

Adoption of Social Networking Sites for Clothing Purchases: A UTAUT-Based Study

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ABSTRACT

This study investigates the adoption of social networking sites (SNS) for clothing purchases using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. It examines how performance expectancy, effort expectancy, social influence, and behavioral intention influence consumers' acceptance of SNS as platforms for clothing purchases. A descriptive–correlational research design was employed with 100 participants recruited from an academic institution. Data were gathered through a validated questionnaire and analyzed using descriptive statistics and Pearson correlation. Findings indicate high levels of SNS adoption, with performance expectancy emerging as the strongest predictor of behavioral intention. All UTAUT constructs showed significant positive relationships, indicating that perceived usefulness, ease of use, and social influence substantially shape consumers' intention to use SNS for clothing purchases. The study reinforces the relevance of UTAUT in explaining technology acceptance within online shopping contexts, specifically in clothing-related purchases.

Keywords: Social Networking Sites, Clothing Purchases, UTAUT, Behavioral Intention, Technology Adoption

INTRODUCTION

Social networking sites (SNS) have transformed from basic communication tools into powerful platforms for digital marketing and online shopping, significantly shaping consumer behavior in the clothing industry (Chen, X., Xie, & Qu, 2024). SNS provide users with convenient access to product information, opportunities to interact with brands, and peer or influencer recommendations, which strongly influence purchasing decisions (Bazi et al., 2024). As online shopping continues to integrate into daily life, understanding the factors driving consumers' adoption of SNS for clothing purchases has become essential (Heuritech, 2022).

The Unified Theory of Acceptance and Use of Technology (UTAUT) offers a robust framework to study technology adoption by identifying key determinants of user behavior: performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003). Within the context of SNS-based shopping, these constructs explain why consumers prefer SNS platforms, emphasizing the role of perceived usefulness, ease of use, and social encouragement in shaping behavioral intentions (Kim & Johnson, 2019).

Clothing purchases on SNS are strongly influenced by visual presentation, social recommendations, and content quality, which enhance user engagement and affect purchase decisions (Ko, 2018). Social influence is particularly important, as consumers are more likely to purchase products endorsed by friends, influencers, or online communities (Amath & Kajendra, 2025).

Despite the growing popularity of SNS commerce, research specifically investigating clothing purchases through the UTAUT framework remains limited, especially in local academic settings. This study aims to fill this gap by examining how UTAUT constructs relate to consumers' behavioral intention to use SNS for clothing purchases. Using a descriptive–correlational research design, the study provides empirical evidence on how performance expectancy, effort expectancy, and social influence influence Social Networking sites adoption for clothing-

related transactions.

LITERATURE REVIEW

The Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Venkatesh et al. (2003), integrates previous models such as the Technology Acceptance Model (Davis, 1989) and the Theory of Planned Behavior (Ajzen, 1991) to explain users' acceptance and use of technology. It identifies four primary constructs—performance expectancy, effort expectancy, social influence, and behavioral intention—that determine technology adoption. Recent studies have applied UTAUT to online shopping, e-commerce, and social media contexts, providing robust evidence for its applicability in consumer behavior research.

Performance expectancy

Performance expectancy refers to the degree to which users believe that using a system will improve their performance or outcomes. In online shopping contexts, this translates to the perceived usefulness of digital platforms in facilitating purchases. Albugami and Zaheer (2023) found that performance expectancy significantly predicts online shopping intention during the COVID 19 pandemic, highlighting that consumers adopt platforms when they perceive clear benefits. Similarly, Hebshibha and Chitra (2024) demonstrated that engaging and visually appealing social media content increases consumer satisfaction and loyalty in fashion retail, reinforcing the role of performance expectancy in digital purchasing decisions.

Effort expectancy

Effort expectancy pertains to the ease of using a system. Platforms that are easy to navigate and interact with encourage adoption by reducing perceived barriers. Amath and Kajendra (2025) emphasized that site efficiency and user-friendly interfaces strongly influence purchase intentions for fashion items, showing that consumers are more likely to engage with platforms that provide convenience and intuitive navigation. Likewise, Aprianto et al. (2023) applied UTAUT2 to TikTok Shop adoption and found that effort expectancy strongly affects behavioral intention in social commerce, suggesting that usability is critical in SNS based retail environments.

Social influence

Social influence captures the impact of peers, influencers, or online communities on users' decisions. In social media and e-commerce contexts, recommendations and endorsements strongly affect consumer behavior. Bazi et al. (2024) demonstrated that visually appealing content and entertaining posts increase engagement, brand loyalty, and purchase intention, confirming the importance of social influence in SNS adoption. Wu et al. (2023) found that peer recommendations and online reviews enhance consumers' repurchase intentions during periods of social distancing, highlighting social influence as a critical determinant of continued usage in online marketplaces.

Behavioral intention

Behavioral intention represents the users' motivation or plan to engage with a system in the future. Studies show that when performance expectancy, effort expectancy, and social influence are positively perceived, users develop stronger intentions to adopt technology. Kumar and Usman (2024) applied UTAUT2 in predicting e-shopping adoption and found that behavioral intention is significantly shaped by perceptions of usefulness, ease of use, and social encouragement. Moreover, Renaningtias et al. (2024) confirmed that UTAUT constructs reliably explain the adoption of digital marketing tools among micro, small, and medium enterprises (MSMEs), emphasizing that behavioral intention links technology adoption to practical outcomes.

METHODOLOGY

This study employed a descriptive–correlational research design to examine the relationships between the Unified Theory of Acceptance and Use of Technology (UTAUT) constructs—performance expectancy, effort expectancy, social influence—and consumers' behavioral intention to use social networking sites (SNS) for clothing purchases. It enables the measurement of how perceived usefulness, ease of use, and social

encouragement affect users' adoption of digital platforms in a natural setting. The study included 100 participants, selected using purposive sampling to ensure that respondents could provide relevant insights into the research problem. Participants were chosen based on their active use of SNS and experience in browsing or purchasing clothing online. Data were gathered through a structured questionnaire developed in alignment with UTAUT constructs. The questionnaire comprised four sections: Performance expectancy, effort expectancy, social influence, and behavioral intention. Responses were measured using a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The instrument was validated by experts to ensure clarity, relevance, and reliability, and it was designed to capture participants' perceptions and attitudes toward using SNS for clothing purchases.

Prior to the data collection, ethical clearance was obtained from the academic institution. Participants were informed of the study's objectives, voluntary participation, and the confidentiality of their responses. The questionnaire was distributed online via Google Forms, and participants were given one week to respond. Data were reviewed for completeness and accuracy before analysis.

Collected data were analyzed using descriptive statistics (mean and standard deviation) to summarize participant responses. Pearson correlation analysis was conducted to examine the relationships between UTAUT constructs—performance expectancy, effort expectancy, social influence—and behavioral intention. Throughout the study, ethical standards were strictly observed, including informed consent, anonymity, confidentiality, and participants' right to withdraw at any time. No personally identifiable information was collected, and all data were securely stored and used solely for research purposes.

RESULTS

Acceptability of Social Media Platforms Using UTAUT Constructs

Table 1. Performance Expectancy

Indicators	Mean	SD (σ)	Interpretation
I find social media platforms useful for discovering and purchasing clothing.	4.41	0.69	VHA
Using social media for clothing purchases helps me find better options more efficiently.	4.38	0.72	VHA
Social media platforms improve my shopping experience by providing more choices and detailed product information.	4.37	0.71	VHA
I believe that purchasing clothing through social media increases my chances of finding trendy and high-quality products.	4.36	0.76	VHA
Overall Weighed Mean Interpretation	4.38	Very Highly Acceptable	

Table 2. Effort Expectancy

Indicators	Mean	SD (σ)	Interpretation
My interaction with social media platforms for clothing purchases is clear and understandable.	4.31	0.73	VHA
It is easy for me to browse, select, and purchase clothing through social media.	4.40	0.71	VHA
I find social media platforms easy to use for searching and evaluating	4.36	0.69	VHA

clothing items.			
The purchasing process (adding to cart, payment, checkout) on social media is simple and hassle-free.	4.40	0.68	VHA
Overall Weighed Mean Interpretation	4.37	Very Highly Acceptable	

Table 3. Social Influence

Indicators	Mean	SD (σ)	Interpretation
My friends, family, or influencers recommend purchasing clothing via social media.	4.25	0.75	VHA
Seeing others (friends, celebrities, influencers) buying clothing on social media makes me more likely to do the same.	4.19	0.79	HA
Online reviews and user-generated content influence my decision to purchase clothing.	4.37	0.73	VHA
I trust social media recommendations when deciding on clothing purchases.	4.16	0.79	HA
Overall Weighed Mean Interpretation	4.24	Very Highly Acceptable	

Table 4. Behavioral Intention

Indicators	Mean	SD (σ)	Interpretation
I intend to purchase clothing through social media platforms in the future.	4.24	0.76	VHA
[I predict I will use social media more frequently for clothing purchases.	4.19	0.79	HA
I plan to use on social media platforms for clothing shopping.	4.16	0.75	HA
I would recommend purchasing clothing through social media to others.	4.09	0.77	HA
Overall Weighed Mean Interpretation	4.17	Highly Acceptable	

Table 5: Pearson's Correlation of UTAUT Constructs with Behavioral Intention

Variables	Behavioral Intention r	p-value	Interpretation
Performance Expectancy	0.8025	0	Strong positive correlation
Effort Expectancy	0.7597	0	Strong positive correlation
Social Influence	0.7563	0	Strong positive correlation

At the 0.05 level of significance, all three UTAUT constructs—Performance Expectancy, Effort Expectancy, and Social Influence—showed strong and significant correlations with behavioral intention to use social media platforms. Thus, all corresponding null hypotheses were rejected.

H₀₁: There is no significant relationship between performance expectancy and behavioral intention to use social media platforms.

Findings revealed a strong positive correlation ($r = 0.8025$, $p < 0.05$), leading to the rejection of the null hypothesis. This indicates that users who perceive social media as useful, productive, and beneficial are more likely to intend to use it consistently. Performance expectancy emerged as the strongest predictor among the constructs.

This suggests that respondents recognize the value of social media in improving efficiency, accessing information, and completing tasks. Platforms that provide clear benefits foster stronger behavioral intention, making perceived usefulness a central factor in technology acceptance.

H₀₂: There is no significant relationship between effort expectancy and behavioral intention to use social media platforms.

Results showed a strong positive correlation ($r = 0.7597$, $p < 0.05$), which also rejects the null hypothesis. This demonstrates that ease of use significantly influences adoption. When platforms are simple, intuitive, and require minimal effort, users are more willing to use them regularly.

This finding reflects that convenience and user-friendly features are key determinants of acceptability. Reducing complexity enhances users' intention to adopt and continue using social media platforms.

H₀₃: There is no significant relationship between social influence and behavioral intention to use social media platforms.

A strong positive correlation was observed ($r = 0.7563$, $p < 0.05$), leading to the rejection of the null hypothesis. This means that external influences—such as peers, family, colleagues, or influencers—significantly shape users' intention to adopt social media platforms.

The result highlights that social media adoption is socially reinforced. When users see others valuing or using the platform, their intention to use it increases. Social validation and group norms play an important role, making social influence a meaningful contributor to behavioral intention.

DISCUSSION

The results of this study demonstrate that social networking sites (SNS) are widely accepted as platforms for clothing purchases, as evidenced by consistently high ratings across all UTAUT constructs. The findings highlight the strong influence of performance expectancy, effort expectancy, and social influence on consumers' behavioral intention, confirming the relevance of the UTAUT model in online shopping and social commerce contexts.

Performance expectancy received the highest overall mean (4.38), indicating that participants view SNS as highly beneficial for discovering, comparing, and purchasing clothing. This supports earlier findings showing that perceived usefulness is a central determinant of technology adoption (Albugami & Zaheer, 2023). The strong positive views toward SNS features—such as access to wider choices, detailed product information, and trendy clothing options—suggest that consumers value the efficiency and convenience offered by these platforms. These perceptions align with Yang (2025), who emphasized that consumers adopt digital shopping platforms when they believe these tools enhance their purchasing outcomes.

Similarly, effort expectancy showed very high acceptance (4.37), reflecting users' confidence in navigating SNS for clothing purchases. The ease of browsing, selecting items, and completing payments reinforces the notion that user-friendly platform interfaces significantly enhance adoption intentions. This supports Bangur and Srivastava (2024), who found that intuitive and seamless interactions in mobile shopping environments encourage consumers to shop more frequently. The result further aligns with findings from Aprianto et al. (2023), who noted that simple and efficient features of social commerce applications strengthen users' intention to repeatedly use these platforms.

The construct of social influence also recorded high acceptance (4.24). Participants acknowledged that recommendations from peers, influencers, and online reviews play a significant role in influencing their shopping

decisions. This is consistent with the social commerce literature, where consumer behavior is often shaped by endorsements, user-generated content, and the visibility of others' purchases (Bazi et al., 2024). The impact of social validation mirrors Amath and Kajendra's (2025) findings, which showed that consumers are more likely to purchase fashion items when exposed to peer and influencer engagement on social media.

In terms of behavioral intention, participants reported strong willingness to continue using SNS for clothing purchases (4.17). Although slightly lower than the other constructs, the rating still indicates high acceptance and sustained interest in social media-based shopping. This outcome confirms UTAUT's proposition that perceived usefulness, ease of use, and social influence collectively reinforce users' intentions to adopt technology (Kumar & Usman, 2024). The high level of intention suggests that SNS will remain an important channel for fashion-related transactions.

The correlation analysis further strengthens these findings. Performance expectancy had the strongest correlation with behavioral intention ($r = 0.8025$), suggesting that perceived usefulness is the most powerful predictor of SNS adoption for clothing purchases. Effort expectancy and social influence also demonstrated strong positive relationships with behavioral intention, indicating that both usability and social reinforcement shape consumers' shopping behaviors. These strong correlations align with broader literature emphasizing the centrality of functional benefits and social dynamics in technology adoption decisions (Yang et al., 2023).

Overall, the results confirm that SNS are not only convenient platforms but also socially reinforced and user-friendly environments for purchasing clothing. The findings validate the applicability of the UTAUT framework and provide empirical evidence that consumers' adoption of SNS for fashion shopping is driven by perceived usefulness, ease of use, and social influence. Performance Expectancy, Effort Expectancy, and Social Influence

CONCLUSIONS

This study examined the adoption of social networking sites (SNS) for clothing purchases using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. The findings revealed that consumers show a high level of acceptance of SNS as platforms for online shopping, with performance expectancy, effort expectancy, and social influence receiving consistently high to very high ratings. Among the constructs, performance expectancy emerged as the strongest predictor of behavioral intention, demonstrating that consumers are primarily influenced by the perceived usefulness and benefits of using SNS for discovering, evaluating, and purchasing clothing items. The results further indicate that users find SNS interfaces easy to navigate, contributing to their intention to continue using these platforms for shopping purposes. This study concludes that SNS function not only as communication tools but also as efficient, user-friendly, and socially influenced environments that support clothing-related transactions. Overall, the findings affirm that consumers' adoption of SNS for clothing purchases is driven by perceived usefulness, ease of use, and socially reinforced perceptions, validating the relevance and applicability of UTAUT within online shopping and fashion retail contexts.

RECOMMENDATIONS

Based on the findings, several recommendations are proposed to further strengthen SNS adoption for clothing purchases. First, online sellers and clothing businesses should enhance the usefulness of their SNS platforms by providing detailed product information, high-quality visuals, and updated catalogs to increase consumers' performance expectancy. Second, platform developers and sellers should continue improving usability, ensuring simple navigation, accessible features, and smooth payment processes to reinforce effort expectancy. Third, stakeholders should maximize social influence by collaborating with influencers, encouraging customer reviews, and promoting user-generated content, as these elements significantly affect consumer trust and intention.

For future researchers, it is recommended to expand the sample size and include diverse demographic groups to increase generalizability. Researchers may also explore additional variables such as trust, perceived risk, and customer satisfaction to enrich the understanding of SNS adoption in online clothing purchases. Finally, future studies may apply mixed methods or experimental designs to capture deeper insights into consumer behavior and platform engagement.

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