

FROM LIKES TO BUYS

THE ROLE OF SOCIAL MEDIA UGC ON FASHION IMPULSE BUYING AND COGNITIVE DISSONANCE

02 AIM & OBJECTIVES

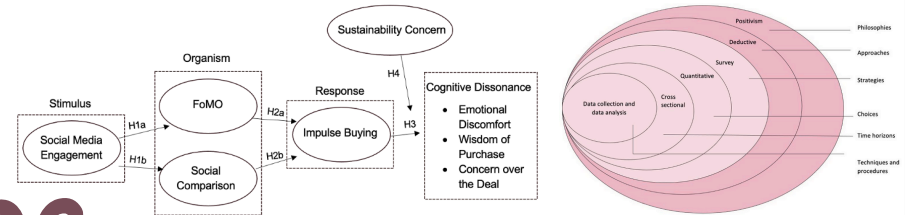
Aim:
To quantitatively examine how social media UGC influences impulse buying behaviour and post-purchase cognitive dissonance among UK-based consumers, with FoMO and social comparison as mediating variables and sustainability concern as a moderating factor.

- Objectives:**
- To assess how UGC engagement affects FoMO and social comparison
 - To investigate how FoMO and social comparison predict impulse buying
 - To evaluate the impact of impulse buying on cognitive dissonance
 - To examine the moderating role of sustainability concern
 - To offer marketing and sustainability recommendations



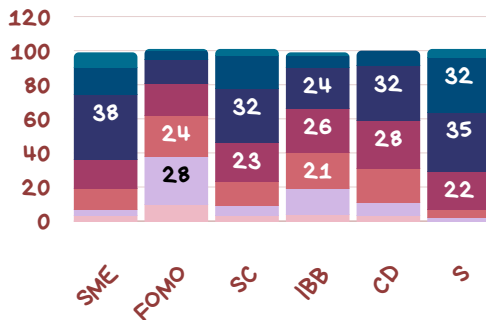
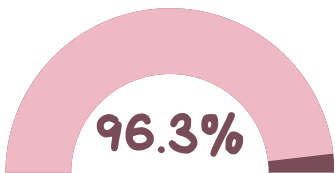
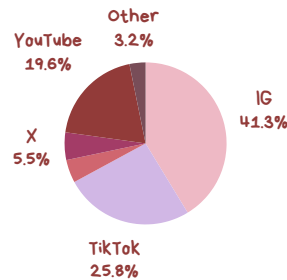
01 CONTEXT & RATIONALE

In the UK's fast-evolving digital fashion landscape, platforms like Instagram and TikTok have become key drivers of impulse buying. Visually engaging content (fit checks, unboxings) triggers emotional responses that bypass rational decision-making. Despite growing sustainability awareness, many consumers still experience post-purchase regret. This study explores how user-generated content (UGC) activates psychological mechanisms like FoMO and social comparison, leading to impulse buying and cognitive dissonance.



04 FINDINGS

- Respondents were predominantly female (66.3%) and aged 18–25 (88%).
- Participants mostly used Instagram (96.3%) and TikTok (60.1%).
- H1a: SME > FoMO (Significant)
- H1b: SME > SC (Significant)
- H2a: FoMO > IBB (Significant)
- H2b: SC > IBB (Not Significant)
- H3: IBB > CD (Not Significant)
- H4: SUS moderates IBB > CD (Not Supported)



03 METHODOLOGY

Positivist, deductive, cross-sectional approach using a quantitative online survey. Data from 243 UK-based participants was analysed using SPSS with multiple regression and moderation analysis. The study ensured validity, reliability, and ethical compliance, with pilot testing and sampling strategies used to ensure rigour and relevance to the UK fashion context.



05 DISCUSSION & IMPLICATIONS

- Emotional engagement (not social comparison) drives impulse buying.
- FoMO is a significant predictor of impulsive purchases.
- Cognitive dissonance occurs post-purchase but isn't directly linked to impulsivity.
- Sustainability concern alone does not reduce regret; ethical awareness may not override emotional behaviour.

- > Design emotionally responsible content that reduces urgency-driven triggers.
- > Integrate "pause" tools (save-for-later, reminders) to delay impulsivity.
- > Collab with ethical influencers to shift focus from trends.
- > Promote digital well-being with self-regulation and conscious engagement.



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