

The Impact of Product Price, Public Awareness, and Social Media on Changes in Consumption Patterns of Fashion Products

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Article Info

Article history:

Received Nov, 2024

Revised Nov, 2024

Accepted Nov, 2024

Keywords:

Product Price

Public Awareness

Social Media

Consumption Patterns

Fashion Industry

ABSTRACT

This study examines the impact of product price, public awareness, and social media on changes in consumption patterns of fashion products. Employing a quantitative approach, data were collected from 70 respondents using a structured questionnaire and analyzed with SPSS version 26. The findings reveal that all three variables significantly influence consumption patterns, with social media emerging as the strongest predictor. Product price affects consumers' purchasing decisions through affordability and perceived value, while public awareness drives ethical and sustainable consumption behaviors. Social media plays a pivotal role in shaping trends and preferences through influencer marketing and user-generated content. The study underscores the interconnected nature of these variables and offers actionable insights for fashion brands to adapt to evolving consumer behaviors.

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1. INTRODUCTION

The fashion industry has experienced a significant transformation over the past decade, driven by the dynamic interplay of economic, social, and technological factors. Consumption patterns of fashion products have shifted from being solely driven by functional needs to reflecting broader societal values, personal identity, and digital influence [1], [2]. This shift has raised questions about the factors that shape consumer behavior and the mechanisms

through which they influence purchasing decisions. One of the key factors influencing consumption patterns is product price, which directly affects consumers' purchasing power and their perception of value. Affordable pricing strategies and premium pricing for high-value goods significantly shape consumer preferences [2], [3]. As fashion markets expand, understanding how price sensitivity impacts consumption patterns is crucial for both budget and luxury segments.

Additionally, public awareness has emerged as a critical determinant in

consumption choices, particularly as consumers become more conscious of issues such as sustainability, ethical sourcing, and environmental impact. Public campaigns and educational initiatives have amplified the role of awareness in guiding consumers toward more responsible consumption practices, creating a demand for transparency and accountability in the fashion industry [4]. The rise of social media further intensifies this transformation by serving as a powerful tool for marketing and consumer engagement. Platforms like Instagram, TikTok, and Facebook have not only redefined how fashion is marketed but also how trends are created and disseminated. Social media influencers, user-generated content, and targeted advertising significantly shape consumer perceptions and aspirations, making social media a dominant force in influencing modern consumption patterns [5], [6].

Despite the growing importance of these factors, there is limited empirical research exploring their combined impact on consumption patterns, particularly in the context of the fashion industry. This study seeks to fill this gap by examining the relationship between product price, public awareness, and social media with changes in consumption patterns of fashion products.

2. LITERATURE REVIEW

2.1 *Product Price and Consumption Patterns*

Product price has long been recognized as a critical determinant of consumer purchasing behavior, as it represents the monetary value assigned to a product, directly influencing perceptions of affordability and value [7]. Price sensitivity varies among consumer segments, with some prioritizing affordability while others associate higher prices with superior quality and prestige [8]. In the fashion

industry, affordability drives the success of fast fashion, whereas luxury fashion brands rely on premium pricing strategies to signal exclusivity [9]. Studies highlight that pricing strategies significantly impact consumption patterns, with price-conscious consumers exhibiting rational decision-making focused on value for money [10], while those less sensitive to price are more influenced by brand prestige or uniqueness [11]. However, the extent to which price shapes consumption patterns in fashion products is influenced by additional factors such as marketing, social influences, and economic conditions.

2.2 *Public Awareness and Consumer Behavior*

Public awareness, often linked to education and access to information, plays a crucial role in shaping consumer behavior by influencing consumption patterns toward more responsible choices as consumers become more informed about sustainability, ethical production, and environmental impact [12]. In the fashion industry, awareness campaigns promoting eco-friendly practices and fair labor conditions have driven the growth of sustainable and ethical fashion markets [13], [14]. Furthermore, public awareness serves as a catalyst for behavioral change in response to global challenges, with studies such as [15] highlighting that ethical awareness directly impacts consumers' intention to purchase responsibly produced goods. In the digital age, online platforms have further amplified public

awareness by providing access to diverse perspectives and information that significantly shape purchasing decisions.

2.3 *Social Media Influence on Consumption Patterns*

Social media has transformed consumer behavior by creating dynamic platforms for information exchange, trend dissemination, and brand interaction, enabling two-way communication between brands and consumers [16], [17]. In the fashion industry, platforms like Instagram and TikTok serve as essential tools for showcasing products, engaging with audiences, and influencing trends. Social media functions as a marketplace where users discover and purchase products, fosters social proof through influencers shaping consumer behavior [18], and tailors content via algorithms that enhance product visibility. Its visual appeal, interactivity, and user-generated content, such as reviews, significantly impact decision-making [19], [20]. However, its influence varies by demographics, with younger generations being more susceptible to digital trends.

2.4 *Theoretical Framework*

This study employs the Theory of Planned Behavior (TPB) by Ajzen (1991) to examine the relationship between product price, public awareness, social media, and consumption patterns. According to TPB, behavioral intentions are shaped by three key factors: attitudes, subjective norms, and perceived behavioral control. In this context, attitudes are influenced by consumers' perceptions of product price and their

awareness of ethical or sustainable practices, while subjective norms are shaped by social media, where individuals compare their behavior with that of peers or influencers. Perceived behavioral control reflects the extent to which consumers can align their purchasing decisions with financial or social constraints, highlighting the interplay of these elements in shaping consumption patterns.

2.5 *Research Gap*

While numerous studies explore the individual impacts of price, awareness, and social media on consumer behavior, few examine their combined effects on consumption patterns in the fashion industry. Moreover, most existing research focuses on specific segments, such as luxury fashion or fast fashion, without addressing broader patterns across diverse consumer groups. This study aims to bridge these gaps by providing an integrated analysis of these variables, offering new insights into how they collectively shape consumption patterns.

3. METHODS

3.1 *Research Design*

The study employs a quantitative research design, focusing on the relationships among the variables of product price, public awareness, social media, and consumption patterns. The research is explanatory in nature, aiming to establish causal links between the independent variables (product price, public awareness, and social media) and the dependent variable (changes in consumption patterns). The study relies on primary data collected through structured questionnaires distributed to respondents.

3.2 *Population and Sampling*

The population for this study includes consumers who actively purchase fashion products. A purposive sampling method was employed to ensure that respondents had sufficient exposure to fashion products and familiarity with social media. The sample size consists of 70 respondents, deemed sufficient for quantitative analysis to identify significant relationships among the variables. Respondents were selected based on their engagement with fashion products and use of social media for shopping or trend discovery.

3.3 Data Collection

The questionnaire consisted of close-ended questions based on a Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The instrument was pretested with a small subset of respondents to ensure clarity and reliability.

3.4 Data Analysis

The collected data were analyzed using SPSS version 26, employing both descriptive and inferential statistical techniques. Descriptive statistics summarized respondent demographics and provided an overview of data distribution for each variable. Reliability testing, conducted using Cronbach's alpha, ensured the internal consistency of the questionnaire. Correlation

analysis identified relationships among product price, public awareness, social media, and consumption patterns, while multiple regression analysis determined the strength and significance of the independent variables' impact on the dependent variable. Additionally, significance testing through F-tests and t-tests evaluated the overall model fit and the significance of each independent variable.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The demographic profile of the respondents revealed a balanced representation of gender (50% male, 50% female) with a majority aged between 21 and 35 years (65%). Most respondents had a moderate to high frequency of purchasing fashion products, with 72% using social media to explore fashion trends.

Descriptive statistics for the study variables are summarized in Table 1. The mean values for product price (4.1), public awareness (3.8), and social media (4.3) indicate a general agreement on the influence of these factors on consumption patterns. The dependent variable, consumption patterns, had a mean of 4.2, reflecting noticeable changes in purchasing behavior.

Table 1. Descriptive Statistics

Variable	Mean	Standard Deviation
Product Price	4.1	0.65
Public Awareness	3.8	0.72
Social Media	4.3	0.58
Consumption Patterns	4.2	0.61

4.2 Reliability Testing

The reliability of the questionnaire was tested using Cronbach's alpha, with all

variables exceeding the threshold of 0.70, indicating high internal consistency. The results are presented in Table 2.

Table 2. Reliability Analysis

Variable	Cronbach's Alpha
Product Price	0.812
Public Awareness	0.784
Social Media	0.856
Consumption Patterns	0.837

4.3 Correlation Analysis

Correlation analysis was conducted to examine the relationships among the variables. The results are presented in Table 3.

Table 3. Correlation Analysis

Variable 1	Variable 2	Correlation Coefficient	Significance (p-value)
Product Price	Consumption Patterns	0.624	0.000
Public Awareness	Consumption Patterns	0.555	0.000
Social Media	Consumption Patterns	0.708	0.000

The results indicate positive and significant correlations between all independent variables and consumption patterns, with social media showing the strongest relationship.

4.4 Multiple Regression Analysis

The multiple regression analysis assessed the combined impact of product price, public awareness, and social media on consumption patterns. The regression model is summarized in Table 4.

Table 4. Multiple Regression

Predictor Variable	Coefficient	t-value	Significance (p-value)
Product Price	0.324	3.217	0.000
Public Awareness	0.285	2.885	0.000
Social Media	0.417	4.153	0.000
Constant	1.102		

The model has an R^2 value of 0.64, indicating that 64% of the variance in consumption patterns is explained by the three independent variables. The F-test value of 23.45 ($p < 0.01$) confirms the model's overall significance.

Discussion

The results demonstrate that product price significantly influences consumption patterns. Consumers are price-sensitive, particularly in segments driven by affordability and value-for-money considerations. This aligns with prior research suggesting that price is a decisive factor in both budget and luxury fashion segments [7]. Brands should adopt pricing strategies that balance affordability with perceived quality to attract and retain customers.

Public awareness emerged as a significant factor, indicating that informed consumers are more likely to adjust their consumption patterns. Awareness campaigns highlighting sustainability and ethical production can drive changes in purchasing behavior, consistent with findings from [12], [13]. Fashion brands should invest in

transparency and communication to meet the growing demand for ethical practices.

Social media exerted the strongest influence on consumption patterns. Platforms like Instagram and TikTok play a critical role in shaping consumer preferences through visual appeal, influencer marketing, and targeted advertising. This finding supports previous studies [17], [21] that highlight social media as a dominant force in modern consumer behavior. Brands should leverage social media strategies to engage with consumers and foster brand loyalty.

The combined impact of product price, public awareness, and social media explains a substantial proportion of the variance in consumption patterns. This highlights the interdependent nature of these factors in shaping consumer behavior. For instance, social media can amplify the impact of pricing strategies and awareness campaigns by reaching a broader audience and creating personalized experiences.

Implications

The findings offer actionable insights for fashion brands and marketers, emphasizing the need for integrated strategies to address the multifaceted nature of consumer behavior. Developing flexible pricing models can cater to diverse consumer segments, while awareness campaigns promoting sustainability and ethical practices appeal to socially conscious consumers. Additionally, leveraging influencers and interactive content on social media can strengthen connections with target audiences, highlighting the critical role of digital engagement in shaping modern consumption patterns.

5. CONCLUSION

This study provides empirical evidence on the significant roles of product

price, public awareness, and social media in shaping changes in the consumption patterns of fashion products, with social media emerging as the most influential factor due to its dominance in trend dissemination and consumer engagement. Product price influences purchasing decisions by shaping perceptions of affordability and value, while public awareness fosters more informed and ethical consumption behaviors. The findings highlight the importance of integrated strategies for fashion brands, including flexible pricing models to cater to diverse consumer segments, transparency and sustainability initiatives to build trust, and effective use of social media through influencer collaborations and interactive content to enhance brand presence and foster consumer loyalty.

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