THE ROLE OF ONLINE CONSUMER REVIEW, SOCIAL MEDIA ADVERTISEMENT AND INFLUENCER ENDORSEMENT ON PURCHASE INTENTION OF FASHION APPAREL DURING COVID-19

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ABSTRACT

Recent marketing research focuses on social media marketing as an essential tool for companies to fully utilise particularly with the increase of online and home-based consumption during pandemic. In particular, the authors hypothesize that online consumer review, social media advertisement and influencers endorsement may affect online purchase intention. The investigation of the hypotheses utilizes a sample of 163 customers who shop for fashion apparels via online platform during pandemic. In order to assess the relationships between these variables, the current research used quantitative methods through an online self-administered questionnaire, in which the scale items were derived from existing literature. These results suggest that 'Online Consumer Review', 'Social Media Advertisement', and 'Influencer Endorsement' have a positive and significant correlation with online purchase intention of fashion apparel during pandemic ($r = .25$; $r = .35$; $r = .48$, respectively). The researcher deliberates the implications for marketing research and practice which include addressing the literature gap in understanding online purchase intention of fashion apparel during pandemic and highlighting the importance of social media marketing for companies to survive in the 21st century of online-based consumption and consumer-oriented social media.

Keywords: Online Customer Review; Social Media Advertisement; Influencer Endorsement; Online Purchase Intention; Fashion Industry

1. INTRODUCTION

In response to the coronavirus disease outbreak demonstrated how technology transformed the way we carry out business which led to the unplanned and rapid move to online-based consumption such as online businesses and social media marketing (Dubbelink et al., 2021). Among the current research interest associated with technology during COVID-19 is those research areas related to e-commerce and social media (Yaacob and Gan, 2021). However, due to the global COVID-19 crisis and people losing jobs, fashion apparel might not be the main concern for the consumer, therefore, it has impacted the fashion industry tremendously (Brydges and Hanlon, 2020). In order to overcome these challenges, businesses need to come up with different marketing strategies such as the adoption to social media marketing (Mason et al., 2021). In particular, this calls for us to map and understand the influence of 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' towards online purchase intention of fashion apparel during pandemic.

Business practices and the way we interact has been modernized with the evolution of technology and the influence of social media has altered the operational way in bridging individuals from all over the world closer together (Chatterjee and Kar, 2020). Businesses are extensively embracing the social media content and social networks to advertise their products and services especially due to

technology advancement and the sudden lockdown (Cruz-Cárdenas et al., 2021). Therefore, the author argues that by utilising the aspect of social media such as social media advertisement, online customer review and influencer endorsement, it can offer businesses with a new and effective way to engage with existing customers and reach new ones while permitting them to promote their desired business mission.

Fashion industry is one sector that is thought to be well adapted and natural for social media (Ahmad et al., 2020). Social media has transformed the way customers seek knowledge and make choices as global competitiveness rises because of expanded digitalization. It has given rise to new and innovative marketing tactics, as well as many opportunities for the fashion industry. The fashion industry is a multibillion-dollar multinational enterprise that focuses on designing, producing, and marketing clothing to consumers (Major and Steele, 2021). Social networking has become a trend-setter for society in today's modern age when people spend more time online. Consumers' main source of knowledge is now social media sites, which are now one of the most important marketing tools for fashion brands (Chu and Seock, 2020).

Due to the global pandemic that cause economy recession and people losing their jobs, fashion products may not be the first thing that would come to mind; thus, fashion industry has been impacted significantly (Brydges and Hanlon, 2020). In order to overcome these challenges, businesses should adopt social media marketing strategy to remain presence in the digital world and sustain their sales. In times of economic downturn, businesses must recognize this golden opportunity to maintain their loyal and potential customers, which can be accomplished by utilising the social media marketing (Giannakis-Bompolis and Boutsouki, 2014).

Research into the causal relationships between 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' and online purchase intention of fashion apparel during pandemic remains incomplete. Despite agreement that positive 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' relate positively to consumer behaviour, the way in which these three variables affect online purchase intention during global crisis remains unexplored. So, does a good social media marketing directly enhance online purchase intention? If so, how are 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' causally related to online purchase intention of fashion apparel during pandemic? Previous study has look at this effect individually. Nevertheless, no empirical research to date investigates the direct effects of these three vital constructs simultaneously during global pandemic. This research context is vital and unique as the unplanned lockdown has forced businesses and consumer into online shopping, in which the significant of the constructs might differ pre-pandemic and post-pandemic.

Against this background, this research extends past studies by embedding understanding these constructs in a in a conceptual model that observes the direct effects of social media marketing which consists of 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' on online purchase intention of fashion apparel during pandemic. The results suggest new insights into the role of social media marketing specifically the 'Online Customer Review', 'Social Media Advertisement', and 'Influencer Endorsement' and the effects on key marketing outcome, with significant implications for marketing theory and practice. This study provides significant contribution by confirming the role of mentioned constructs during trial times. This research aims to address the knowledge gaps in marketing literature by presenting a rigorous quantification of the impact of utilising the marketing tools such as to online consumer review, social media advertisements, and influencer endorsement in influencing the online purchase intention of fashion apparel during world crisis.

This research is designed to address two main research questions: 1) what factors are influencing online purchase intention of fashion apparel during COVID-19; and 2) what is the relationship between online consumer review, social media advertisements, influencer endorsement and behavioural intentions towards fashion

apparel during pandemic. By answering these research questions, this research contributes to the existing body of knowledge in two unique ways. First, it suggests a research model that predicts the online purchase intention during pandemic. Although previous studies have suggested various models in predicting online purchase intention, it was in the era of pre-pandemic, the effect of sentiment on the online purchase intention during global crisis remains unexplored. Thus, this research is supposed to offer a novel contribution in this area. Second, this study provides confirmation of the increase important role of online consumer review, social media advertisements, and influencer endorsement in influencing online purchase intention of non-necessity items during pandemic such as fashion apparel, it uncovers a new application of social media marketing constructs for fashion industry during global crisis.

2. Online Purchase Intention

Online shopping, online consumer behaviour, and online purchase intention have been widely studied over the last two decades. Electronic commerce has risen sharply across the world due to factors such as increased internet connectivity, the rise of online payment platforms, and the emergence and increasing entrenchment of social media in human social and professional interactions especially in the time of the COVID-19 crises (Pejić-Bach, 2021). The rise of social media is a particularly noteworthy factor because it has grown with e-commerce and is a direct factor in efforts to increase internet connectivity (Al Amin et al., 2020). The rapid rise of electronic commerce in general and online shopping in particular have caused an increased interest on the subject among researchers. While online purchase intention has similarities to purchase intention in general, there are some unique factors or factors that behave differently in the online environment (Bilal et al., 2021; Peña-García et al., 2020; Jordan et al., 2018; Sethi et al., 2018).

Some of the factors that have been widely researched in relation to online purchase intention are social media advertising (Erlangga, 2021; Park, et al., 2021; Wibowo et al., 2021; Chu et al., 2019), online consumer review (Ventre and Kolbe, 2020; Fong et al., 2018), and influencer or blogger endorsements (Buerano et al., 2021; Lin et al., 2021; Schouten

et al., 2020; Jiménez-Castillo and Sánchez-Fernández, 2019; Lim et al., 2017). The studies that examined the roles of these factors have found a positive and statistically significant relationship between these factors and social media. However, there have been significant changes in recent times that necessitate the present study.

The pandemic has significantly affected consumer behaviour (Eger et al., 2021; Mehta et al., 2020). For one, the pandemic has resulted in a significant shift to electronic commerce and online shopping at the expense of physical shopping. There are suggestions that the changes may be long term and not would not end with the decline of the pandemic (Eger et al., 2021). The pandemic has also highlighted the need for environmental sustainability to prevent future pandemics. This may have a negative impact on unsustainable industries such as the fast fashion industry (Severo et al., 2021). The pandemic has also caused the most significant economic recession in history with implications for non-essential products such as fashion apparel. When considerable changes occur, it is important to reassess whether factors act as they did in new conditions and settings such as the emergency lockdown and global pandemic.

3. Hypotheses

The conceptual model in Figure 1 draws on theories such as social exchange theory and social interaction theory to describe the direct effects of online consumer review, social media advertisement and influencer endorsement towards online purchase intention of fashion apparel during pandemic. Further discussion on the associated theories and the direct effects of each construct are discussed in turn via the sub-sections below.

3.1 Online Consumer Review

Online consumer reviews are defined as the peer-generated evaluations of a product or services in relation to its price, function and usage experience that can be express in the form of text, images, or videos (Zheng, 2021). Previous scholars have classified three review-related issues that are important including the valence of reviews which is related to the overall ratings of the attributes (Wu et al., 2013; Zhang et al., 2013); the volume of reviews which is linked to the large amount of

reviews that might signal the popularity of the products or services (Cui et al., 2012; Wu et al., 2013); and the variation of reviews which related to the dispersion of online reviews (Markopoulos and Clemons, 2013; Park and Park, 2013).

Past research has then demonstrated the impact of online consumer reviews on various consumer outcomes such as consumers' perceptions of brand image (Jalilvand and Samiei, 2012), product choice (Senecal and Nantel, 2004), consumer attitudes (Shihab and Putri, 2019), shopping decisions (Maslowska, Malthouse, and Viswanathan, 2017), sales (Chen, Dhanasobhon, and Smith, 2008), as well as consumer beliefs and participation in online group-buying (Shi and Liao, 2017). To fill the research gap, the current research examines the influence of online consumer reviews on the key consumer outcome variable which is online purchase intention in the perspective of fashion apparel during pandemic.

Online consumer review grows to be progressively more prevalent as it allows online social exchange and information sharing and these social phenomena and economic exchanges are explained by the social exchange theory that suggested that consumers are socially interdependent (Emerson, 1976; Homans, 1958). The sense of communal and online community through knowledge exchange of products or services are develop through various online platforms, thus giving opportunity for novice buyers to depend on other experienced consumers' recommendations (Baber et al., 2016). Studies have also suggested that online consumer reviews are deemed more useful in influencing consumer behaviour than the traditional advertising (Yang and Mai, 2010).

Many businesses have been forced to adopt the practice of providing an avenue for consumer review due to changing consumer preferences who prefer honest and transparent reviews by any worldwide visitors of the company's websites and social media platforms. In response to this, businesses have also changed settings to ensure that only those who have made verified purchases are able to provide reviews for the products (Filieri et al., 2021). Some consumers have reported using only consumer reviews to judge a product and

ignoring professional reviews which many find untrustworthy (Filieri et al., 2021). From these findings, we argue that consumer-oriented social media rely heavily on other individuals' reviews (also termed as e-WOM) when making their purchase decisions especially in regard to the internet and e-commerce era where consumer spend most of their time shopping online (Litvin et al., 2008). We argue that this effect is further intensify during pandemic and unanticipated lockdown where consumer is forced to remain at home and purchase their items online. Consumers are now turning towards opinions and experiences of peer consumers via online platforms as they have limited excess to the physical stores and sales representative. Therefore, we hypothesise:

H1: Online consumer review has a positive and statistically significant effect on online purchase intention of fashion apparel during pandemic.

3.2 Social Media Advertisement

Interactive marketing has recently surfaced as a vital tactic for businesses to develop their brands and draw attention from more consumers. In particular, most advertising expenditures emphasises on online advertisement such as short video ads on social media (Ge et al., 2021; Grewal et al. 2016). Specifically in the period of consumer-oriented social media, this internet-based social platforms encourage businesses and consumers to share information, views, past experiences via social networking sites, content areas, and blogs (Kaplan and Michael, 2010). Since Internet access is widespread and consumers are compelled to shop online during the emergency lockdown, social media advertising has become a successful means of marketing communication. Businesses have acknowledged the significant of social media space and has keenly motivated to promote product awareness through viral marketing on social networks (Kapoor et al., 2016).

The present research argue that this is most common form of social media marketing that are adopted more during the pandemic as the social media advertisement provide high level of attractiveness and sociability for their users (Swani et al. 2017; Wu 2016). This is because the vividness, interactivity and emotionality aspect of social media advertisement can

foster consumer sociability behaviour which allow them to like, comments and shares on their social media platforms such as Facebook and Instagram (Vaiciukynaite, Massara, and Gatautis, 2017). In line with the social interaction theory, this theory provides the fundamental explanations of the socialization characteristics of social media advertising (Ge et al., 2021). This social media advertisement is especially important as 65% percent of people use social media from their mobile devices (Digital in Global Overview, 2017). However, advertisement, which can influence customer behaviour in an interactive environment, is a major focus of social media marketing (Alalwan et al., 2020).

According to an investigation of the use and utility of social media ads, there is a strong association between social media advertising and advertising product purchasing intention (Kamboj et al., 2018). Prior studies such as Shareef et al. (2019) has conceptualised advertising value and consumer attitudes towards advertisement in which the authors reveal favourable influence of the source of adverts on credibility perception. Whilst Ge et al. (2021) examine the positive effect of social media advertisement in specific context of brief video advertisements on product sales.

On the other hand, Iqbal and Khan (2021) explore the positive impact of social media marketing activities on brand equity. However, the current study contributes to the field by shedding lights into the impact of social media advertisement on the key consumer outcome variable which is online purchase intention. So far, no research has explored the influence of social media advertisement on online purchase intention in the context of fashion apparel during pandemic. Thus, the second hypothesis of this study is proposed as follows:

H2: Social Media Advertisement has a positive and significant influences on online purchase intention of fashion apparel during pandemic.

3.3 Influencers Endorsement
Businesses all over the world are now utilizing social media influencer marketing as a valuable marketing tool to promote their brands. This approach is achievable by the widespread acceptance and popularity of social media platforms such as Instagram,

Facebook, and YouTube, which enabled not only the celebrities and opinion leaders to endorse a brand but also for ordinary individual to become social media influencers (Khamis et al., 2017). Influencer marketing can be further enhanced to become incredible lucrative alternative to conventional advertisements and traditional social media advertising as the internet becomes more like a common place for global audiences. As an example, politicians make use of celebrities in setting up their political agendas, whilst marketers employ celebrities to promote their products and services; hence, endorsement has always been a powerful marketing tool for swaying public opinion (Awobamise and Jarrar, 2018).

The theory has always been that when these celebrities and selected influencers are seen as role models, the public are more likely to trust them and persuaded to support their recommendations. In turn, endorsements assist in the process of development and maintenance of a positive image for a brand, in many cases, it is considered cost-effective and reliable (Awobamise and Jarrar, 2018). For instance, influencers are viewed as the recent forefront of social trends who design innovative ideas, concepts or contents that could attract the interest of social media users.

Studies conducted by Zeren and Kapukaya (2021) has reported the effect of influencer endorsement on Instagram by conducting a content analysis of the posts shared by the influencers. Hermanda et al. (2019) has investigate the social media influencers influenced on brand image, self-concept, and the purchase intention, however, the research was done in the perspective of cosmetic products only and they found significant negative effect of social media influencer on purchase intention.

Nevertheless, the research on the usefulness of influencer endorsement on online purchase intention are still inadequate (Dwidienawati et al., 2020). Although the notion of somebody 'influential' may perhaps be compelling, there is not enough evidence indicating that influencers endorsement significant influencing the online purchase intention of fashion apparel especially during emergency lockdown and global pandemic. Therefore, the current study aims to confirm and provide

empirical data to support the correlation between influencer endorsement and online purchase intention. Based on these arguments, the third hypothesis of this study is suggested as follows:

H3: Influencer's endorsement has a positive and significant influences on online purchase intention of fashion apparel during pandemic.
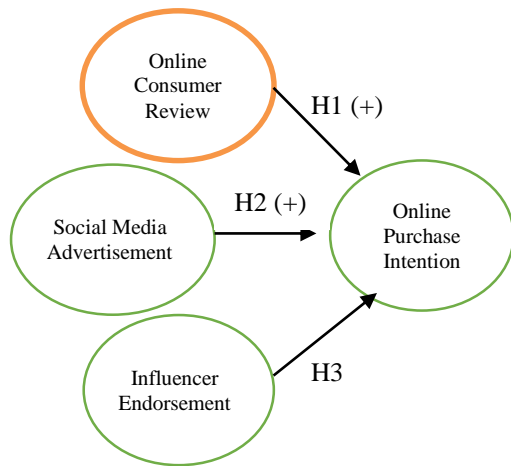
Figure 1. Conceptual Model

4. Method
4.1 Data collection and measures
In order to examine the associations between these variables, the current study used quantitative methods through a self-administered questionnaire (i.e., web-based survey), in which the scale items were derived from existing literature.

A total of 163 completed questionnaires were received from diverse respondents comprise gender (35% male and 65% female), age (8% below 18; 84% within 18-24; 7% within 25-44), nationality (3% African; 1% Arab; 26% Bangladeshi; 1% British; 6% Indian; 12% Indonesian; .6% Korean; 44% Malaysian; 1% Maldivian; 1% Nepalese; 4% Pakistani; .6% Tanzanian), education (20% high school and below; 74% Bachelor; 4% Master and above), employment (89% students; 10% non-students), income (80% less than RM2000; 20% more than RM2000) (see Table 1). It is useful to collect information about a sample's socio-demographic profile because this helps to generate an understanding of the characteristics of the sample (Pallant, 2010).

Table 1. Sample Profile (n=163)

Descriptions (n=163)	Frequency	Percentage (%)
Gender		
Male	57	35
Female	106	65
Age		
18 and below	14	8.6
18-24 years old	137	84
25-44 years old	12	7.4
Nationality		
African	5	3.1
Arab	2	1.2
Bangladeshi	43	26.4
British	2	1.2
Indian	9	5.5
Indonesian	19	11.7
Korean	1	.6
Malaysian	71	43.6
Maldivian	2	1.2
Nepalese	2	1.2
Pakistani	6	3.7
Tanzania	1	.6
Highest Education		
Less than high school	2	1.2
High School	32	19.6
Bachelor's Degree	121	74.2
Master's Degree	5	3.1
Doctorate Degree	3	1.8
Employment		
Unemployed	1	.6
Student	146	89.6
Self-employed	6	3.7
Part-time employed	7	4.3
Full-time employed	3	1.8
Income		
Below RM1000	79	48.5
RM1000 – RM2000	51	31.3
RM2000 – RM3000	16	9.8
RM3000 – RM4000	6	3.7
Above RM4000	11	6.7

In this research, we devise the measurement items in relative to the constructs in the conceptual model. All constructs are adopted and conceptualized from established literature. Participants were brief to answer all the question items in the context of fashion apparel during pandemic. First, we adopted seven items to assess the construct of online consumer review with reference to Park and Lee (2009). Second, we utilize five items to exhibit social media advertisement from Park and Lee (2009). Next, we recognize four items to evaluate construct of influencer endorsement from present research (Wang, Kao, and Ngamsiriudom, 2017). Finally, we adopted four items to determine the construct of online purchase intention in accordance with scholar such as Alalwan (2018). All constructs and items appear in Table 3.

4.2 Measurement evaluation, reliability, and validity
In this study, the authors perform exploratory factor analysis (EFA) to guarantee the factor structure using maximum likelihood analysis and promax rotation to refine the measurement items for all constructs. All the reflective latent factors were included in the EFA. A factor is maintained as a construct if its eigenvalue is greater than 1.0 (Hair et al., 2010).

The results converged in four iterations. The four-factor model explained 65.673% of the variance, which met the criteria, as results above 60% are ideal. The next step was to determine the appropriateness of data (adequacy) by examining the Kaiser-Meyer-Olkin (KMO), Bartlett's Test of Sphericity and the communalities results. The results of the KMO and Bartlett's Test were ideal and acceptable (0.848) with a significant p-value (see Table 2). The KMO result is above the required cut-off level in accordance to suggestion by Hair et al. (2010). These results indicate the suitability of the factor analysis technique for all the items in the present study. The communalities extraction loadings were also above 0.50 (ranging from 0.514 to 0.831).

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.848
Barlett's Test of Sphericity	Approx. Chi-square	2313.101
	df	190
	Sig.	.000

We also use EFA to assess construct validity specifically the convergent validity and discriminant validity. As indicated in Table 3, all the factor loadings of the measurement items are significantly greater than 0.50, which is above the threshold needed for convergent validity, thus validate the convergent validity of the four constructs in the conceptual model (Anderson and Gerbing, 1988; Bagozzi et al., 1991).

In addition, the average variance extracted (AVE) for each variable vary between 0.61 to 0.94, surpassing the acceptable level (Hair et al., 2010). In addition, all constructs accomplish discriminant validity, as the variance extracted by the factors is greater than the squared correlation between them and there are no major cross-loadings or strong correlations between constructs (Fornell and Larcker, 1981). The findings indicate that variables of a similar nature load together on the same factor.

The Cronbach's alpha (α) value of a construct is employed to evaluate construct reliability. As indicated in Table 3, the alpha values are larger than 0.70 as suggested by Hair et al. (2010), indicating excellent consistency in the responses. The Cronbach's alpha of each construct is ranged between 0.8 to 0.9. The closer the coefficient is to 1.0, the greater is the internal consistency of the construct in the scale. Therefore, the reliability of each variable is established. Table 3 displays the constructs, items, and the results of EFA including factor loading, Cronbach's alpha (α), composite reliability (CR) and average variance explained (AVE).

Table 3. Construct, measurement items, reliability, and validity estimates

Construct	Item	Description	Factor loading	Corrected item-total correlation	Cronbach's Alpha (α)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Online consumer review (OCR)	OCR 1	Online consumer reviews are beneficial to me	.693	.679	.894	0.914	0.604
	OCR 2	I read online consumer reviews frequently	.738	.698			
	OCR 3	I often search consumer reviews on the Internet	.757	.695			
	OCR 4	I refer to online consumer reviews whenever I need information on companies or goods	.805	.699			
	OCR 5	I am influenced by online consumer reviews when I choose a product	.819	.771			
	OCR 6	I rely on online consumer reviews when I purchase products	.679	.653			
	OCR 7	Online consumer reviews crucially affect my choice of product	.730	.711			
Social media advertisement (SMA)	SMA 1	Social media advertising is relevant to me	.717	.684	.919	.919	.695
	SMA 2	Social media advertising is important to me	.895	.796			
	SMA 3	Social media advertising means a lot to me	.897	.839			
	SMA 4	I think social media advertising fits to my interests	.801	.802			
	SMA 5	I think social media advertising fits with my preferences	.853	.839			
Influencer endorsement (IE)	IE 1	I bought a product online under the influence of an influencer	.533	.682	.834	.848	.585
	IE 2	I would continue buying some product online from the market irrespective of the act of advertisement the	.411	.511			

	IE 3	I will buy a product online if the influencer I like started endorsing it	.883	.757				
	IE 4	Influencers help me to remember a brand	.959	.713				
Online Purchase Intention (OPI)	OPI 1	I will buy high street clothing via online platform	.872	.843	.932	.925	.755
	OPI 2	I am likely to buy high street clothing via online platform	.913	.860			
	OPI 3	I have the desire to buy high street clothing via online platform	.836	.816			
	OPI 4	I plan to purchase high street clothing via online platform	.897	.843			

Tests were also conducted to examine the common method bias. Common method bias can be avoided or reduced in several ways, for example by ensuring appropriate levels of discriminant validity and taking measure to avoid issues such as socially desirable responses (Straub et al., 1995; Podsakoff et al., 2003; Williams et al., 2003). To lessen the common method bias, firstly, data were gathered from diverse participants' backgrounds and regions. Next, the appropriate levels of discriminant validity were examined in EFA. The questionnaire was also carefully designed in a manner that minimised the risk of socially desirable responses, for example, by reassuring respondents that there were no right or wrong answers, ensuring anonymity and confidentiality, and stating that the completion of the questionnaire was voluntary. Questions were solely based on the participants' own experiences and the researcher avoided any hypothetical questions. In addition, to deal with the issue of common method bias, the research employed procedures suggested by Podsakoff et al. (2012) and Mackenzie and Podsakoff (2012) such as proximal separation of independent and dependent variables and ensuring that the questions were worded concisely and that they were specific and straightforward. Statistical methods were also used to reduce common method bias. The commonly used technique is Harman's single factor test technique (Podsakoff, et al. 2012). This test was conducted in SPSS to statistically determine whether common method bias exists, as suggested by Podsakoff et al. (2012). As a result, 25% of the variance was reported in the extraction sums of squared loadings, concluding that although there was considerable variance explained by a single factor, it was not a major cause of common method bias. Variance loaded on one factor was satisfactory with a result of less than 50% (Podsakoff et al., 2012).

4.3 Hypotheses Testing
As shown in Table 4, the findings from this study indicates that online customer review (r = .27) have a positive and significant correlation with online purchase intention of fashion apparel during pandemic. Similarly, social media advertisement' (r = .35) have a positive and significant correlation with online purchase intention of fashion apparel during pandemic. Whereas influencer endorsement (r = .47) has the highest positive and significant correlation with online purchase intention of fashion apparel during pandemic as compared to online customer review and social media advertisement.

Table 4. Correlations between constructs

		Online Consumer Reviews	Social Media Advertisement	Influencer Endorsement	Online Purchase Intention
Online Consumer Reviews	Pearson Correlation	1	.278**	.114	.250**
	Sig. (2-tailed)		.000	.148	.001
Social Media Advertisement	Pearson Correlation	.278**	1	.460**	.347**
	Sig. (2-tailed)	.000		.000	.000
Influencer Endorsement	Pearson Correlation	.114	.460**	1	.474**
	Sig. (2-tailed)	.148	.000		.000
Online Purchase Intention	Pearson Correlation	.250**	.347**	.474**	1
	Sig. (2-tailed)	.001	.000	.000	

**. Correlation is significant at the 0.01 level (2-tailed)

Table 5 summarise the findings of the path coefficients analysis. Firstly, the researcher examined the hypotheses relating to the relationships between online consumer review and online purchase intention (Hypotheses 1). As hypothesised in H1, online consumer review is significantly and positively related to online purchase intention (β = .172; p < .01). Surprisingly, rather than as hypothesised in H2, social media advertisement does not relate with online purchase intention (β = -.115; p = .146). Therefore, Hypothesis 1 is accepted, while Hypothesis 2 is rejected. On the other hand, as hypothesised in H3, influencer endorsement is strongly significantly and positively related to online purchase intention (β = .401; p < .001). Hence, Hypothesis 3 is accepted.

5.0 Discussion and implication
The results from this research suggest that 'Online Consumer Review', 'Social Media Advertisement', and 'Influencer Endorsement' have a positive and significant correlation with online purchase intention of fashion apparel during pandemic (r = .25; r = .35; r = .48, respectively). However, based on the path coefficient (direct effects) analysis, the findings reveal that there is a positive and significant relationship between online consumer review and online purchase intention, as well as influencer endorsement and online purchase intention. Nevertheless, the influence of social media advertisement on online purchase intention could not be verify in this study.

Firstly, the positive and significant relationship between online consumer review

Table 5 Path Coefficients (Direct effects)

Hypotheses	Path Description	Standardized Coefficient (β)	Critical Ratio (T-value)	Results
H1	Online Consumer Review → Online Purchase Intention	.172	2.439**	Supported
H2	Social Media Advertisement → Online Purchase Intention	.115	1.462 (ns)	Rejected
H3	Influencer Endorsement → Online Purchase Intention	.401	5.270***	Supported

R-squared values of endogenous variables (statistical power): Dependent Variable (Online Purchase Intention): .273. *** p<0.001; ** p<0.01; * p<0.05, ns=not significant

and online purchase intention of fashion apparel during pandemic is found due to the vital role of online consumer review as the highly influential communication tools in 21st century. Subsequently, online consumer reviews should be managed in an correct way and should be integrated in communication marketing strategy of all businesses. As a result, the current research confirmed the link between online customer reviews and online purchase intention during pandemic as suggested by researcher's findings prior to pandemic (e.g., Chen et al., 2011). Marketers and managers are given empirical help to determine how they may first influence favourable online customer reviews and then effectively utilize them to meet their sales objectives. The findings are useful owing to consumers' purchasing power and the spread of mobile electronic computer devices as major marketing and information consumption devices. Marketing team should assess the online consumer reviews frequently to acquire a clearer understanding of the consumer needs that the customers have, however, they should further utilise the online consumer review to favour their business profitability by monitoring and ensure that the reviews are genuine and address negative reviews to avoid the negative fire to escalate. This is because online customer reviews are accessible to anybody who visits the website, and any visitor can see the reviews of other consumers for a certain products or services. Alalwan (2018) indicated that due to shifting customer preferences, many firms have been obliged to embrace the practice of offering an outlet for consumer evaluation after the purchase. Businesses should therefore alter their settings to guarantee that only genuine individuals who have completed and confirmed their purchases are able to share their experiences and reviews (Chu et al., 2013).

Secondly, the findings reveal that influencer endorsement have a significant and positive impact on the online purchase intention of fashion apparel during pandemic. The study revealed that customers often buy online products under the influence of an influencer. As the internet is becoming more widely used, influencer marketing may not only survive but also thrive as a viable alternative to traditional commercials. The current study reported that among the three constructs, influencer endorsement has the highest standardised coefficient (β=.401), which signify the relevant of this variable in influencing online purchase intention of non-necessity items such as fashion apparel during the emergency lockdown and global pandemic. These findings are concurrent with authors suggestion such as Dwidienawati et al. (2020), as well as Awobamise and Jarrar (2018) who noted that influencer endorsement is a significant marketing strategy for changing public opinion especially the online consumers as the endorsement aid in the maintenance and upkeep of a favourable image for a brand. It is also apparent from the current findings that consumer still buy non-essential items such as fashion apparel despite the economic downturn and recession cause by the global crisis in which individuals lose their jobs, half-cut salary, downsizing their spending in the midst of the uncertain pandemic. Businesses should therefore further employ this marketing tool specially to target the younger population who are highly prone to be social media centric as they would have favourable behaviour towards the brand that their role model is endorsing (Khamis et al., 2017). Awobamise and Jarrar (2018) noted that even though social media influencers have an impact on customer purchasing decisions, their inventiveness and ability to communicate brand messaging is also a key factor. Therefore, the company's selection of the influencer is crucial as they should possess role-model attributes that congruence with the company's brand image.

Finally, the most surprising findings indicate that social media advertisement have non-significant influence on the online purchase intention of fashion apparel during pandemic. The current study indicates that social media advertising is insignificant and irrelevant influencing the consumer intention to purchase. Despite the positive influence of this construct on consumer behaviour suggested by past studies (e.g., Kamboj et al., 2018; Shareef et al., 2019; Ge et al., 2021), the current study could not confirm the positive effect influence of social media advertisement. Perhaps it might be applicable in the pre-pandemic era or in different research context and settings. Nevertheless, marketers should explore other marketing strategy that could further influence consumer behaviour which is useful for the company's profitability and

growth such as the role of affiliate marketing, lifestyle marketing or search engine marketing (Suryanarayana et al., 2021; Dwivedi et al., 2017; Devi, 2016; Sathish and Rajamohan, 2012; Dou et al., 2010; Nyagadza, 2020; Angeloni and Rossi, 2021).

5.1 Conclusion and limitation
This study acknowledges several limitations. First and foremost, the proposed conceptual model stems from extant research without the assistance of the qualitative exploration. By adopting in-depth interviews or focus group with online consumers and managers may perhaps offer further insights that existing literature did not capture (Song et al., 2008). Next, the current study concentrates solely on the social media marketing facets such as online customer review, social media advertisement and influencer endorsement as independent variables in social media marketing–outcome relationship. The propensity of other constructs not mentioned in the model could significantly affect online purchase intention of fashion apparel during pandemic. The results might also vary during post-pandemic which may possibly lead to contradicting findings. Future scholars should therefore continue to take into consideration these crucial matters.

It is vital for businesses to examining their marketing strategy related to online consumer reviews, social media advertisement and influencer endorsements on how it can influence online purchase intention which then allow marketers to plan their recovery strategy from the effects of the pandemic on fashion industry more effectively. Over the last decade, high street fashion shops have been closing due to a loss of consumer interest (Hubbard, 2017). The pandemic has accelerated this trend with many shops closing during the pandemic (Brydges et al., 2020). For the fashion apparel to survive in this economy downturn, marketers need to understand current consumer preferences and adapt to these demands through effective marketing strategy. Hence, by examining the effects of these social media marketing approaches on online purchase intention, the findings from this study will serve as an important contributor to the body of knowledge and managerial implications.

In particular, this study will provide avenue for the fashion industry to re-adjust their marketing strategy towards online approaches in order to continue to survive and prosper. It will also help businesses to understand how the online marketplace has been transformed by the prevailing Covid-19 pandemic. Other businesses can also benefit in this regard by encouraging online consumer reviews and adopting influencer endorsement as demonstrate by the findings of this study on the substantial impact towards the likelihood of purchasing the product.

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