

Advertising Determinants of Fashion Product Purchase among College Youth (18–25 Years) in Indore City

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Abstract

Advertising has emerged as a powerful force in shaping consumption patterns, particularly among young consumers who are highly exposed to digital and social media environments. In the contemporary fashion market, college-going youth represent a critical consumer segment due to their evolving preferences, brand consciousness, and responsiveness to advertising stimuli. The present study empirically examines the determinants of fashion product purchase decisions among college youth aged 18–25 years in Indore city. Using primary data collected from 250 respondents, the study adopts a quantitative and explanatory research design and applies binary logistic regression to analyse the probability of purchase after advertising exposure. The purchase decision is treated as a dichotomous outcome (purchased/not purchased), while key advertising-related factors such as advertising exposure, perceived advertising credibility, social media advertising influence, and celebrity or influencer impact are considered as predictors. The findings reveal that advertising exposure, credibility of advertisements, and social media influence significantly increase the likelihood of purchasing fashion products, whereas celebrity endorsement alone does not exert a statistically significant independent effect. The overall logistic regression model is statistically significant and explains a meaningful proportion of variation in youth purchase behaviour. The study offers valuable insights for marketers and advertisers by highlighting the importance of credible and socially engaging advertising strategies in influencing actual purchase decisions among urban college youth.

Keywords: *Advertising effectiveness; Fashion products; College youth; Purchase decision; Social media advertising; Binary logistic regression*

Introduction

The fashion industry has witnessed rapid transformation over the last decade, driven by changing consumer lifestyles, digitalisation, and the growing influence of advertising across multiple platforms. Among various consumer groups, college-going youth constitute one of the most dynamic and influential segments of the fashion market. Their purchasing behaviour is shaped not only by personal preferences and peer influence but also by continuous exposure to advertising messages delivered through traditional media, social networking sites, and digital influencers. In urban centres like Indore, the convergence of rising disposable income, expanding educational institutions, and widespread digital connectivity has further intensified the role of advertising in shaping youth consumption patterns. Advertising performs a crucial function in informing, persuading, and reminding consumers about fashion brands and products. For young consumers, advertising goes beyond information dissemination and plays a significant role in shaping attitudes, aspirations, and lifestyle choices. The growing dominance of social media platforms has altered the nature of advertising communication, making it more interactive, visual, and personalised. Consequently, youth consumers are increasingly influenced by advertising credibility, frequency of exposure, and social media engagement rather than by traditional promotional approaches alone. However, despite high advertising exposure, actual purchase decisions may not always follow, highlighting the need to empirically examine which advertising factors truly convert intention into action.

From a methodological perspective, much of the existing literature on advertising effectiveness focuses on purchase intention measured through continuous scales. While intention is an important indicator, it does not always translate into actual buying behaviour. Therefore, analysing actual purchase decisions using appropriate statistical techniques becomes essential for realistic assessment. In this context, binary logistic regression offers a suitable analytical framework, as it allows the estimation of purchase probability when the dependent variable is dichotomous. By modelling the likelihood of purchase as a function of advertising-related determinants, logistic regression provides meaningful insights through odds ratios and significance testing.

Against this backdrop, the present study seeks to analyse the determinants of fashion product purchase among college youth aged 18–25 years in Indore city using binary logistic regression. By focusing on actual purchase behaviour rather than mere intention, the study contributes to a more accurate understanding of advertising effectiveness in the urban youth fashion market. The findings are expected to be useful for marketers, advertisers, and fashion

brands in designing evidence-based advertising strategies that resonate with young consumers and effectively influence their purchasing decisions.

Review of Literature

Advertising has long been recognised as a critical determinant of consumer behaviour, particularly in markets characterised by high product differentiation and symbolic consumption such as fashion. Kotler and Keller (2006) argue that advertising plays a dual role of information dissemination and persuasion, shaping consumer awareness, attitudes, and ultimately purchase behaviour. Among younger consumers, advertising assumes greater importance due to their heightened media exposure, evolving lifestyle aspirations, and sensitivity to symbolic brand meanings. Youth consumer behaviour has been widely studied in marketing literature. Schiffman and Kanuk (2007) observe that college-going youth constitute a distinct consumer segment with strong susceptibility to advertising appeals, peer influence, and brand imagery. Their purchasing decisions are often influenced by emotional and social cues rather than purely functional attributes. In the context of fashion products, this tendency becomes more pronounced, as fashion consumption is closely linked to identity formation and social expression (Solomon, 2011).

Several studies have established a positive relationship between advertising exposure and purchase behaviour. Belch and Belch (2004) note that repeated exposure to advertisements enhances brand familiarity and recall, which increases the probability of purchase. Similarly, Aaker (2005) highlights that consistent advertising exposure strengthens brand associations and reduces consumer uncertainty, thereby facilitating buying decisions. In Indian urban markets, Saxena (2009) found that young consumers rely heavily on advertising as a primary source of information for fashion and lifestyle products. Advertising credibility has emerged as a key determinant in converting exposure into action. Goldsmith, Lafferty, and Newell (2000) demonstrate that credible advertising positively influences brand attitudes and purchase likelihood by fostering trust. Lafferty and Goldsmith (2004) further argue that when advertising messages are perceived as believable and reliable, consumers exhibit greater confidence in their purchase decisions. This finding is particularly relevant for youth consumers who are increasingly sceptical of exaggerated promotional claims.

The growth of digital and social media has significantly transformed advertising effectiveness. Mangold and Faulds (2009) conceptualise social media as a hybrid promotional tool that enables two-way communication and peer interaction, making advertising more influential than traditional media. Kaplan and Haenlein (2010) emphasise that social media platforms are especially effective in engaging younger audiences due to their interactive and

participatory nature. Empirical studies confirm the strong influence of social media advertising on youth purchasing behaviour. Duffett (2015) found that social media advertising has a stronger impact on brand attitudes and purchase behaviour among youth compared to television advertising. In the Indian context, Sharma and Bumb (2014) reported that social media promotions significantly affect apparel purchase decisions among urban college students. Singh and Banerjee (2018) further observed that youth consumers perceive social media advertising as more relatable and trustworthy than conventional advertisements. Celebrity endorsement has traditionally been viewed as a powerful advertising strategy. McCracken (1989) proposed the meaning transfer model, suggesting that celebrities transfer their symbolic meanings to endorsed brands. However, subsequent studies have reported mixed findings. Erdogan (1999) cautions that celebrity endorsement alone does not guarantee purchase, particularly when credibility or product–celebrity congruence is weak. Spry, Pappu, and Cornwell (2011) find that while celebrity endorsement enhances brand equity, its direct influence on actual purchase behaviour is conditional and context-dependent. Recent literature highlights a shift from traditional celebrity endorsement to influencer-based marketing. Choi and Rifon (2012) note that influencer endorsements are perceived as more authentic by young consumers. Patel and Shah (2020) find that influencer credibility significantly affects purchase probability among Indian youth, especially in fashion and lifestyle categories. An important methodological concern in advertising research relates to the distinction between purchase intention and actual purchase behaviour. Ajzen (1991), through the Theory of Planned Behaviour, acknowledges that intention does not always translate into behaviour due to situational constraints. Sheeran (2002) empirically establishes a substantial intention–behaviour gap, underscoring the need to study actual purchase decisions. Bagozzi (2007) argues that behavioural outcomes require different analytical approaches, particularly when the dependent variable is discrete. In this context, Hosmer and Lemeshow (2000) advocate the use of binary logistic regression for analysing dichotomous outcomes such as purchase decisions. Menard (2010) highlights that logistic regression allows meaningful interpretation of behavioural probabilities through odds ratios. In Indian marketing research, Malhotra and Dash (2011) recommend logistic regression for analysing consumer choice behaviour when outcomes are binary. Khan and Rahman (2015) successfully applied logistic regression to study youth brand choice and found advertising exposure and credibility to be significant predictors. Recent studies continue to emphasise the growing role of digital advertising in youth consumption. Verma and Sinha (2021) report that digital advertising credibility has a stronger impact on youth buying behaviour than

traditional advertising. Rathore and Panwar (2022) conclude that urban Indian youth fashion consumption is increasingly driven by social media engagement and perceived authenticity rather than celebrity appeal alone. The literature establishes that advertising exposure, credibility, and social media influence are crucial determinants of youth purchase behaviour, while the effect of celebrity endorsement remains mixed. However, there is limited empirical evidence focusing on actual purchase decisions using binary outcomes, particularly in emerging urban centres like Indore. The present study addresses this gap by applying binary logistic regression to analyse advertising determinants of fashion product purchase among college youth.

Research Gap

The review reveals that while extensive research exists on advertising effectiveness and purchase intention, limited empirical studies focus on actual purchase decisions using binary outcomes, particularly in the context of fashion products and college youth in emerging Indian cities like Indore. Moreover, the application of binary logistic regression to analyse advertising determinants of actual purchase behaviour remains underexplored. The present study addresses this gap by modelling purchase decision as a dichotomous variable and identifying key advertising predictors influencing youth fashion consumption.

Objectives of the Study

1. To examine the purchase behaviour of college youth in Indore with respect to fashion products after advertising exposure.
2. To analyse the effect of selected advertising-related factors on the probability of purchasing fashion products.
3. To identify the most significant advertising determinants influencing purchase decision using logistic regression.

Hypotheses Formulation

Hypothesis 1:

- H_{01} (Null Hypothesis):
Advertising-related factors do not significantly influence the purchase decision of fashion products among college youth in Indore.

- H₁ (Alternative Hypothesis):
Advertising-related factors significantly influence the purchase decision of fashion products among college youth in Indore.

Hypothesis 2:

- H₀ (Null Hypothesis):
Social media advertising influence has no significant effect on the purchase decision of fashion products among college youth.
- H₁ (Alternative Hypothesis):
Social media advertising influence has a significant effect on the purchase decision of fashion products among college youth.

Research Methodology

Research Design

The study adopts a quantitative and explanatory research design to examine the determinants of fashion product purchase among college youth in Indore city. The focus is on identifying causal relationships between advertising-related factors and actual purchase decisions.

Population and Sample

The target population comprises college-going youth aged 18–25 years in Indore city. A sample of 250 respondents was selected using convenience sampling, ensuring representation across gender, education levels, and income groups.

Data Collection

Primary data were collected using a structured questionnaire administered to college students. The questionnaire included sections on demographic profile, advertising exposure, credibility, social media influence, celebrity impact, and purchase decision.

Measurement of Variables

- Purchase Decision (Dependent Variable): Binary (1 = Purchased, 0 = Not purchased)
- Advertising Exposure: Categorical (Low/High)
- Advertising Credibility, Social Media Influence, Celebrity Impact: Measured using 5-point Likert scales

Analytical Tools

Descriptive statistics were used to analyse respondent profiles. Binary logistic regression was employed to estimate the probability of purchase and to test hypotheses. The Omnibus Chi-

square test assessed overall model significance, while Wald statistics tested individual predictors.

Justification of Method

Logistic regression was selected because it is suitable for analysing dichotomous dependent variables and allows interpretation through odds ratios, providing meaningful insights into the likelihood of purchase behaviour among youth consumers.

Data Analysis and Interpretation

Table : 01

Gender, Age and Educational Profile of Respondents (N = 250)

Profile Variable	Category	Frequency	Percentage (%)
Gender	Male	132	52.8
	Female	118	47.2
	Total	250	100
Age Group (Years)	18–20	86	34.4
	21–23	104	41.6
	24–25	60	24
	Total	250	100
Educational Level	Undergraduate (UG)	162	64.8
	Postgraduate (PG)	74	29.6
	Professional Courses	14	5.6
	Total	250	100

Table 01 indicates that the sample is almost gender-balanced, with males constituting 52.8 per cent and females 47.2 per cent of the respondents. The majority of respondents (41.6 per cent) fall in the 21–23 years age group, followed by those aged 18–20 years (34.4 per cent), representing the most active and fashion-conscious phase of college life. In terms of education, most respondents are undergraduate students (64.8 per cent), while nearly one-third are postgraduates. Overall, the demographic profile is appropriate for analysing advertising effectiveness and fashion purchase behaviour among college youth.

Table : 02

Family Background and Economic Profile of Respondents (N = 250)

Profile Variable	Category	Frequency	Percentage (%)
Family Type	Nuclear family	164	65.6
	Joint family	86	34.4
	Total	250	100

Monthly Family Income (₹)	Up to 25,000	58	23.2
	25,001 – 50,000	96	38.4
	50,001 – 75,000	60	24
	Above 75,000	36	14.4
	Total	250	100
Monthly Pocket Money / Personal Spending (₹)	Up to 3,000	72	28.8
	3,001 – 5,000	104	41.6
	Above 5,000	74	29.6
	Total	250	100

Table 02 indicates that a majority of respondents belong to nuclear families, reflecting changing urban family structures in Indore. Most respondents come from middle-income households, with nearly 38.4% reporting monthly family income between ₹25,001 and ₹50,000. In terms of personal spending capacity, a significant proportion of respondents receive ₹3,001–₹5,000 per month as pocket money, which provides them with discretionary spending power for fashion products. This economic profile supports the relevance of studying advertising-driven purchase behaviour, as respondents possess both exposure and financial autonomy to respond to advertising stimuli.

Logistic Regression Models

Model 1: Probability Model

$$P(Y_i = 1) = \frac{1}{1 + e^{-z_i}}$$

Where $P(Y_i = 1)$ denotes the probability that respondent i purchased a fashion product.

Model 2: Logit (Log-Odds) Model

$$\ln\left(\frac{P_i}{1 - P_i}\right) = \beta_0 + \beta_1 AE_i + \beta_2 AC_i + \beta_3 SM_i + \beta_4 CE_i + \varepsilon_i$$

Model 3: Odds Ratio Interpretation

$$\text{Odds Ratio} = e^{\beta_j}$$

Odds Ratio > 1 → increases purchase likelihood

Odds Ratio < 1 → decreases purchase likelihood

Model 4: Hypothesis Testing

- Overall model tested using Omnibus Chi-square test
- Individual predictors tested using Wald statistics

Model 5: Final Estimated Logistic Regression Equation

$$\ln\left(\frac{P_i}{1 - P_i}\right) = -3.104 + 0.742(AE_i) + 0.483(AC_i) + 0.320(SM_i) + 0.147(CE_i)$$

= -3.104

- 0.742(AE_i)
- 0.483(AC_i)
- 0.320(SM_i)
- 0.147(CE_i)

Table :03
Case Processing Summary

Category	N	Percentage
Valid cases	250	100
Missing cases	0	0

Table 03 reports the validity of the dataset used in logistic regression. It indicates that all 250 cases (100%) are valid and no missing values (0%) are reported. This is important because logistic regression results are highly sensitive to missing data, and complete cases strengthen the reliability and consistency of the model estimates. Hence, the regression analysis is based on a fully usable dataset, improving the robustness of findings regarding advertising determinants of purchase behaviour.

Table: 04
Dependent Variable Coding

Purchase Decision	Code	Frequency	Percentage
Not Purchased	0	142	56.8
Purchased	1	108	43.2

Table 04 explains how the dependent variable—purchase decision after advertising exposure—is coded for binary logistic regression. The table shows that 56.8% (142) respondents reported not purchasing fashion products after exposure to advertising (coded as 0), while 43.2% (108) respondents reported purchasing (coded as 1). This binary structure satisfies the key requirement of logistic regression. The distribution also suggests that advertising exposure does not automatically lead to purchase for all youth, highlighting the need to identify which specific advertising factors increase the probability of purchase.

Table: 05
Omnibus Test of Model Coefficients

Chi-square	Df	Sig.
62.418	4	0

Table 05 presents the Omnibus Chi-square test, which evaluates whether the logistic regression model (with predictors) fits the data significantly better than the null model (with only intercept). The Chi-square value is 62.418 with $df = 4$, and the significance value is $p = 0.000$. Since $p < 0.05$, the overall model is statistically significant, meaning that the advertising-related predictors jointly contribute to explaining purchase behaviour. Therefore, the null hypothesis H_{01} (advertising factors do not influence purchase decision) is rejected, and it is concluded that advertising determinants significantly affect fashion product purchase among college youth.

Table: 06
Model Summary

-2 Log Likelihood	Cox & Snell R²	Nagelkerke R²
279.812	0.219	0.295

Table 06 provides the model fit statistics. The -2 Log Likelihood (279.812) reflects the overall fit of the model, where a lower value indicates better prediction. More importantly, the pseudo R^2 values—Cox & Snell $R^2 = 0.219$ and Nagelkerke $R^2 = 0.295$ —suggest that the model explains approximately 21.9% to 29.5% of the variation in purchase decisions. In consumer behaviour research, such values are considered acceptable because purchase behaviour is influenced by many social and psychological factors beyond advertising. Thus, the model demonstrates a moderate but meaningful explanatory power, confirming that advertising determinants play a significant role in shaping youth purchase decisions.

Table: 07
Variables in the Equation

Predictor	B	S.E.	Wald	Sig.	Exp(B)
Ad Exposure (AE)	0.742	0.22	11.36	0.001	2.1
Ad Credibility (AC)	0.483	0.111	18.94	0	1.62
Social Media Influence (SM)	0.32	0.1	10.24	0.001	1.38
Celebrity Impact (CE)	0.147	0.088	2.79	0.095	1.16

Table 07 presents the individual effects of each advertising-related predictor on the probability of purchase. Advertising Exposure (AE) has a positive and significant coefficient ($B = 0.742$, $p = 0.001$), and its odds ratio $\text{Exp}(B) = 2.10$ indicates that youth with higher exposure are 2.1 times more likely to purchase fashion products. Advertising Credibility (AC) is also highly significant ($B = 0.483$, $p = 0.000$) with $\text{Exp}(B) = 1.62$, showing that perceived credibility increases purchase likelihood by 62%. Social Media Influence (SM) similarly shows a significant positive impact ($B = 0.320$, $p = 0.001$) with $\text{Exp}(B) = 1.38$, meaning stronger social media influence increases purchase odds by 38%; therefore, H_0 is rejected. In contrast, Celebrity Impact (CE) has a positive coefficient ($B = 0.147$) but remains statistically insignificant ($p = 0.095 > 0.05$), implying that celebrity endorsement alone does not independently influence purchase when other factors are controlled. Overall, Table 07 confirms that exposure, credibility, and social media influence are the strongest determinants, whereas celebrity impact is comparatively weak in predicting actual purchase behaviour among Indore college youth.

Results of the Study

The results of the binary logistic regression analysis provide clear empirical evidence regarding the role of advertising-related determinants in influencing fashion product purchase decisions among college youth aged 18–25 years in Indore city. The analysis was conducted on a complete dataset of 250 valid cases, ensuring robustness and reliability of the estimated model. The Omnibus Chi-square test confirms that the overall logistic regression model is statistically significant ($\chi^2 = 62.418$, $p < 0.001$), indicating that the set of advertising-related

predictors collectively explains purchase behaviour significantly better than a model without predictors. This finding leads to the rejection of the null hypothesis that advertising factors do not influence purchase decisions and establishes advertising as an important driver of actual buying behaviour among youth consumers.

The model summary statistics further reveal that the regression model explains a meaningful proportion of variation in purchase decisions. The Nagelkerke R^2 value of 0.295 suggests that approximately 29.5 per cent of the variation in fashion product purchase behaviour is explained by advertising exposure, advertising credibility, social media influence, and celebrity impact. In consumer behaviour research, where purchase decisions are shaped by multiple psychological, social, and situational factors, this level of explanatory power is considered satisfactory and indicates a reasonably strong model fit. An examination of individual predictors highlights notable differences in their influence on purchase probability. Advertising exposure emerges as the most powerful determinant. The positive and statistically significant coefficient ($B = 0.742$, $p = 0.001$) indicates that respondents with higher exposure to advertisements are significantly more likely to purchase fashion products. The odds ratio ($\text{Exp}(B) = 2.10$) implies that increased advertising exposure more than doubles the likelihood of purchase, underscoring the importance of frequency and visibility of advertisements in shaping youth consumption behaviour.

Advertising credibility also plays a crucial role in converting exposure into actual purchase. The regression results show a positive and highly significant effect of advertising credibility ($B = 0.483$, $p < 0.001$), with an odds ratio of 1.62. This suggests that when advertisements are perceived as believable, reliable, and trustworthy, the probability of purchase increases substantially. This finding reinforces the argument that credibility acts as a key mediating factor between advertising messages and consumer action, particularly among educated and media-savvy youth. Social media advertising influence is another significant determinant of purchase behaviour. The positive coefficient ($B = 0.320$, $p = 0.001$) and odds ratio of 1.38 indicate that greater influence of social media platforms increases the likelihood of purchasing fashion products by nearly 38 per cent. This result highlights the growing dominance of digital and social media environments in shaping youth preferences, peer influence, and consumption patterns, and supports the rejection of the second null hypothesis related to social media advertising influence.

In contrast, celebrity impact, although positive, does not exhibit statistical significance at the 5 per cent level ($B = 0.147$, $p = 0.095$). This implies that celebrity endorsement alone does not independently influence actual purchase decisions when other advertising factors are controlled. While celebrities may enhance brand awareness or attractiveness, their influence appears to be conditional and secondary compared to advertising credibility and social media engagement. This finding aligns with recent literature suggesting a shift from traditional celebrity endorsements to more authentic and interactive forms of digital influence.

Overall, the results demonstrate that advertising effectiveness among college youth is not uniform across all promotional strategies. Instead, purchase decisions are primarily driven by the intensity of exposure, perceived credibility of advertising messages, and social media engagement, rather than celebrity appeal alone.

Conclusion

The present study concludes that advertising plays a significant and measurable role in shaping actual fashion product purchase decisions among college youth in Indore city. By employing binary logistic regression and focusing on real purchase behaviour rather than mere purchase intention, the study provides a more realistic assessment of advertising effectiveness in the urban youth fashion market. The findings clearly indicate that not all advertising elements exert equal influence on consumer behaviour. Frequent exposure to advertisements significantly enhances the likelihood of purchase, suggesting that sustained visibility and repetition remain fundamental to effective fashion marketing. However, exposure alone is not sufficient; the credibility of advertising messages emerges as a critical factor in transforming awareness into action. Youth consumers, being highly informed and digitally connected, respond positively to advertisements they perceive as honest, reliable, and relevant.

The study further establishes the growing importance of social media advertising in influencing youth purchase decisions. Social media platforms function not merely as promotional channels but as interactive spaces where peer opinions, reviews, and shared experiences shape consumer perceptions. The significant effect of social media influence reflects changing patterns of communication and trust among young consumers, who increasingly rely on digital content over traditional advertising media. On the other hand, the relatively weak and statistically insignificant impact of celebrity endorsement suggests that celebrity presence alone does not guarantee purchase. This indicates a shift in youth

consumer behaviour, where symbolic appeal and fame are less persuasive unless supported by credible content and meaningful engagement. The result highlights the declining standalone effectiveness of celebrity-driven advertising and the rising preference for authenticity and relatability. From a practical perspective, the study offers important implications for fashion marketers and advertisers. Marketing strategies targeting college youth should prioritise credible advertising content, consistent exposure, and strong social media engagement rather than relying heavily on celebrity endorsements. Brands that invest in trustworthy messaging and interactive digital campaigns are more likely to convert advertising exposure into actual sales.

In conclusion, the study demonstrates that advertising effectiveness among college youth is shaped by a combination of exposure, credibility, and social media influence. While advertising remains a powerful tool, its success depends on how authentically and strategically it is executed. The findings contribute to the growing body of literature on youth consumer behaviour and provide actionable insights for fashion marketers operating in emerging urban markets like Indore.

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