

Impact Of Consumers' Expectations And Perceived Enjoyment On Clothing Repurchase Intention In Social Media Marketing

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Cite this paper as: Ms. Jency Devadhas , Dr. S. Pushpalatha (2024) Impact Of Consumers' Expectations And Perceived Enjoyment On Clothing Repurchase Intention In Social Media Marketing .*Frontiers in Health Informatics*, Vol.13, No.5, 8232-8243

ABSTRACT

In this digital era, social media marketing plays a major role in shaping consumers' buying behaviour and their intention to repurchase clothing products. Repurchase intention refers to an individual's desire to purchase a product or service again in future because of previous positive experiences. Understanding the factors influencing consumers' intention to purchase again is crucial for businesses and marketers to build long-term relationships with consumers. The present study aims to analyse the impact of consumers' expectations and perceived enjoyment on repurchase intention in social media marketing. This study is explanatory in nature and utilises quantitative methods. The primary data were gathered from hundred consumers in Kanniyakumari District, Tamil Nadu, using a well-structured questionnaire. The respondents were chosen using judgemental sampling and the data were analysed using Structural Equation Modelling (SEM). The statistical analyses were performed on Jamovi v2.7.30. The findings disclosed that consumers' expectations and perceived enjoyment had a significant and positive impact on repurchase intention for clothing in social media marketing. The current study provides valuable insights for clothing businesses and marketers to develop strategic marketing goals and measures that improve their relationships with consumers

Keywords: Consumers' Expectations, Perceived Enjoyment, Repurchase Intention, Social Media Marketing, Clothing

INTRODUCTION

Social media serves as a solid platform for businesses to promote their products or services, spread awareness, expand their consumer base and engage with them directly (Ulhaq et al., 2025). Due to the robust role of social media in this digital era, where consumers tend to use social media frequently, clothing businesses have begun marketing through social media to gain an advantage in this competitive market. According to numerous studies, clothing is the main product purchased by consumers through social media (Shajitha & Jesintha, 2023; Shaw & Poddar, 2022; Savale et al., 2021). Nowadays, consumers are exposed to attractive, short and emotional fashion content on social media. This content enables consumers to expect quality products and provides an enjoyable online shopping experience. Ultimately, it influences their online purchasing decisions.

Marketing through social media also gives these businesses an advantage by enabling personalised recommendations, attention-grabbing content and interactive as well as emotionally engaging communication. In this environment, consumers' expectations and perceived enjoyment of purchasing clothes through social media influences their intention to repurchase. Repurchasing is the main indicator of consumer loyalty and long-term business success. Hence, it is important to study the factors that influence consumers' repurchase intention for clothing in social media marketing. Despite the growth of social media marketing, there remains limited clarity regarding the influence of factors such as expectation and perceived enjoyment on repurchase intention for clothing in social media marketing. The present study offers valuable insights for clothing businesses and marketers to comprehend consumers' repurchase intention for clothing products.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention signifies the desire to purchase a product or service again in future, based on prior positive experiences (Ulhaq et al., 2025; Hansel, 2021). This implies that when consumers are pleased and satisfied with their purchase, they intend to make additional purchases in future and if they are dissatisfied, they will shop elsewhere (Maharani et al., 2020). According to Leite et al. (2024), it is one of the major indicators of customer loyalty. In the context of social media marketing, it is influenced by factors including consumers' expectations, satisfaction, brand equity, trust, perceived usefulness and perceived enjoyment (Nugroho et al., 2025; Ulhaq et al., 2025; Putri, 2021).

Consumers' Expectation

Consumer expectations are referred to as their hopes and standards regarding the quality of a product or service (Shukla et al., 2026). The factors which influence consumers' expectations include experiences in the past, marketing communications and recommendations from others (Nugroho et al., 2025). Furthermore, it has a significant positive impact on perceived enjoyment (Salsabila & Widarmanti, 2023). Understanding consumer expectations is crucial for businesses and marketers to boost consumer satisfaction, build loyalty and encourage the intention to repurchase (Nugroho et al., 2025).

Perceived Enjoyment

Perceived enjoyment refers to consumers' perception of feeling satisfied or happy with something obtained (Putri, 2021). According to Oktarini and Wardana (2018), consumers are more likely to repurchase when they experience an enjoyable online purchasing experience. As per Julia and Made (2021), it significantly influences consumers' satisfaction in social media marketing and e-commerce. Moreover, previous studies have found that it significantly impacts consumers' repurchase intention (Salsabila & Widarmanti, 2023; Putri, 2021).

The present study is grounded in Expectation-Confirmation Theory (ECT), which explains repurchase intention as a result of consumers' expectations and perceived enjoyment of purchasing clothes through social media marketing. In this context, expectation represents the cognitive assessment that shapes continued behavioural intention and perceived enjoyment reflects the hedonic value obtained from satisfaction with the clothing as well as engaging with social media marketing of clothing products. Hence, the ECT provides a suitable theoretical foundation for examining how expectation and perceived enjoyment influence repurchase intention of clothing products in social media marketing.

A theoretical gap is identified in the existing literature because few studies have focused on the impact of expectation and perceived enjoyment on repurchase intentions of clothing products in social media marketing. There is also a population gap, because limited research focuses on consumers in Kanniyakumari District, Tamil Nadu. Additionally, there exists a contextual gap since there is little research on consumers' repurchase intention in the context of clothing products. Hence, the current study aims to bridge the research gap by analysing the impact of consumers' expectations and perceived enjoyment on repurchase intention for clothing products in social media marketing in Kanniyakumari District.

Based on the previous literature, the following hypotheses are adapted for this study:

1. H_0 : There is no significant impact of consumers' expectations on perceived enjoyment of purchasing clothes in social media marketing
2. H_0 : There is no significant impact of consumers' expectations on repurchase intention for clothing in social media marketing.
3. H_0 : There is no significant impact of perceived enjoyment on repurchase intention for clothing in social media marketing.

METHODOLOGY

This study is explanatory in nature because it explains the impact of consumers' expectations and perceived enjoyment on repurchase intention of clothing products in social media marketing. The study uses quantitative methods because the data were gathered using a structured questionnaire and statistical analyses were conducted. Further, this study is based on primary data, which were collected from hundred respondents in Kanniyakumari District. The respondents were selected using judgemental sampling and were chosen based on the judgement that they had made purchases through social media marketing.

The questionnaire was distributed to the respondents online using Google Forms and was shared with the respondents through e-mail and social media platforms including WhatsApp, Instagram and LinkedIn. All the constructs in the questionnaire were taken from the existing literature and were adapted in order to suit the context of repurchase of clothing products in social media marketing. The three constructs of the study are consumers' expectation (Nugroho et al., 2025), perceived enjoyment (Nugroho et al., 2025; Putri, 2021) and repurchase

intention (Nugroho et al., 2025; Putri, 2021).

The respondents' level of agreement with each construct was measured using a five-point Likert scale technique. Each construct of the study consisted of three Likert scale items. After assessing the reliability and convergent validity of the questionnaire, the Structural Equation Modelling (SEM) analysis was performed. The statistical analysis was done using Jamovi v2.7.30.

Reliability and Convergent Validity

The reliability of the measurement scales were analysed to determine the internal consistency of the items. In this study, Cronbach's alpha was computed to assess the reliability of the measurement scales. The convergent validity was measured using the factor loadings, composite Cronbach's alpha for each construct and AVE. The reliability and convergent validity were performed in Jamovi v2.7.30 and the results are depicted in the table given below.

Table 1: Reliability and Convergent Validity

Constructs	Indicators	Loadings	Cronbach's α	AVE
Expectation	E1	0.918	0.900	0.920
	E2	1.018		
	E3	0.939		
Perceived Enjoyment	PE1	0.750	0.901	0.888
	PE2	0.923		
	PE3	1.110		
Repurchase Intention	RI1	1.091	0.896	1.121
	RI2	1.113		
	RI3	0.966		

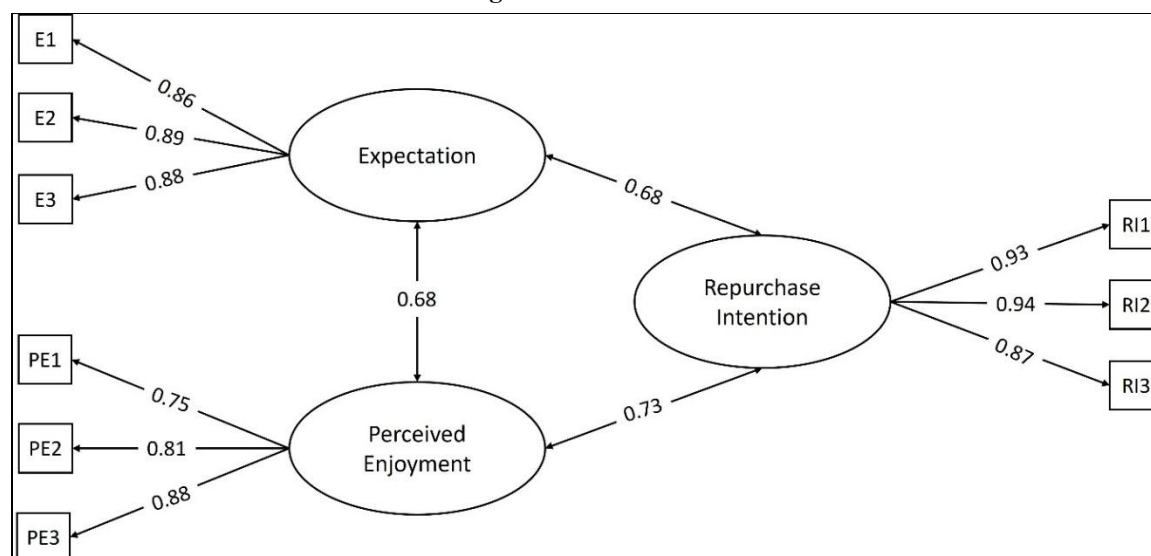
Source: Jamovi Output

Table 1 highlights that the Cronbach's alpha of all the constructs are above the accepted threshold value of 0.70. Hence, the reliability is good for repurchase intention and excellent for expectation and perceived enjoyment. This supports the adequacy of the measurement instrument and strengthens the credibility of the findings. The convergent validity was supported as all factor loadings exceeded 0.70 and AVE values exceeded 0.50 for all constructs. Thus, all constructs surpassed the accepted thresholds. This indicates construct reliability and convergent validity.

RESULTS

The impact of consumers' expectations and perceived enjoyment on repurchase intention can be understood by the SEM model, which is illustrated in Figure 1, followed by a tabular description of the hypotheses testing results.

Figure 1: SEM Model



Source: Jamovi Output

Table 2: Hypotheses Testing

Path	Estimate	SE	Z	p Value	Null Hypotheses
Expectation ⇒ Perceived enjoyment	0.704	0.069	10.249	<0.001	H₀ rejected
Expectation ⇒ Repurchase intention	0.634	0.072	8.779	<0.001	H₀ rejected
Perceived enjoyment ⇒ Repurchase intention	0.719	0.064	11.288	0.001	H₀ rejected

Source: Jamovi Output

Table 2 depicts that all the structured paths are statistically significant and positive, leading to the rejection of all null hypotheses. Hence, there is a significant and positive impact of consumers' expectations on perceived enjoyment of purchasing clothes in social media marketing. Furthermore, consumers' expectations significantly and positively impact clothing repurchase intention in social media marketing. The results also highlight that perceived enjoyment has a positive and significant impact on clothing repurchase intention in social media marketing. Therefore, there is a significant impact of consumers' expectations and perceived enjoyment on clothing repurchase intention in social media marketing.

DISCUSSIONS

The SEM results revealed that consumers' expectations and enjoyment play a key role in influencing consumers' repurchase intentions for clothing products in social media marketing. Furthermore, it was found that consumers' expectations had a significant positive impact on perceived enjoyment of purchasing clothes in social media marketing. This confirms the results of the previous literature (Salsabila & Widarmanti, 2023). In addition to that, it was discovered that consumers' expectations had a significant positive impact on clothing repurchase intention in social media marketing. This also confirms the results of the existing literature (Nugroho et al., 2025). Moreover, it was revealed that perceived enjoyment had a significant positive impact on clothing repurchase intention in social media marketing. This finding also confirms the results of the existing literature (Salsabila & Widarmanti, 2023; Putri, 2021).

The SEM model demonstrates that consumers' repurchase intention for clothing is not only driven by their

expectations but also by perceived enjoyment. This aligns with the Expectation Confirmation Theory. Thus, the results confirm that repurchase decisions of clothing products are not only based on rational confirmation of expectations but are also reinforced by enjoyment. This implies that marketers need to manage both consumers' expectations and enjoyment to sustain long-term loyalty.

Although the present study provides valuable insights, there are certain limitations. The sample size is confined to a hundred consumers from Kanniyakumari District. Therefore, the findings of the study cannot be generalised to the entire population. In this study, judgemental sampling was employed to select the respondents. Hence, there is a selection bias because the respondents were chosen based on the judgement that they had made purchases through social media marketing. Additionally, only two factors (expectation and perceived enjoyment) influencing clothing repurchase intentions are analysed in this study. Factors such as trust, satisfaction, perceived usefulness and brand equity were not included. It must also be noted that this study focused only on clothing products. Future research can address these limitations by using larger sample sizes, probability sampling, adding more factors to provide more meaningful results and focusing on other major products. In future, the researchers can also focus on more than one district. Studies can be conducted to analyse the mediating effect of consumer satisfaction in the relationship between expectation, perceived enjoyment and repurchase intention for clothing products in social media marketing.

CONCLUSION

Social media marketing is undoubtedly a dynamic tool for clothing businesses to connect with consumers and maintain strong relationships, build long-term loyalty and satisfy their needs. It aids in providing consumers with an engaging as well as interactive online purchasing experience that is enjoyable and useful at the same time. The current study proved that consumers' expectations and perceived enjoyment had a significant positive impact on clothing repurchase intention in social media marketing. The results confirm the applicability of the Expectation-Confirmation Theory (ECT) in the context of social media marketing. This shows that repurchase decisions of clothing products are shaped not only by the rational confirmation of expectations but also by the hedonic value derived from enjoyment.

The study contributes to consumer behaviour literature by expanding the theoretical understanding of loyalty formation through repeated purchases in social media marketing. The findings of the study provide a basis for clothing businesses and marketers to develop better strategic marketing goals to manage consumers' expectations and enjoyment to sustain long-term loyalty. Eventually, clothing businesses can utilise social media marketing, a dynamic and powerful tool, to sustain consumer relationships, build loyalty and boost consumer satisfaction. Thereby, consumers can have a smoother online purchasing experience that exceeds their expectations

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