



Media related determinants of online purchase intention of fashion clothing: Mediating role of consumer commitment

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ABSTRACT

This study sought to examine the media-related determinants influencing online purchase intentions for fashion clothing. The survey approach was employed to gather data from respondents in Nigeria through an online questionnaire. An empirical application utilizing a model based on uses and gratification theory in online clothing shopping is employed to evaluate and compare several methods for estimating a formative second-order component. The model analyses the factors influencing intents to purchase apparel online, utilizing data from a targeted sample of 388 responses. The collected data were examined using structural equation modelling with smart-partial least squares. Certain determinants exhibit a substantial correlation with online purchasing intention. This research enhances the existing literature on online retailers. The researchers have established a significant necessity to comprehend the dynamics of commitment because of its influence on buying intention. Fashion clothes retailers are advised to satisfy specific consumer motivations to enhance commitment. Among the three variables, interactivity emerged as the most significant predictor of consumer commitment in the social media context.

Keywords: social network sites, interactivity, perceived media credibility and online purchase

INTRODUCTION

Social media has emerged as a significant and prominent mode of communication in contemporary society, utilized by millions of individuals and organizations (Yu et al., 2022). While numerous scholars and professionals in marketing are engaged in investigating this novel mode of communication, actively exploring its distinct challenges and benefits (Li et al., 2021). Customers are currently utilizing various purchasing methods, including internet discovery. Online transactions are becoming popular as they allow consumers to get things at their convenience, regarding both time and location (Gulfranz et al., 2022). Moreover, consumers physically visit other locations to conduct product and price comparisons. Technological advancements have impacted consumer behavior, leading the majority to favor online shopping, which offers convenience, time efficiency, and quality, prompt services, in contrast to the often cumbersome and frustrating traditional shopping methods (Al Hamli & Sobaih, 2023; Sivakumar & Gunasekaran, 2017). With the proliferation of communication channels, firms must maintain excellent customer service in a more complex digital environment; thus, research has become essential for firms to address this requirement. To adapt to the dynamic nature of consumer behavior, it is crucial to thoroughly examine the media related variables affecting consumers purchasing intentions.

Currently, numerous successful retailers are endeavoring to achieve global penetration via online sales, as this has emerged as one of the most efficient and rapid means of expanding business beyond national borders at a reasonable cost, while also offering retailers the chance to establish a globally competitive brand (Vasić et al., 2021). E-commerce has achieved significant prominence in recent years, serving as a key economic catalyst for both developed and developing nations (Shao et al., 2022). This is because companies around the world have made e-commerce a top priority (Adam & Alhassan, 2020). As a result, many companies have adopted the Internet to promote their products to consumers and interact with other stakeholders, due to its efficiency in reaching customers across vast distances (Rock et al., 2024; Shao et al., 2022). Online shopping in recent years, has shown a significant increase globally in contrast to traditional brick-and-mortar retail methods (Ventre & Kolbe, 2020). With the ongoing rise in online purchases globally, it is necessary to identify the key drivers driving customer decision making. The recent increase in online purchases may be attributed to global COVID-19 (Alfonso et al., 2020; Hartono et al., 2021). Consumers avoided going out, maintained social distancing, and opted for online shopping owing to the widespread COVID-19 epidemic, leading to a 74 percent rise in e-commerce sales at Walmart Grocery (Gu et al., 2021). Vasudevan and Arokiasamy (2021) posit that some consumers choose online shopping because of the ease and competitive pricing offered by e-retailers. Global internet accessibility and adoption are seeing substantial growth, with the number of internet users globally currently nearing 5 billion, and the quantity of individuals participating in online purchases is consistently expanding (Coppola, 2021). In 2024, online retail sales are expected to surpass 6.3 trillion USD, and more growth is predicted in the years to follow (Gelder, 2024). The proliferation of global e-commerce can be attributed to the benefits provided by the internet to consumers, including heightened smartphone utilization, the convenience and security of acquiring both everyday necessities and luxury items from home, the extensive range of products and vendors available, and the swift advancement of technologies such as voice recognition, augmented reality, and artificial intelligence (Asian Development Bank, 2023).

Nigeria is the largest online shopping market in Africa, boasting over 100 million internet users in 2022 (Statista, 2024a), and it is expected to grow to 144.99 million by 2029 marking a new peak in internet usage (Statista, 2024b). Growing availability of mobile phones and other forms of information technology have contributed to Nigerians' increased engagement with the web (Male, 2023). Thus, internet connectivity has led to the rise of social media, online shopping, and mobile payments (Statista, 2024a). Furthermore, the e-commerce business has established a presence in many major cities in Nigeria, which has increased its influence on consumers. In emerging nations such as Nigeria, e-commerce is anticipated to be a crucial catalyst for economic progress. Notwithstanding the remarkable expansion of online shopping in Nigeria and the optimistic outlook prospect of this alternative purchase technique, the negative element is increasingly connected with it. The challenge is related to media related factors such as trust in social network sites (TSNS), perceived media credibility (PMC), and interactivity (INT). Nigeria has been alleged for a low rate of adoption of online shopping in the country due to distrust in social network sites (SNS) because of weak internet infrastructure within some large cities and towns across the Nigeria landscape. Similarly, Igwe et al. (2020) noted that a deficiency of trust constitutes one of the most substantial impediments towards the innovative ability to experiencing success in Nigeria concerning online purchase. The exposure of credit card information has resulted in the defrauding of customers; thus, consumers increasingly feel unsafe on social networking sites, leading to a decline in confidence. Techpadi recently disclosed a deficiency, revealing that scams amounting to N357 million occurred between 2020 and 2021, primarily aimed at purchasers from Instagram vendors (Phillips Consulting, 2024). Consumers prefer online shopping but tend to leave the shopping card because of mistrust on retailer websites particularly for credit card information (Usman & Kumar 2020). This unreliability of online retailers in Nigeria is even exacerbated by the actions of internet fraudsters (Male, 2023). The primary obstacle to internet purchasing in Nigeria is the contemporary shopping trend for goods online with the assistance of a credit score card does not coincide with the primitive manner of purchasing in which clients need to interact whilst buying, which is not always permissible in online purchasing. When media sources lack credibility, it becomes challenging for consumers to differentiate between genuine and fraudulent content, leading to distrust and hesitation in purchasing. When consumers are not able to trust media sources, likely they will not be able to trust the information related about products or services, which will create a negative effect on their purchase intentions in Nigeria (Nwakaji & Goh, 2021). Nigerians are

skeptical because of the high rate of online scams and fraudulent practices (Aborisade et al., 2024). In an environment in which the media have no objectives and ways to authenticate sellers and products, consumers might avoid making online purchases due to fear of being scammed. This study is specifically initiated to examine the media related determinant's that affect customers' intent to purchase clothing online, with a primary focus on marketing as it related to consumers behavior. Examining the determinants behind consumer's decisions in online retailers is an essential area of research. Prior studies have explored general consumers motivation in online environment; there is a limited literature on the determinant specific to medium of online retails from business perspective. Consequently, the ensuing research questions (RQs) have been formulated for examination in this study.

RQ1: What is media related determinants of online purchase intention (OPI) of clothing?

RQ2: How consumer commitment (CCM) mediated the relationship between the media related determinant and OPI?

Research on the intention to buy online has often exploited it from general perspective as tourism (Jovicic, 2019; Pop et al., 2022), fashion industry (Male, 2023) and seasonable goods (Nwakaji & Goh, 2021). Prior research has neglected to look into what determinants affect people's intentions to buy clothing online. Most recent studies conducted on consumers' OPIs in Nigeria include (Male & Omar, 2024; Nwakaji & Goh, 2021; Oloveze et al., 2022; Umar & Ibrahim, 2020; Usman & Kumar, 2021; Sagagi, 2022) none of them, however, tend to examine these media related determinants (i.e., PMC, INT, and TSNS) to OPI. This absence of prior studies with inconclusive findings motivated scholar to expand their comprehension of online fashion product purchasing in Nigeria. Therefore, a scarcity of literature exists regarding research exploring the indirect link between medium related determinants and the mediating role of consumers commitment on OPI of fashion clothing in Nigeria. The researcher finally found limited empirical proof of CCM in the social media-mediated marketing environment (Yu et al., 2022). This research seeks to analyze the determinants of three media related determinants (i.e., TSNS, INT, and PMC) on OPIs of customers to increase their commitment toward retailers. The study intends to assess the mediating effects of customer commitment on medium-related and OPIs for clothes.

LITERATURE REVIEW: THEORETICAL BACKGROUND

Media-related determinants were derived from the technological gratification part of the uses and gratification theory (UGT), which includes media appeal (INT) and medium credibility. The UGT has been extensively utilized to investigate the evaluation of individuals' motivation for media usage (Qin, 2020). The UGT is a widely recognized framework for understanding the fundamental requirements of consumers and the impact of those needs on their behavioral patterns (Bhatiasavi, 2024; Plume & Slade, 2018). The UGT is acknowledged as a significant framework for comprehending consumer motivations and the influence of diverse behavioral intentions (Yu et al., 2022). Previous studies have explored the relationship between UGT and consumer motivations (social, remuneration, and empowerment) to analyze the link between motivation and diverse behavioral outcomes, such as buying intention toward online fashion retailers (Yu et al., 2022). This current study broke from this view to realize the effect PMC, TSNS, and INT have on OPI.

HYPOTHESIS DEVELOPMENT

Trust in Social Network Sites, Consumer Commitment, and Online Purchase Intention

TSNS is characterized as the users' conviction or expectation that these platforms can be reliably depended upon to fulfil their promised obligations in a fiduciary manner (Hatamleh et al., 2023). SNS are defined by the degree to which an individual regards its usage as reliable and trustworthy (Alzaidi & Agag, 2022; Sukhu et al., 2015). The trust of an SNS user lets her feel at ease and comfortable utilizing SNSs to make her purchase decisions (Wang et al., 2022). Kitsios et al. (2022) highlighted the significance of social networking platforms in facilitating consumer sharing of brand experiences, therefore serving as a valuable information source for other customers. Trust in a social media platform has been shown to affect users' likelihood of disclosing personal information and participating in transactions (Eveleth et al., 2024). Commitment is essential in online transactions, as numerous individuals on social networks express their opinions regarding various

businesses' products and services (Chetioui et al., 2021; Mohsin et al., 2021). Commitment is determined to have a beneficial psychological correlation with a retailer or brand (McClure & Seock, 2020). In line with this view, SNS' increased usage for online purchases, there is a serious concern about its potential influence of the mediating effect of CCM on intention to purchase online. Therefore, it is hypothesized as follows:

H1: TSNS has positive impact on OPI of clothing.

Interactivity, Consumer Commitment, and Online Purchase Intention

INT is recognized as a crucial aspect of digital marketing that has garnered significant attention in prior study (Hanaysha, 2022). Moreover, the ongoing enhancement of virtual media platforms is expected to promote consumer interactions online by facilitating discussions regarding the advantages, narratives, and characteristics of a brand (Hanaysha, 2022). Research has established a robust correlation between INT, trust, and OPI (Handoyo, 2024). Another study conducted by Kuo and Chen (2023) found that social media INT positively affects brand trust. Moharana and Pati (2025) discovered that INT enhances perceived site efficacy (e.g., purchase intention). Social media interactions positively affect buying decisions both directly and indirectly through brand trust (Hanaysha, 2022). Communication and interactions with peers significantly influence consumer behavior in online environments (Irshad & Ahmad, 2019). Thus, a high level of INT online with CCM could lead to OPI of fashion clothing. Therefore, it is hypothesized as follows:

H2: INT has a positive impact on the OPI of clothing.

Perceived Media Credibility, Consumer Commitment, and Online Purchase Intention

Media credibility denotes the perceived reliability of a social media network, which influences a consumer's propensity to make online purchases. Research by Majerczak and Strzelecki (2022) identified a correlation between medium trustworthiness and information sharing, indicating that individuals perceived as trustworthy disseminate more information online. Consumer motivations and online purchasing intentions demonstrate that CCM to online shops acts as a vital mediator (Yu et al., 2022). Consequently, a strong perception of media credibility among consumers is anticipated to enhance OPIs. Consequently, it is postulated as follows:

H3: PMC has a positive impact on the OPI of clothing.

Consumer Commitment and Online Purchase Intention

CCM may serve as a precursor to the intention to write online reviews (Xiao et al., 2022). Commitment is essential in online transactions, as numerous social media users articulate their perspectives about the products and services of various businesses (Chetioui et al., 2021). The importance of commitment cannot be overstated when it comes to making purchases online because many users on social networks also share their opinions on other businesses' goods and services (Chetioui et al., 2021). The presence of commitment can pave the way for developing favorable consumer behavioral responses; CCM will significantly affect consumers' OPI in a social media setting. Hence, we contend that commitment holds significant value within social media platforms since it prompts customers to contemplate purchasing the product. Based on the above explanation, it can be posited as follows:

H4: CCM has a positive impact on OPI of clothing.

The Mediating Role of Consumer Commitment

Commitment necessitates vulnerability, prompting parties to seek reliable partners (Morgan & Hunt, 1994). Recent study indicates that the transformation of brand experience into CCM through market management is a paramount concern. Commitment is a fundamental function and necessity for attaining a company's aims (Yu et al., 2022). Commitment is acknowledged as an essential element of relationship marketing and the study of virtual brand communities (Molano-Acevedo et al., 2022). Upon fulfilment of their requirements, consumers will cultivate favorable behavioral intentions (e.g., intents to purchase) (Yu et al., 2022). Nonetheless, in the absence of the commitment element, users would exhibit diminished receptivity to online purchases (Ballerini et al., 2023). It is assumed that the current research anticipates a mediating role of CCM may lead to OPI. Consequently, it is postulated as follows:

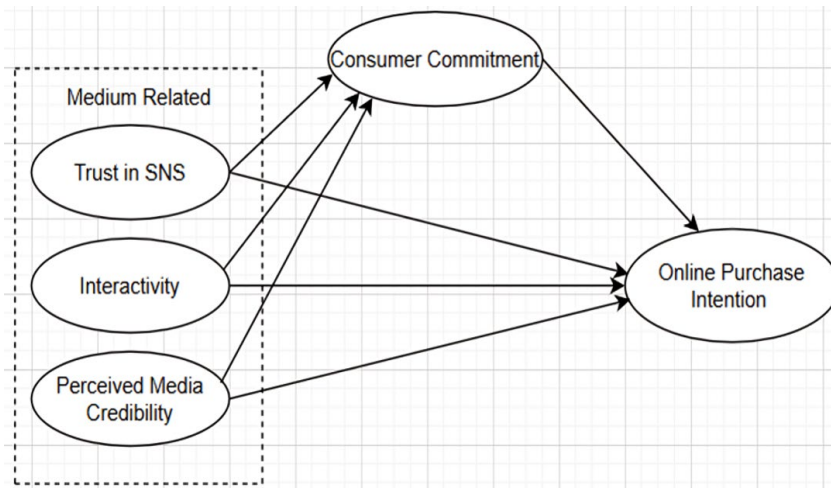


Figure 1. Research model (the authors' own elaboration)

H5: CCM mediates the relationship between

- (a) TSNS,
- (b) INT, and
- (c) PMC, and OPI of clothing (Figure 1).

RESEARCH METHODOLOGY

The data for this research was gathered via a self-administered online survey questionnaire developed using Google Forms. The study utilized primary data collection method, with questionnaire as a principal instrument. This survey was distributed to 388 online shoppers from within Nigeria's six geopolitical zones. To select the participants, purposive and virtual snowball sampling was employed. Purposive was applied according to specific criteria, such as ensuring that respondent's Nigerian citizen, age 18 years old and above, own at least one social media account for information (i.e., Facebook, WhatsApp, Twitter, YouTube, Instagram, TikTok, etc.). This study utilized face validity to evaluate the research instrument's validity, while the questionnaire's reliability was measured using the Cronbach alpha coefficient. This method is suitable for accurately measuring the reliability of research instruments. The data collected from the field survey was analyzed using partial least square (PLS) and structural equation modelling (SEM). Partial least squares structural equation modelling (PLS-SEM) is considered appropriate for complex models (Hair & Alamer, 2022), especially models with a mediator (Dash & Paul, 2021).

Research Model

Figure 1 shows the research model.

Questionnaire and Measurements

Before developing the questionnaire items, we performed an extensive literature review related to all study variables. A total of 22 items were revised to create the final questionnaire, which was divided into five sections. First, trust in the social network was assessed using four items derived from Salehan et al. (2018). Second, INT was measured with four items adapted from Li and Suh (2015). Third, PMC was measured with four items adapted from Torres et al. (2018). Fourth, CCM was assessed using four items as derived by Vohra and Bhardwaj (2019). Ultimately, online purchasing intentions were evaluated using six elements derived from Peña-García et al. (2020). All items were evaluated using a five-point Likert scale.

Demographic Profile of the Respondents

The demographic analysis of the study examining the media related determinants that influence OPI of fashion clothing products, with consumers' commitment as a mediator, indicates a significant gender disparity among respondents. Out of the total sample of 388 participants, 67.9% were male, representing the majority,

with a frequency of 262 individuals. In contrast, female participants constituted 32.5% of the sample, totaling 126 individuals. This gender distribution suggests that a greater proportion of males were involved in this study, potentially influencing the findings and interpretations related to online purchasing intention for fashion clothing products. The age distribution of respondents in the survey indicates a majority of younger adults. The majority, 57.5%, or 222 participants, fall within the 23-33 years age bracket. This suggests that over half of the respondents are relatively young adults, who likely represent the most active demographic in online purchasing, particularly for fashion clothing products. The second largest group, comprising 36.3% of respondents, or 141 individuals, belongs to the 34-44 years age range. This signifies that a substantial segment of participants is in their mid-career phase, potentially influencing their online shopping intention due to increased purchasing power. A smaller group, 5.9%, or 23 individuals, is aged between 45 and 55 years, reflecting a minority of older adults in the sample. Lastly, only 0.5% of the respondents, or 2 individuals, fell within the 56-66 (.3%) years age range, suggesting very limited representation of older participants in the study. Overall, the sample is heavily weighted towards younger adults, with a strong majority under 44 years of age, potentially indicating that online clothing purchasing is more prevalent among younger and mid-career individuals.

The analysis of social media usage reveals diverse patterns among respondents, with WhatsApp identified as the predominant platform. Approximately 15.7% of respondents use only WhatsApp, making it the most popular standalone social media application. Following this, a combination of WhatsApp and Facebook accounts for 23.2% of users, indicating that many individuals prefer using multiple platforms together for communication and social interaction. Facebook is the second most frequently used platform, with 7.5% of respondents using it individually. Other platforms like Instagram and Twitter show much lower standalone usage, with only 0.4% and 0.8% of respondents, respectively. However, combinations involving these platforms alongside WhatsApp and Facebook, such as WhatsApp, Facebook, Instagram, WhatsApp, Facebook, Twitter, also show moderate usage, with 5.9% and 6.3% of respondents, respectively engaging with these combinations. Overall, the findings highlight the dominance of WhatsApp, either as a standalone platform or in combination with others, while also illustrating that users often prefer a mix of platforms to meet their communication and social needs.

DATA ANALYSIS

Statistical Model Applied

PLS-SEM was deemed the most suitable analytical tool for this study due to its efficacy in managing complicated models with latent constructs and its appropriateness for predictive and exploratory research (Asbari, 2024). PLS-SEM is especially advantageous for this study as it facilitates the concurrent analysis of many dependent and independent variables, hence allowing the formulation of a path model that illustrates the hypothesized links among the principal dimensions in OPI (Becker et al., 2023). This work employs PLS-SEM to build and validate the causal relationships among the latent components in the model, encompassing both direct and indirect effects, thereby enhancing the comprehension of the variables that affect online purchasing intention (Prayer & Purwanto, 2024).

Model Measurement

In PLS-SEM, the evaluation of reliability predominantly hinges on composite reliability, a crucial measure of internal consistency that reflects the dependability of latent constructs. Generally, a value exceeding 0.7 is recommended as an acceptable benchmark, with values above 0.8 being preferable for stronger reliability (Guenther et al., 2023; Hair et al., 2018). Values below this threshold may signal inconsistencies within the observed indicators and suggest the need for model revisions or adjustments to enhance reliability. The reliability of the measurement models was assessed using two measures: composite reliability (ρ_a) and composite reliability (ρ_c). The assessment of composite reliability using the measures ρ_a and ρ_c for the constructs shows consistently high reliability, indicating that the constructs are well-measured and exhibit strong internal consistency.

The examination of CCM yielded a Cronbach's alpha of 0.944, signifying exceptional internal consistency (Table 1).

Table 1. Inner model evaluation

Variables	Construct	Factor loading	Cronbach's alpha	rho_a	rho_c	AVE
CCM	CCM1	0.915	0.944	0.944	0.960	0.856
	CCM2	0.920				
	CCM3	0.939				
	CCM4	0.926				
INT	INT1	0.876	0.933	0.934	0.952	0.832
	INT2	0.925				
	INT3	0.930				
	INT4	0.917				
OPI	OPI1	0.908	0.850	0.941	0.908	0.676
	OPI2	0.926				
	OPI3	0.893				
	OPI4	0.104				
	OPI5	0.866				
	OPI6	0.903				
PMC	PMC1	0.919	0.958	0.958	0.969	0.888
	PMC2	0.951				
	PMC3	0.952				
	PMC4	0.946				
TSNS	TSNS1	0.881	0.924	0.924	0.946	0.815
	TSNS2	0.922				
	TSNS3	0.897				
	TSNS4	0.910				

Table 2. HTMT ratio

Constructs	CCM	INT	OPI	PMC	TSNS
CCM					
INT	0.822				
OPI	0.822	0.754			
PMC	0.830	0.836	0.703		
TSNS	0.760	0.862	0.856	0.856	

The composite reliability values (rho_and rho_c) were 0.944 and 0.960, indicating robust reliability. For OPI, the Cronbach's alpha was slightly lower at 0.850, but composite reliability was stronger, with rho_a at 0.941 and rho_c at 0.909. The average variance extracted (AVE) was 0.676, which, while lower than some other constructs, still falls within an acceptable range for reliability and convergent validity. INT demonstrated substantial reliability, evidenced by a Cronbach's alpha of 0.933, rho_a of 0.934, and rho_c of 0.952. The AVE value was 0.832, indicating robust reliability and convergent validity. PMC achieved the highest reliability scores, with a Cronbach's alpha of 0.958 and composite reliability values of 0.958 (rho_a) and 0.969 (rho_c). The AVE of 0.888 suggests a high proportion of variance explained by the construct. Finally, the TSNS construct displayed strong reliability, with a Cronbach's alpha of 0.924 and composite reliability values of 0.924 (rho_a) and 0.946 (rho_c). The AVE was 0.815, further supporting the construct's reliability. Overall, the assessment indicates that all constructs demonstrate good to excellent reliability, with AVE values consistently above the acceptable threshold and strong composite reliability scores, confirming the robustness of the measurement model.

Heterotrait-Monotrait Ratio

The Heterotrait-Monotrait (HTMT) ratio can be utilized to evaluate the discriminant validity of different notions (Table 2). Discriminant validity ascertains that constructs intended to be distinct are genuinely separate. It is a standard rule that HTMT ratio values must be below 0.85 to verify that the constructs are adequately distinct. In certain instances, a more cautious criterion of 0.90 may be deemed appropriate. In conclusion, all constructs in this investigation demonstrate adequate discriminant validity according to HTMT ratios. The values predominantly remain beneath the 0.85 criterion, confirming that the latent variables are differentiated from each other. Although several constructs exhibit significant correlations, they are suitably distinguished within the model.

Table 3. Path coefficients (direct relationship)

Constructs	Original sample (O)	Sample mean (M)	SD	t-statistics (O/SD)	p-values
CCM → OPI	0.502	0.500	0.067	7.518	0.000
INT → OPI	0.334	0.329	0.080	4.193	0.000
PMC → OPI	0.046	0.041	0.087	0.528	0.597
TSNS → OPI	0.165	0.168	0.071	2.332	0.020

Table 4. Indirect relationship

Constructs	Original sample (O)	Sample mean (M)	SD	t-statistics (O/SD)	p-values
TSNS → CCM → OPI	0.009	0.009	0.021	0.437	0.662
INT → CCM → OPI	0.107	0.110	0.041	2.634	0.008
PMC → CCM → OPI	0.130	0.134	0.046	2.825	0.005

Direct Relationship

The investigation sought to examine the correlation among media-related determinants, CCM, and OPI. The correlation between CCM and online purchasing intention. The findings demonstrate a robust positive correlation between the two variables, evidenced by the original sample coefficient (O) of 0.502 and the sample mean (M) of 0.500 (Table 3). The standard deviation (SD) was 0.067, and the t-statistic was 7.518, a very high number, signifying a strong association. Furthermore, the p-value of 0.000 substantiates the statistical importance of this link, as it is far lower than the customary threshold of 0.05. This indicates that CCM exerts a substantial and favorable impact on OPI.

TSNS demonstrated a positive relationship with OPI, with a coefficient of 0.165, a t-statistic of 2.332, and a p-value of 0.020. This indicates that TSNS significantly influences OPI, as the p-value is below the 0.05 threshold for statistical significance. INT demonstrated a significantly favorable impact on OPI, evidenced by a coefficient of 0.334, a t-statistic of 4.193, and a p-value of 0.000. This outcome demonstrates that INT exerts a highly significant and robust positive influence on OPI. Conversely, PMC exhibited a minimal positive effect, indicated by a coefficient of 0.046, a t-statistic of 0.528, and a p-value of 0.597. The p-value suggests that this association lacks statistical significance, indicating that PMC does not significantly affect OPI. In conclusion, TSNS and INT have a substantial and positive influence on OPI, although PMC does not exert a significant effect.

Mediating Analysis (Indirect Relationship)

The mediation analysis for the paths involving TSNS, INT and PMC reveals interesting findings on the role of CCM in influencing OPI. The path from INT to OPI, mediated by CCM, shows a significant positive relationship. The original sample coefficient is 0.107, with a t-statistic of 2.634 and a p-value of 0.008, indicating that CCM significantly mediates the effect of INT on OPI (Table 4).

Similarly, the path from PMC to OPI, mediated by CCM, is also significant. The original sample coefficient is 0.130, with a t-statistic of 2.825 and a p-value of 0.005, suggesting that CCM plays a significant mediating role in the positive relationship between PMC and OPI. However, the path from TSNS to OPI, mediated by CCM, does not show a significant relationship. The original sample coefficient is 0.009, with a t-statistic of 0.437 and a p-value of 0.662, indicating that CCM does not significantly mediate the effect of TSNS on OPI. In summary, CCM significantly mediates the relationships between both INT and PMC with OPI, but it does not mediate the relationship between trust in social networks and OPI. Figure 2 depicts the measurement model.

Hypothesis Testing

Table 5 shows the hypothesis testing.

DISCUSSION AND CONCLUSIONS

The study examined the direct and indirect impacts of media-related determinants on online purchasing intentions, mediated by CCM within social media contexts associated with UGT. The result of **H1** indicates that there is a positive relationship between TSNS and OPI. This finding aligns with the earlier studies that TSNS has a significant relationship with online purchase (Wang et al., 2022). An improvement in social network sites will

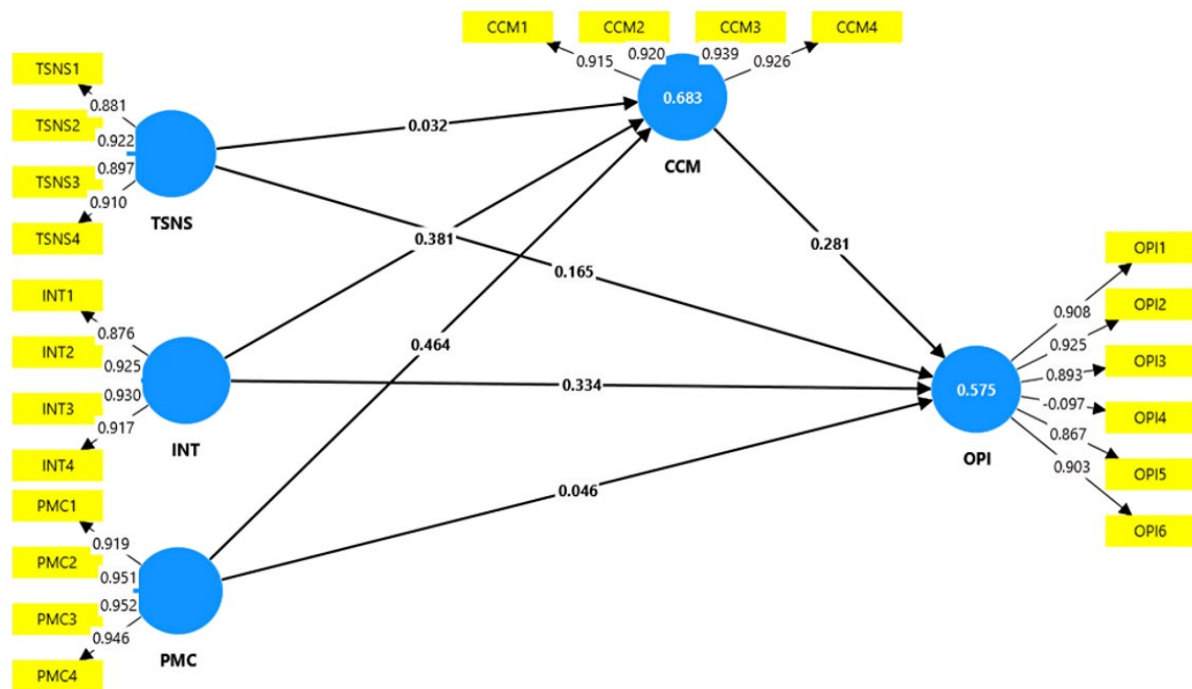


Figure 2. Measurement model (the authors' own elaboration)

Table 5. Hypothesis testing

Hypothesis	Path	Original sample (O)	Sample mean (M)	SD	t-statistics (O/SD)	p-value	Remark
H2	INT → OPI	0.334	0.329	0.08	4.193	0.000	Supported
H3	PMC → OPI	0.046	0.041	0.087	0.528	0.597	Not supported
H1	TSNS → OPI	0.165	0.168	0.071	2.332	0.002	Supported
H4	CCM → OPI	0.502	0.5	0.067	7.518	0.000	Supported
H5b	INT → CCM → OPI	0.107	0.11	0.041	2.634	0.008	Supported
H5c	PMC → CCM → OPI	0.13	0.134	0.046	2.825	0.005	Supported
H5a	TSNS → CCM → OPI	0.009	0.009	0.021	0.437	0.662	Not supported

stimulate more OPI of fashion clothing and this can contribute to the future development of the online shopping culture in Nigeria. According to the result of **H2**, INT was determined to exert a favorable and significant influence on OPI. This finding corroborates previous findings by Hanaysha (2022) and Zafar et al. (2021), which determined that INT online positively influence purchase behavior. Hence making online purchases easily and immediately with the lifestyle and shopping needs of consumers will generate more positive value for the development of OPI of clothing in Nigeria. The result of the relationship between PMC was found to be insignificant and hence not supported by OPI. The findings were contrary to the earlier study by Majerczak and Strzelecki (2022). Furthermore, the PMC that consumers have does not necessarily influence OPI.

H4 of the study states that consumers commitment has positive influence on purchase intention of clothing. Hence, the result of **H4** was supported. This observation aligns with the results of prior research conducted by Yu et al. (2022) and Male and Omar (2024). It identified a substantial positive correlation between CCM and online purchasing intention. Consequently, CCMs must be prioritized in the development of analytical models for shifting consumer behavior in online retail environments. This study identified a direct correlation between CCM and OPI, suggesting that an increase in commitment among Nigerian internet shoppers will therefore enhance their intention to purchase clothing online.

The findings from **H5a** which states that consumers commitment has a positive and significant mediating effect between TSNS and OPI. Hence, **H5a** was not supported. These findings are surprising considering the strategic importance of TSNS as the first channel of transaction and communication in stimulating consumers commitment toward OPI. This result shows that TSNS does not stimulate consumers to be committed towards the intention to purchase clothing online. The results from **H5b** indicated that CCM significantly and positively

mediates the association between INT and OPI for clothes. Hence, **H5b** was supported. The result is expected considering the vital role INT played in consumers commitment toward an online purchase in an emerging country like Nigeria. Hence, INT can boost consumers commitment to shop online. The finding from **H5c** which states that consumers commitment has a positive and significant mediating effect between PMC and OPI of clothing was found to be positive and significant. Hence, **H5c** was supported. The finding has been justified due to the influential role of media credibility in generating consumers commitment toward the developing an intention to purchase goods online. Prior research have demonstrated a robust correlation between perceived media trustworthiness and the Internet (Majerczak & Strzelecki, 2022).

Theoretical Implications

This study contributes to the existing literature on OPI in e-commerce, particularly within the apparel industry of a developing country like Nigeria. This study addresses the paucity of empirical research in Nigeria by offering a comprehensive analysis of online clothes purchase intentions, focusing on the variables of media-related determinants, CCM, on OPI. This study enhances existing literature by formulating a comprehensive prediction model about media and online purchasing, thereby expanding the understanding of determinants influencing OPI. There is a paucity of research, especially concerning the interaction of several factors influencing CCM to online purchasing intentions. This study largely enhances the theoretical comprehension of the three components associated with media: the determinants and their impact on consumers' online purchasing intentions and commitment to purchasing fashion apparel online through the lens of UGT. These theories elucidate the relationship between determinants, commitment to online merchants, and consumers' inclination to purchase online.

This study advances the existing literature on online purchase by analyzing media-related determinants, including TSNS, INT, and PMC, that influence OPI. This study also contributes by suggesting, testing, and establishing consumers commitment as an intervention technique to influence OPI. This outcome extends the study of Yu et al. (2022), examines the impact of customer motivation on online purchasing intentions from the standpoint of social media marketing. This study concludes that CCM significantly influences online clothing purchasing intentions. This study experimentally demonstrates that CCM mediates the relationship between determinants such as TSNS, INT, PMC, and OPI. The identification of consumers' commitment as a mediating factor indicates a substantial correlation with OPI. Consequently, commitment among online consumers may result in the intention to make online purchases. Most previous studies on internet purchasing did not focus on a single firm or define the demographic segment, particularly young consumers. Thus, our research provides significant insights and a considerable contribution to the literature on digital marketing in online retail, focused mostly on fashion apparel and young customers.

Practical Implications

The study provides a significant practical contribution to the enhancement of online purchasing intentions among clothes consumers in Nigeria. The findings of the study revealed that medium related determinants such as TSNS and INT has a significant effect on consumers commitment which is the strong drivers in stimulating consumer purchase intention of clothing. Regarding online retailers need to ensure that social network sites are trust wording, dependable and reliable when performing online transaction. TSNS is a serious issue in Nigeria as it has implications toward intention to purchase product online. The development of online shopping in has suffered a setback in Nigeria due to the absence of TSNS to stimulate purchase intention of clothing. Hence, policy makers should formulate policies that permit retailers to demonstrate trust to online customers. Again, adapting an online purchase technology to be user friendly is very crucial. Against this backdrop, online retailers in Nigeria need to adapt the shopping technology. This is one of the reasons why some of the previous attempts to introduce online shopping in most developing countries failed due to the lack of INT for online shopping in meeting the diverse needs of the consumers or intending users.

Limitation and Future Direction

The limitation of the study arose from the cross-sectional method of quantitative research in which survey data is collected once only. As a result, rather than addressing caution, the research only establishes a relationship between variables of the study. Survey questionnaires were employed to get information from

respondents. As a result, the study was only able to evaluate the participants' opinion once as they were disallowed from providing other information again. The study depended exclusively on a self-reporting mechanism in which each participant individually fills out the survey questions. The process of collecting data from a single individual often results in common method bias, intensifying the problem of method variance. Additionally, issues related to self-evaluation may arise.

Despite its limitations, the current study is regarded to have fulfilled the purpose of outlining. Hence, this research can be further explored and enhanced in numerous directions. Future research could apply a longitudinal research technique to analyze the online purchasing behavior to better understand OPI of apparel. The current study mainly collected data from one source, future studies could investigate gathering data from two sources: online retailers and online shoppers.

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AI declaration: The authors confirm that AI was not utilized in the generation of study ideas, data collecting, or result interpretation. All intellectual content, analysis, and conclusions presented in this paper are completely the work and responsibility of the authors.

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