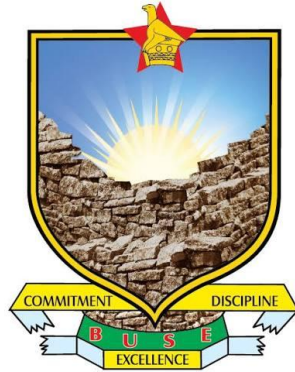


BINDURA UNIVERSITY OF SCIENCE EDUCATION
FACULTY OF COMMERCE DEPARTMENT OF MARKETING



DISSERTATION RESEARCH PROJECT

MODERATING EFFECTS OF DEMOGRAPHIC PROFILE
(INCOME AND RELIGION) ON THE RELATIONSHIP BETWEEN FACEBOOK
INTENSITY AND YOUTHS PURCHASE INTENTION IN FASHION APPAREL.

BY:

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B223053B

A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE BACHELOR OF BUSINESS STUDIES HONOURS
DEGREE IN MARKETING OF BINDURA UNIVERSITY OF SCIENCE EDUCATION.

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APPROVAL FORM

The undersigned relevant authorities certify that they have read and recommended to the Bindura University of Science Education for acceptance of a research project titled.

“Moderating effects of demographic profile (income and religion) on the relationship between facebook intensity and youths Purchase intention in fashion apparel”. in partial fulfilment of the requirements of the Bachelor of Business Studies (Honours) Degree in Marketing.

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DEDICATION

I would like to appreciate the Lord for His grace throughout the project. I dedicate this research to my family and friends for their unmatched support that helped me to keep going.

ABSTRACT

The study examines the relationship between Facebook intensity and youths' willingness to buy fashion apparel in Zimbabwe, considering the moderating effects of income and religion. A survey of youths aged 18-35 explores how Facebook usage influences fashion purchase decisions, integrating experiential marketing dimensions (sensory, emotional, cognitive, behavioural and social). The research investigates how income and religion affect this relationship, providing insights for fashion marketers targeting Zimbabwean youths on Facebook. Key findings highlight the role of experiential marketing in driving online fashion purchases among youths hence offering practical implications for fashion brands and social media marketers.

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CHAPTER I

Introduction

The digital age has drastically transformed the connection between brands and consumers. Social media platforms have shifted from simple networking sites to comprehensive commercial ecosystems. This evolution has led to the emergence of a new phase in social commerce. Among these platforms, Facebook remains highly influential due to its sophisticated data mining and precise targeting abilities. In Zimbabwe, young people are increasingly turning to Facebook for discovering and purchasing fashion items which makes it crucial for marketers to grasp this demographic behaviour. This study explores the demographic and psychological factors driving this trend, specifically examining the correlation between Facebook usage intensity and young people's purchasing intentions for fashion apparel. Also, how this relationship is affected by the socio-economics and sociocultural influences of income and religion.

Background of the study

Digital technologies and internet connectivity have developed rapidly around the world and have changed communication systems over the world. More and more companies are marketing their products and reaching customers over the internet. These include TM Zimbabwe, Edgars amongst other. Since it enables companies to get out in front of large audiences fast and at a low cost, social media is now among the most powerful marketing tools. Kaplan and Haenlein (2010) described social media as a group of internet-based applications that are based on the ideology and technological foundations of Web 2.0 and that allow for the creation and exchange of user-generated content. Social networking platforms such as Facebook have completely changed consumer interaction and marketing strategies. Facebook users can interact with firms, share multimedia material, increase awareness and sway customer opinions because of its interactive features. According to Mangold and Faulds (2009), social media has evolved into a component of hybrid quality of the promotional mix since users can share and consume marketing content. One business that has profited immensely from social media marketing is the fashion apparel sectors with Gucci a wellknown brand name. Fashion products can be promoted through visual oriented platforms like Facebook since they are directly linked to identity, beauty, prestige and social standing. In order to draw customers and encourage purchase intents, fashion brands are increasingly using Facebook pages, influencer marketing, customer reviews and sponsored ads. One of the biggest and busiest groups on Facebook consists of the young adults (youth). Young customers have a strong sense of style

and frequently use fashion items to express themselves and their social identities. Youths are exposed to fashion trends, celebrity lifestyles, peer pressure and online adverts through Facebook interactions which might impact their shopping decisions. Facebook intensity, according to Ellison, Steinfield and Lampe (2007) gauges how emotionally connected users are to the platform and how much it passes through their daily life. Numerous academics have investigated the connection between Facebook usage and consumers' intentions to make purchases. Kim and Ko (2012) discovered that social media marketing initiatives have a beneficial impact on luxury fashion firms' consumer equity and purchase intention. In a similar vein, Godey et al (2016) found that social media interactions have a substantial impact on customers' views and inclinations to purchase fashion items. In a different study, Duffett (2015) found that young South African consumers' purchase intentions are positively impacted by Facebook marketing communication. According to these studies, social media use can influence consumers' decision-making processes and increase their propensity to make purchases. Even though Facebook marketing is becoming more and more popular, consumer reactions can differ based on demographics. Because income influences affordability and purchasing power, it is a significant factor in determining consumer purchase behaviour. Kotler and Keller (2016) assert that consumers' lives, preferences and purchasing behaviour are influenced by their income. Therefore, young people with greater incomes might be more inclined than those with lesser incomes to buy fashionable clothing advertised on Facebook. Another significant demographic factor that influences consumer behaviour is religion. Values, lifestyle decisions, attitudes toward material belongings and fashion choices are all influenced by religious beliefs. According to Delener (1994), religion has a big impact on consumers' decisions to buy and how they evaluate products. In a similar vein, Essoo and Dibb (2004) discovered that product preferences and shopping behaviour are influenced by religious affiliation. While prior research has looked at the link between social media use and purchase intention, a bit of it has addressed the moderating effect of income and religion. Majority of research focuses on direct correlations while neglecting the ways in which demographic traits might either increase or decrease the impact of Facebook intensity on young people's inclinations too buy fashionable clothing. As a result, by investigating the moderating effects of income and religion on the relationship between Facebook intensity and teenagers' purchase intention in fashion apparel, this study aims to close this gap.

Statement of the problem

The marketing tactics used by fashion clothing companies have changed as a result of young people's growing usage of Facebook. Fashion firms consistently employ sponsored posts, influencer endorsements, interactive campaigns and Facebook adverts to draw in younger customers and persuade them to buy fashion apparel. Facebook's visual and interactive features allow companies to successfully and directly interact with customers. Prior research has shown that social media marketing has a beneficial impact on consumers' purchase intentions Duffett (2015), Kim and Ko (2012) and Dehghani and Tumer (2015). However, these research did not sufficiently examine the moderating effects of demographic characteristics like income and religion, instead concentrating primarily on the direct association between social media usage and purchase intention. There are still differences in how young people react to fashion-related content on Facebook, despite the platform's growing popularity. Despite similar exposure to online adverts and brand interactions, some young people who actively use Facebook have great buy intentions toward fashion clothing while others show minimal interest in doing so. This discrepancy raises the possibility of other variables could affect how Facebook intensity and purchase intention. Income may have an impact on customers' ability to buy fashion items advertised on Facebook because financial capacity frequently influences purchasing decisions. Elsewhere, religion may also have an impact on attitudes toward fashion consumption since religious beliefs frequently influence dressing choices, modesty standards and lifestyle preferences. The significance of religion in shaping consumer behaviour was highlighted in studies by Essoo and Dibb (2004) and Delaner (1994) but they did not really look into how religion influences the relationship between Facebook intensity and youths' intent to buy fashionable apparel. Due to this, there is still not enough empirical data to determine if income and religion increase and decrease the correlation between Facebook intensity and young people's inclination to buy fashionable clothing. Fashion marketers' capacity to create efficient and focused marketing strategies for various youth customer segments is hampered by this information gap. To better understand the relationship between Facebook intensity and young people's inclination to acquire fashionable clothing, the study looked at the moderating influences of demographic profile particularly income and religion.

Purpose of study

The goal of the study was to empirically investigate the effects of income and religion on the link between Facebook Intensity and youth purchase intention of fashion apparel. The study

aims to develop a predictive model that accounts for socio-economic and socio-cultural variables thereby providing a more detailed perspective of digital consumerism in the fashion sector.

Objectives of the study

The purpose of this research was to test the moderating effects of income and religion on the relationship between Facebook intensity and youths purchase intention in fashion apparel. To accomplish this, the study pursued the following objectives:

1. To determine Facebook persistence's impact on youths' purchase intention for fashion apparel in Bindura urban.
2. To assess the impact of Facebook self-expression on fashion apparel purchase intentions among youth in Bindura urban.
3. To evaluate the influence of Facebook overuse on the fashion buying intentions of Bindura urban youths.
4. To test the effect of Facebook boredom on youths' purchase intention for fashion apparel in Bindura urban.
5. To test whether income level moderates the effect of Facebook persistence on the relationship between Facebook persistence and purchase intention.
6. To examine the moderating effect of income level on the relationship between Facebook selfexpression and purchase intention.
7. To assess the moderating effect of income level on the relationship between Facebook overuse and purchase intention.
8. To examine the moderating effect of income level on the relationship between Facebook boredom and purchase intention.
9. To evaluate whether religious affiliation moderates the effects of Facebook persistence on the relationship between Facebook persistence and purchase intention.
10. To test for the moderating effect of religious affiliation on the relationship between Facebook self-expression and purchase intention.
11. To examine the moderating effect of religious affiliation on the relationship between Facebook overuse and purchase intention.
12. To examine the moderating effect of religious affiliation on the relationship between Facebook boredom and purchase intention.

STATEMENT OF HYPOTHESIS

The research is upon the following theoretical propositions, tested at 0.05 level of significance:

H1: Facebook persistence exerts a significant positive influence on the intention to purchase fashion clothing among urban youths in Bindura.

H2: Facebook self-expression has a significant positive effect on apparel buying intention for Bindura's urban youth.

H3: Facebook overuse significantly enhances fashion apparel purchase intent within the urban youth population of Bindura.

H4: Facebook boredom has a significant effect on youths' apparel purchase intent in Bindura urban.

H5a: Income level significantly moderates the relationship between Facebook persistence and urban youths in Bindura purchase intention.

H5b: The effect of Facebook self-expression on fashion apparel purchase intention among Bindura urban youths is significantly influenced by income level.

H5c: Income level acts as a significant moderator on the connection between Facebook overuse and purchase intention of fashion apparel in Bindura's urban youth population.

H5d: The relationship between Facebook overuse and consumers' intention to purchase fashion apparel in Bindura urban is significantly moderated by income level.

H6a: Religious affiliation significantly moderates the relationship between Facebook persistence and fashion apparel buying intention for youths in Bindura urban.

H6b: The link between Facebook self-expression and purchase intention for fashion apparel among Bindura urban youths is significantly moderated by an individual's religious affiliation.

H6c: Religious affiliation significantly moderates the link between Facebook overuse and fashion apparel purchase intention among urban youths in Bindura.

H6d: Religious affiliation significantly moderates the relationship between Facebook boredom and youth buying intention in Bindura urban.

Significance of the study

The findings of this research hold multi-dimensional significance:

Theoretical Significance: the study extends the Theory of Planned Behaviour (TPB) and the S-O-R Model by introducing specific demographic moderators (income and religion) therefore contributing to the literature on “Bounded Rationality” in digital spaces.

Social Significance, through highlighting the role of religion, the study therefore encourages more inclusive and culturally sensitivity advertising practices in the fashion sector.

Practical Significance for Marketers: the study enables brands to segment their audience by capacity and culture hence reducing waste and increasing the relevance of digital campaigns.

Assumptions

The study made the following foundational assumptions:

The respondents are active Facebook users and familiar with the platform. It is assumed that the scales used (Facebook Intensity Scale and Religious Commitment Inventory-10) are cross-culturally valid for youth demographic. It is also assumed that the main functionalities of Facebook (Ads, Marketplace and News-feed) remain consistent for all respondents during the data collection tenure. This ensure that variations in Facebook usage are due to user behaviour not platform changes.

Delimitations

The current investigation is defined by several limits that shape its focus and ensure precise methods. The research looks solely at Facebook, excluding subsidiaries like Instagram in order to focus on Facebook specific metrics. It also centres on fashion apparel, leaving out accessories, footwear and cosmetics. The target audience is youths aged 18 to 35, ensuring the analysis captures the social media behaviour and purchasing intentions of young adults in this product category.

Limitations

The present study was subject to several limitations that warrant consideration when interpreting its findings. Firstly, the adoption of a cross-sectional research design restricted the ability to infer causal relationships between variables as data is captured at a single point in time, revealing only correlations and moderating effects. Secondly, the reliance on online methodology introduces a sampling bias via favouring digital natives while potentially excluding youths with limited internet access thereby compromising the sample's

representativeness. Lastly, the study is exposed to contextual influences such as economic shocks (for instance inflation) during data collection which may force a temporary impact on purchase intention independently of Facebook usage intensity. Acknowledging these limitations is key for contextualising the results and informing future research activities that may employ diversified sampling strategies, longitudinal designs or controls for macroeconomic factors.

Organization of the study

The study is divided into five chapters:

Chapter 1- Introduction (background, problem statement and objectives).

Chapter 2- Literature review (existing research on social media and consumer behaviour).

Chapter 3- Methodology (research design and methods)

Chapter 4- Results and discussion (findings and implications).

Chapter 5- Conclusion and Recommendations (summary, implications and recommendations).

Summary

In so doing, the chapter argued that monitoring only social-media measures such as likes and shares provides an unfinished assessment of consumer activities. It called out the “Intention Gap” which is the difference between what users do online and their true behavioural or purchase intentions. The essence of the chapter was that our test influenced, by hanging on income and (perhaps to a lesser extent) Religion and with these variables in place, the chapter will then perform a literature review of consumers behaviour to embed income and religion into scientifically proven models creating a solid theoretical foundation for the research.

CHAPTER II

LITERATURE REVIEW

2.0 INTRODUCTION

The literature on the moderating effects of demographic profile particularly income and religion on the association between Facebook intensity and young people's desire to purchase fashion clothing is reviewed in this chapter. The chapter will look at theoretical framework, empirical evidence, conceptual framework and the summary. The theories supporting the study variables were discussed and well as linking them to the study's goals. The empirical evidence section examined the earlier research on Facebook intensity, income, religion and fashion apparel purchase intention carried out by various academic. In addition, the chapter highlighted research gaps from earlier studies and explained how the current study aimed to fill such gaps.

2.1 Theoretical Framework

2.1.1 Facebook Intensity and Youths purchase intention in fashion apparel

The degree to which users are emotionally invested in Facebook and incorporated into its everyday operations is referred to as Facebook intensity. Ellison, Steinfield and Lampe (2007) stated that Facebook intensity encompasses usage frequency, emotional attachment, engagement with online content and involvement in online social networks. Consumers' desire to buy a product after assessing the information at their disposal and marketing cues is purchase intention. Peer recommendations, internet interaction, advertisements and celebrity endorsements can all have an impact on consumers' intentions to buy fashion products. Icek Ajzen's Theory of Planned Behavior (1991) explains the connection between youngsters' intention to buy fashionable apparel and Facebook Intensity. From the hypothesis, attitudes, perceived behavioral control and subjective norms all have an impact on behavioral intention. Through peer interactions, influencer marketing, and commercials, Facebook exposure may positively affect young people's opinions toward fashionable clothing. Online social influence

creates subjective standards, and customers' perceptions of their ability to buy things are influenced by perceived behavioural control.

This relationship is further supported by Katz, Blumler, and Gurevitch's (1973) Uses and Gratifications Theory. According to the hypothesis, people actively use media platforms to meet their demands for entertainment, information and social interaction. Facebook is used by young people to follow current trends, communicate with their classmates and research fashion. These exchanges could boost interest in fashionable clothing and enhance the likelihood of making a purchase. Kelman's (1958) Social Influence Theory goes on to explain how peer pressure and social interactions transform people's buying decisions since people frequently look to their peers for acceptance and social approval.

2.1.1.1 Facebook Persistence and Youths purchase intention in fashion apparel

Facebook persistence refers to the continuity of use and habitual engagement with the platform over time. Persistent users spend more time on Facebook, interact frequently with content and integrate it into their daily routines. Sukratanasarit (2020) confirmed that usage intensity positively influences online purchase intention among youths. Based on this, it is expected that continued use of Facebook strengthens youths' intention to purchase fashion apparel.

2.1.1.2 Facebook Self-expression and Youths purchase intention in fashion apparel

Facebook self-expression is the extent to which users use the platform to present their identity, values and lifestyle through posts, photos and comments. Fashion apparel is highly symbolic and serves as a tool for self-presentation. Tosun (2012) and aladwani (2014) established that Facebook self-expression motivates users to purchase products that align with their desired online identity. Consequently, higher levels of self-expression on Facebook are expected to enhance youths' purchase intention for fashion apparel as they seek products that reflect their online identity.

2.1.1.3 Facebook Overuse and Youths purchase intention in fashion apparel

Facebook overuse refers to excessive and compulsive use of the platform that may interfere with daily activities. Overuse increases exposure time to marketing content, influence promotions and peer endorsements of fashion products. Adreassen et al., 2012- *Psychological Report*: Compulsive social media use correlates with impulsive buying due to constant exposure to marketing cues. Therefore, overuse of Facebook is expected to positively influence youths' purchase intention for fashion apparel as increased exposure heightens product desirability.

2.1.1.4 Facebook Boredom and Youths purchase intention in fashion apparel

Facebook boredom occurs when users experience monotony of stimulation from the platform often leading them to seek new content. Bored users may scroll more and encounter fashion advertisements while trying to get rid of boredom. Zhang et al., 2021- *Frontiers in Psychology*: Boredom during social media use can increase browsing but results are mixed on actual purchase intention. This means the relationship between Facebook boredom and purchase intention remains inconclusive and warrants empirical testing in the context of Bindura urban youths.

2.1.2 Moderating effect of Income on the relationship between Facebook Intensity and Youths Purchase Intention in fashion apparel

The degree of the relationship between independent and dependent variable can be influenced by a moderating variable. The association between Facebook intensity and youths desire to purchase fashionable clothing is predicted to be moderated by income in this study.

According to Icek Azjen's Theory of Planned Behavior (1991), people are more likely to engage in certain actions when they have access to sufficient chances and resources. Due to their limited purchasing power, low income consumers may not generate significant purchase intents even though Facebook intensity may foster positive sentiments regarding fashion clothing. According to Arnould and Thompson's (2005) Consumer Culture Theory, consumers' capacity to engage in fashion consumption culture is also influenced by their income. Higher income youth may show their identities and social standing through stylish clothing thereby strengthening the relationship between Facebook intensity and purchase intention.

2.1.2.1 Income and Facebook Persistence

Persistent use of Facebook increases exposure to fashion content but the ability to convert that exposure into actual purchase depends on income. Youths with higher disposable income can more readily act on repeated exposure to fashion products that means income is expected to strengthen the positive relationship between Facebook persistence and purchase intention.

2.1.2.2 Income and Facebook Self-expression

Youths who use Facebook self-expression often seek apparel that shows their identity. However, purchasing such symbolic products requires financial resources. It is therefore expected that income will moderate the relationship between Facebook self-expression and purchase intention with the effect being more pronounced among high-income youths.

2.1.2.3 Income and Facebook Overuse

Overuse of Facebook increases impulsive exposure to fashion advertisements and peer influence. While overuse may create desire, actual purchase intention is constrained by income. Thus, income level is expected to moderate the link between Facebook overuse and purchase intention such that the effect is stronger for youths with higher income.

2.1.2.4 Income and Facebook Boredom

Boredom-driven browsing may expose youths to fashion content but converting boredom-induced scrolling into purchase requires purchase power. Income level is therefore expected to moderate the relationship between Facebook boredom and purchase intention.

2.1.3 Moderating effect of Religion on the relationship between Facebook Intensity and Youths Purchase Intention in fashion apparel

The association between Facebook intensity and youths' inclination to buy fashionable clothing may also be moderated by religion. Facebook exposes users to fashion-related content but people's interpretations and reactions to it may be influenced by their religious beliefs. Kelman's (1958) Social Influence Theory mentioned that social groups like religious congregations have an impact on people's attitudes and actions. Buying intentions for fashion clothing advertised on Facebook may be influenced by religious beliefs that support modest attire and oppose excessive materialism, Arnould and Thompson (2005) Consumer Culture Theory elaborates how cultural values and symbolic meanings influence consumer behavior. Even youths' with high Facebook intensity may be less inclined to buy fashion items that go against their religious beliefs.

2.1.3.1 Religion and Facebook Persistence

While persistent Facebook use increases exposure to fashion trends, religious values may counteract this by promoting modesty or discouraging materialism. Religious affiliation is therefore expected to moderate the relationship between Facebook persistence and purchase intention such that the effect is weaker among youths affiliated with religions that emphasize modesty.

2.1.3.2 Religion and Facebook Self-Expression

Self-expression through fashion may conflict with religious teachings on appropriate dressing and avoidance of vanity. Consequently, religious affiliation is expected to moderate the relationship between Facebook self-expression and purchase intention, weakening the effect for youths with strong religious conviction.

2.1.3.3 Religion and Facebook Overuse

Overuse of Facebook may expose youths to secular fashion trends that contradict religious values. Religious affiliation is expected to moderate the relationship between Facebook overuse and purchase intention with the relationship being less strong for highly religious youths.

2.1.3.4 Religion and Facebook Boredom

Boredom-driven consumption may be curtailed by religious teachings that discourage impulse buying or materialism and thus religious affiliation is expected to moderate the relationship between Facebook boredom and purchase intention.

2.2 Empirical Evidence

2.2.1 Facebook Intensity and youths' Purchase Intention in fashion apparel

The connection between customer purchase intention and social media involvement has been studied by a number of academics. Duffett (2015) investigated the impact of Facebook marketing communication on young customers' purchase intention in South Africa. The study, which used a quantitative approach discovered that teens' brand views and purchase intentions are positively impacted by Facebook marketing. In a similar vein, Kim and Ko (2012) looked into how social media marketing initiatives affected luxury fashion firms' consumer equity and purchase intention. Purchase intention for fashion products is positively influenced by entertainment, engagement, customization, trendiness and electronic word-of-mouth according to the study. Godey et al. (2016) investigated the impact of social media marketing on perceptions of luxury brands in another study. The results demonstrated that social media interaction has a beneficial impact on purchase intention, customer connections and brand loyalty. In addition, Dehghani and Turner (2015) discovered that social media adverts greatly affect the customers' perceptions of businesses and boost their propensity to buy goods. Similarly, Hutter et al. (2013) found that engaging with Facebook fan pages improves purchase intention and increases emotional attachment to brands. Taken together, these studies suggest that higher engagement with Facebook is associated with stronger purchase intention for fashion products among youth.

H1-H4: Facebook intensity (Facebook persistence, self-expression, overuse and boredom) has a significant influence on the purchase intention of fashion apparel among youth.

2.2.1.1 Facebook Persistence and Purchase Intention

Hsu and Tsou (2011) found that persistent Facebook use increases exposure to brand content and strengthens purchase intention. Sukratanasarit (2020) also confirmed that usage intensity

positively influences online purchase intention among youths. This means persistence is expected to positively influence purchase intention.

H1: Facebook persistence has a significant positive effect on youths' purchase intention for fashion apparel in Bindura urban.

2.2.1.2 Facebook Self-expression and Purchase Intention

Tosun (2012) reported that Facebook self-expression motivates users to purchase products that align with their desired online identity. Aladwani (2014) further found that self-expression significantly predicts intention to buy lifestyle products and therefore self-expression is expected to enhance purchase intention.

H2: Facebook self-expression has a significant positive effect on youths' purchase intention for fashion apparel in Bindura urban.

2.2.1.3 Facebook Overuse and Purchase Intention

Andreassen et al. (2012) established that compulsive Facebook use correlates with impulsive buying due to constant exposure to marketing cues. Atkin, LaRose and DeMarneffe (1998) noted that overuse heightens consumer desire for advertised goods hence overuse is expected to positively influence purchase intention.

H3: Facebook overuse has a significant positive effect on youths' purchase intention for fashion apparel in Bindura urban.

2.2.1.4 Facebook Boredom and Purchase Intention

Bench and Lench (2013) argued that boredom motivates impulse purchases as users seek stimulation. However, Zhang et al. (2021) found mixed results with boredom increasing browsing but not always purchase intention. The inconclusive evidence justifies testing of H4 in Bindura context.

H4: Facebook boredom has a significant effect on youths' purchase intention for fashion apparel in Bindura urban.

2.2.2 Moderating effect of Income on the relationship between Facebook intensity and Purchase intention

Income as a moderating factor in the links between social media marketing and purchase intention has not received much attention from researchers. Rahman (2012) discovered that because they have more purchasing power, consumers with higher income levels are more receptive to fashion marketing. Similarly, Schiffman and Kanuk (2010) contended that consumers' capacity to translate desire into actual buy intention is influenced by their financial capabilities. Given that income affects purchasing power and consumption constraints, it is

reasonable to expect that it will moderate the relationship between Facebook intensity and purchase intention.

H5a-H5d: Income significantly moderates the relationship between Facebook Intensity (Facebook persistence, self-expression, overuse and boredom) and purchase intention.

2.2.2.1 Income and Facebook Persistence to Purchase Intention

Pookulangara and Koesler (2011) found that higher income strengthens the effect of repeated social media exposure on purchase intention. Kamboj and Rahman (2017) confirmed income moderates social media marketing effects and therefore income is expected to strengthen the persistence-purchase intention link.

H5a: Income level significantly moderates the relationship between Facebook persistence and purchase intention.

2.2.2.2 Income and Facebook Self-Expression to Purchase Intention

Self-expression drives desire for symbolic products but purchase requires financial muscle. Pookulangara and Koesler (2011) showed income moderates social media influence on buying symbolic goods. As a result, income is expected to moderate self-expression-purchase intention relationship.

H5b: Income level significantly moderates the relationship between Facebook self-expression and purchase intention.

2.2.2.3 Income and Facebook Overuse to Purchase Intention

Overuse creates impulse but income assess ability to act. Kamboj and Rahman (2017) reported that higher income amplifies impulsive buying from social media and so income is expected to moderate Facebook overuse-purchase intention relationship.

H5c: Income level significantly moderates the relationship between Facebook overuse and purchase intention.

2.2.2.4 Income and Facebook Overuse to Purchase Intention

Boredom-driven browsing may not convert to purchase without disposable income. Pookulangara and Koesler (2011) found purchasing power moderates boredom-induced consumption. Therefore, income is expected to moderate the boredom-purchase intention link.

H5d: Income level significantly moderates the relationship between Facebook overuse and purchase intention.

2.2.3 Moderating effect of Religion on the relationship between Facebook intensity and Purchase intention

There is limited empirical research that look at religion as a moderating factor in the links between social media and consumer behavior. According to Essoo and Dibb (2004), religion

has a significant impact on consumption and purchasing habits. Customers frequently assess products based on their moral principles and religious convictions. Similarly, Delener (1994) discovered that religion affects customers' perceptions of goods, commercials and material belongings. In addition, research by Mokhlis (2009) showed that purchase behavior and responses to marketing communications are influenced by religious orientation. Given that religious convictions shape how individuals evaluate consumption choices, it is plausible that religious commitment may weaken the influence of Facebook intensity on purchase intention of youth apparel.

H6a-H6d: Religion significantly moderates the relationship between Facebook Intensity (Facebook persistence, self-expression, overuse and boredom) and purchase intention.

2.2.3.1 Religion and Facebook Persistence to Purchase Intention

Bailey and Sood (1993) established that religious values reduce materialism and weaken media effects. Sood and Nasu (1995) found religion moderates advertising influence on fashion purchases hence religion is expected to moderate the persistence-purchase intention link.

H6a: Religious affiliation significantly moderates the relationship between Facebook persistence and purchase intention.

2.2.3.2 Religion and Facebook Self-Expression to Purchase Intention

Self-expression through fashion may conflict with religious teachings on modesty. Sood and Nasu (1995) reported religious affiliation weakens consumption of image-based products as a result religion is expected to moderate self-expression-purchase intention relationship. *H6b: Religious affiliation significantly moderates the relationship between Facebook selfexpression and purchase intention.*

2.2.3.3 Religion and Facebook Overuse to Purchase Intention

Religious doctrines discourage excessive materialism. Bailey and Sood (1993) showed religious consumers are less susceptible to impulsive media influence and therefore religion is expected to moderate the overuse-purchase intention link.

H6c: Religious affiliation significantly moderates the relationship between Facebook overuse and purchase intention.

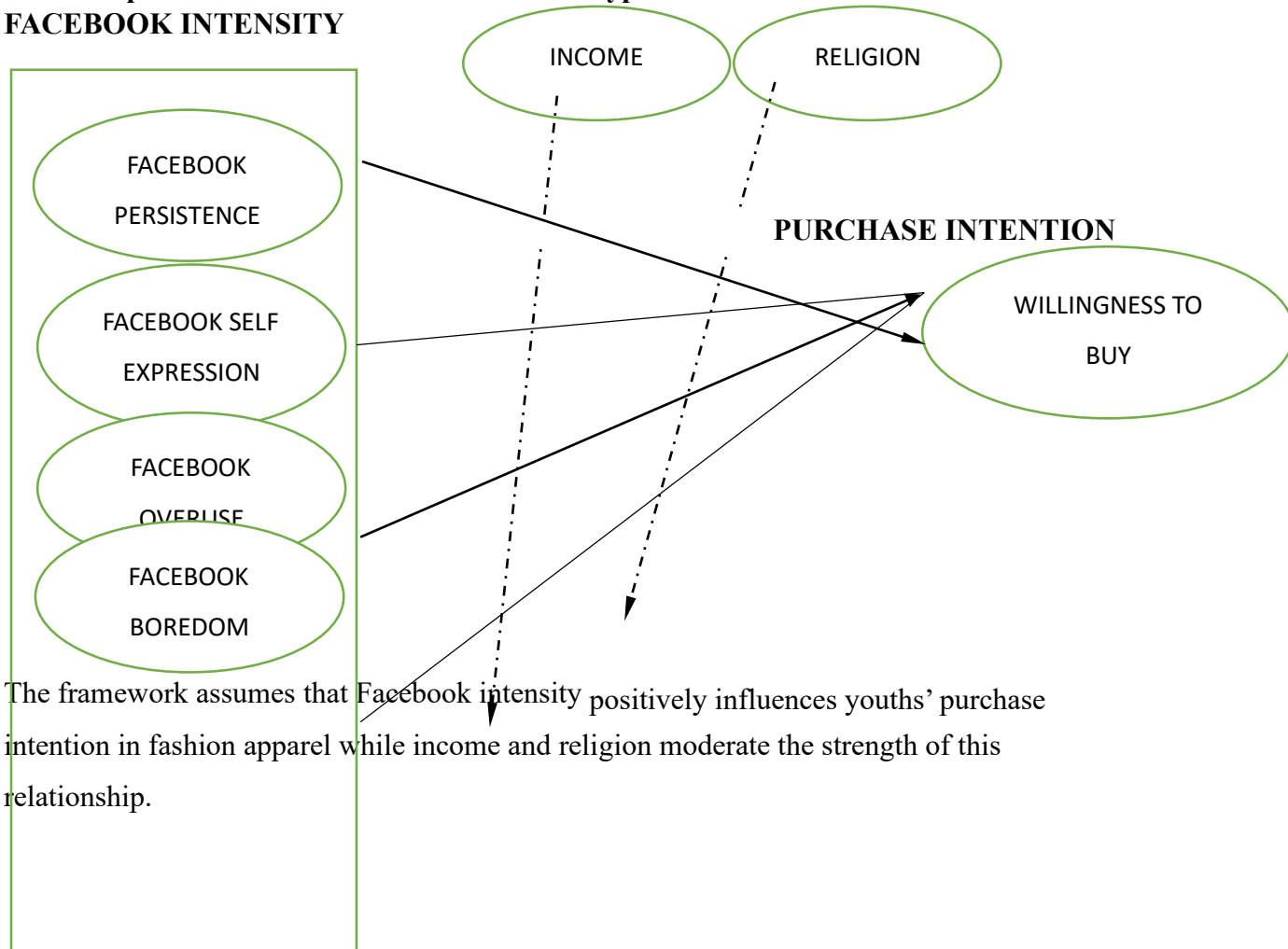
2.2.3.4 Religion and Facebook Boredom to Purchase Intention

Religious teachings discourage impulse buying to relieve boredom. Sood and Nasu (1995) found that religious values reduce boredom-driven consumption and as a result religion is expected to moderate boredom-purchase intention relationship.

H6d: Religious affiliation significantly moderates the relationship between Facebook boredom and purchase intention.

2.6 Conceptual Framework and Statement of Hypotheses

FACEBOOK INTENSITY



The framework assumes that Facebook intensity positively influences youths' purchase intention in fashion apparel while income and religion moderate the strength of this relationship.

2.8 Summary

The chapter has examined theoretical and empirical research on Facebook intensity, money, religion and youths' intention to buy fashionable clothing. Different theories were covered theoretically and empirically but the research found no empirical data about the moderating effects of income and religion on the association between youths' propensity to purchase fashion items and Facebook intensity.

CHAPTER III

RESEARCH METHODOLOGY

3.0 INTRODUCTION

Research methodology describes a method adopted to investigate the moderating effect of religion and income on the link between Facebook intensity and youths' purchase intention toward fashion apparel. It outlines the research design, population and sample, data collection instrument, validity and reliability procedures, data collection process, method of data analysis, and ethical considerations. The methodological choices are aligned with the study's objectives and hypotheses to ensure the credibility and reliability of findings.

3.1 Research Design

The study adopted an explanatory research design with a quantitative research method which enabled the research to characterize the features of the variables under investigation such as Facebook intensity, income, religion and purchase intention. Since the study aimed at determining cause-and-effect linkages between variable specifically the impact of Facebook intensity on purchase intention and the moderating impact of income and religion, an explanatory research design was appropriate.

3.2 Target Population

The target population refers to the entire group of individuals relevant to the study from which data was collected. The population of the study consisted of youths aged between 18-35 years in Bindura urban which is 16000 from figures derived from the ZIMSTAT 2022 Census for Bindura Urban.

3.3 Sampling Frame

The sampling frame for this study consisted of youths residing in Bindura Urban. This group formed the accessible population from which participants were selected to ensure relevance to research objectives.

3.4 Sample Size

According to Kothari (2004), sample size refers to the subset of elements drawn from the entire population to represent it in the study. For this research, the target population was Facebook users aged 18-35 in Bindura urban. The age group was selected because of their strong digital skills and active spending on fashion items. To reach active users, purposive sampling combined with snowball sampling were both applied. Initial respondents shared the survey link with peers to broaden participation across different demographics. Sample size depends on factors such as desired confidence level, population size, analysis type and acceptable error margin (Saunders, Lewis & Thornhill 2005). The table of sample size by Saunders is shown below.

POPULATION	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
1200	300	578	810	1071
2000	322	696	1091	1655
5000	357	879	1622	3288
10000	370	964	1936	4899

Yamane's formula was used to determine the required sample size:

$n = N / (1 + N(e)^2)$ Where:

n= necessary sample size **N**=estimated

size of the population

e=level of precision/acceptance sampling error (usually 5%)

The sample size was calculated as shown below: $n = 16000 /$

$(1 + 16000(0.05)^2)$ $n = 390.24$

Using Yamane's formula, a sample of 391 was obtained from a population of 16000 youths aged 18-35 in Bindura urban with a 5% margin of error.

3.5 Sampling Technique

Following the methodological framework by Saunders, Lewis and Thornhill (2023), a nonprobability sampling approach was adopted for this study. As noted by Saunders (2023), nonprobability sampling is practical when a complete sampling frame is unavailable. In this scenario, a comprehensive directory of every youth Facebook user in Zimbabwe. Since it was impossible to adopt a random selection, the study utilized a dual stage non-probability approach consisting of purposive and snowball sampling. Under purposive sampling, individuals who confirmed they engaged with fashion related content or advertisements within the last 30 days were included in the initial distribution. According to Saunders (2023), purposive sampling works well when selecting cases that are particularly informative for research questions which then informed the criteria used here. Elsewhere, snowball sampling highlights that it is an invaluable technique for reaching hidden or specific demographic clusters such as various religious communities or specific socio-economic brackets that may not be easily accessible through a single point of entry, Saunders (2023). Therefore, the method allowed for a diverse demographic spread, ensuring that the moderation analysis was statistically viable,

3.6 Research Instrument

A questionnaire served as the primary data collection tool for this study. A questionnaire was suitable because it enabled standardized data collection from 391 Bindura urban respondents over 8 weeks. The questionnaire was designed to measure Facebook intensity, Income levels, Religious influence and Purchase intention in fashion apparel. It was clearly designed and divided into four distinct sections. Section A gathered categorical demographic data such as age, gender, monthly income levels and religious affiliation. Section B utilized Facebook Intensity Scale (FBI) to measure the emotional significance of the platform. Section C employed the Religious Commitment Inventory (RCI-10) to quantify religiosity- the degree to which faith influences daily decisions rather than mere denominational belonging. Lastly, Section D utilized a 4-item Purchase Intention Scale adapted from Putrevu and Lord (1994) specifically modified to focus on fashion apparel.

3.7 Instrument Development

The goals of the study and literature analysis served as the basis for developing the questionnaire. The instrument was clearly designed and divided into four distinct sections. Section A gathered categorical demographic data such as age, gender, monthly income levels and religious affiliation. Section B utilized Facebook Intensity Scale (FBI) to measure the emotional significance of the platform. Section C employed the Religious Commitment Inventory (RCI-10) to quantify religiosity- the degree to which faith influences daily decisions rather than mere denominational belonging. Lastly, Section D utilized a 4-item Purchase Intention Scale adapted from Putrevu and Lord (1994) specifically modified to focus on fashion apparel.

The following table shows questionnaire elements:

Name of Scale	Number of Items	Source	Reliability (Cronach's Alpha)
Facebook Intensity Scale (FBI)	8	Ellison, Steinfield and Lampe (2007)	0.84
Monthly Income Categories	1	Developed for study (Socio-economic)	N/A (categorically)
Religious Commitment Inventory (RCI-10)	10	Worthington et al. (2003)	0.89
Purchase Intention Scale	4	Putrevu and Lord (1994)	0.81

As shown in the table, all multi- item scales achieved a Cronbach's Alpha coefficient above 0.70 threshold which is the standard benchmark for reliability in social science research. As a result, this shows that the items within each scale are internally consistent and reliable for this study.

3.8 Data collection procedure

Data was gathered over 8 weeks using online surveys on a secure and encrypted platform.

The survey link was shared within social media groups to reach participants aged 18-35 in Bindura urban. To maintain ethical standards, the landing page featured a plain language statement and require digital informed consent. Questions were automated with a filter to ensure that only Facebook users who met the age criteria could proceed. Completed responses were saved to secure SPSS database, cleaned for outliers and yielded a final sample of 391 valid responses for Bindura urban youths aged 18-35 years.

3.9 Validity and Reliability of the Instrument

Validity shows how well a research tool captures the concept it is designed to assess. For content validity, items for the questionnaire were adapted from scales previously tested and validated in prior research, Ellison, Steinfield and Lampe (2007) and Kim and Ko (2012). Facebook intensity items were adapted from Ellison, Steinfield and Lampe (2007), Social Media Marketing items from Kim and Ko (2012) and Purchase Intention items from Dodds, Monroe and Grewal (1991). The questionnaire was reviewed by the supervisor to assess clarity, relevant and alignment with study objectives. Minor adjustments to wording were made based on feedback. Construct validity was assessed through Confirmatory Factor Analysis and Average Variance Extracted during data analysis. Reliability indicates how stable and consistent the instrument is when used multiple times under similar conditions.

Cronbach's Alpha was used to test reliability. A score of 0.70 or higher was accepted as showing good internal consistency. The reliability of Facebook Intensity, Social Media Marketing and Purchase Intention were 0.84, 0.89 and 0.81 respectively indicating that the instrument was reliable for the study.

3.10 Method of Data Analysis

Questionnaire data was coded and input into SPSS Version 20 for analysis. Descriptive statistics such as frequencies, percentages and means were used first to describe the respondents' demographics and Facebook usage. This study utilized Moderated Regression Analysis (MRA) through the Hayes' PROCESS Macro (Model 2) to test for the hypotheses. This statistical tool allowed for simultaneous testing of two independent moderators in income and religion on the relationship between Facebook Intensity and Purchase Intention.

3.11 Ethical Considerations

Ethical guidelines were followed in this research. No personal information like IP addresses or names were saved during the survey. The study was done in accordance to the university's research ethics guidelines and participants were informed they could withdraw from the survey at any point without any consequences or penalties. Data was kept on a passwordprotected drive only accessible to the researcher to ensure confidentiality.

3.12 Summary

The chapter explained the research methodology adopted in the study. It covered the research design, population, sample size, sampling technique, research instrument, data collection procedure, method of data analysis, and ethical considerations. The methodology provided a clear approach for investigating the moderating effects of religion and income on the relationship between Facebook intensity and youths' purchase intention toward fashion apparel.

CHAPTER IV

4.0 INTRODUCTION

The chapter covered data analysis and presentation along with the discussion of data collected from the research. The analysed data was collected from 391 respondents. Data was processed using IBM SPSS Statistics 20 and Amos 23. The chapter was presented in stages starting from the rate of questionnaire responses followed by demographics of respondents which included age, gender, income, religion, nationality, purpose of using Facebook, how often respondents see fashion related content on Facebook and occupation. The measurement instrument was assessed using unidimensionality testing, reliability analysis and validity assessment to assess the suitability of the data for statistical analysis. Confirmatory Factor Analysis (CFA) and Structural Equation Modelling (SEM) were used to evaluate the measurement and structural model. It went on to present hypothesis testing results and the relationships among the variables.

4.1 QUESTIONNAIRE RESPONSE RATE

400 questionnaires were distributed among youths of all genders aged 18-35 years in Bindura urban. 391 questionnaires were fully answered and only 9 were not answered. This showed a response rate of 98% which was favourable. The following table shows a response rate. Table 1: *Questionnaire response rate*

	Frequency	Response rate
Questionnaires distributed	400	100%
Questionnaires returned	391	98%

The table shows a response rate of 98% which is enough to draw conclusions from.

4.1.2 DEMOGRAPHIC PROFILE OF RESPONDENTS

This section gave information concerning the demographics of respondents. These included age, gender, income, religion, nationality, purpose of using Facebook, how often respondents see fashion related content on Facebook and occupation. The following table shows that.

Table 2: *Demographic profile of respondents*

	Group	Frequency	Percentage frequency in %
Age	18-24 years	209	53.45
	25-29 years	116	29.67
	30-35years	66	16.88
	Total	391	100
Gender	Male	184	47.06
	Female	207	52.94
	Prefer not to say	0	0
	Total	391	100

Income	Less than \$100	122	31.20
	\$100-\$500	146	37.34
	\$501-\$1000	75	19.18
	More than \$1000	48	12.28
	Prefer not to say	0	0
	Total	391	100
Religion	Christianity	250	63.94
	Hinduism	63	16.11
	Buddhism	48	12.28
	Other	30	7.63
	Total	391	100
Nationality	Zimbabwean	391	100
	Total	391	100
Purpose of using Facebook related to fashion	To follow fashion trends	179	45.78
	To buy fashion apparel	137	35.04
	Other	75	19.18
	Total	391	100
How often do you see fashion related content on Facebook	Rarely	65	16.62
	Occasionally	137	35.04
	Often	129	33.00
	Very often	60	15.35
	Total	391	100
Occupation	Student	236	60.36
	Employed	74	18.93
	Unemployed	81	20.72
	Total	391	100

Source: *primary data*

The sample consisted of 391 respondents. Majority were aged 18-24 with 53.45%, followed by 25-29 years 29.67% which showed mostly young youths are relevant for fashion apparel. For

gender, females were slightly higher which leaned toward females being frequent users of Facebook and turn to be online buyers. On income, low earners youths had a large % of 37.34 which explained why income significantly moderated Facebook use motives. On religion, the Christian majority dominated which reflected the Zimbabwean context and supported testing religion as a moderator. All respondents were Zimbabwean confirming that the study was context specific. On Purpose of using Facebook related to fashion, following fashion trends had a larger % of 45.78 which shows fashion was a key motive while exposure saw fashion content occasionally to very often. High exposure explains overuse effect on purchase intention. On occupation, students were majority with 60.36% and it reflected that since sample was youth based and it fit to study context.

4.2 UNI-DIMENSIONALITY TEST

Unidimensionality assesses whether the indicators of a construct measure a single latent variable Hair et al. (2019). This was tested in two stages firstly Explanatory Factor Analysis (EFA) which was conducted in IBS SPSS Statistics for each construct separately using Principal Axis Factoring. This was selected as the extraction method with no rotation, since the objective was to confirm the number of underlying factors rather than rotate them, Costello & Osborne (2005). The following criteria was used: Kaiser-Meyer-Olkin $KMO > 0.70$ to confirm sampling adequacy. Also Bartlett's Test of Sphericity significant at $p < 0.05$. Only one factor with eigenvalue > 1.0 extracted per construct and all factor loadings > 0.50 on the intended factor. Lastly, No cross-loadings > 0.40 on secondary factors. Constructs that extracted more than one factor or had items loading < 0.5 were considered to violate unidimensionality and required item deletion or reconceptualization. Following EFA, Confirmatory Factor Analysis (CFA) was performed in Amos 26 for each construct independently. A constructs demonstrates unidimensionality if the single-factor CFA model achieves acceptable fit that is $CFI \geq 0.9$, $TLI \geq 0.9$, $RMSEA \leq 0.08$, Hair et al. (2019). Additionally, all standardized factor loadings must be statistically significant at $p < 0.001$ and exceed 0.5. The absence of large modification indices $MI > 10$ within the construct further confirmed that items measure one dimension only. Constructs satisfying both EFA and CFA criteria were deemed unidimensional and retained for the full measurement model.

4.3.1 Facebook Persistence

ITEM	FACTOR
I am more likely to purchase a product from a brand that I frequently see on Facebook.	0.931
Facebook persistent adverts influence my purchasing decisions.	0.938
I often consider buying products from brands that consistently appear in my Facebook feed.	0.937
Facebook's frequent updates about fashion apparel encourage me to make a purchase.	0.935
I tend to notice and consider fashion apparel advertised persistently on Facebook.	0.94
Variance explained	93.62%
Eigen value	4.681
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.928
The Bartlett's test of sphericity	0.000
Reliability	0.973

Source: *SPSS output*

For Facebook persistence, EFA extracted one factor with eigenvalue of 4.681, explaining 93.62% of variance. KMO was 0.928 and all factor loadings ranged from 0.931 to 0.940. Cronbach's alpha was 0.97, exceeding 0.70 and that means unidimensionality and reliability were confirmed and all 5 items were retained.

4.3.2 Facebook Self-Expression

ITEM	FACTOR
I buy fashion apparel advertised on Facebook that fits my personality.	0.921
Facebook helps me discover fashion apparel that reflect who I am.	0.926

I purchase fashion apparel that help me express myself, seen on Facebook.	0.927
Brands I follow on Facebook align with my self-image, influencing my purchases.	0.927
I support brands on Facebook that showcase my values and style.	0.932
Variance explained	92.66%
Eigen value	4.633
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.923
The Bartlett's test of sphericity	0.000
Reliability	0.968

Source: *SPSS output*

EFA of Facebook self-expression extracted one factor with 4.633, explaining 92.66% of variance. The table shows a KMO of 0.923, Bartlett's test $p < 0.001$ with loadings ranging from 0.921-0.932. Cronbach's alpha was found at 0.968 hence unidimensionality and reliability were ensured.

4.3.3 Facebook Overuse

ITEM	FACTOR
I often make impulse purchases after spending a lot of time on Facebook.	0.919
Excessive Facebook use leads me to buy more fashion apparel online.	0.902
Spending too much time on Facebook increases my urge to shop online.	0.911
Facebook overuse make me more susceptible to adverts.	0.923
I buy fashion apparel I see on Facebook when I'm browsing excessively.	0.906
Variance explained	91.22%
Eigen value	4.561

The Kaiser-Mayer-Olkin measure of sampling adequacy	0.921
The Bartlett's test of sphericity	0.000
Reliability	0.961

Source: *SPSS output*

For Facebook overuse, EFA extracted one factor with eigenvalue of 4.561 explaining 91.22% of variance. KMO was 0.921, Bartlett's test $p < 0.001$ and loadings ranged from 0.902-0.923.

The Cronbach's alpha was 0.961 and therefore reliability and unidimensionality were established.

4.3.4 Facebook Boredom

ITEM	FACTOR
I am likely to purchase fashion apparel from a brand that posts boring content on Facebook.	0.901
Boring Facebook content decreases my interest in a brand's fashion apparel.	0.88
If Facebook content is uninteresting, I ignore the brand's adverts.	0.89
I engage more with adverts that are creative and interesting on Facebook.	0.887
Facebook boredom reduces my likelihood of purchasing from a brand.	0.891
Variance explained	88.98%
Eigen value	4.449
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.968
The Bartlett's test of sphericity	0.000
Reliability	0.950

Source: *SPSS output*

Facebook boredom extracted one factor with eigenvalue 4.449 and that was 88.98% of variance. KMO was 0.968, Bartlett's test $p < 0.001$, loadings ranged from 0.880-0.901 and Cronbach's alpha was 0.950. Unidimensionality and reliability were established.

4.3.5 Purchase Intention

ITEM	FACTOR
------	--------

I buy fashion apparel I see on Facebook.	0.917
I'm likely to purchase fashion items via Facebook ads.	0.919
Facebook influences my fashion buying decisions.	0.944
I prefer buying fashion apparel online via Facebook.	0.936
Variance explained	92.90%
Eigen value	3.716
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.880
The Bartlett's test of sphericity	0.000
Reliability	0.962

Source: *SPSS output*

Purchase intention had EFA which extracted one factor with eigenvalue 3.716 explaining 92.90% of variance. KMO was 0.880, Bartlett's test $p < 0.001$, loadings 0.917-0.944 and Cronbach's alpha of 0.962 hence unidimensionality and reliability were ensured.

4.3.6 Income and Facebook Intensity

ITEM	FACTOR
My income level influences how often I check Facebook for fashion deals and discounts.	0.889
I prioritize fashion brands on Facebook that offer affordable prices given my income.	0.906
I feel a sense of obligation to stay connected with fashion apparel on Facebook that fit my budget.	0.888
I find Facebook's fashion content boring when it is too focused on expensive brands.	0.773
I look forward to seeing affordable fashion updates on Facebook.	0.781
Facebook's fashion apparel adverts are irrelevant to my income level.	0.794
I spend too much time on Facebook looking at fashion content that fits my budget.	0.858

Facebook's fashion apparel adverts make me feel like I need to spend money.	0.826
Facebook overuse negatively impacts my budget for fashion apparel.	0.84
Facebook allows me to showcase my fashion sense which is influenced by my income.	0.877
I curate my Facebook profile to reflect my fashion style that is within my budget.	0.869
I share fashion-related content on Facebook to inspire others with my affordable fashion apparel choices.	0.853
Variance explained	84.61%
Eigen value	10.154
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.956
The Bartlett's test of sphericity	0.000
Reliability	0.969

Source: *SPSS output*

EFA of Income and Facebook Intensity extracted one with eigenvalue 10.154, explaining 84.61% of variance. KMO was 0.956, Bartlett's test $p < 0.001$ and loadings ranged from 0.773-0.906. Cronbach's alpha was 0.969 hence reliability and unidimensionality were established.

4.3.7 Religion and Facebook Intensity

ITEM	FACTOR
My religious beliefs encourages me to stay updated on fashion trends Facebook.	0.889
My religious values encourages me to be active on Facebook when shopping for fashion apparel.	0.906
My faith motivates me to check Facebook regularly for fashion inspiration.	0.888
I find fashion content on Facebook related to my faith engaging.	0.861
I feel bored when seeing fashion posts on Facebook that do not align with my faith.	0.863

I look forward to seeing fashion updates on Facebook that reflect my faith.	0.889
I spend too much time on Facebook browsing fashion content that aligns with my faith.	0.765
Facebook overuse negatively impacts my fashion shopping habits.	0.781
My faith encourages me to limit my Facebook use when shopping for fashion apparel.	0.763
I express my personal style on Facebook through fashion that reflects my faith.	0.822
Facebook is a platform for me to share my faith-based fashion choices.	0.824
I share fashion-related content on Facebook to inspire others with my faith-based style.	0.814
Variance explained	82.50%
Eigen value	9.9
The Kaiser-Mayer-Olkin measure of sampling adequacy	0.958
The Bartlett's test of sphericity	0.000
Reliability	0.962

Source: *SPSS output* Religion and Facebook Intensity had an EFA which extracted one factor with eigenvalue of

9.9, explaining 82.50% of variance. KMO was 0.958, Bartlett's test $p < 0.001$, loadings ranged from 0.763-0.906 and a Cronbach's alpha of 0.962 hence unidimensionality and reliability were ensured.

4.4 Reliability and Validity

Construct	Number of items	Composite reliability	Validity (AVE)
Facebook persistence	5	0.973	0.876

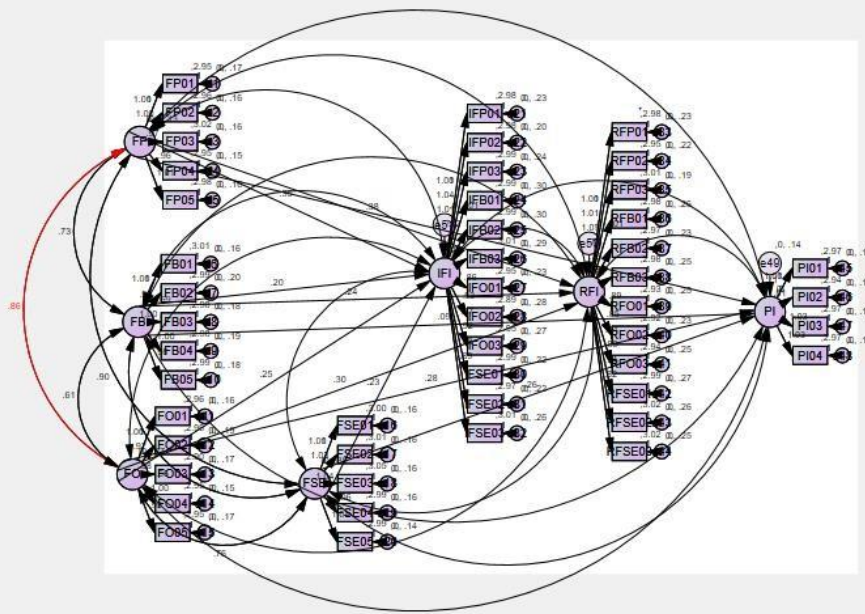
Facebook self-expression	5	0.968	0.859
Facebook overuse	5	0.961	0.832
Facebook boredom	5	0.950	0.792
Purchase intention	4	0.962	0.863
Income and Facebook intensity	12	0.968	0.718
Religion and Facebook intensity	12	0.963	0.682

Table 3

All seven constructs demonstrated strong reliability and convergent validity. Composite reliability ranged from 0.950 for Facebook boredom to 0.973 for Facebook Persistence which were all above the threshold of 0.70. Average Variance Extracted ranged from 0.682 for Religion and Facebook Intensity to Facebook Persistence's 0.877 and all were above the minimum requirement of 0.5. As a result, internal consistency and convergent validity were established across the measurement model.

4.5 Measurement model

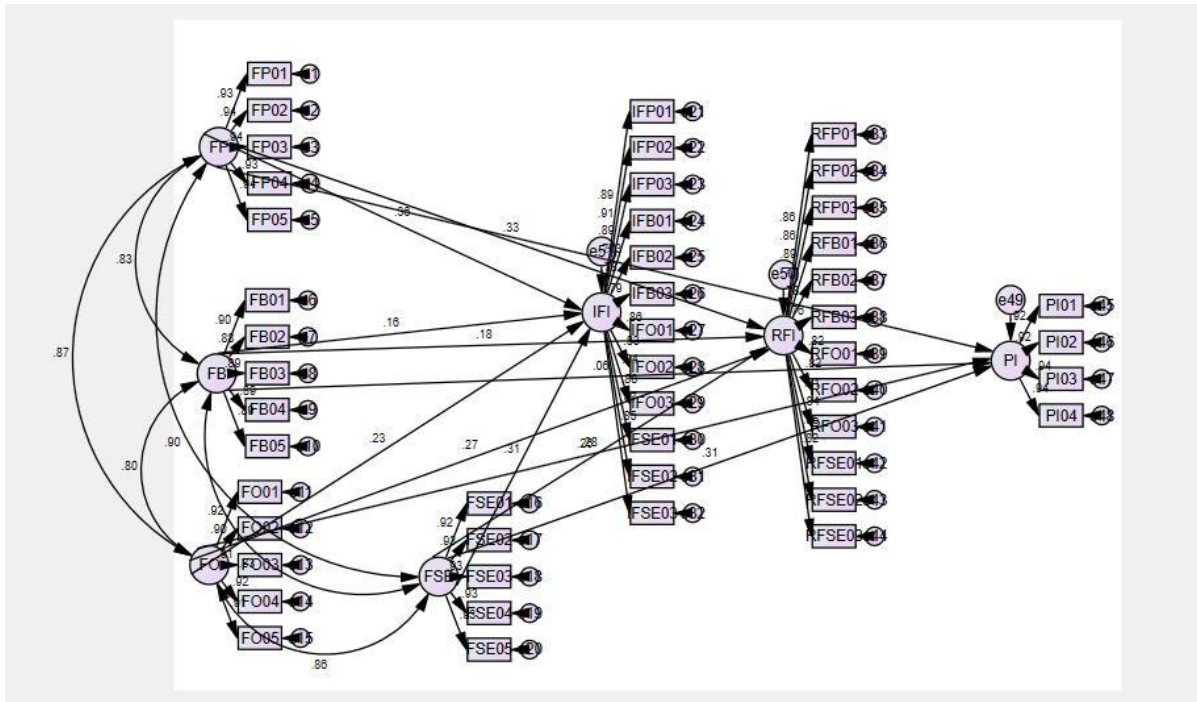
The measurement model was used to test validity and reliability of the conceptual framework to see if the observed variables successfully measured the latent constructs. The results from the measurement model revealed that which Facebook persistence, Facebook self-expression, Facebook overuse, Facebook boredom, purchase intention and Income and religion on Facebook intensity had a significant positive effects on purchase intention. This indicates that higher levels of persistence, self-expression, overuse as well as income and religious engagement on Facebook increased youths' intention to buy fashion apparel. Conversely, Facebook boredom did not exert a significant on purchase intention and therefore the hypothesis relating to boredom was rejected. The findings suggest that while active engagement and personal relevance on Facebook enhance purchase intention, boredom does not significantly influence youths' behavioural intentions. The overall structural model demonstrated acceptable fit indices, confirming its suitability for explaining the relationships among the constructs.



Confirmatory Factor Analysis (CFA) was conducted in Amos to test the validity and reliability of the measurement model before analysing the structural paths. The model examined seven latent constructs which are Facebook persistence, Facebook self-expression, Facebook overuse, Facebook boredom, Purchase intention, Income on Facebook intensity and religion on Facebook intensity. CFA results confirmed that all observed items loaded significantly onto their intended latent constructs.

4.6 Hypothesis Testing

SPSS AMOS was used to run Structural Equation Modelling (SEM) and test the research hypotheses. The analysis examined how Facebook intensity affected youths' purchase intention of fashion apparel with income and religion tested as moderators.



Path analysis within SEM was used to present the hypotheses testing finding below.

Table of *Hypothesis testing results*

Hno	Hypothesis	B value	T value	P value	Decision
H1	Facebook persistence to willingness to buy.	0.296	4.915	<0.001	Accepted
H2	Facebook self-expression to willingness to buy.	0.32	4.732	<0.001	Accepted
H3	Facebook overuse to willingness to buy.	0.269	1.293	<0.001	Accepted
H4	Facebook boredom to willingness to buy.	0.072	4.891	0.196	Rejected
H5a	Facebook persistence to income.	0.317	12.256	<0.001	Accepted
H5b	Facebook self-expression to income.	0.302	7.767	<0.001	Accepted
H5c	Facebook overuse to income.	0.229	9.698	<0.001	Accepted
H5d	Facebook boredom to income.	0.179	10.977	<0.001	Accepted
H6a	Facebook persistence to religion.	0.258	10.765	<0.001	Accepted
H6b	Facebook self-expression to religion.	0.248	8.437	<0.001	Accepted
H6c	Facebook overuse to religion.	0.237	10.529	<0.001	Accepted
H6d	Facebook boredom to religion.	0.184	9.716	<0.001	Accepted

Source: *Amos*

The first hypothesis H1 Facebook persistence to willingness to buy was supported by $B=0.296$, $T=4.915$ and $p<0.001$. The second H2 Facebook self-expression to willingness to buy. It was supported by $B=0.32$, $T=4.732$ and $p<0.001$. Third hypothesis H3 Facebook overuse to willingness to buy. This was established by $B=0.269$, $T=1.293$ and $p<0.001$. A fourth hypothesis H4 Facebook boredom to willingness to buy was not supported as it did not meet the p-value of $p<0.001$. It had $B=0.072$, $T=4.891$ with p-value of 0.196. The fifth hypothesis H5 Facebook persistence to income. It was affirmed by $B=0.317$, $T=12.256$ and $p<0.001$. The sixth hypothesis H6 Facebook self-expression to income. It was supported by $B=0.302$, $T=7.767$ and $p<0.001$. H7 Facebook overuse to income. It was supported by $B=0.229$, $T=9.698$ and $p<0.001$. The eighth hypothesis H8 Facebook boredom to income. It was supported by $B=0.179$, $T=10.977$ and $p<0.001$. The ninth hypothesis H9 Facebook persistence to religion. The hypothesis was supported by $B=0.258$, $T=10.765$ and $p<0.001$. The tenth hypothesis H10 Facebook self-expression to religion was supported by $B=0.248$, $T=8.437$ and $p<0.001$. H11 Facebook overuse to religion was backed by $B=0.237$, $T=10.529$ and $p<0.001$ and the last hypothesis H12 Facebook boredom to religion. This was backed by $B=0.184$, $T=9.716$ and $p<0.001$.

4.7 Discussion of the results

4.7.1 Facebook persistence to willingness to buy.

H1 was accepted. Facebook persistence had a significant positive effect on Purchase intention of fashion apparel. This implies that youths who persistently maintain Facebook presence stay connected and visible and are more likely to intend buying fashion apparel online. The finding confirmed Uses and Gratifications Theory. Persistent users spent more time viewing fashion posts, reels and influencer content which increased product awareness. This aligned with Hajli (2015) who reported that persistent social media use strengthened intention to purchase fashion products through repeated exposure.

4.7.2 Facebook self-expression to willingness to buy.

H2 was also accepted. Facebook self-expression significantly predicted purchase intention. Youths used Facebook to showcase style, post outfits and express identity through fashion. This self-expression motive increased intention to buy apparel that matched their online persona. The result corroborated Kim and Ko (2012) who established that fashion selfexpression on social media drove online clothing purchase intention. Facebook functioned as virtual fitting room for identity building.

4.7.3 Facebook overuse to willingness to buy.

Facebook overuse had a positive significant effect. Excessive scrolling exposed youths to more fashion ads, influencer hauls and peer outfit posts which raised purchase intention. This substantiated Turel and Serenko (2012) who found that social media overuse increased impulsive buying of hedonic products like fashion. Overuse reduced resistance to trendy apparel promotions.

4.7.4 Facebook boredom to willingness to buy

H4 was rejected. Facebook boredom showed no significant effect on purchase intention. Bored students scrolled passively without shopping motive. The finding contradicted Dhir et al. (2018) who suggested boredom triggered impulsive buying. In this study, boredom led to time killing memes and videos not browsing fashion catalogues. Buying fashion apparel required active interest which boredom did not offer.

4.7.5 Facebook persistence to income.

Facebook persistence is impacted by the level of income. This indicated that income level influenced how youths used Facebook for fashion-related activities. High-income youths persisted more on Facebook to view fashion pages, follow influencers and stay updated on apparel trends. This confirmed Hargittai (2008) who found that income shaped digital engagement patterns for hedonic products like fashion.

4.7.6 Facebook self-expression to income.

Facebook self-expression significantly predicted that income has an effect of youths' ability to express themselves. Youths' with higher income used Facebook more to express style and post outfit content. Income provided resources to buy fashion apparel which youths then expressed online. This aligned to Kim and Ko (2012) who established that income enabled fashion self-expression on social media performance.

4.7.7 Facebook overuse to willingness to buy

H7 was accepted. Facebook overuse significantly predicted that income has an effect on it. Income determined access to smartphones and data which influenced overuse of Facebook. High-income youths overused Facebook more hence increasing exposure to fashion ads and influencer marketing. This aligned to Turel and Serenko (2012) who reported that socioeconomic status predicted social media overuse intensity.

4.7.8 Facebook boredom to income

Facebook boredom significantly predicted that income has an impact on it. Lower income youths used Facebook more to relieve boredom than to shop for fashion. Limited purchasing power shifted Facebook use from fashion browsing to time-killing. This aligned with Dhir et

al. (2018) who found that boredom use was higher among students with constrained economic resources.

4.7.9 Facebook persistence to religion.

Facebook persistence significantly predicted religion and Facebook Intensity. Religious youths persisted on Facebook to maintain fellowship and follow faith based fashion groups. Facebook became a space for modest wear trends and religious community building. This affirmed Campbell (2012) who found that religion increased persistent use of social media for identity expression.

4.7.10 Facebook self-expression to religion.

Facebook self-expression had a significant relationship with religion. Religious youths used Facebook to express modest fashion and religious identity through apparel posts. This showed that religion shaped how youths expressed themselves through fashion on Facebook. The result aligns with Olatunji (2020) who reported that Nigerian religious youths used social media to showcase faith-aligned fashion styles.

4.7.11 Facebook overuse to religion

H11 was accepted. Facebook overuse predicted a relationship between it and religion. Youths who are religious overused Facebook for religious content, online sermons and faith based fashion communities. This increased overall Facebook intensity. This substantiated Campbell (2012) who found that religion drove frequent social media use for spiritual connection.

4.7.12 Facebook boredom to religion.

Facebook boredom and religion has a significant impact as H12 has been accepted. Religious youths used Facebook during idle time to consume religious content and modest fashion posts. Boredom motivated religious engagement rather than fashion shopping. This confirmed Dhār et al. (2018) who noted that boredom increased use of social media for noncommercial content among religious user. Facebook boredom to religion.

4.8 Summary

This chapter discussed the 12 hypotheses tested. Facebook persistence, Facebook selfexpression, Facebook overuse significantly and positively influenced purchased intention of fashion apparel. Facebook boredom had no significant effect. All four Facebook intensity dimensions significantly predicted income and Facebook intensity and religion intensity. This showed that income and religion shaped how youths used Facebook for fashion. Overall, persistence, self-expression and overuse were the key drivers of fashion apparel purchase intention while boredom only related to demographics.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.0 INTRODUCTION

The chapter presented the main findings from the data, conclusions and gave recommendations for policy makers and marketers. It also highlighted the study limitations and proposed areas for future research. This research tested whether income and religion as demographic factors influenced how Facebook intensity (Facebook persistence, Facebook self-expression, Facebook overuse and Facebook boredom) affected purchase intention for fashion apparel among Bindura urban youths. The study was guided by twelve objective and all employed Structural Equation Modelling (SEM) to determine the relationships among Facebook persistence, Facebook self-expression, Facebook overuse, Facebook boredom, purchase intention, income and religion.

5.1 SUMMARY

The research assessed the impact of Facebook intensity on youths' intention to purchase fashion apparel in Bindura while testing whether income and religion moderated that impact. Increased use of Facebook as a marketing platform and the growing influence of social media on consumer behaviour among youths motivated this research. A quantitative approach was adopted with data collected from 391 youths aged 18-35 years in Bindura urban. Data was analysed using IBM SPSS Statistics 20 and Amos 23. Reliability and validity confirmed that all constructs met the required thresholds for measurement quality. Structural Equation Modelling was then used to test the proposed hypotheses. The findings for the 391 Bindura urban youths showed that persistence, self-expression and overuse on Facebook had a significant positive effect on youths' intention to purchase fashion apparel. In contrast, Facebook boredom did not significantly influence purchase intention. Furthermore, Process Model 1 moderation tests confirmed that income and religion significantly changed the strength of the relationship between Facebook intensity and purchase intention, indicating the effect of Facebook engagement is stronger or weaker depending on income level and religious affiliation

These findings confirmed that demographic characteristics play an important role in shaping how youths interact with Facebook and respond to fashion-related marketing content. Overall, the study established that Facebook intensity is an important predictor of fashion apparel purchase intention among youths and that income and religion shape the nature and extent of Facebook engagement.

5.2 CONCLUSIONS

Based on the study's findings, the following conclusions were drawn.

5.2.1 Facebook Persistence and Purchase Intention

The findings confirmed that persistent use of Facebook positively affects youths' intention to buy fashion apparel in Bindura urban. Continuous exposure to fashion-related content, advertisements, brand pages and influencer posts increases awareness and familiarity with fashion products thereby encouraging purchase decisions. Persistent interaction with fashion content on Facebook strengthens consumer interest and willingness to buy.

5.2.2 Facebook Self-Expression and Purchase Intention

The study concluded that Facebook self-expression significantly contributes to fashion apparel purchase intention. Youths use Facebook as a platform to communicate their identity, personality, lifestyle and fashion preferences. Consequently, they are more likely to purchase fashion products that align with their desired self-image and online identity. Self-expression emerged as the strongest predictor of purchase intention among the Facebook intensity dimensions.

5.2.3 Facebook Overuse and Purchase Intention

The study concluded that Facebook overuse positively influences purchase intention. Increased time spent on Facebook exposes youths to more advertisements, peer recommendations, fashion trends and influencer content. This increased exposure enhances purchase motivation and encourages both planned and impulse buying behaviour.

5.2.4 Facebook Boredom and Purchase Intention

The study concluded that Facebook boredom does not significantly influence purchase intention for fashion apparel. Although users may spend time on Facebook when bored, boredom alone does not necessarily translate into purchase decision. Fashion purchases appear to be driven more by active engagement and interest rather than passive browsing.

5.2.5 Income as a moderator of Facebook Intensity

The study concluded that income significantly moderates the relationship between Facebook intensity and purchase intention. The positive effect of Facebook persistence, Facebook self-expression and Facebook overuse on purchase intention is stronger among high income youths in Bindura urban, income therefore affects both exposure to fashion content and the ability to act on purchase intentions.

5.2.6 Religion as a moderator of Facebook Intensity

The study concluded that religion significantly moderates the relationship between Facebook intensity and purchase intention. Religious beliefs and values shape the type of content consumed, the manner of self-expression and how Facebook engagement translates into purchase decisions. Religion influences the strength of the relationship between Facebook intensity and purchase intention among youths in Bindura urban.

5.2.7 Overall Conclusion

The overall conclusion of the study is that Facebook intensity plays a significant role in influencing youths' purchase intention towards fashion apparel. Specifically, Facebook persistence, self-expression and overuse are important drivers of purchase intention. Furthermore, income and religion significantly moderate this relationship. The finding support and extend the Uses and Gratifications Theory by demonstrating that the gratifications obtained from Facebook are contingent on demographic factors such as income and religion.

5.3 Recommendations

5.3.1 Recommendations for fashion apparel marketers in Bindura Urban

Since Facebook persistence significantly influences purchase intention, fashion apparel marketers in Bindura urban should increase the frequency and consistency of their Facebook advertising campaigns. Brands should maintain regular visibility through sponsored posts, advertisements, videos and influencer collaborations to remain present in consumers' minds.

5.3.2 Enhance opportunities for self-expression

Because Facebook self-expression emerged as the strongest predictor, fashion brands should create campaigns that encourage user-generated content and self-expression. Marketers can motivate youths to share photos, reviews, outfit inspirations and fashion experiences on

Facebook. Such strategies strengthen emotional attachment to brands and increase purchase intentions.

5.3.3 Utilize Influencer Marketing

Given the positive effect of Facebook overuse on purchase intention, fashion brands in Bindura urban should partner with influencers who appeal to youths for instance Jah Prayzer and Madam Boss. Influencers can increase product visibility and credibility thereby enhancing consumers' willingness to purchase fashion apparel.

5.3.4 Segment Markets According to Income Levels

Since income significantly moderates the effect, youths with higher income showed stronger purchase intention from Facebook engagement. Therefore, fashion marketers should design different promotional strategies for various income groups. Affordable fashion products should be promoted to lower-income youths while premium fashion products can be targeted towards high-income segments in Bindura urban.

5.3.5 Develop Religiously Sensitive Marketing Strategies

Religion, having moderated how Facebook engagement translates into purchase intention, fashion marketers should ensure that advertising messages and product offerings respect diverse religious values and beliefs in Bindura urban. Brands can develop fashion collections that cater to faith-based preferences and cultural expectations.

5.3.6 Improve Content Creativity

Although Facebook boredom was not found to influence purchase intention significantly, marketers should continuously develop engaging and creative content to maintain audience attention and avoid user disengagement. Interactive content, videos, live sessions and storytelling techniques can improve consumer engagement.

5.3.7 Recommendations for Policy Makers and Educational Institutions.

Educational institutions and policymakers in Zimbabwe should promote responsible social media usage among youths. While Facebook offers valuable marketing and information benefits, excessive use can lead to impulsive buying behaviour. Digital literacy programmes should therefore educate youths on responsible consumption and informed purchasing decision.

5.4 Limitations and Future Research Directions

This research had several limitations. Data collection was restricted to Bindura urban which limits how widely the findings can be generalized across Zimbabwe. The study limited its focus to Facebook and did not include other platforms like Instagram, TikTok, X or Snapchat. The

research used a cross-sectional design meaning data were collected at one point in time while consumer behaviour may change over time. Finally, only income and religion were tested as moderating demographics. Other moderators such as marital status, educational level and gender were not included in the analysis. For future research, studies may consider some of the following areas. Replicating the study in other cities and provinces in Zimbabwe to improve generalizability. Also examining the influence of other social media platforms like YouTube, Instagram and TikTok on fashion apparel purchase intention to widen the scope of the study. Comparing social media influences across different age groups to determine whether the observed relationships differ among adolescents, youths and adults.

5.5 Conclusion

This chapter summarized the study findings, drew conclusions, provided recommendations, noted limitations and also suggested areas for future research. Findings showed that Facebook persistence, Facebook self-expression and Facebook overuse significantly influence youths' purchase intention towards fashion apparel while Facebook boredom had no significant effect. The findings for the 391 Bindura youths also revealed that income and religion significantly moderate the relationship between Facebook intensity and youths' purchase intention of fashion apparel in Bindura urban. This study added to the growing body of knowledge on social media marketing and consumer behaviour by demonstrating how Facebook engagement and demographic factors interact to influence fashion apparel purchase intentions among Zimbabwean youths.

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APPENDIX A: CODED QUESTIONNAIRE

BINDURA UNIVERSITY

OF

SCIENCE EDUCATION

RESEARCH SURVEY QUESTIONNAIRE

Dear Participant,

I am **Mapurazi Davies Mufaro**, a student at **Bindura University of Science Education** conducting research in **Moderating effects of religion and income on the relationship between Facebook intensity and youths purchase intention of fashion apparels**. This research is in partial fulfilment of my bachelor's degree in Marketing.

I would greatly appreciate your participation in this study. It comprises of a number of sections which responses will be indicated by means of a tick or X. All the answers you will provide will neither be right nor wrong. The information that you are going to provide will be **strictly used for academic purposes only**. Even answers that you will provide will be kept with **confidentiality**.

For further clarity do not hesitate to ask.

CONTACT DETAILS:

PHONE NUMBERS: +263 786498567 / +263 718520593

EMAIL ADDRESS: mufarodmapurazi@gmail.com

SECTION A: DEMOGRAPHIC DATA

This section is aimed at knowing your age, gender, nationality, purpose of your visit, and duration.

Please tick in the appropriate box to show your response (✓). DO NOT INCLUDE YOUR NAME. 1.

DA Age group

18-24	1
25-29	2
30-35	3

2. DS Sex

Male	1
Female	2
Prefer not to say	3

3. DI Income Level (monthly)

Less than \$100	1
\$100-\$500	2
\$501-\$1000	3
More than \$1000	4
Prefer not to say	5

4. DR Religion

Christianity	1
Islam	2
Hinduism	3
Buddhism	4
Other (Please specify)	

5. DN Nationality

What is your nationality:

6. DP Purpose of using Facebook (related to fashion)

To follow fashion trends/brands	1
To buy fashion apparel	2
Other (Please specify)	

7. DH How often do you see fashion-related content on Facebook?

Rarely	1
---------------	----------

Occasionally	2
Often	3
Very often	4

8. **DO Occupation:**

SECTION B: Facebook Persistence

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
FP01	I am more likely to purchase a product from a brand that I frequently see on Facebook.	1	2	3	4	5
FP02	Facebook persistent adverts influence my purchasing decisions.	1	2	3	4	5
FP03	I often consider buying products from brands that consistently appear in my Facebook feed.	1	2	3	4	5
FP04	Facebook's frequent updates about fashion apparel encourage me to make a purchase.	1	2	3	4	5
FP05	I tend to notice and consider fashion apparel advertised persistently on Facebook.	1	2	3	4	5

SECTION C: Facebook Boredom

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	disagree	Neutral	Agree	Strongly agree
FB01	I am likely to purchase fashion apparel from a brand that posts boring content on Facebook.	1	2	3	4	5
FB02	Boring Facebook content decreases my interest in a brand's fashion apparel.	1	2	3	4	5
FB03	If Facebook content is uninteresting, I ignore the brand's adverts.	1	2	3	4	5
FB04	I engage more with adverts that are creative and interesting on Facebook.	1	2	3	4	5
FB05	Facebook boredom reduces my likelihood of purchasing from a brand.	1	2	3	4	5

SECTION D: Facebook Overuse

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	disagree	Neutral	Agree	Strongly agree
FO01	I often make impulse purchases after spending a lot of time on Facebook.	1	2	3	4	5

FO02	Excessive Facebook use leads me to buy more fashion apparel online.	1	2	3	4	5
FO03	Spending too much time on Facebook increases my urge to shop online.	1	2	3	4	5
FO04	Facebook overuse make me more susceptible to adverts.	1	2	3	4	5
FO05	I buy fashion apparel I see on Facebook when I'm browsing excessively.	1	2	3	4	5

SECTION E: Facebook Self-Expression

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	disagree	Neutral	Agree	Strongly agree
FSE01	I buy fashion apparel advertised on Facebook that fits my personality.	1	2	3	4	5
FSE02	Facebook helps me discover fashion apparel that reflect who I am.	1	2	3	4	5
FSE03	I purchase fashion apparel that help me express myself, seen on Facebook.	1	2	3	4	5
FSE04	Brands I follow on Facebook align with my self-image, influencing my purchases.	1	2	3	4	5
FSE05	I support brands on Facebook that showcase my values and style.	1	2	3	4	5

SECTION F: Purchase Intention (willingness to buy fashion apparel)

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
PI01	I buy fashion apparel I see on Facebook.	1	2	3	4	5
PI02	I'm likely to purchase fashion items via Facebook ads.	1	2	3	4	5
PI03	Facebook influences my fashion buying decisions.	1	2	3	4	5
PI04	I prefer buying fashion apparel online via Facebook.	1	2	3	4	5

SECTION G: Income and Facebook Intensity (persistence, boredom, overuse and self-expression)

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Income and Facebook Persistence					
IFP01	My income level influences how often I check Facebook for fashion deals and discounts.	1	2	3	4	5

IFP02	I prioritize fashion brands on Facebook that offer affordable prices given my income.	1	2	3	4	5
IFP03	I feel a sense of obligation to stay connected with fashion apparel on Facebook that fit my budget.	1	2	3	4	5
	Income and Facebook Boredom					
IFB01	I find Facebook's fashion content boring when it is too focused on expensive brands.	1	2	3	4	5
IFB02	I look forward to seeing affordable fashion updates on Facebook.	1	2	3	4	5
IFB03	Facebook's fashion apparel adverts are irrelevant to my income level.	1	2	3	4	5
	Income and Facebook Overuse					
IFO01	I spend too much time on Facebook looking at fashion content that fits my budget.	1	2	3	4	5
IFO02	Facebook's fashion apparel adverts make me feel like I need to spend money.	1	2	3	4	5
IFO03	Facebook overuse negatively impacts my budget for fashion apparel.	1	2	3	4	5
	Income and Facebook Self-Expression					
IFSE01	Facebook allows me to showcase my fashion sense which is influenced by my income.	1	2	3	4	5
IFSE02	I curate my Facebook profile to reflect my fashion style that is within my budget.	1	2	3	4	5
IFSE03	I share fashion-related content on Facebook to inspire others with my affordable fashion apparel choices.	1	2	3	4	5

SECTION H: Religion and Facebook Intensity (persistence, boredom, overuse and self-expression)

Please rate the following statements using a 5-point Likert scale

Kindly tick the statement you believe in by means of a tick ✓

Note: these dimensions describe different aspects of your experience.

1= strongly disagree, 2=Disagree, 3= Neutral, 4= agree, 5= strongly agree

	How well do you believe in the statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	Religion and Facebook Persistence					
RFP01	My religious beliefs encourages me to stay updated on fashion trends Facebook.	1	2	3	4	5
RFP02	My religious values encourages me to be active on Facebook when shopping for fashion apparel.	1	2	3	4	5
RFP03	My faith motivates me to check Facebook regularly for fashion inspiration.	1	2	3	4	5
	Religion and Facebook Boredom					
RFB01	I find fashion content on Facebook related to my faith engaging.	1	2	3	4	5
RFB02	I feel bored when seeing fashion posts on Facebook that do not align with my faith.	1	2	3	4	5
RFB03	I look forward to seeing fashion updates on Facebook that reflect my faith.	1	2	3	4	5
	Religion and Facebook Overuse					
RFO01	I spend too much time on Facebook browsing fashion content that aligns with my faith.	1	2	3	4	5
RFO02	Facebook overuse negatively impacts my fashion shopping habits.	1	2	3	4	5

RFO03	My faith encourages me to limit my Facebook use when shopping for fashion apparel.	1	2	3	4	5
	Religion and Facebook Self-Expression					
RFSE01	I express my personal style on Facebook through fashion that reflects my faith.	1	2	3	4	5
RFSE02	Facebook is a platform for me to share my faith-based fashion choices.	1	2	3	4	5
RFSE03	I share fashion-related content on Facebook to inspire others with my faith-based style.	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION!!

APPENDIX B: TURNITIN REPORTS

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DAVIES DISSERTATION- TURNITIN-4

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