needs and preferences, businesses can create products and services that better meet those demands (Alayyaf & Al-Nsour, 2024). This involvement can take various forms, including feedback, focus groups, and co-creation of products. The goals are to foster a sense of partnership, ultimately increasing customer satisfaction and loyalty, better understanding of needs, enhanced innovation, improved brand reputation, and reduced risk of failure (Al-Emran et al.,2021).In summary, involving customers is crucial for businesses to stay competitive, gain insights, boost satisfaction, and develop better products.

1. **The Impact of Social Media Engagment on the Buying Decision from e-Fashion Stores:**

Engagement plays a crucial role in fostering brand loyalty among new customers and acts as the driving force behind increased purchasing frequency (Bowden, 2009). This complex process comprises six essential phases: interaction, satisfaction, retention, commitment, advocacy, and engagement (Sharma, 2020). Research consistently demonstrates that social media dramatically enhances customer engagement, leading to higher sales, effective customer acquisition, and improved retention rates (Voramontri & Klieb, 2019). By leveraging social media to connect with customers who share similar interests, businesses can achieve remarkable success and build a loyal customer base (Beqiri & Bello, 2021). To excel in online marketing, businesses must prioritize social media as a strategic platform for gathering invaluable marketing insights that directly influence decision-making (Di Minin et al., 2021). It is important to note that a robust relationship exists between customer engagement and the effectiveness of marketing strategies (Bin Khunin & Al-Nsour, 2024). Embracing these insights not only enhances customer loyalty but also maximizes business potential in today's competitive landscape.

Correct and reliable marketing information makes more effective decisions and is the entry point for intelligent purchasing behavior (Beqiri & Bello, 2021). It promotes the buying experience, social presence, and image (Aileen et al., 2021) and accelerates impulsive buying (Sikandar & Ahmed, 2019). The shopper's involvement in the search for information via social media (Park et al., 2021) increases the degree of engagement in the purchase decision (Al-Nsour, 2024). Finally, customer engagement via social media positively affects the purchase decision, customer confidence, and repurchase (Ho & Chung, 2020). Based on the above, the first literature the first hypothesis is as follows:

- *There is a statistical effect ofsocial media engagement on the buying decision from online fashion stores via the Facebook platform.*

2. **The Impact of Social Media Interaction ON the Buying Decisions from from e-fashion stores:**

Interaction significantly impacts a user's ability to shape the form and content of communication within their environment (Haobin et al., 2020). It reflects the control of participants in the communication process (Aggarwal & Mittal, 2022) and indicates their active involvement in advertising messages (Jamil et al., 2021). This process is inherently multi-directional, occurring between a source and a recipient m and among multiple sources and receivers (Zheng et al., 2022). Ultimately, interaction illustrates how

effective communication techniques can cultivate a dynamic environment for sharing information (Alnsour, 2023), whether in one-to-one, one-to-many, or many-to-many contexts (Bryła et al., 2022). Additionally, user interaction fosters meaningful participation in social networks by allowing individuals to select content, determine timing, and choose their preferred methods of communication (Daughter et al., 2008).The interaction allows users to add friends and engage with social media (Ransbotham & Gallauther, 2010). Interaction enhances ideas and improves consumer experiences (Sikandar & Ahmed, 2019). It is a part of social media marketing by influencing brand equity and purchasing intentions (Aggarwal & Mittal, 2022). Two-way interactions between fashion stores and customers lead to greater satisfaction and recognition of brand value (Camargo et al., 2021). Research shows that interaction affects customers' emotional and functional values (Zhang et al., 2020) and provides essential information on prices and product quality (Priporas et al., 2017). These features create distinctive shopping behaviors (Hossain, 2019). Thus, the second hypothesis is as follows:

- ***There is a statistical effect of social media interaction on the buying decision from online fashion stores via the Facebook platform.***

After the theoretical framework and previous studies related to the field of research, the appropriate conceptual framework can designed. This conceptual framework clarifies the IV and DV and determines the shape and direction of the relationship between them.
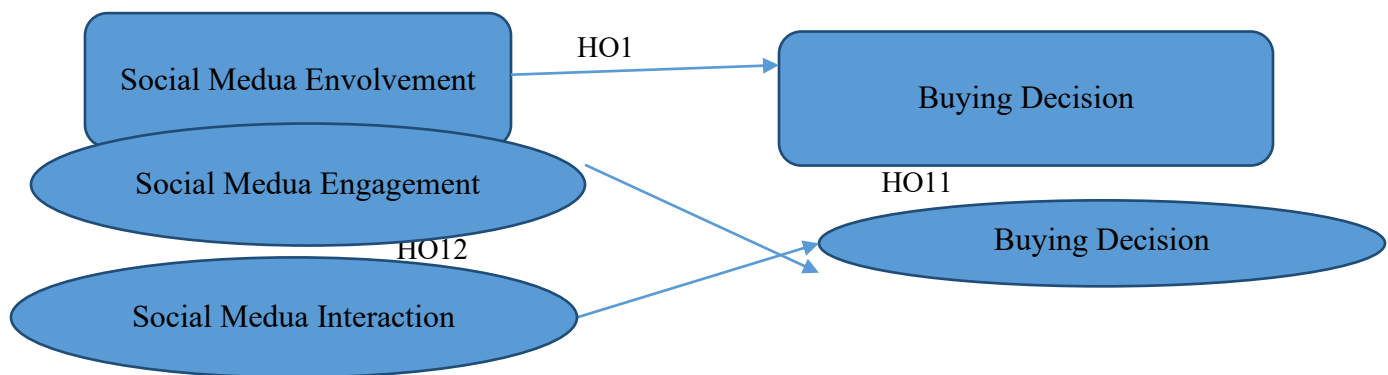
Source: Harun and Husin, 2019, Voramontri& Klieb, 2019,Purwaamijaya, 2020. Suwandi, 2020, Al-Nsour, 2020,Aggarwal & Mittal, 2022.

5. **Research Methodolgy :**
   1. **Pilot Study:** The pilot study involved 10% of a total sample of 50 participants. The survey was conducted over a period of 7 days. The pilot survey yielded findings that helped develop the research tool, identify variables and items, refine the sampling technique, and formulate the research statement.
   2. **Research Mathod and Type:** The quantitative method is appropriate for current research. It is causal descriptive and describes and measures the impact of the independent variable (SM involvement) on the dependent variable (buying decision).
   3. **Resaerch Population:** It consists of all Jordanian users of the Facebook platform in the 18-35 age group. This age group accounted for 29.3% of all Jordanians in 2022 (Datareportal.com). The statistical calculations show that the actual size of the population was 1.476 million young Jordanians in 2022.
   4. **Research Sample:** The study used a non-probability sampling method. It is based on the personal judgment of the researcher to select the population (Malhotra & Hawes, 2016). This method fits the difficulty of elaborating a detailed list of population names and addresses and the lack of official information and characteristics. The Snowball Method is the perfect way to withdraw the required sample from young Jordanian shoppers via Facebook. The minimum required for the

sample is 385 persons. For more credibility, 30% was added to the recommended sample size, so the total sample reached 515 people.

5. **Research Tool:** A fully structured questionnaire is the appropriate method for data collection. This questionnaire was developed based on relevant previous studies. Academics and professionals evaluate the preliminary items, confirming their external validity, relevance, and effectiveness in achieving the research objectives. As a result, the questionnaire was refined until it reached its final form. It was distributed electronically using the Google Drive platform, achieving a response rate of 100%.

Table 1: *Respondents Demoghraphics*

Characteristics	Category	Frequency (N=*515*)	Percent%
Sex	Male	324	62.9
	Female	191	37.1
Education	Less Than Secondary School	1	0.2
	Secondary School	57	11.1
	B. A	340	66
	M.A	66	12.8
	PhD	51	9.9
Place of Residence	Amman	229	44.5
	Middle Governates (Salt, Madaba, Zarqa)	97	18.8
	Aqaba	6	1.2
	Southern Governates (Karak, Tafilha, Ma'an)	25	4.9
	Irbid	79	15.3
	Northern Governates (Jerush, A'jloun, Mafraq)	79	15.3
Residence Type	City (Urban)	353	68.5
	Village (Rural)	126	24.5
	Bedwin	36	6.9
Income (JD)	Less than 300	107	20.8
	300- less than 500	139	27
	500 – Less than 1000	124	24.1
	1000 – Less than 1500	81	15.7
	1500 – Less than 2000	29	5.6
	+2000	35	6.8
Products Bought	Clothes	311	60.7
	Shoes	34	6.6
	Accessories	44	8.6
	Watches	24	4.7
	Cosmotices	12	2.3
	Perfumes	37	7.2
	Others (Special Items)	50	9.8
Budget JD (Per Transaction)	Less than 10	61	11.8
	10 – Less than 20	120	23.3
	20 – Less than 30	120	23.3
	30 – Less than 40	81	15.7
	40 – Less than 50	93	18.1
	50 – Less than 100	40	7.8
	+100	0	0
Numner of Online Transactions (Monthly)	1	265	51.5
	Less than 3	164	31.8
	3 – Less than 5	50	9.7
	+5	36	7

6. Measurement :

The study utilized a five-point Likert scale to characterize and measure researchvariables, following the methodologies of previous studies by Harun and Husin (2019), Voramontri and Klieb (2019), Purwaamijaya (2020), Suwandi (2020), Al-Nsour (2020), Aggarwal and Mittal (2022), and Al-Nsour (2024). The response levels ranged from 1 to 5, where 5 represents a very high level, and 1 indicates a very low level. The relative scale to interpret these response levels is designated as follows: (1) 5 to 4.2 signifies a very high level, (2) less than 4.2 but equal to or greater than 3.6 indicates a high level, (3) less than 3.6 but equal to or greater than 2.4 represents a moderate level, (4) less than 2.4 but equal to or greater than 1.6 signifies a weak level, and (5) any score below 1.6 indicates a very low level.

The sample responses are evaluated based on descriptive analysis. There are indicators used such as the arithmetic mean, standard deviation, and relative frequencies. This analysis aimed to evaluate the level of social media involvement and its impact on online buying decisions through the Facebook platform. The data were analyzed using Structural Equation Modeling (SEM) with PLS Smart software. This method is based on several statistical assumptions and indicators, including the p-value, which indicates the direction of the relationship between the research variables. The Standard Beta coefficient shows both the strength and direction of that relationship. The f-squared (f^2) and R-squared (R^2) values assess how well the independent variable (IV) explains the dependent variable (DV). The Q-squared (Q^2) value predicts the behavior of the research variables. Finally, the Goodness-of-Fit (GoF) test evaluates the overall performance of the regression model.

7. Repondents Profile :

1. **Social Media Involvment:** Table 2 refers to the responses of the "Social Media Invovment" IV, which consists of two variables moderately applied. Arithmetic Mean reached (3.13) and S.D (1.14).It means that the social media involvement is moderate, with the approval of 27.6% of the sample. The following sub-variables:

A. **Social Media Engagement**: It consists of 5 items, and the level of responses was moderate. The arithmetic mean is (3.091) and standard deviation (1.158). It means that the level of Jordanian shoppers' engagement in social media is moderate, with the approval by 39.3% of Facebook users.

B. **Social Media Interaction:** It consists of 5 items. The response level to all items was moderate to arithmetic means (3.17) and standard deviation. This means that the level of Jordanian shoppers' interaction is moderate, and the approval of 40.3% of Facebook users.

2. **Online Buying Decision:** It consists of 6 items that were all moderate according to the arithmetic mean (3.185) and Standard Deviation (1.133). The level of online buying decisions of Jordanian shoppers' is moderate and the approval by 40.8% of Facebook users.

Table 2: *Descriptive Statistics of Independent Variables (Social Media Involvement)*

Item	Responses%					S. D	Mean	Application Degree
	VL	L	M	H	VH			
I am fully prepared to have marketing talks on the Facebook platform.	8.7	15.3	33.8	29.9	12.2	1.11679	3.2155	**Moderated**
I'm doing likes on fashion products on the Facebook platform.	6.8	11.3	36.5	33.2	12.2	1.04894	3.3282	**Moderated**
I always share fashion information shopping on the Facebook platform.	16.7	21.2	32.3	21.2	8.7	1.19087	2.8408	**Moderated**
I'm interested in marketing notifications on Facebook. About Fashion Products	12.8	17.9	34	26	9.3	1.15183	3.0117	**Moderated**

I follow fashion product updates on Facebook platform.	15.9	18.6	21.7	30.9	12.8	1.28228	3.0602	**Moderated**
Social Media Engagement	**12.18**	**16.86**	**31.66**	**28.24**	**11.04**	**1.158**	**3.0913**	**Moderated**
The Facebook platform provides. Interactive opportunities with other fashion shoppers.	7.2	14.4	33.2	32.6	12.6	1.08609	3.2913	**Moderated**
Facebook enabled me. From developing relationships with other fashion buyers.	10.7	17.9	34.4	27.2	9.9	1.12704	3.0777	**Moderated**
Help me on the Facebook platform. Participation in fashion-related marketing events and events.	7.2	18.8	36.3	26.4	11.3	1.08066	3.1573	**Moderated**
The Facebook platform helps me. Participating in Fashion Label Ratings and Online Marketing Research	9.3	18.4	33.6	26.2	12.4	1.13995	3.1398	**Moderated**
The Facebook platform helps me. To participate in the evaluation of online purchasing experience.	7.8	15.1	31.8	30.9	14.4	1.12445	3.2893	**Moderated**
The Facebook platform helps me. On the formation of shopping groups for online fashion products.	12.8	17.7	31.7	25.8	12	1.19480	3.0660	**Moderated**
Social Media Interaction	**9.1667**	**17.05**	**33.5**	**28.183**	**12.1**	**1.1255**	**3.17**	**Moderated**
Social Media Involvement	**10.67335**	**16.955**	**32.58**	**28.2115**	**11.57**	**1.14175**	**3.13065**	**Moderated**
I got a rich personal shopping experience on the Facebook platform.	13.2	20	35	23.5	8.3	1.13831	2.9379	**Moderated**
Facebook provided the opportunity to make collective purchasing decisions (with family and friends).	7.6	15.3	33.8	30.3	13	1.10240	3.2583	**Moderated**
Provided Facebook platform. Tools and options for the fully planned shopping process.	8.2	14.6	34.4	29.5	13.4	1.11383	3.2544	**Moderated**
Facebook provided regular flexible shopping times.	8	16.3	32	30.1	13.6	1.12513	3.2505	**Moderated**
Fashion stores across the Facebook platform offered the low cost advantage of buying fashion products.	8.3	20.4	32.2	24.9	14.2	1.15326	3.1612	**Moderated**
Fashion stores via the Vesuk platform offered rough payment options when shopping on the Facebook platform.	8.9	16.9	29.7	29.3	15.1	1.16881	3.2485	**Moderated**
Online Buying Decision Via Facebook (OBD)	**9.034**	**17.25**	**32.85**	**27.934**	**12.934**	**1.1336**	**3.185**	**Moderated**

8. **Testing and Data Analysis:**

1. **Reliability and Validity:**

- **Construct Reliability:** The statistical rule indicates that the acceptable value of the test is above 0.7 and below 0.95 (Hair et al., 2014). Table 3 shows values between the permitted limits of 0.7 - 0.95, so there is an acceptable degree of internal consistency between the items, and can be trusted to test the research hypotheses.

- **Average Variance Extracted:** The statistical rule indicates that the lower limit is 0.5, and values above 0.7 are very good (Henseler, Ringle & Sinkovics, 2009). Table 4 indicates that AVE values are above 0.5 for all latent variables, thus statistically acceptable, and can be trusted to test the study's hypotheses.

2. **Discriminate Validity : It is divided into tow types :**

- **Cross Loading:** The statistical rule considers a higher value than 0.7 statistically acceptable (Henseler, Ringle & Sinkovics, 2009). Table 4 shows all Items above 0.7, so they have achieved test conditions, and they are reliable and statistically accurate.

Table 3: *Results of Croos Loading, CR, AVE, CR& VIF*

Construct	Items	Cross Loading	CR	AVE	VIF
Social Media Engagement (X)	X1	0.783	0.897	0.636	2.492
	X2	0.798			
	X3	0.826			
	X4	0.834			
	X5	0.744			
Social Media Interaction (S)	S1	0.806	0.932	0.695	2.737
	S2	0.853			
	S3	0.828			
	S4	0.825			
	S5	0.849			
	S6	0.839			
Online Buying Decision (Y)	Y1	0.767	0.933	0.701	3.322
	Y2	0.843			
	Y3	0.868			
	Y4	0.851			
	Y5	0.838			
	Y6	0.852			

- **Fornell Larcker Criterion:** The Variance Inflation Factor (VIF) test starts at 1 and has no upper limit. According to statistical guidelines, a VIF below 5 indicates no collinearity problem. A VIF above 5 suggests substantial collinearity, while a VIF above 10 indicates serious collinearity, making the regression estimates inaccurate (Shrestha, 2020). Table 4 shows that the collinearity values are below 5, meaning there is no collinearity among the independent variables (IVs). This confirms that the statistical model is verified and reliable.

Table 4: *Fornell Larcker Criterion*

Variable	Customer Engagement	Online Interaction	Online Purchase Decision
Customer Engagement	**0.798**		
Online Interaction	0.606	**0.833**	
Online Purchase Decision	0.576	0.742	**0.837**

9. **Testing Hypotheses :**
1. **First key hypothesis H01: There is a Statistical Impact of Social Media Involvement on the Buying Decision from e-fashion stores at 0.05.**
A. **The Path Analysis :**

The path analysis is part of the regression model and provides the correlation matrix between variables. The model path shows the causal correlation between the two variables. Some statistical indicators measure the model fit, most notably Standardized Beta and t-statistics (Magno et al., 2024). The statistical rule considers the P-value below 0.05 (Probability of Errors) to be a statistically significant function of accepting the trend relationship between the two variables. The Standardized Beta signal measures the direction of the relationship, and a negative signal means a reverse relationship between the two variables. The results of the path analysis in Table 6 show the impact of social media involvement (SMI) on the buying decision (OBD) via the Facebook platform. The same table indicates that P-values are less than 0.05 for all correlation relationships. Empirically, this proves relationships between at least one of the variables with online buying decisions via Facebook's platform. The relationship between the social media engagement and the buying decision (Beta = 0.126, P- Value = 0.00), and the positive relationship between the social media interaction and the online buying decision (Beta = 0.206, P- Value = 0.00). The positive relationship between social media involvement and the online buying decision is confirmed. In the end, there was a moderated impact of the social media involvement on the online buying decision (OPD) from the Facebook platform (Beta = 0.450, P- Value = 0.00), and all previous statistical relationships are accepted at P0 < 0.01 significance level.

Table 5: *Path Direct Effects of First Hypotheses*

Relationship	Std. Beta	Std. Error	T-Value	P-Value	Decision	f^2	Decision
Customer Engagement OPD	0.126	0.005	23.470	0.00	Supported Positive Relationship	0.01	No Effect Size
Online Interaction OPD	0.206	0.007	30.256	0.00	Supported Positive Relationship	0.57	Large Effect Size
SMI → OPD	0.734	0.046	9.730	0.00	Supported Positive Relationship	0.734	Large Effect Size

Significant at P_0* < 0.01.　　Significant at P_0** <0.05.

B. **The Path Analysis Indicators**

The effect coefficient f^2 is the complementary part of the hypothesis P-value (Hair et al., 2020). f^2 measures the effect of the IV on the DV (Suhan et al., 2018). f^2 measures the explanation power of the IV on the DV. The statistical rule indicates that the value of f2 between 0.02 and 0.15 means weak impact, and the value between 0.15-0.35 means moderated effect, while the effect is strong if f^2 is above 0.35 (Henseler et al., 2009). Table 7 shows the strong impact of social media involvement on the online buying decision by Jordanian youth (f^2=0.722). Social media interaction strongly affected the online buying decision from fashion stores via the Facebook platform (f^2 = 0.57), while no impact of social media engagement on the online buying decision (f^2 = 0.01). The final result measures all IV variables on the online buying decision and found a high effect according to the impact factor (f^2 = 0.734).On the other hand, the study used the R2 coefficient of determination to measure the explanatory power of IV on the variance of DV (Hair et al., 2017). The statistical rule indicates that values below 0.12 mean a poor power to explain the variance, while a value between 0.12 - 0.26 is a moderated power, and if the coefficient

value is above 0.26, the power of explanation the variance is high (Hair et al., 2017). Social media involvement has a strong power to explain the variance in changes in online buying decisions from fashion stores (0.722). The literature suggests effective predictive relevance through indicators like the coefficient of determination R^2 and the predictive relevanceQ^2(Chin & Dibbern, 2010). Q^2 shows the possibility of restructuring data collected with other structural models and performance indicators (Hair et al.,2019). The statistical decision rule provides predictive relevance if the Q2 value a=bove 0.00 (Hair et al., 2017).

Accordingly, table 6 indicates the high potential to analyze the difference in an online buying decision ($Q^2 = 0.503$) due to social media involvement. As previously shown, the value of f2 above 0.35 means high predictive relevance of online buying decisions from fashion stores via the Facebook platform. Finally, to assess the Goodness of Fit of regression model performance, a GoF test measures the Goodness of structural models (Ringle & Sarstedt,2016). The test is the geometric mean of the AVE and R2 index for all the Endogenous Constructs models. The statistical rule states that the test value below 0.1 means that the model is inadequate, the value between 0.1 and 0.25 means that the model is slightly appropriate, whereas the value between 0.25 and less than 0.36 is moderated power, and the test value above 0.36 means appropriate and high regression model (Wetzels & Odekerken, 2009). Thus, according to the GoF values in Table 8, the regression model used is highly fit for the nature of variables in this study.

Table 6:$R^{2,}Q^{2,}$ *and GoF Results*

Construct	Measure	Value	Result
	R^2	0.722	Large Power of Explanation
Online Purchase Decision	Q^2	0.503	Large Predictive Relevance
	GoF	0.757	Large Goodness of Fit.

2. **Second key hypothesis H02: There is a Statistical Significant Differences in The Online Buying Decision from e-fashion stores according to (Sex, Income, Education, and Place of Residence).**

Testing this hypothesis based on path analysis in the Smart PLS3 methodo, demographics were used as moderators in the regression model. P-values were extracted through bootstrapping with 500 iterations. According to statistical norms, a moderator's effect on online buying decisions is considered significant if the P-value is below 0.05, indicating a 5% probability of error. Table 9 demonstrates that the effects of Six and place of residence on the online buying decisions of young Jordanians are significant, as their P-values are below 0.05 (Six = 0.031, Residence = 0.05). In contrast, other moderators exhibited P-values above 0.05 (Income = 0.203, Education = 0.571), indicating that they did not have a statistically significant impact on online buying decisions for fashion stores via the Facebook platform.

Table 9:*Moderators Effect on Online Purchase Decision*

Relationship	Std. Beta	Std. Error	T-Value	P-Value	Decision
Six OPD ⟶	0.049	0.022	2.165	0.031	**Significant Positive Effect**
Income ⟶ **OPD**	0.028	0.022	1.274	0.203	**No Significant Effect**
Edu ⟶ **OPD**	-0.014	0.025	0.567	0.571	**No Significant Effect**
Res.Place⟶ **OPD**	0.051	0.026	1.966	0.050	**Critical Positive Effect**

10. Discussion :

The primary aim of this study is to evaluate the significant impact of social media involvement on the purchasing decisions of Jordanian youth when shopping at fashion stores on Facebook. The results reveal a compelling connection between social media engagement and online buying behavior, with a noteworthy significance level of 0.05. Furthermore, the sub-variables demonstrate that while there is

moderate engagement among buyers in the realm of online fashion shopping via Facebook, the potential for deeper involvement exists. Notably, 45.4% of shoppers simply click "Like," while 42.1% engage in online marketing discussions, and 43.7% actively follow fashion brand updates. These findings highlight that enhancing social media strategies could further influence Jordanian shoppers' decision-making processes and drive sales. Finally, 29.9% of young shoppers share information, and 33.9% follow new notifications. As a result, the engagement level of young shoppers via Facebook is unaffected by the buying decisions from online fashion stores in Jordan.

To effectively analyze the prior conclusion, it's essential to recognize that the use of electronic media hinges on two key aspects: content gratification and process gratification. Content gratification is achieved when users seek information on social platforms for life-enhancing activities, such as staying updated on news or discovering sought-after fashion brands. Conversely, process gratification is rooted in the excitement of engaging with social media and exploring its diverse content. In the context of Jordanian culture, process gratification emerges as the predominant experience. This dynamic explains the noticeable lack of customer engagement on social media, as the process of gratification tends to exert a weaker influence on Jordanian shoppers on platforms like Facebook. Therefore, to boost engagement, it's vital to prioritize content that resonates and delivers real value to the audience. Jordanian youth shoppers primarily utilize the Internet for entertainment, communication, and gaming rather than for thoughtful and strategic purchasing. Their interactions on Facebook often lack intention and planning, leading to impulsive behavior. Consequently, this trend explains the minimal influence of social media engagement on their purchasing decisions in e-fashion stores. For young Jordanians, the platform serves as a space for self-expression, knowledge enhancement, and the pursuit of social value, making it essential for brands to adapt their strategies to better align with these motivations.

The online interaction with fashion stores on Facebook hinges on several indicators. Approximately 45.2% of young shoppers find interactive opportunities beneficial (mean score of 3.29), while 37.1% develop relationships with sellers (mean score of 3.07). Additionally, 37.7% engage in e-marketing events (mean score 3.15), and 38.6% participate in e-marketing research (mean score 3.29). The platform also helps 45.3% evaluate their online buying experiences (mean score of 3.28) and 37.8% from shopping groups (mean score of 3.06). Overall, these online interaction indicators moderately correlate with online buying decisions, a significant influencing factor.The current study confirms a positive relationship between electronic interaction on the Facebook platform and e-purchase decisions. An increase in interaction is positively correlated with e-consumer trust, which helps retailers better understand customer needs (Arsath, 2018). As demonstrated, electronic interaction enhances consumer involvement in virtual communities and empowers them to provide immediate recommendations and feedback (Chorana & Cherroun, 2021).

Overall, electronic interaction aids marketers in effectively planning their marketing strategies, improving market share, and strengthening their competitive position (Voramontri & Klieb, 2019). Additionally, it influences customers' perceptions of brands (Vinh et al., 2019).Facebook is the top online shopping platform for fashion lovers in Jordan. It enables shoppers to gather information, compare brands, and enhance their emotional experiences. Nike's use of 3-D technology in its online shoe shopping allows customers to select designs and colors interactively before purchasing. This approach has made online shopping more engaging, improved purchase intentions, and influenced future buying decisions.The empirical findings highlight a significant influence of sex and place of residence on online buying decisions, raising considerations for marketers. In contrast, the study by Ertemel & Ammoura (2016) concluded no statistically significant differences in buying choices via social media based on age, education, sex, or income. Interestingly, the evidence pointed towards a preference among females and individuals earning more than 5,000 Turkish lire. This result is in contrast to the Awan & Abbas (2024) study, which demonstrated a clear correlation between demographics—such as sex, age, income, and education—and buying behavior in Pakistan. Furthermore, research by Tham et al. (2013) underscored that women were the least impacted by electronic word-of-mouth (eWOM) and social media marketing (SMM). This highlights a crucial gap in understanding how different demographics interact with online marketing strategies, emphasizing the need for targeted approaches.

The study by Puška et al. (2018) compellingly demonstrates that factors such as sex, income, and employment status play a crucial role in influencing buying decisions. Notably, it highlights a trend among females under 25 earning below a certain income level, showing tend to be highly satisfied with their purchasing choices. Current research indicates no significant difference in the intention to buy televisions between males and females across various age groups in Nepal. However, the educational level does create disparities in consumer behavior (Rai, 2019). Furthermore, Carthy et al. (2020) reveal that married and educated consumers exhibit greater maturity and awareness in purchasing decisions. This is in contrast to other demographics, including seniors, retirees, low-skilled workers, and students, who may often struggle with information overload and lack the necessary insight for effective buying decisions (Saujanya & Singari, 2022). Importantly, Sulaiman & Sreeya's (2022) investigation uncovered significant differences in how women utilize social media. They found that women aged 18-40 with bachelor's degrees prefer shopping through social platforms. These women view social communication as a more reliable source of information, enabling them to stay connected with global trends and make informed choices.

In light of the findings, the study strongly recommends the following actions: 1. Implement a cohesive national strategy for social media marketing. This strategy should bring together fashion retailers, advertising agencies, and relevant government bodies to create a unified approach that maximizes impact. 2. Mandate the use of electronic social platforms by businesses to achieve critical social media marketing goals. This includes attracting customers, keeping an eye on competitors, obtaining valuable feedback, and staying current with product updates. Additionally, businesses should utilize these platforms to inform customers about new products, promotional events, and marketing campaigns, thus fostering a more engaged customer base. 3. Create a national non-profit training center dedicated to social media marketing. This center should focus on nurturing skilled professionals who can meet the growing demands of the local job market. By offering comprehensive training, we can ensure that businesses are equipped with knowledgeable personnel capable of navigating the dynamic field of social media marketing effectively.

11. Future Research :

Researchers have a significant opportunity to expand their studies beyond current social platforms like; YouTube Instagram, and smartphone apps. By investigating additional communication variables such as user satisfaction and loyalty may understand user engagement. Introducing new moderators in these studies could provide valuable insights and enrich our knowledge base. Furthermore, involving e-store owners, producers, and social media influencers in future research could lead to groundbreaking findings that benefit the entire field. There's also a wealth of untapped potential for research in countries like Saudi Arabia, where e-commerce reached an impressive $7 billion in 2021. Crucially, it is essential to extend these studies to diverse groups within society, particularly the elderly, to assess how social media affects these sensitive populations. Investing in this research will broaden our knowledge and drive more inclusive and impactful marketing strategies.

Conclusion:

This study delves into the crucial role of social media involvement in shaping consumer buying decisions, with a particular emphasis on the thriving fashion sector in Jordan. As one of the most dynamic economic areas, this sector is gaining traction among Jordanian consumers. The rapid advancement of communication technologies, alongside information and intelligent software, has significantly propelled social media, positioning it as a vital player in the global fashion landscape. From a marketing standpoint, social media is not just an effective communication tool; it offers brands the ability to connect with their target audiences at minimal costs and with enhanced interactivity. Moreover, social media creates a level playing field for both large and small businesses, unlocking new channels for consumer engagement. Unfortunately, many e-fashion stores in Jordan currently adopt a disjointed and inadequate approach to social media, hindering their growth and slowing their market participation. Furthermore, the regulatory frameworks for companies within this industry are still in the process of modernization. Embracing social media more effectively could transform the landscape for these businesses and foster greater success in a

competitive market. Current social media practices often overlook the rich cultural dimensions of the local community, which is crucial for the marketing approach. To successfully integrate fashion stores into social media, it's imperative to focus on several key foundations, such as applying essential principles, tactics, and skills. These elements are beneficial for harnessing social media as a powerful tool for competition, excellence, and enduring market presence. With the rise of blogs, bloggers, microblogging platforms like Twitter, social networking sites like Facebook, podcasts, and visual sharing platforms like YouTube, Flickr, Instagram, and Snapchat, a robust social media strategy has never been more important. To thrive in the digital economy and build strong communications between customers and businesses, social media applications, and practices. Embrace these tools to elevate your brand and engage authentically with your audience.Navigating social media and digital marketing strategies may seem daunting at first, but it's crucial to acknowledge that Generation Z has the skills and adaptability to thrive in this rapidly evolving landscape. This generation actively engages in and shapes marketing practices, making them invaluable stakeholders. With Google providing a range of effective methods for measuring and analyzing social media marketing (SMM), businesses can leverage these tools to build vibrant communities based on social marketing principles. Ignoring the immense opportunities and benefits offered by social media platforms is no longer an option for any industry or sector. Embracing these strategies is essential for future success.

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