THE IMPACT OF INSTAGRAM ON CONSUMER PURCHASE INTENTION FOR MARKET PENETRATION OF NEW EMERGING FASHION BRANDS

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Abstract: **In the past few decades firms, brands and SMEs have undergone different changes which all caused by the emergence of social media and rapid development in digital technologies. These developments have been introducing new ways of marketing which could be executed online on any digital or social media platform to increase brand awareness or attract more customers in all sectors. However, digital marketing methods varies and it is crucial for SMEs or new emerging fashion brands to adopt these essential digital marketing methods to penetrate the market, sustain and grow their business. The purpose of this research was to find out about the impact of Instagram on consumers purchase intention for market penetration of new emerging fashion brands. This paper examines whether brand awareness, fashion innovation, and physical attractiveness might explain the impact of Instagram on consumer purchase intention towards new emerging fashion brands. The theory of planned behaviour was used to develop a conceptual framework for this study and measure how each variable impacts the outcome of the model. The quantitative method was used for this investigation and the results indicated that fashion innovativeness and physical attractiveness both positively impact the consumer purchase intention towards new emerging fashion brands on Instagram. the results also showed that brand awareness has no significant impact on consumer purchase intention toward new emerging brands on Instagram which that might be due to sampling error. Moreover, the findings of this study provide managers of fashion brands, brand owners and entrepreneurs with insight into the influence of brand awareness, fashion innovativeness and physical attractiveness on market penetration through Instagram. Furthermore, this study provides valuable information about various factors such as brand awareness, fashion innovativeness and physical attractiveness. The findings also showed that which attributes consumers cared the most about as they responded to the survey of the study and indicated their level of agreement and disagreement with each item**.

Keywords: **SMEs, Brand Awareness, Social Media Marketing, Instagram Marketing, Market Penetration, Emerging Brands.**

I.   INTRODUCTION

The emergence of digital technologies and social media platforms has broadened the competitive landscape and encouraged brands and SMEs to consider online presence as an essential factor to penetrate the market or effectively work on sustainability and growing a business which, this can be clearly noticed in fashion brands. The online presence has becoming more crucial for fashion brands. Social media platforms such as Instagram has brought progressive changes and these various changes can be clearly seen in the millennials and generation z as they interact with each other digitally and Instagram is a significant role player in the current period which somehow determines how brands and businesses can operate through this giant social media platform. Instagram was launched in 2010 through App Store which this social

media app not only successfully manged to gain 100,000 followers but also reached to one million active users within two months which is considered terrific as compared to other successful social media platforms growth such as Twitter and Foursquare (Latiff & Safiee, 2015).

The growth of Instagram has impacted young consumers as well as fashion brands as it empowers them to promote their products to wide range of viewers from all around the globe. Younger consumers follow trends and their spending power have been increasing as compared to the past which enabled them to keep up to date as the western cultural reference points expand (Louise, 2002). Fashion is consumed globally and it has been undoubtedly one of the major focuses of young consumers, who are more engaged with it than the older generation (Yoon, 2002).

Fashion brands are coming up with new designs and innovations to compete and keep their market shares. As such, the Instagram is having undeniable impact on the way that all current and new emerging fashion brands conduct their business. Instagram is creating new challenges as well as opportunities for new emerging fashion brands to showcase their latest products and designs. One of the most efficient ways of advertising is done through social media advertising to start promoting a product or a brand.

Uzunian (2013) states that the finding of a survey concluded that Instagram is the primary social network with the highest return on investment for companies. However, in order to attract and receive attention from Instagram users and turn page visitors into potential buyers and earn their trust, a new emerging brand must implement essential strategies to fulfil their objectives in sales. First, they must have a clear understanding of the right social media platform to choose as the primarily channel to interact and promote their products and showcase them to their audience.

Social media or media in general is being used for advertising purposes and brands find these platforms as a new way to reach their consumers. Marinucci (2018) states that social media advertising is growing every year by 20 per cent. Past studies have shown that advertisers are using social media to increase their digital engagement. For instance, McCarthy (2017) stated that digital engagement is a key factor to Adidas and they recently announced that they would exclusively focus on digital and social media platforms. Instagram provides monitoring tools which includes quantitative metrics, number of people who liked, shared, commented, viewed, clicked, or followed, and all these statistics enhance the understanding level of brands and business owners to evaluate the engagement of their audience with their targeted ads or posts on Instagram (Scheinbaum, 2016).

Another powerful feature of Instagram is that it allows its users to share photos directly from their phones which made Instagram more efficient than other social media apps. Business related activities are now easier compared to the past because of having the benefits of sharing product photos, information related to the targeted product, or how to place an order which all can be found in one post. Therefore, majority of fashion brands consider presence on Instagram as an essential factor for the sustainability and growth of their brand; furthermore, new emerging brands find Instagram as a place to start promoting their identity and penetrate the market. Malik et al (2013) stated that advertisement works as a primary tool in all marketing strategies as it has shown positive impact on consumer buying behaviour; therefore, Instagram also gives the opportunity to promote advertisements and reach millions of people. By referring to one the previous studies, general internet utilizes leads to purchases online (Citrin et al., 2000). However, there are various factors which all determine the success of a new emerging brand on a social media platform like Instagram and how its impact can be effectively used to drive consumer purchase intention. In this research brand awareness, fashion innovativeness, and physical attractiveness of few new emerging fashion brands which are less than five years old are being studied to determine the impact of the above-mentioned variables on consumer purchase intention through a social media platform like Instagram (Raju, 2021). Forbes magazine mentioned that the sharing images rather than text has been the core revolution of social networking (Demers, 2013). Images are considered as the common international language rather than language itself (Bilton, 2013). Walter (2013) states that 67 percent of the famous brands in the world have adapted Instagram.

II. DEFINITION OF TERMS

2.1 The Impact of Instagram

By the advent of Social media platforms such as Instagram, the way fashion brands interact and communicate with their audience have changed. Majority of famous brands have realized the potential of Instagram because of how it could effectively impact their brand image as well as increase the brand awareness. The internet and advancement of digital technology has provided a space that overcomes the existing limitations of physical space and time. Suh (2019) states that

amongst all social media platforms, Instagram receives attention considerably. Influence of Instagram is growing faster than other social media networks, and communication strategies of beauty and fashion brands is subsequently incorporated by Instagram (Mañas Viniegra, Veloso, and Cuesta, 2019). Suh (2019) mentions that the Internet provides the open network which is an environment that accommodated media and has recently caused a massive impact on human life. However, the conducted studies in the past indicate that there is insufficient empirical research on topics of social media, fashion, and lifestyle.

2.2 Consumer Purchase Intention

Dodds, Monroe and Grewal (1991) view consumer purchase intention as the consumers' willingness towards purchasing some specific products. Purchasing behaviour of the generation Z is massively affected by new technologies (Paakkari, 2016). The attitudes towards performing a desired behaviour is determining the intent of the behaviour (Kim & Zhang, 2015). Kimery & McCord (2002) state that consumer purchasing behaviour is difficult to be measured as it is usually predicted by purchase intention. Purchase intention refers to personal preferences of a consumer towards a specific product, and it is considered as one of the major factors to predict consumer behaviour (Fishbein & Ajzen, 1975).

2.3 Market Penetration

The competition in fashion industry is intense and consumers are often having various brands to choose from across the globe. Brand equity is playing an important role in differentiation and market penetration. Finlay (2000) states that market penetration works strategically when current markets are not filled with similar types of products or services; therefore, customers are willing to buy more (Chetty & Phung, 2018). When a firm wants to gain more share in the market and compete with its rivals, the size of the market share held by the firm and the size of major rivals in the market are vital to be considered (Oster, 1994). According to Day (2000), consumers might want to engage in a relationship with a brand or a service provider, but they might not necessarily want to purchase all their products or services from a single brand or a service provider. By the help of Internet more of existing products could be sold in the same existing market (Murphy & Bruce, 2003). E-commerce provides various advantages such as cost advantages as it is less expensive to promote products online (Bloch, Pigneur, and Segev, 1996).

III.   LITRETURE REVIEW

Social media has become one of the prominent ways for brands and SMEs to promote their products. The advancement of technologies and the Internet encouraging consumers to communicate or find the product they are looking for through online social media. The rapid changes to human life that brought by the Internet are changing the way how brands or businesses operate which this could be clearly seen through Instagram and how it profoundly impacts brands. The importance of being present on social media platforms such as Instagram creates challenges and of course opportunities for new emerging fashion brands as they can acquire new potential customers through their posts and communication on Instagram (Raju, 2021). However, in order to turn online visitors into potential customers new fashion brands need to compete with their rivals with unique strategies and offer outstanding products.

Stelzner (2015) states that the result from an industry report by social media examiner indicated that over 96% of businesses market their brands and products through utilization of social media sites because social media gives them the ability to increase brand exposure, attract website traffics, turn customers to loyal fans, and grow their marketplace intelligence. William & Chinn (2010) view social media as the tools and platforms which allow customers to interact, engage, and collaborate with others. Social media provides various forms of word of mouth forums such as blogs and microblogs, discussion boards, and social networking platforms (Kaplan & Haenlein, 2010).

Statista (2017) state that the number of people who use social media has reached to 2.51 billion in 2017 and this number is predicted to rise to 2.95 billion by 2020. Individuals could utilize the social media platforms to share information and communication purposes, while companies could use social media to raise brand awareness as they are able to promote their brands (Hambrick et al, 2010). Brands could increase brand awareness through using social media platforms (Kassing & Sanderson, 2010). Instagram was launched in October 2010 and since then has managed to increase the number of its users to more than 700 million users who are active, which this makes Instagram twice bigger than the other social media platforms such as Twitter (Constine, 2017).

Another study from Koetsier (2013) view Instagram as the best social media platform for brands to promote their products and image. Anagnostopoulos et al (2018) state that more than 95 billion photos have been uploaded and shared through Instagram which this figure is for the second quarter of 2017 and resulted more than 4.2 billion daily engagements. Various industry experts have highlighted that Instagram is widely adopted by international brands to develop their brand awareness and brand management (Shively, 2014; Simply Measured, 2013). Truong (2014) states that ad recall rates increases by 32% and brand message recall increases by 10%.

3.1 Theoretical Framework

The theory of planned behaviour (TPB) is a well-known theory that was proposed by Ajzen (1991) which explains the influence of individual variables on the dependant variable. These factors are used to predict and understand consumer's intention to involve directly or indirectly in different activities such as purchasing decision (Hurbes, Ajzen & Daigle, 2001).

In this study, the impact of Instagram on purchase intention for market penetration of new emerging fashion brands has become the main highlighted concern. Therefore, based on the previous studies and the above discussion a conceptual framework as below (fig.1) was proposed in order to investigate the association between Instagram's impact on consumer purchase intention for market penetration of new emerging fashion brands. The three major factors were identified to be used for our independent variables namely as; Brand awareness (BA), Fashion innovativeness (FI) and Physical Attractiveness (PA), these independent variables are served in finding the relevance to consumer purchase intention (CPI).

3.1.1 Conceptual Framework

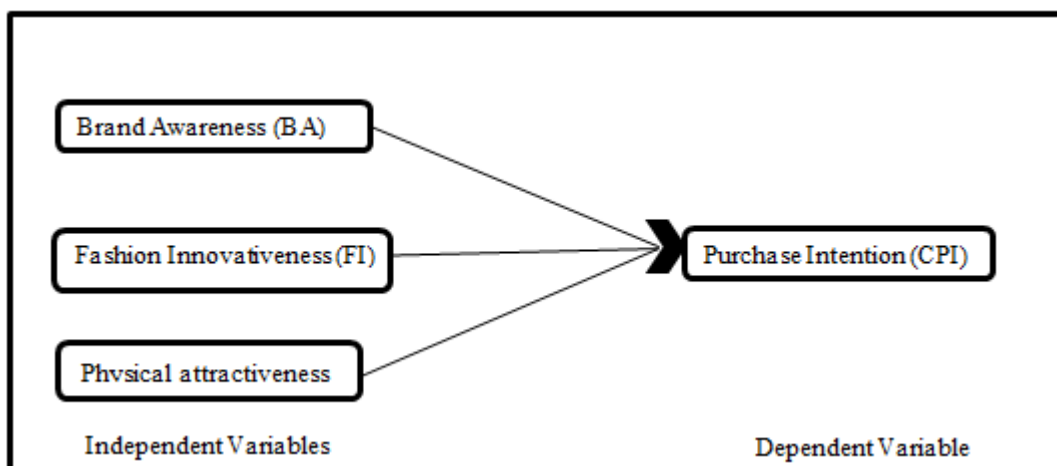Based on the above framework and the literature reviews that have been done, a model as below (fig.1) was developed.

Fig 1: Conceptual Framework

IV. RESEARCH METHODOLOGY

4.1 Introduction

In this research, to study the impact Instagram on consumer purchase intention for market penetration of new emerging fashion brands, the independent variables are brand awareness, fashion innovativeness and physical attractiveness, whereby physical attractiveness is specified to aesthetics, design, shape, colour and texture (Raju, 2018). This study was undertaken in order to examine the proposed model and find out if there is correlation between independent variables and the dependant variable and measure the level of influence of each independent variable on the dependent variable which is consumer purchase intention. Four fashion clothing brands (ABC, ADER ERROR, ROKIT.ONE, SSS WORLD CORP) were selected as stimuli for the study as they were identified as new emerging fashion brands that are fit for this investigation. Convenience sampling was implemented and the questionnaire was created by using the web-based survey tool google forms as it allows easy distribution of the survey. The questionnaire's link was distributed through different social media platforms such as Facebook, Instagram, WhatsApp and Telegram amongst 170 respondents which 146 people responded to the questionnaire. Majority of them were university students in different parts of the world.

Respondents had to meet certain practical criteria, such as availability, accessibility, and their willingness to participate; therefore, the above- mentioned criterion are sufficient enough to indicate the eligibility of the potential respondents.

4.2 Research Design

Quantitative research design is used in this study to utilize the gathered data from respondents and measure the influence of each independent variable on the dependent variable (Raju, 2021). There are several factors to be investigated such as brand awareness, fashion innovativeness, physical attractiveness that influence the impact the of Instagram on consumer purchase intention for market penetration of new emerging fashion brands. In this research, a cross-sectional survey was developed and implemented as a measurement instrument in order to gather answers from respondents. The designed questionnaire consists of 31 items in total and the items of the survey were multiple-choice questions as well as 7-point Likert scale questions (strongly disagree/strongly agree) which all were adopted from the past studies and some items were modified in order to serve the purpose of this research.

7-point Likert scale questions allowed participants to express their level of agreement and select the accurate answer based on their opinions. The questionnaire is divided into four major sections to measure the effect of independent variables on the dependent variable. The four sections included the demographic, preferred brand and the most valued attribute when purchasing a cloth, the third section was designed to obtain respondents' view on brand awareness, fashion innovativeness and physical attractiveness. The last part of the questionnaire was designed to obtain information on consumer purchase intention. The reliability of the questioner, independent variables and the dependant variable was tested to assure the reliability and the result demonstrated that all items are highly reliable.

4.3 Population and Sample

Instagram is being investigated in this research which this platform is not limited to a certain group of people and it is being used globally; therefore, to measure effectively convenience sampling is helpful to reach out to broad range of consumers from different age groups and countries. Instagram is not limited to a certain group of people and it is being used globally (Raju, 2021); therefore, to measure effectively convenience sampling is helpful to reach out to broad range of consumers from different age groups and countries, furthermore, the non-probability sampling, availability or convenient accessibility ensured to avoid the bias views and obtain honest answers from all participants. Samples were selected using a non-probability sampling and based on having three independent variables, G*power was used to determine what should be the sample size and the recommended figure suggested that minimum of 68 respondents are required for this study.

4.4 Instruments of The Study

In total 31 items/questions were developed by adopting from past studies, for instance section A is consisting of four major demographic questions such as age, gender, marital status and qualification whereas section B is consisting of two multiple-choice questions to identify the most preferred new emerging brands from the respondents' point of view as well as what attribute is valued the most by participants when they purchase a cloth. In the section C of the questionnaire there were twenty-five 7-point Likert scales items in total to obtain respondents' view on three identified variables such as Brand awareness, Fashion innovativeness, Physical Attractiveness, and the dependant variable which is consumer purchase intention. Items related to brand awareness were six in total and all the items were adopted from the past study of Yoo, Donthu, and Lee (2000). Items related to fashion innovativeness were six in total and were adopted from the previous study of Park, Burns and Rabolt (2007). As for the physical attractiveness, eight major items were identified to cover various factors of product physical attractiveness such as colour, design, shape, texture and feel of the cloth; therefore, all questions were adopted from the previous study of Toufani, Stanton and Chikweche (2017), however, all eight items were modified to serve the purpose of this research. In the section D of the survey, the questions were developed and adopted to aim on serving the dependent variable which was consumer purchase intention and it consists of five 7-piont Likert scale questions to evaluate and understand the respondents' purchase intention towards new emerging fashion brands on Instagram. All five items of this section were adopted from past studies of Yoo, Donthu, and Lee (2000) as well as Bolton and Drew (1991).

4.5 Validity and Reliability of Instrument

The questionnaire was tested through running a pilot test with 25 respondents in order to ensure the validity and reliability of the survey. The scores of the reliability analysis are shown below to prove the success of the pilot test.

Table 1: Reliability Scores

Code	Dimensions	Cronbach's Alpha
BA	Brand Awareness	0.954
FI	Fashion Innovativeness	0.957
PA	Physical Attractiveness	0.942
CPI	Consumer Purchase Intention	0.963

V. DATA ANALYSIS AND INTERPETATION

In this section, the results of several analyses will be reported in detail, 146 respondents in total answered to the questionnaire and generated usable reposes. The findings for each analysis will be discussed. The first part of the questionnaire was related to demographics, Respondents were asked about their gender (Male=47%; female:53%), age (14-24=36%; 25-35=31%; 35-45=14%; 46 years old and above= 19%), marital status (married=25%; single=75%), qualification (PhD=4%; postgraduate= 20%; undergraduate= 48%; others= 28%), most valued attribute when purchasing a cloth (the design of the cloth= 32%; price of the cloth= 27%; quality of the cloth=28%; value of the brand= 13%), preferred brand (ABC= 15%; ROKIT= 24%; ADER ERROR=26%; SSS WORLD CORP=35%).

Pearson's correlation analysis was conducted for each independent dependent variable as well as the dependent variable to find out about the correlation between variables and finally the results from the multiple linear regression analysis are reported in detail at the end of this section. The correlation coefficient is a way to measure relationship and it is defined by 'r'. it shows whether there is a positive, negative relationship between two or several variables or not. It also evaluates the relationship by showing how weak or strong the relationship is. In the table 2, the correlation between each variable is explained and the table consists of all the independent variables and the dependent variable. The independent variables are shown as Brand Awareness (BAT), Fashion innovativeness (FIT), and Physical Attractiveness (PAT); furthermore, the dependent variable is shown with (CPI) in the table below. From the data below it could be interpreted that the r value or the correlation between Brand awareness and consumer purchase intention is 0.727 which is supported at the Significance level of 0.01; therefore, there is a strong positive correlation between brand awareness and consumer purchase intention and this correlation is statistically correct as the Sig. is 0.00 and it is smaller than the level of significance. Based on the analysed data and the table 2, the correlation between fashion innovativeness and consumer purchase intention is a strong positive correlation as the r value is 0.813 and this correlation is supported by its Sig. value which is less than significance level at 0.01.Therefore, there is strong positive relationship between fashion innovativeness and consumer purchase intention and it is statistically correct. Physical attractiveness which is shown with (PIT) in the table 2 below has r value of 0.761 which is considered high and can interpret that there is a strong positive correlation between physical attractiveness and consumer purchase intention; moreover, the Sig. is .000 and it signifies that the strong positive correlation is statistically significant and there was no coincident in the analysis. The results from the table 2 indicates that if the value for any of independent variables increases the value of other variables will also increase as well.

Table 2: Correlations

		BAT	FIT	PAT	CPI
BAT	Pearson Correlation	1	.828**	.821**	.727**
	Sig. (2-tailed)		.000	.000	.000
	N	146	146	146	146
FIT	Pearson Correlation	.828**	1	.741**	.813**
	Sig. (2-tailed)	.000		.000	.000
	N	146	146	146	146
PAT	Pearson Correlation	.821**	.741**	1	.761**
	Sig. (2-tailed)	.000	.000		.000
	N	146	146	146	146
CPI	Pearson Correlation	.727**	.813**	.761**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	146	146	146	146

**. Correlation is significant at the 0.01 level (2-tailed)

In this study, there are more than two independent variables such as Brand Awareness (BA), Fashion innovativeness (FI), and Physical Attractiveness (PA); therefore, is it recommended to use multiple linear regression analysis to estimate and evaluate the value of the dependent variable based on the independent variable. It helps to find out how much each independent variable is effecting the total variance in this research. Table 3 is the model summary that provides R, R-square, and adjusted R-square. The model summary explains the correlation and the variance between the entered variables. The results in the table 3 below show that adjusted R-square is 0.718 which signifies that 71.8% of the variance of dependent variable which is consumer purchase intention (CPI) is explained by the independent variables. The R indicates that the relationship between consumer purchase intention and the three predictors is 0.847.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.847[a]	.718	.712	4.66904

a. Predictors: (Constant), PAT, FIT, BAT

The result from the table 4 below shows that the P-value for brand awareness (BAT) is 0.376 which is not statistically significant which signifies that brand awareness has no statistically significant impact on outcome of the dependent variable which is consumer purchase intention. As for the fashion innovativeness, the P-value is less than 0.01 and it is statistically significant which means fashion innovativeness has statistically significant impact on the outcome for the consumer purchase intention towards new emerging fashion brands on Instagram. Furthermore, the P-value of physical attractiveness is .000 and it is also statistically significant; therefore, physical attractiveness has statistically significant impact on the dependent variable which is consumer purchase intention. By referring to the table 4 below the P-value for brand awareness is 0.37 which greater than the significance level at 0.01 and the t value is below 0 which can be concluded that brand awareness has no significant impact on purchase intention towards new emerging brands; therefore, the H1 of this study is rejected and it is not supported. However, the P-value for the fashion innovativeness is 0.000 which is statistically significant and the standardized coefficient Beta of fashion innovativeness is 0.592; therefore, this signifies that when the fashion innovativeness increases by one full unit the consumer purchase intention towards new emerging fashion brands on Instagram also increases by 0.592 as it is shown in the standardized coefficient Beta column. Furthermore, the H2 of the study is accepted and it is supported. The third independent variable is physical attractiveness which is shown as (PAT) in the table 4 below and by referring to the standardized coefficient Beta column it could be seen that the value for physical attractiveness is 0.392 which signifies a moderate value in defining the variance in consumer purchase intention towards new emerging fashion brands. The P-value of physical attractiveness is 0.000 and it shows that physical attractiveness is significant in this model; furthermore, the H3 is accepted.

Table 4: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.181	.959		1.232	.220
	BAT	-.074	.083	-.085	-.887	.376
	FIT	.518	.071	.592	7.316	.000
	PAT	.249	.050	.392	4.928	.000

a. Dependent Variable: CPI

H1: There is a significant relationship between brand awareness (BA) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram.

Based on the obtained results from the multiple linear regression analysis we could conclude that H1 is not supported as the result shows an insignificant value. P > 0.01 and that signifies that brand awareness has no significant impact on the consumer purchase intention towards new emerging fashion brands on Instagram.

H2: There is a significant relationship between fashion innovativeness (FI) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram.

Based on the obtained results from the multiple linear regression analysis it could be concluded that the H2 is supported as the P-value is smaller than 0.01 and standardized coefficients Beta is 0.592. The results from the table 5 show that there is a significant relationship between fashion innovativeness (FI) and consumer purchase intention towards new emerging fashion brands on Instagram.

H3: There is a significant relationship between physical attractiveness (PA) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram.

The obtained results from the multiple regression analysis signifies that the third hypothesis "There is a significant relationship between physical attractiveness (PA) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram" is accepted as the P-value is smaller than 0.01; therefore, H3 is supported.

Table 5: Result of model test

Hypotheses	Standardized Coefficients Beta	Sig.	Results
H₁ There is a significant relationship between brand awareness (BA) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram	-0.085	0.376	Not supported
H₂ There is a significant relationship between fashion innovativeness (FI) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram	0.592	0.000*	Supported
H₃ There is a significant relationship between physical attractiveness (PA) and consumer purchase intention (CPI) towards new emerging fashion brands on Instagram	0.392	0.000*	Supported

*Significant at 0.01

VI. DISCUSSION

The results of the research have shown that (H1) the first hypothesis of the study which states that there is a significant relationship between brand awareness and consumer purchase intention towards new emerging fashion brands on Instagram is not supported. The results for brand awareness are similar to what Silverman, Sprott and Pascal (1999) stated in their research, the authors pointed out that brand awareness has a weak impact on market outcome as respondents who were aware of the famous brands did not necessarily buy from those brands, however, they also mentioned that this result might be due to the sampling error. Therefore, based on the findings of this study and the study of Silverman, Sprott and Pascal (1999) it could be concluded that brand awareness does not necessarily leads to purchase.

Another great contribution of this study was that it supported the H2 of the study and the results showed that there is significant relationship between fashion innovativeness and consumer purchase intention towards new emerging brands on Instagram which other studies have also emphasized on the importance of fashion innovativeness on market outcome. For instance, Fashion innovators are amongst the purchasers of latest collection (Kim & Zhang, 2015); therefore, these innovators also actively monitor fashion innovations on social media platforms such as Instagram where fashion brands communicate with their customers. Consumers tendencies towards adaptation of new fashionable clothing are specified by the consumers' innovativeness towards fashion (Goldsmith, 2000; Goldsmith & Stith, 1993; Goldsmith, Freiden, & Eastman, 1995). Fashion innovators are those who are willing to pay higher prices to try new fashion items (Beaudoin, Moore & Goldsmith, 1998). Fashion innovators are amongst the people who spend more money on new fashions

(Goldsmith & Stith, 1993); therefore, by following the trends and buying the latest fashion items fashion innovators remain the leaders of fashion (Goldsmith, 2000). Moreover, the price is not much of a concern to fashion innovators (Goldsmith et al., 2005). According to Phau and Lo (2004) fashion innovators usually shop from exclusive or speciality stores. Consumers who are not concerned about price are likely to purchase when the price increases (Goldsmith et al, 2005); therefore, fashion innovators are willing to purchase high-priced fashion items. Receptivity of consumers towards new products, new services, new practices determines the success of a new product or service for marketers (Park, Burns, and Rabolt, 2007). Based on the findings for fashion innovativeness and its literature review that has been done by other authors it could be concluded that new emerging brands could focus on fashion innovators and find innovative ways to gain the fashion innovators' attention in order to turn them into loyal customers by providing innovative products and styles. Moreover, Instagram provides advance advertising tools such as keyword selection to target these fashion innovators or individuals who are more involved in fashion and are willing to purchase from new emerging brands.

The findings have shown that the third hypothesis of the study (H3) is supported which signifies the fact that majority of consumers care about the design, shape, feel, texture, and colour of their cloth; therefore, these findings are line with the past studies which mostly signifies the importance of visual appearance of a product and its impact on purchase intention of consumer. When a product is considered attractive by consumers it is likely for consumers to approach the product and spend more time to engage with it or to willingly purchase it (Schnurr et al, 2016). Customers make conclusions about several attributes of a product which some of them define functional attributes such as visual appearance of product and quality of product (Bloch 1995; Creusen and Schoormans 2005). Great design impacts on the beauty of any product by adding more value to it, and it helps to present the overall product concept properly (Pye, 1978). According to Kotler & Armstrong (2013) through beautiful product design consumers receive more value from the product; hence, new emerging fashion brands must use a distinctive product design which could offer more value to their customers. In other words, the process of a good product design is introducing an attractive design or style, and function (Etim, 2019).

All in all, the findings have emphasized on the importance of fashion innovativeness and physical attractiveness for market penetration of new emerging fashion brands on Instagram. The two variables (FI) and (PA) both are playing significant roles in the market penetration through social media platforms specially Instagram which offers valuable tools to share photos, videos, live streams, advertising, and many more; therefore, brands that are aiming to enter the market have to focus on their target market and aim to attract those who are amongst fashion innovators by offering them well-designed fashion items.

VII. CONCLUSION

In this study, we identified that brand awareness has no significant impact on consumer purchase intention towards new emerging fashion brands on Instagram, but fashion innovativeness and physical attractiveness both have a moderate positive significant relationship or impact on consumer purchase intention towards new emerging fashion brands on Instagram. Furthermore, this study proves that fashion innovativeness of consumers directly impacts on their purchase intention towards new emerging brands on Instagram which this result could be utilized by SMEs or new emerging fashion brands to focus on targeting those group of people who are involved in fashion or those who follow fashion trends more than others in order to find potential consumers and penetrate the market faster.

According to Goldsmith et al (2005) explained innovativeness as a desire to adopt new things earlier than other members of a society; therefore, this signifies the fact that fashion innovators are amongst those who are willing to buy from new emerging brands if those brands offer something unique and new as compared to other available brands. Kim and Zhang (2015) stated that fashion innovators are one the very first purchasers of latest fashion collections. Physical attractiveness also has a positive significant impact on consumer purchase intention towards new emerging fashion brands on Instagram which means if fashion products offered by new emerging brands have unique design, shape, touch, feel and colours it ultimately affects consumer purchase intention on Instagram. Based on the previous study of Schnurr et al (2016), attractive products are more likely to standout and consumers would interact with them more as compared to other products; hence, attractiveness leads to purchase.

New emerging fashion brands could focus on physical attractiveness of their products and use that as an advantage to deliver something unique and be able to gain market share. Finally, the study has demonstrated that the research was successful and out of three hypotheses of the study two of them were supported. Overall, the research has provided a comprehensive analysis of data which demonstrated that fashion innovativeness and physical attractiveness both have positive significant impact on consumer purchase intention towards new emerging fashion brands on Instagram.

moreover, the study also showed that these variables are playing important roles in persuading consumers to purchase from new merging fashion brands on social media specially on Instagram. the other contribution of this study was to show brand awareness has no significant impact on consumer purchase intention towards new emerging fashion brands on Instagram, however, this might be an error that was caused by sampling.

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