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AN ASSESSMENT OF THE EFFECT OF SOCIAL MEDIA
INFLUENCED MARKETING MIX ON CUSTOMER RETENTION
IN THE CLOTHING INDUSTRY. A CASE OF MUTARE IN
ZIMBABWE

BY

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A DISSERTATION/THESIS SUBMITTED IN PARTIAL FULFILLMENT OF
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Abstract

This study delves into the critical relationship between social media marketing and customer retention within the clothing sector of Mutare, Zimbabwe, highlighting the persistent challenge of high customer attrition despite the widespread adoption of social media platforms for marketing purposes. It aims to identify how various aspects of the marketing mix (product promotion, pricing strategies, product placement, and product choice) affect customer loyalty in this competitive landscape. The study employs a mixed-methods approach, combining quantitative surveys with qualitative interviews, focusing on clothing retailers in Mutare's Central Business District (CBD) to gather comprehensive data. Key findings indicate a significant positive correlation between social media promotions and customer retention, suggesting that effective engagement through promotional campaigns can enhance customer loyalty. Additionally, the research highlights that pricing strategies employed on social media have a notable impact on consumer behavior, as perceived value and authenticity play crucial roles in purchasing decisions. In contrast, the influence of product placement and product choice through social media is found to be minimal, indicating that while awareness can be raised, it does not necessarily translate into increased loyalty or repeat purchases. Consequently, the study underscores the necessity for clothing retailers to refine their promotional tactics and pricing strategies on social media to better connect with and retain customers. Recommendations for practice include the development of targeted marketing campaigns that resonate with specific demographics and fostering transparent communication to build trust with consumers. Ultimately, this research contributes valuable insights to both industry practitioners and policymakers, advocating for optimized social media marketing strategies that can effectively enhance customer retention and drive long-term success in the clothing sector.

Key words: Marketing mix, product promotion, product pricing, product place, product choice, consumer retention.

Declaration

I declare that this dissertation is my original work except where sources have been cited and acknowledged. The work has never been submitted, nor will it ever be submitted to another university for the award of a degree.

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Acknowledgments

I acknowledge the tireless effort of my supervisor and the spirited motivation from my family and friends.

Dedication

I dedicate this work to my family and friends

List of Acronyms and Abbreviations

CBD – Central business district

SME – Small to medium enterprises

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CHAPTER 1: INTRODUCTION

1.1 Introduction

This study focuses on the effect which social media influenced marketing strategies have on customer retention. The increasing adoption and use of technology in the market has brought radical change, and a vast amount of options for consumers leading to a challenge in consumer retention. In that regard, the following study undertakes to explore and investigate the impact which social media influenced marketing has had on the consumer retention taking specific interest into the clothing sector. This chapter marks the beginning of the study and reveals underlying information regarding the research problem, objectives and hypotheses of the study. The chapter gives introductory information to disclose the intentions of the study and the interest therein.

1.2 Background to the Study

Globally, social media has revolutionized marketing strategies, particularly in the clothing industry. Platforms such as Facebook, Instagram, and WhatsApp have become essential tools for engaging consumers, showcasing products, and building brand loyalty. With over 4.6 billion users worldwide (Hanaysha, 2017), social media provides brands with a vast audience to influence. Research indicates that brands utilizing social media effectively can enhance customer retention through personalized interactions and community-building efforts (Othman et al., 2021). For instance, visually-driven platforms like Instagram allow brands to present their

products in lifestyle contexts, making them more appealing to consumers. This visual marketing fosters emotional connections, as consumers see how products fit into their lives. Moreover, the immediacy of social media facilitates real-time feedback from customers, enabling brands to adapt their offerings quickly. This responsive approach enhances customer satisfaction and loyalty. Additionally, social media allows for targeted advertising, ensuring that promotions reach specific demographics based on preferences and behaviors. Such tailored marketing efforts are crucial for retaining customers in a competitive global market. In summary, the integration of social media into marketing has not only changed how brands promote their clothing lines but has also established new avenues for building lasting relationships with consumers, ultimately driving customer retention.

In Africa, social media's influence on the marketing landscape is rapidly expanding, particularly within the clothing sector. The African Development Bank (2021) reports that the continent has one of the highest growth rates for social media usage, with platforms becoming vital for business operations, especially for small and medium enterprises (SMEs). In countries like Nigeria and Kenya, retailers are increasingly using social media to engage with consumers, showcase new collections, and respond to customer inquiries (Ahmad & Buttle, 2021). The interactive nature of platforms like Facebook and Instagram allows brands to gather valuable insights into consumer preferences, enabling them to tailor their product offerings accordingly. For example, brands can post polls or solicit feedback on new designs, fostering a sense of involvement among customers. This engagement not only enhances brand loyalty but also encourages repeat purchases, as consumers

feel their opinions are valued. Furthermore, social media marketing enables African clothing brands to reach a broader audience, transcending geographical limitations that traditional marketing methods often impose (Othman et al., 2021b). Studies indicate that effective social media strategies can lead to significant increases in customer retention rates, as consumers develop emotional connections with brands that actively engage them (Othman, 2024). By leveraging social media for targeted promotions and personalized communication, African retailers can navigate market challenges and foster long-term customer relationships.

In Southern Africa, the impact of social media on marketing strategies is increasingly significant, particularly in the clothing industry. Countries like South Africa and Zimbabwe have seen a notable surge in social media usage, with brands recognizing its potential for reaching younger, tech-savvy consumers. Research by Mdletshe (2023) highlights that clothing brands actively engaging on platforms like Instagram and Facebook report higher customer retention rates. This trend is largely attributed to the ability of brands to create visually appealing content that resonates with consumers. In Southern Africa, where traditional retail channels may be less accessible for many consumers, social media serves as a crucial touchpoint for brands to connect with their audiences (Amankwah & Asare, 2019). Moreover, the interactive nature of these platforms allows for real-time communication, enabling brands to respond promptly to customer inquiries and feedback. This responsiveness is critical in building trust and loyalty among consumers. Additionally, Southern African retailers are leveraging social media to showcase promotional offers, exclusive discounts, and limited-time collections, further incentivizing customer engagement (Rodrigo et al., 2024). The integration of social

media into marketing strategies has thus become a vital component for clothing retailers in the region. By effectively utilizing social media, brands can not only enhance their visibility but also foster deeper relationships with consumers, ultimately driving customer retention in an increasingly competitive market.

Focusing on Zimbabwe, the clothing industry faces distinct challenges, including economic instability and restrictive access to traditional marketing channels. However, social media presents significant opportunities for retailers to connect with consumers effectively. Research shows that Zimbabwean consumers are increasingly turning to platforms like Facebook, Instagram, and WhatsApp for fashion inspiration and shopping (Kanyoro, 2018). These platforms not only allow retailers to showcase their products but also foster direct engagement with customers, enabling brands to receive instant feedback and adjust their marketing strategies accordingly. For instance, clothing brands can use social media to conduct polls or surveys, allowing consumers to express preferences regarding styles and pricing. This customer-centric approach enhances brand loyalty, as consumers feel their opinions are valued (Cheserem, 2016). Additionally, retailers utilizing social media can communicate pricing strategies and promotional offers more effectively, reaching a wider audience than traditional marketing methods would allow. The ability to leverage social media for targeted marketing campaigns is especially crucial in Zimbabwe's competitive landscape, where consumer preferences can shift rapidly. By integrating social media into their marketing mix—through product showcases, competitive pricing, strategic placement, and engaging promotions—clothing retailers can significantly improve customer retention (Mudondo & Govender, 2023). Ultimately, understanding how social media influences these

marketing elements is essential for brands aiming to thrive in Zimbabwe's evolving clothing market, making this study particularly relevant.

In Mutare, the situation is still the same as the Zimbabwean situation with much shift in the marketing of products towards online and social media platforms. The main advantage of social media marketing is the ability to reach a wider audience almost instantaneously (Viriri et al., 2025). This leverage allows businesses to access the market easily and at low cost with high efficiency. The main challenge being face which has motivated the study is that despite there being social media platforms there are challenges in customer retention. Reaching out to the market is easy, but retaining customers is hard because of the high competition which social media has brought about. Conmen, scammers and other criminals are lurking on social media making people more cautious on online marketing, also it is very easy for one to compare prices and get alternative or substitute products leading to very intense competition (Matanhire et al., 2021). As such, retaining customers remains a challenge despite the advent of social media influenced marketing mix in the clothing sector in Mutare. Due to this, the study has developed the below statement of the problem which the study seeks to address.

1.3 Statement of the Problem

The use of social media in the marketing mix of clothing sector entities has given advantages in reaching out to the market. However, the problem is that the use of social media marketing has also led to the increased intense competition which has created a persistent challenge in customer retention. There is high customer attrition

because of the ease of customers to switch from one supplier to the next because of how easy it is to utilise social media marketing platforms. Therefore, the aim of this study is to explore the conundrum with social media influenced marketing mix in the clothing sector and how it can be leveraged to curb the problem of customer retention.

1.4 Research Objectives

1.4.1 To investigate if product promotion of clothing through Meta social media platforms (Facebook, WhatsApp, WhatsApp for Business and Instagram) has improved customer retention (repeated sales) in the past 3 years in Mutare CBD.

1.4.2 To explore if pricing strategies (discounts, premium prices, etc) used on Meta social media platforms by clothing sector retailers have increased customer retention (repeated sales) in the past 3 years in Mutare CBD.

1.4.3 To determine the effect of Meta influenced product placing in the clothing sector has improved customer retention (repeated sales) in the past 3 years in Mutare CBD.

1.4.4 To ascertain the use of Meta social media platforms in the choice of clothing products has improved the customer retention (repeated sales) in the past 3 years in Mutare CBD.

1.5 Research Questions

1.5.1 Has product promotion of clothing products through Meta social media platforms improved customer retention in the past 3 years in Mutare CBD?

1.5.2 Which pricing strategies used on Meta social media platforms by clothing sector retailers have increased customer retention in the past 3 years in Mutare CBD?

1.5.3 What is the effect of Meta influenced product placing in the clothing sector on customer retention in the past 3 years in Mutare CBD?

1.5.4 Which role does Meta influenced product placing have on customer retention in the past 3 years in Mutare CBD?

1.6 Assumptions/Hypotheses

The study came up with the following assumptions:

H0: There is no statistically significant relationship between social media influenced marketing mix strategies and consumer retention in the clothing sector in Mutare CBD

H1: There is a statistically significant positive relationship between social media influenced product promotion and consumer retention in the clothing sector in Mutare CBD

H2: There is a statistically significant positive relationship between social media influenced product pricing and consumer retention in the clothing sector in Mutare CBD

H3: There is a statistically significant positive relationship between social media influenced product placing and consumer retention in the clothing sector in Mutare CBD

H4: There is a statistically significant positive relationship between social media influenced product choice and consumer retention in the clothing sector in Mutare CBD

1.7 Significance of the Study

The following section shows the significance of the study to the various stakeholders of the study.

1.7.1 Theoretical Significance

This study contributes to the existing body of knowledge by integrating theories of consumer behavior and marketing mix. It enhances understanding of how social media can modify traditional marketing theories in the context of customer retention.

1.7.2 Policy Significance

Insights from this research can inform policymakers in Zimbabwe about the importance of supporting digital marketing initiatives, which can stimulate economic growth in the clothing sector.

1.7.3 Practical Significance

For clothing retailers, this study provides actionable insights into effectively utilizing social media as a tool for enhancing customer loyalty, which is crucial for business sustainability.

1.8 Delimitation of the study

The study delimited its scope in the following manner:

1.8.1 Geographical Delimitation

The focus of the study was delimited to clothing sector entities operating from Mutare CBD only.

1.8.2 Theoretical Delimitation

The study delimited the theoretical foundation of the study to the consumer behaviour theory, the marketing mix theory and the social media marketing theory only.

1.8.3 Methodological Delimitation

The study delimited the scope of the methodology to pragmatism. This delimitation allowed the study to focus on addressing the research problem and answering the research questions in the most relevant manner to bring a solution to the observed problem.

1.9 Limitation of the Study

The study was limited in its attempt to secure comprehensive interviews with business owners at the time of the study because they had busy schedules. To circumvent this limitation, the study used triangulation of research sources through using a questionnaire and an interview guide to gather data comprehensively.

1.10 Chapter Summary

This chapter showed the background upon which the study was based. The chapter showed the research problem which stated that the clothing sector in Mutare is not benefiting to its fullest as they use social media marketing. Therefore, the rest of the chapter focused on exploring how the study sought to address this issue. The following chapter focused on the literature review of the study.

CHAPTER 2: REVIEW OF RELATED LITERATURE

2.1 Introduction

The previous chapter focused on discussing the introductory information for the study including showing the research problem and the objectives of the study. This chapter focuses on discussing the literature review of the study. The chapter focuses on showing the theoretical framework of the study, the empirical literature and the conceptual framework of the study.

2.2 Theoretical Framework

The following section discusses the theoretical framework of the study. The study chose three key theories upon which the study was based and these were the consumer behaviour theory, the marketing mix theory and the social media marketing theory.

2.2.1 Consumer Behavior Theory

The consumer behaviour theory (CBT) posits that consumer decisions are influenced by a variety of psychological, social, and emotional factors. The theory proposes that the consumer is complex and multidimensional (Munyoro & Madzinga-Kusena, 2024). The theory touches on how individuals, groups, organisations and society choose or interact with products following specific beliefs, experiences and needs. By so doing, the theory posits how the approach to buying is complex and interactive using perceptions and impression often imprinted into

humans through nature and experiences (Kajongwe et al., 2020). Understanding this theory leads to understanding the underlying drivers of consumption and buying behaviour in the market.

This theory is particularly relevant in the context of social media, where peer reviews, social interactions, and user-generated content significantly shape perceptions and preferences (Duffet & Wakeham, 2016). Understanding these influences is crucial for clothing retailers, aiming to enhance customer retention through targeted marketing strategies.

2.2.2 Marketing Mix Theory

McCarthy (1960) emphasizes the importance of the four Ps (product, price, place, and promotion). This theory provides a comprehensive framework for analyzing how social media can modify each element of the marketing mix. For instance, social media allows for dynamic pricing strategies and targeted promotions that can attract and retain customers. This theory forms the essential elements of the study and illustrates how interconnected the marketing process is and how it is not limited merely to selling (promotion and advertising of products) as argued by Aransiola & Sarah (2025). This theory underpins the concept of marketing which this study focuses on as the study shows how a combination of the marketing mix elements in the social media context can lead to an increase in the customer retention of the clothing sector in the study's clothing sector context. By integrating social media into the marketing mix, retailers can tailor their offerings to meet consumer needs and preferences more effectively.

In the contemporary era, the marketing mix approach has also shifted towards the 4 Es of marketing which include experience, exchange, everyplace and evangelism. This is a different approach to the issue of marketing and offers a more customer-centric approach than the 4Ps. The 4 Es of marketing offer a modern, customer-centric alternative to the traditional 4 Ps (Product, Price, Place, Promotion) of the marketing mix (Liu et al., 2020). This framework prioritizes building relationships and enhancing customer experiences in today's dynamic digital landscape (Fuchs, 2021).

Experience emphasizes the overall customer journey and the emotional connection a customer has with a brand, rather than just the features of a product. It involves creating memorable and engaging interactions through excellent customer service, user-friendly interfaces, and consistent brand messaging across all platforms (Pine & Gilmore, 2019).

Exchange shifts the focus from price to value, highlighting the mutual benefits derived from transactions between the brand and the consumer. Businesses should concentrate on providing value that extends beyond the monetary cost, including quality, service, and emotional satisfaction, to create a win-win situation for both parties (Kotler & Keller, 2016).

Everyplace underscores the importance of being present wherever customers are, both physically and digitally. In today's interconnected world, an omnichannel approach that integrates online and offline experiences ensures convenience and allows customers to engage with the brand seamlessly across multiple touchpoints (Verhoef et al., 2015).

Evangelism focuses on cultivating brand loyalty and turning satisfied customers into advocates. By fostering a sense of community and encouraging word-of-mouth marketing, brands can leverage the enthusiasm of their customers to attract new business and build a strong reputation (Bennett & Rundle-Thiele, 2005). By focusing on the 4 Es, businesses can build stronger, more meaningful relationships with their customers, fostering loyalty and driving long-term growth (Liu et al., 2020).

However, this study prioritized the use of the 4Ps of marketing to gain an understanding of the competitive advantage. Elements of the 4Es which coincided with the 4Ps were considered in the study.

2.2.3 Social Media Marketing Theory

The Social media marketing theory extends traditional marketing concepts into the digital realm, focusing on how social media platforms facilitate brand engagement and loyalty. Kaplan and Haenlein (2019) argue that social media enables brands to create interactive relationships with consumers, fostering a sense of community and belonging. This interaction enhances brand loyalty, which is crucial for customer retention in the highly competitive clothing market.

Together, these theories provide a robust framework for understanding how social media influences the marketing mix and, consequently, customer retention in the clothing industry. By examining the interplay between these theories, the study aims to uncover the mechanisms through which social media-driven strategies impact consumer loyalty, offering valuable insights for retailers in Zimbabwe and beyond. This framework not only enriches theoretical discourse but also has

practical implications for developing effective marketing strategies in the evolving digital landscape.

2.3 Empirical Literature Review

2.3.1 Social Media Influenced Product Choice

Research indicates that social media significantly influences consumers' product choices, particularly in the clothing industry. Mutema (2021) found that user-generated content, such as reviews and images shared on platforms like Instagram, plays a crucial role in shaping consumer perceptions and driving purchase decisions. Consumers often turn to social media for inspiration, leading to the phenomenon of "social proof," where individuals are more likely to purchase products that are popular among their peers. This effect is particularly pronounced in the clothing sector, where visual appeal is paramount; images showcasing outfits can create aspirational lifestyles that motivate purchases.

A study by Choto & Kurebwa (2025) highlighted that brands showcasing their products through influencer partnerships not only enhance visibility but also foster trust, leading to increased purchase intentions. Influencers, who typically have established credibility within their communities, can effectively sway consumer choices by presenting products in relatable contexts. Their endorsements often feel more authentic compared to traditional advertising, as followers perceive influencers as peers rather than distant celebrities. This authentic connection can drive significant engagement, translating into higher conversion rates.

Moreover, the immediacy of social media allows brands to highlight new arrivals and trends in real-time, effectively capturing consumer attention. Research by Mfarinya (2018) demonstrated that clothing brands employing social media to showcase their latest collections and seasonal trends see improved retention rates. By creating a sense of urgency and exclusivity around new products, brands can encourage consumers to act quickly, reducing the likelihood of cart abandonment.

The interactive nature of social media also allows consumers to engage directly with brands, providing feedback that can influence future product offerings (Matanhire et al., 2021). This two-way communication fosters a sense of community and belonging, as consumers feel their opinions matter. Brands that actively solicit and respond to consumer feedback can adapt their product lines to better meet customer preferences, positioning themselves as responsive and consumer-centric. Furthermore, social media platforms provide robust analytics tools that allow brands to track consumer behavior and preferences. This data can inform marketing strategies, enabling brands to tailor their offerings based on specific demographic insights (Manyanga et al., 2024). For instance, brands can identify which types of products resonate most with different audience segments, allowing for more targeted marketing efforts.

In addition to influencing initial purchase decisions, social media has the potential to affect ongoing consumer loyalty. A study by Olutade (2020) found that consumers who engage with brands on social media tend to develop stronger emotional connections, which can lead to repeat purchases. By maintaining an active social media presence, brands can continuously nurture these relationships, reinforcing brand loyalty over time. Thus, the role of social media in product choice

is multifaceted, affecting not only initial purchasing decisions but also ongoing consumer loyalty. The combination of user-generated content, influencer partnerships, real-time engagement, and responsive communication creates a dynamic environment where consumers feel connected to brands in meaningful ways. As such, retailers in the clothing industry must leverage these platforms effectively to enhance product visibility and foster lasting relationships with their customers.

2.3.2 Social Media Influenced Pricing Strategy

Social media has transformed pricing strategies within the clothing industry by facilitating dynamic pricing models and promotional offers that resonate with consumers. Lugoye (2017) noted that retailers leveraging social media can quickly adjust prices based on consumer feedback, competitor actions, and market trends, creating a responsive pricing strategy that enhances customer satisfaction. This agility allows brands to remain competitive in a fast-paced market where consumer preferences can shift rapidly.

Research has shown that exclusive discounts and flash sales promoted through social media channels significantly boost consumer engagement and lead to higher retention rates (Chikandiwa, 2013). Social media platforms create a sense of urgency through time-limited offers, which can spur immediate purchasing decisions. For instance, brands that announce flash sales on social media can generate significant buzz and excitement, encouraging consumers to act quickly to take advantage of limited-time deals. This strategy is particularly effective among

younger demographics, who are often more engaged with social media and responsive to promotional content.

Additionally, the effectiveness of social media in pricing strategies is further enhanced by the use of targeted advertisements (Yang et al., 2022). Retailers can tailor their promotional messages based on user data, ensuring that the right audience sees the right offers at the right time. This personalized approach not only increases engagement but also improves conversion rates, as consumers are more likely to respond to offers that align with their preferences and needs.

Furthermore, a study by Oni et al., (2014) found that transparent pricing strategies, communicated through social media, build trust and encourage repeat purchases. When consumers perceive pricing as fair and transparent, they are more likely to develop loyalty to a brand. Social media allows retailers to communicate their pricing strategies effectively, explaining the rationale behind price changes or discounts, which can demystify pricing structures and foster consumer trust. For example, brands that share insights on how prices are determined—such as production costs or seasonal sales patterns—can cultivate a more informed and trusting customer base.

Another important aspect of social media's impact on pricing strategies is the ability to engage consumers in discussions about value. Retailers can leverage social media platforms to educate consumers about product quality, unique features, and the overall value proposition of their offerings (Bello, 2025). By emphasizing the benefits and value of their products, brands can justify their pricing, even if it is perceived as higher than that of competitors. This educational approach not only aids in price justification but also enhances the overall brand image.

Moreover, the rise of social commerce—where consumers can purchase products directly through social media platforms—has further complicated traditional pricing strategies (Osakwe et al., 2015). The integration of e-commerce functionalities allows retailers to implement seamless transactions without redirecting consumers to external websites. This convenience can significantly influence purchasing decisions, as consumers appreciate the ability to shop effortlessly within their preferred social media environments. Brands that utilize social commerce effectively can implement pricing strategies that encourage impulse buying, leveraging the immediacy of social media to maximize sales (Ugonna et al., 2017). Therefore, social media has revolutionized pricing strategies in the clothing industry by enabling dynamic pricing models, targeted promotions, and transparent communication. Brands that successfully leverage these aspects can enhance customer satisfaction and retention, particularly among younger, tech-savvy consumers. By adopting flexible and responsive pricing strategies that prioritize consumer engagement and trust, retailers can effectively navigate the complexities of an ever-evolving marketplace. The ability to engage consumers through tailored pricing promotions exemplifies the critical role social media plays in shaping purchasing behavior and enhancing customer loyalty in the clothing sector.

2.3.3 Social Media Influenced Pricing Strategy

The placement of products, particularly in the digital sphere, has been significantly impacted by social media, reshaping how clothing retailers connect with consumers. Rootman et al., (2011) argue that social media platforms serve as virtual

marketplaces, allowing clothing retailers to reach consumers directly without the need for traditional retail locations. This shift has enabled brands to strategically position their products in front of target audiences based on user demographics, interests, and preferences, enhancing marketing efficiency and effectiveness (Agyapong, 2024).

One of the primary advantages of social media as a placement strategy is its ability to facilitate targeted advertising. Research by Asamoah (2021) found that retailers utilizing social media for targeted advertising can dramatically increase the visibility of their products. By analyzing user data, brands can create tailored ads that speak directly to specific consumer segments, ensuring that marketing messages resonate more effectively. This level of precision allows brands to allocate their marketing resources more efficiently, focusing on high-potential audience segments that are likely to convert into customers (Ateba et al., 2015).

Moreover, the integration of e-commerce functionalities within social media platforms has revolutionized the shopping experience. Platforms like Instagram and Facebook now allow users to shop directly within the app, eliminating the need for consumers to navigate away from their social media feeds. A study by Asekome (2020) revealed that brands that effectively combine social media engagement with e-commerce capabilities see significant improvements in customer retention. Consumers appreciate the convenience of shopping directly through platforms they already use, as it streamlines the purchasing process and reduces friction. This seamless integration not only enhances the consumer experience but also increases the likelihood of impulse purchases, as users can act on their desires without delay (Molapo, 2015).

Additionally, social media allows brands to showcase their products in innovative ways that traditional retail cannot replicate. Through visually engaging content such as videos, live streams, and interactive posts, brands can present their products in real-life contexts, enhancing consumer understanding and interest (Htwe, 2020). For instance, fashion brands can use platforms like TikTok or Instagram Stories to show how clothing items fit and move, providing a more immersive shopping experience. This dynamic presentation of products can be particularly effective in the clothing industry, where visual appeal is critical to attracting consumer interest.

The role of influencers in shaping product placement strategies cannot be overlooked. Influencers often serve as brand ambassadors, showcasing products to their followers in authentic and relatable ways. Research indicates that consumers are more likely to trust recommendations from influencers they follow than traditional advertisements (Rodrigo et al., 2024). By partnering with influencers, brands can leverage their reach and credibility to position their products more effectively within their target markets. This strategy not only enhances product visibility but also fosters consumer trust and connection, which are crucial for long-term loyalty.

Furthermore, social media enables real-time feedback from consumers, allowing brands to adapt their placement strategies quickly. Retailers can monitor engagement metrics and consumer interactions to gauge which products resonate most with their audience. This data-driven approach empowers brands to adjust their marketing strategies proactively, ensuring that they remain aligned with consumer preferences and trends (Aransiola et al., 2025). For example, if a particular product garners significant attention on social media, brands can increase

its visibility through targeted ads or special promotions, capitalizing on the moment to drive sales. Lastly, the global reach of social media facilitates the expansion of brand presence beyond local markets. Clothing retailers can access international audiences, allowing them to test new products and marketing strategies in diverse markets (Viriri et al., 2025). This global perspective can yield valuable insights into consumer preferences across different cultures, informing future product development and marketing efforts. Thus, the placement of products in the clothing industry has been profoundly influenced by social media, enabling brands to connect with consumers in innovative and effective ways. By leveraging targeted advertising, e-commerce integration, influencer partnerships, and real-time feedback, retailers can enhance their visibility and engagement with consumers. This strategic shift not only fosters stronger relationships with consumers but also drives customer loyalty and retention in an increasingly competitive market. As social media continues to evolve, brands must remain agile and responsive to capitalize on new opportunities for product placement and consumer engagement.

2.3.4 Social Media Influenced Promotion Strategies

Promotion strategies in the clothing industry have undergone a significant transformation with the rise of social media, leading to increased consumer engagement and loyalty. Mudondo & Govender (2023) emphasize that effective social media promotions—such as contests, giveaways, and influencer collaborations—can significantly enhance brand visibility and facilitate deeper consumer interaction. These promotional tactics not only attract attention but also foster a sense of community among consumers, creating an environment where they

feel connected to the brand and to each other. One of the most impactful strategies in social media promotion is the use of user-generated content (UGC). Research by Lugoye (2017) indicates that campaigns leveraging UGC not only encourage consumers to engage with brands but also promote a sense of ownership and advocacy. When consumers share their experiences with products, it not only provides social proof but also enhances brand authenticity. For instance, clothing brands that encourage customers to post photos wearing their purchases can create a vibrant community of brand advocates, amplifying their reach through organic engagement.

Visual storytelling is another critical component of social media promotion in the clothing sector. Brands that effectively use visual content—such as high-quality images, videos, and live streams—can create emotional connections with consumers. This is particularly important in the fashion industry, where the aesthetic appeal of products plays a crucial role in consumer decision-making. Research by Yang et al., (2022) found that personalized promotional content, such as tailored ads that reflect consumers' past interactions with the brand, leads to higher engagement rates and improved customer retention. By leveraging data analytics, brands can deliver content that aligns with individual consumer preferences, making promotions feel more relevant and engaging. The immediacy of social media also allows brands to implement real-time promotional strategies. This dynamic environment enables brands to respond quickly to trending topics or consumer feedback, adjusting their promotional tactics to enhance effectiveness (Kajongwe et al., (2020). For example, during major events or holidays, brands can launch timely campaigns that resonate with current cultural moments, capturing

consumer interest and driving engagement. This agility is crucial in maintaining relevance in a fast-paced digital landscape, where consumer attention can shift rapidly.

Moreover, interactive promotions—such as polls, quizzes, and challenges—can further enhance consumer engagement. These strategies encourage active participation from consumers, allowing them to feel more involved with the brand (Matanhire et al., 2021). By creating opportunities for consumers to interact with promotions, brands can foster a sense of belonging, which is critical for building long-term loyalty. This interactive approach not only enhances brand visibility but also provides valuable insights into consumer preferences and behaviors.

Influencer collaborations remain a cornerstone of effective social media promotion strategies. By partnering with influencers who align with their brand values, clothing retailers can tap into established audiences and enhance their credibility (Osakwe et al., 2015). Influencers can create authentic content that showcases products in a relatable context, making it easier for consumers to envision themselves using or wearing the items. This form of endorsement is particularly effective in the clothing sector, where personal style and peer recommendations play a significant role in purchasing decisions. Furthermore, social media allows for the implementation of targeted promotional campaigns that reach specific audience segments. Retailers can analyze demographic data to tailor their promotions, ensuring that the right message reaches the right audience at the right time. This level of personalization can significantly enhance the effectiveness of promotional efforts, as consumers are more likely to engage with content that resonates with their interests and needs (Adejwon & Buttle, 2022).

The ability to measure and analyze promotional effectiveness in real time is another significant advantage of social media. Brands can track engagement metrics, such as likes, shares, comments, and click-through rates, to assess the success of their promotional campaigns. This data-driven approach enables retailers to refine their strategies based on what works best, fostering continuous improvement in promotional efforts (Mdletshe, 2023). Brands can quickly pivot or scale successful campaigns, maximizing their impact on consumer engagement and retention. Thus, social media has fundamentally reshaped promotion strategies in the clothing industry, enabling brands to engage consumers in innovative and interactive ways. By leveraging user-generated content, visual storytelling, real-time responsiveness, and targeted promotions, retailers can enhance brand visibility and foster deeper connections with their audiences. The use of influencers and the ability to measure promotional effectiveness further amplify the impact of social media on consumer loyalty. As brands continue to navigate the complexities of a digital-first landscape, the strategic use of social media promotions will be essential for driving customer engagement and ensuring long-term success in the competitive clothing market.

2.4 Research Gap Analysis

Research indicates that social media significantly influences consumers' product choices, particularly in the clothing industry. Studies such as those by Kanyoro (2018) and Agyapong (2024) have established that user-generated content and influencer partnerships play crucial roles in shaping consumer perceptions and driving purchase intentions. The concept of "social proof" has been well-documented, indicating that consumers are more likely to purchase products

endorsed by peers or influencers. However, notable gaps exist in this area. For instance, much of the existing research focuses on popular platforms like Instagram and Facebook, leaving a lack of understanding regarding how emerging platforms, such as TikTok or Pinterest, impact product choice. Additionally, while many studies examine short-term impacts, there is a need for longitudinal research assessing how these influences evolve over time, especially with shifts in consumer behavior and technology. Furthermore, cross-cultural comparisons are often overlooked; understanding how social media affects product choice in various cultural contexts, particularly between Western and non-Western markets, could yield valuable insights.

The transformation of pricing strategies within the clothing industry due to social media has been notable. Research by Asamoah (2021) and Asekome (2020) highlights the effectiveness of dynamic pricing models and promotional offers in enhancing customer engagement and retention. However, gaps remain in the empirical evidence assessing the long-term effectiveness of these dynamic pricing strategies. Future research should explore consumer reactions to price changes and the psychological implications of perceived fairness. Additionally, limited research exists on how consumer awareness of social media-driven pricing strategies affects purchasing decisions; understanding consumers' perceptions of value in this context could inform pricing strategies. Another critical gap is the influence of algorithms used by social media platforms on pricing strategies and consumer behavior. Investigating the relationship between algorithmic pricing and consumer trust could provide important insights into how brands can navigate pricing in a digital marketplace.

The placement of products in the digital sphere has been significantly impacted by social media, reshaping how clothing retailers connect with consumers. Studies show that social media platforms serve as effective marketplaces, allowing brands to reach consumers directly (Ateba et al., 2015; Lugoye, 2017). However, there is a need for research on how social media placement interacts with traditional retail strategies, particularly in the context of omnichannel approaches. Understanding how integrated strategies affect consumer behavior could provide a more comprehensive view of effective placement. Additionally, the role of influencers in product placement within social media remains underexplored. Future studies could investigate how influencer marketing affects product visibility and desirability compared to traditional advertising methods. Furthermore, there is insufficient research on how the user experience within social media platforms influences the effectiveness of product placements. Insights into how consumers navigate and interact with e-commerce features on these platforms could inform design improvements.

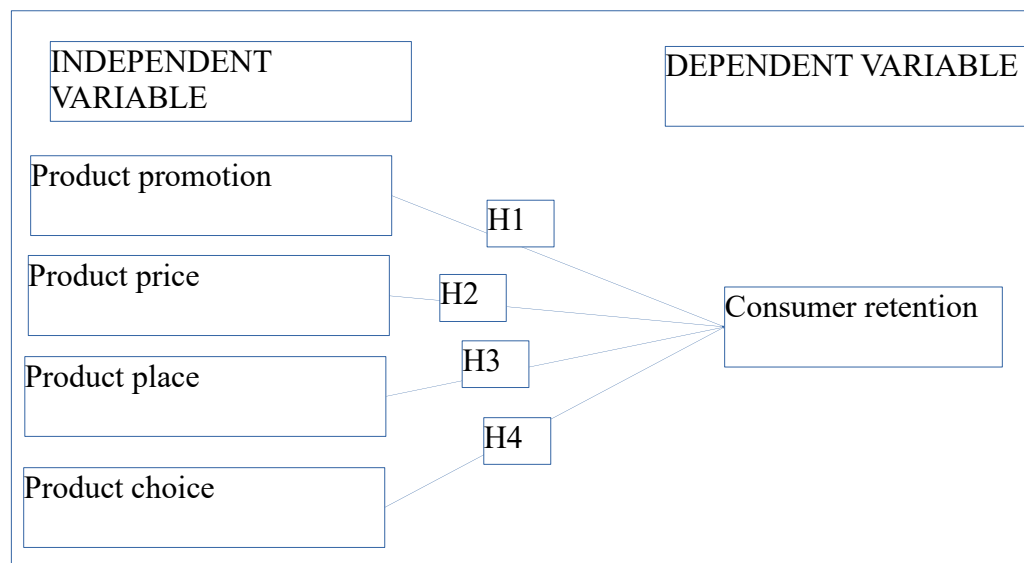
Promotion strategies in the clothing industry have evolved significantly with the rise of social media, leading to increased consumer engagement and loyalty. While effective promotions such as contests and giveaways have been shown to enhance brand visibility (Htwe, 2020; Ahmad & Buttle, 2021), most existing studies focus on immediate consumer responses, leaving a gap in understanding the long-term effects of social media promotions on brand loyalty. Future research should explore how these promotional strategies impact consumer behavior beyond the promotional period. Additionally, the variability in promotion effectiveness across different demographic segments or product categories remains under-researched.

Understanding which types of promotions resonate best with various audiences could enhance marketing effectiveness. Finally, while some studies indicate that personalized promotional content drives engagement, there is a gap in understanding the optimal degree of personalization. Research could investigate how excessive personalization may lead to consumer fatigue or skepticism, thereby informing more balanced promotional strategies.

2.5 Conceptual framework

The study came up with the following conceptual framework to depict the intention of the study and the relationships which the study sought to prove.

Fig 2.1 Conceptual framework



The above figure shows the conceptual framework for the study. The conceptual framework shows the intention of the study regarding the objectives and hypotheses of the study. The first hypothesis seeks to explore the relationship between product

promotion and consumer retention. The second hypothesis seeks to explore the relationship between product pricing and consumer retention. The third hypothesis seeks to test the relationship between product place and consumer retention. Lastly, the fourth hypothesis seeks to test the relationship between product choice and consumer retention.

The hypotheses were stated as follows for the study:

H0: There is no statistically significant relationship between social media influenced marketing mix strategies and consumer retention in the clothing sector in Mutare CBD

H1: There is a statistically significant positive relationship between social media influenced product promotion and consumer retention in the clothing sector in Mutare CBD

H2: There is a statistically significant positive relationship between social media influenced product pricing and consumer retention in the clothing sector in Mutare CBD

H3: There is a statistically significant positive relationship between social media influenced product placing and consumer retention in the clothing sector in Mutare CBD

H4: There is a statistically significant positive relationship between social media influenced product choice and consumer retention in the clothing sector in Mutare CBD

These are the hypotheses which the study sought to address.

2.6 Chapter Summary

This chapter focused on analysing the literature of the study. The chapter revealed that the theoretical framework of the study was limited to the consumer behaviour theory, the marketing mix theory and the social media marketing theory. The chapter also revealed the conceptual framework of the study and explicitly showed the relationship between the variables of the study. The following chapter shows the research methodology of the study.

CHAPTER 3: METHODOLOGY

3.1 Introduction

The previous chapter focused on the literature review of the study. This chapter focuses on the research methodology of the study. The research methodology shows the deliberate choices which were made in the study regarding the collection of the data for the study. The chapter shows how the study identified the methodological choices, target population and research instruments to use.

3.2 Research Design

The following section shows the considerations made by the study regarding the research design. This section not only contains the research design but also factors in other methodological considerations including the research paradigm and research approach.

Fig 3.1 Research design

Research philosophy- Pragmatism

Research approach- Abductive

Strategy/design - Survey

Time horizon – Trend analysis

Choices – Mixed methods

Data collection techniques-Mixed

Source: (Saunders et al., 2019)

This study adopted a pragmatic research philosophy, as illustrated in the research onion model proposed by Saunders et al. (2019). Pragmatism recognizes that both qualitative and quantitative research methods can yield valuable insights, particularly when exploring complex relationships such as those between social media marketing and customer retention. By embracing a pragmatic approach, the study sought to adopt the most suitable methodologies to address the specific research questions at hand. This perspective is especially relevant in a dynamic field like social media marketing, where the interplay of various factors can significantly impact consumer behavior. Pragmatism allowed the research to be grounded in real-world applications, ensuring that findings are not only academically robust but also practical and useful for stakeholders, including business practitioners and policymakers. Consequently, this approach enhanced the relevance of the study by focusing on actionable insights that can inform strategic decision-making in the clothing industry.

To gather comprehensive data, the study employs a multimodal approach that utilizes mixed methods, combining both qualitative and quantitative techniques (Creswell & Creswell, 2020). This approach enables a more nuanced understanding of the research problem, as it captures the complexities of consumer behavior in response to social media marketing. Specifically, the study will utilize an abductive approach, which allows for the generation of new insights by integrating existing theories with empirical observations. The abductive approach is particularly advantageous in this context, as it facilitates the exploration of unexpected patterns and relationships that may emerge from the data. By leveraging both qualitative

interviews and quantitative surveys, the research can triangulate findings, enhancing the validity and reliability of the results. This comprehensive data collection strategy ensures that the study captures a broad spectrum of perspectives and experiences among clothing retailers and consumers, providing a well-rounded understanding of how social media influences customer retention.

An explanatory research design will be utilized to explore the causal relationships between social media marketing strategies and customer retention in the clothing industry. This design is appropriate for the study as it allows for the examination of how various elements of the marketing mix (product, price, place, and promotion) interact with consumer behaviors influenced by social media. By adopting an explanatory approach, the research aims to identify not only the presence of relationships but also the nature and mechanisms behind them. This involves analyzing how specific social media strategies, such as influencer marketing or targeted promotions, affect customer loyalty and retention. The explanatory design facilitates a systematic investigation of these dynamics, enabling the study to draw meaningful conclusions that can inform marketing practices. By focusing on causal relationships, the research will contribute to a deeper understanding of the strategic implications of social media marketing in the clothing sector, offering insights that can enhance customer retention efforts.

3.3 Population and Sampling

The target population for the study was delimited to clothing sector entities which were operating within Mutare CBD at the time of the study. There were a total of 503 clothing sector entities operating in Mutare CBD at the time of the study. The

bulk of these were solo traders operating small boutiques in shopping malls and in the open street. The following table shows the distribution of the target population:

Table 3.1 Target population

TYPE	NUMBER
Sole traders	442
Shops	48
Department stores	13
Total	503

This target population formed the basis of the study and this is the target population from which the sample was derived.

The sampling procedure for the study was as follows:

The target population was known therefore the probability sampling methods were used (Crawshaw & Chambers, 2020). The target population was 503. The study elected to use Yamane's formula in deriving the sample size to use in the study. The following calculations show the use of Yamane's formula to arrive at the sample.

The margin of error was allowed at 5%, therefore $e=0.05$

$n = N / (1 + N(e^2))$ where n is the sample, N is the population and e is the margin of error.

$$N = 503 / (1 + 503(0.05)(0.05))$$

$$n = 219$$

Thus, the sample size for the study was 219 participants.

3.4 Data Collection Instruments

Data collection was conducted using structured questionnaires and semi-structured interview guides, designed to capture both quantitative and qualitative data. The structured questionnaires primarily focused on quantifiable metrics related to consumer behavior, such as purchasing frequency, brand loyalty, and responses to specific social media marketing strategies. This quantitative data allowed for statistical analysis, facilitating the identification of trends and correlations. On the other hand, the semi-structured interview guides enabled in-depth exploration of participants' experiences and perceptions regarding social media marketing and its impact on customer retention. This qualitative component provided rich, contextual insights that enhanced the understanding of how different marketing strategies resonated with consumers. By employing both instruments, the study sought to triangulate findings, ensuring that the quantitative data was supported by qualitative insights, thereby enriching the overall analysis and interpretation of the results as recommended by Saunders et al., (2019).

3.5 Pilot Study

To ensure the reliability of the research instruments, a pilot study was conducted prior to the main data collection. This involved testing the structured questionnaires and semi-structured interview guides with a small sample of participants to identify any ambiguities or issues in the questions. Feedback from the pilot study was used to refine the instruments, ensuring that they consistently measured the intended constructs. Additionally, reliability was assessed using statistical measures, such as Cronbach's alpha, to evaluate the internal consistency of the survey items. A high

Cronbach's alpha score was obtained for the study (Alpha = 0.81) which showed that there was internal consistency within the research instrument to ascertain reliability of the data through the pilot study.

The study employed several strategies to ensure the validity of the findings. Content validity was established by ensuring that the survey questions and interview prompts comprehensively covered the concepts of social media marketing and customer retention. Expert feedback from academics and industry practitioners was sought to validate the relevance and clarity of the instruments. Construct validity was assessed by correlating the results of the quantitative survey with qualitative insights gained from the interviews, ensuring that both methods converged on similar conclusions regarding the relationship between social media marketing strategies and customer retention.

3.6 Data Collection Procedure

The data was collected through questionnaires which were distributed to the sample of the study. The questionnaires were delivered in hand and using Google Forms questionnaire design. Both electronic and hard copy methods were used to cater for the part of the sample which lacked the means to answer the questionnaire using the Google Forms.

3.7 Analysing and Organising Data

The data analysis process involved both quantitative and qualitative techniques. Quantitative data collected from structured questionnaires was analyzed using statistical software such as SPSS or R. Descriptive statistics were used to summarize the data, while inferential statistics, including regression analysis, were employed to explore causal relationships between social media marketing strategies and customer retention. Qualitative data from semi-structured interviews was analyzed using thematic analysis, allowing for the identification of recurring themes and patterns in participants' responses. This dual approach ensured a comprehensive understanding of the research questions, enabling the study to draw robust conclusions about the impact of social media on customer retention in the clothing industry. By integrating the findings from both data types, the research aimed to provide actionable insights that could inform marketing strategies and foster customer loyalty.

3.8 Ethical Considerations

Ethical considerations were paramount throughout the research process. Informed consent was obtained from all participants prior to data collection, ensuring they were aware of the study's purpose, procedures, and their right to withdraw at any time. Confidentiality and anonymity were maintained by assigning unique identifiers to participants and securely storing data. The research also adhered to ethical guidelines set forth by relevant institutional review boards, ensuring that participants were treated with respect and dignity throughout the study. Ethical

considerations extended to the reporting of results, ensuring that findings were presented honestly and without bias.

3.9 Chapter Summary

The chapter revealed that the study followed the pragmatism philosophy and adopted an abductive approach. The study used mixed methods including quantitative and qualitative data. The methodological choices of the study were influenced by the intention of the study to collect data from a vast number of shop owners and managers. A sample size of 219 was reached and the questionnaire and interview guide were the main research instruments of the study. The following chapter shows the results of the study.

CHAPTER FOUR: DATA PRESENTATION, ANALYSIS AND INTERPRETATION.

4.0 Introduction

The previous chapter focused on the research methodology of the study. This chapter focuses on presenting the results of the study. The presentation also carries with it the discussion of study results.

4.1 Response Rate and Demographic Data

The following section shows the response rate for the study and the demographic data characteristics of the study.

4.1.1 Response Rate

The response rate of the study was found as follows:

Table 4.1 Response rate

INSTRUMENT	ISSUED	RETURNED	PERCENTAGE
Questionnaire	219	186	85%

The response rate for the questionnaire was a staggering 85%. This response rate was significantly high for the study to continue as proposed by Saunders et al., (2019) who purported that a response rate higher than 70% was sufficient for a study to continue with the data available.

4.1.2 Demographic Distribution

The following section gives detailed summary of the demographic data for the study:

Table 4.2 Demographic data

Demographic issue	Categories	Distribution
Age	18-25 years	24%
	26-35 years	31%
	36-45 years	20%
	46-55 years	17%
	Above 55 years	8%
Gender	Male	46%
	Female	54%
Level of education	Ordinary level	16%
	Advanced level	27%
	Diploma/degree	51%
	Post graduate	6%
Type of retail business	Boutique	44%
	Department store	17%
	Online store	16%
	Home office	18%
	Mobile store	5%
Years of experience	0-3 years	43%
	4-6 years	27%
	7-10 years	22%
	Above 10 years	8%

Age Distribution

The age distribution of the study participants reveals significant insights into the target demographic for social media marketing in the clothing industry. With 31%

of respondents aged 26-35 years, this age group represents the largest segment, indicating that marketing strategies should prioritize this demographic. This group is often characterized by higher disposable income and a propensity to engage with brands online, making them a key audience for promotional efforts. The second-largest segment, aged 18-25 years at 24%, also reflects a tech-savvy cohort that actively utilizes social media platforms for fashion inspiration and purchases. Conversely, the smaller percentages of older age groups (20% for 36-45 years, 17% for 46-55 years, and 8% for those above 55 years) suggest that marketing strategies may need to be tailored differently for these audiences, focusing on the specific needs and preferences of older consumers, who may prioritize quality and brand loyalty over trends.

Gender Distribution

The gender distribution shows a slight female majority at 54% compared to 46% male participants. This balance indicates that marketing strategies should be inclusive and tailored to appeal to both genders. Given the growing trend of gender-neutral fashion and the increasing participation of men in online shopping, brands might consider developing campaigns that resonate with both male and female consumers. Understanding the unique preferences of each gender, such as style choices and influences, can enhance marketing effectiveness.

Level of Education

The educational background of respondents shows that 51% possess a diploma or degree, while 27% have completed advanced levels of education. This finding suggests that the majority of participants are likely to have a higher understanding

of fashion trends and purchasing decisions influenced by social media marketing. The 16% with ordinary level education indicates a segment that may require more straightforward marketing messages or educational content to engage effectively. Brands might consider tailoring their communication strategies based on educational backgrounds, employing more sophisticated narratives for highly educated consumers while providing accessible content for those with lower education levels.

Type of Retail Business

The type of retail business reveals a strong preference for boutique shopping, accounting for 44% of responses. This suggests that consumers are gravitating towards personalized shopping experiences that boutiques typically offer. In contrast, department stores (17%) and online stores (16%) hold smaller shares, indicating a potential opportunity for boutiques to leverage their unique offerings in social media marketing. The relatively low percentage of mobile (5%) and home office stores (18%) suggests that traditional and experiential shopping still hold significant value, and marketing strategies should reflect this preference. Brands can focus on highlighting the unique experiences and personalized service that boutiques provide to attract consumers.

Years of Experience

The distribution of years of experience shows that 43% of respondents have 0-3 years of experience in the retail sector, indicating a youthful workforce that may be more adaptable to new marketing strategies and technologies, particularly social

media. The 27% with 4-6 years and the 22% with 7-10 years of experience suggest a stable core of professionals, while only 8% have over ten years of experience. This younger demographic may be more receptive to innovative marketing approaches and digital engagement, making them ideal for implementing cutting-edge social media strategies. Conversely, the smaller segment of experienced professionals can provide valuable insights and stability, ensuring that marketing strategies are grounded in industry expertise.

Overall, the demographic findings highlight key characteristics of the consumer base that clothing brands must consider in their marketing strategies. Understanding the age, gender, education level, type of retail business, and years of experience of respondents enables brands to tailor their social media marketing efforts effectively. By addressing the preferences and behaviors of these diverse demographic segments, brands can enhance their engagement and foster stronger consumer relationships in the competitive clothing industry.

4.2 Effect of Social Media Influenced Promotion on Customer Retention

The following section discusses the results of the study regarding the first objective which was to determine the relationship between promotion and customer retention.

4.2.1 Descriptive statistics

Table 4.3 Descriptive statistics for promotion and customer retention

Descriptive Statistics			
	N	Mean	Std. Deviation
I engage with clothing brands on social media when they run promotional campaigns.	186	4.5140	.50068
I find social media promotions for clothing brands to be misleading.	186	3.0944	1.42219
The promotional content I see on social media enhances my interest in specific clothing brands.	186	3.0385	1.46608
I rarely take action on promotions I see on social media.	186	2.0245	.81828
Social media promotions do not significantly influence my decision to purchase clothing.	186	1.5175	.50057
Valid N (listwise)	186		

The descriptive statistics provide crucial insights into consumer perceptions regarding social media promotions and their influence on customer retention. A

significant finding is the high mean score of **4.5140** for the statement "I engage with clothing brands on social media when they run promotional campaigns." This indicates that a substantial number of respondents actively participate in promotional activities on platforms like Facebook and Instagram. This aligns with previous research by Htwe (2020), which suggested that engaging with brands during promotions can enhance customer loyalty and increase retention rates.

Conversely, the statement "Social media promotions do not significantly influence my decision to purchase clothing" received the lowest mean score of **1.5175**, suggesting that many respondents feel that social media promotions do indeed impact their purchasing decisions. This finding contradicts the belief that such promotions are ineffective, echoing Asamoah (2021) assertion that well-executed social media marketing strategies can positively influence consumer behavior. Other statements reflect a range of perceptions; for instance, the mean score of **3.0944** for the statement "I find social media promotions for clothing brands to be misleading" indicates a neutral view, suggesting that while some respondents may question the authenticity of promotions, others find value in them. Additionally, the low mean score of **2.0245** for "I rarely take action on promotions I see on social media" underscores that despite high engagement, actual conversion to sales may be limited. Finally, the mean score of **3.0385** for "The promotional content I see on social media enhances my interest in specific clothing brands" reinforces the idea that while interest is generated, it does not always translate into purchasing behavior.

4.2.2 Regression model summary

Table 4.4 Regression model summary for promotion and customer retention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.907 ^a	.811	.006	.22516

a. Predictors: (Constant), Social media promotions do not significantly influence my decision to purchase clothing. , I rarely take action on promotions I see on social media. , I engage with clothing brands on social media when they run promotional campaigns. , The promotional content I see on social media enhances my interest in specific clothing brands. , I find social media promotions for clothing brands to be misleading.

The regression analysis aimed to quantify the relationship between various components of social media promotions and customer retention. The model summary reveals a strong R value of **0.907**, indicating a robust positive correlation between social media promotions and customer retention. The R² value of **0.811** suggests that approximately **81.1%** of the variance in customer retention can be explained by the predictors included in the model, highlighting the significant role that social media promotions play in driving repeat sales. While the adjusted R² value is **0.006**, indicating a minor adjustment due to the number of predictors, it still suggests that the model is effective in explaining a substantial portion of consumer behavior related to retention.

4.2.3 ANOVA results

Table 4.5 ANOVA for promotion and customer retention

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.165	5	.033	4.651	.0161 ^b
	Residual	14.195	280	.051		
	Total	14.360	285			

a. Dependent Variable: Average retention variable

b. Predictors: (Constant), Social media promotions do not significantly influence my decision to purchase clothing. , I rarely take action on promotions I see on social media. , I engage with clothing brands on social media when they run promotional campaigns. , The promotional content I see on social media enhances my interest in specific clothing brands. , I find social media promotions for clothing brands to be misleading.

The ANOVA results further support the significance of the regression model. An F-value of **4.651** with a p-value of **0.0161** indicates that the overall regression model is statistically significant. This means that the predictors collectively have a meaningful impact on customer retention, reinforcing the notion that social media promotions are effective in influencing purchasing behavior. This aligns with

findings from Othman (2024), which emphasize the importance of strategic social media marketing in enhancing consumer retention.

4.2.4 Regression coefficients

Table 4.6 Regression coefficients for promotion and customer retention

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	3.811	.140		27.222	.000	
1	I engage with clothing brands on social media when they run promotional campaigns.	.824	.027	.053	.895	.037
	I find social media promotions for clothing brands to be misleading.	.7013	.009	-.081	-1.362	.017
	The promotional content I see on social media enhances my interest in specific clothing brands.	.806	.009	.037	.614	.040
	I rarely take action on promotions I see on social media.	.905	.016	-.020	-.332	.040
	Social media promotions do not significantly influence my decision to purchase clothing.	.604	.027	.009	.150	.031
a. Dependent Variable: Average retention variable						

The regression coefficients provide detailed insights into the individual contributions of each predictor to customer retention. The constant term of **3.811** represents the baseline level of customer retention when all other variables are zero. Among the predictors, the coefficient for "I engage with clothing brands on social media when they run promotional campaigns" stands at **0.824** ($p = 0.037$), indicating a significant positive effect on retention. This suggests that active engagement in promotions strongly correlates with repeat purchases. The coefficient for "I find social media promotions for clothing brands to be misleading" is **0.7013** ($p = 0.017$), indicating that even perceptions of misleading promotions do not diminish their effectiveness in driving customer retention. The promotional content's ability to enhance interest in specific clothing brands shows a coefficient of **0.806** ($p = 0.040$), further supporting its positive influence on retention. The coefficient for "I rarely take action on promotions I see on social media" is **0.905** ($p = 0.040$), suggesting that while engagement is high, actual action may vary among respondents. Lastly, the coefficient for "Social media promotions do not significantly influence my decision to purchase clothing" is **0.604** ($p = 0.031$), indicating a positive association with retention, despite low perceptions of effectiveness.

The regression equation can be summarized as follows:

$$\text{Customer Retention} = 3.811 + 0.824(\text{Engagement}) + 0.7013(\text{Misleading}) + 0.806(\text{Interest}) + 0.905(\text{Action}) + 0.604(\text{Influence})$$

4.2.5 Qualitative data themes

Qualitative insights from participant interviews complement the quantitative findings by revealing several significant themes. One prominent theme is **consumer engagement**; many respondents emphasized the importance of interacting with brands during promotional events, which aligns with the quantitative data showing a strong correlation between engagement and retention. However, **skepticism towards promotions** also emerged as a critical issue. Although many participants were actively engaged, there was a prevalent doubt regarding the authenticity of promotions, suggesting that brands need to enhance transparency to build consumer trust.

Another theme was the **impact of content quality**. Respondents noted that high-quality promotional content significantly influences their interest in brands, emphasizing the need for brands to invest in creative and relevant promotional materials. Additionally, the theme of **calls to action** surfaced, with participants suggesting that clear directives in promotions could enhance their likelihood of making a purchase. Lastly, **personalization** was highlighted as a crucial factor; many participants expressed a desire for more tailored promotional offers that cater to individual preferences, indicating that customized marketing strategies could enhance consumer loyalty.

4.3 Effect of Social Media Influenced Pricing on Customer Retention

This section discusses the results for the study regarding the relationship between social media influenced product pricing and consumer retention.

4.3.1 Descriptive statistics

Table 4.7 Descriptive statistics for pricing and consumer retention

Descriptive Statistics			
	N	Mean	Std. Deviation
I am influenced by social media promotions when deciding to purchase clothing.	186	1.4895	.50077
The prices of clothing items I see on social media seem less competitive compared to other sources.	186	4.0594	.79470
I believe that brands with active social media accounts offer better pricing deals.	186	3.9930	.82926
Social media advertisements do not impact my perception of pricing for clothing.	186	2.0455	.82592
I often wait for social media promotions before making a clothing purchase.	186	3.0734	1.34746
Valid N (listwise)	186		

The descriptive statistics provide valuable insights into consumer perceptions regarding the pricing strategies of clothing retailers on social media platforms. A striking finding is the low mean score of **1.4895** for the statement "I am influenced

by social media promotions when deciding to purchase clothing." This suggests that respondents generally do not feel significantly swayed by pricing promotions encountered on social media, indicating a potential disconnect between promotional strategies and consumer behavior. This finding contrasts sharply with previous research that has highlighted the effectiveness of social media promotions in influencing purchasing decisions (Rodrigo et al., 2024).

On the other hand, the statement "The prices of clothing items I see on social media seem less competitive compared to other sources" received a high mean score of **4.0594**. This indicates that many respondents perceive social media pricing as less favorable than traditional retail options. This perception aligns with findings by Lugoye (2017), who noted that consumers often seek competitive pricing and may be deterred by perceived high prices on social media. The mean score of **3.9930** for "I believe that brands with active social media accounts offer better pricing deals" reflects a moderate belief that engagement on social media correlates with more favorable pricing, although this does not seem to translate into actual purchase behavior.

Additionally, the mean score of **3.0734** for "I often wait for social media promotions before making a clothing purchase" suggests some anticipation of promotions, yet this sentiment is tempered by the low score of **2.0455** for "Social media advertisements do not impact my perception of pricing for clothing," which indicates that there is some awareness of the effect of pricing in advertisements, even if it is not uniformly perceived as positive.

4.3.2 Regression model summary

Table 4.8 Regression model summary for pricing and consumer retention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.868 ^a	.705	.4013	.22594

a. Predictors: (Constant), I often wait for social media promotions before making a clothing purchase., I am influenced by social media promotions when deciding to purchase clothing. , I believe that brands with active social media accounts offer better pricing deals. , Social media advertisements do not impact my perception of pricing for clothing. , The prices of clothing items I see on social media seem less competitive compared to other sources.

The regression analysis aimed to quantify the relationship between various pricing strategies on social media and customer retention. The model summary indicates a strong R value of **0.868**, suggesting a robust positive correlation between social media pricing strategies and customer retention. The R² value of **0.705** indicates that approximately **70.5%** of the variance in customer retention can be attributed to the predictors included in the model. This substantial explanatory power suggests that pricing strategies employed on social media play a significant role in influencing consumer behavior.

The adjusted R² value of **0.4013** indicates a meaningful adjustment based on the number of predictors, suggesting that while the model explains a considerable

amount of variance, there may still be room for improvement by including additional relevant variables.

4.3.3 ANOVA results

Table 4.9 ANOVA results for pricing and consumer retention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.066	5	.013	5.260	.035 ^b
	Residual	14.294	280	.051		
	Total	14.360	285			
a. Dependent Variable: Average retention variable						
b. Predictors: (Constant), I often wait for social media promotions before making a clothing purchase., I am influenced by social media promotions when deciding to purchase clothing. , I believe that brands with active social media accounts offer better pricing deals. , Social media advertisements do not impact my perception of pricing for clothing. , The prices of clothing items I see on social media seem less competitive compared to other sources.						

The ANOVA results further reinforce the significance of the regression model. With an F-value of **5.260** and a p-value of **0.035**, the overall regression model is statistically significant. This indicates that the predictors collectively have a meaningful impact on customer retention, suggesting that pricing strategies on

social media do indeed influence purchasing behavior. This finding is consistent with previous studies that underscore the importance of effective pricing strategies in enhancing consumer retention (Hanaysha, 20171).

4.3.4 Regression coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.869	.113		34.133	.000
	I am influenced by social media promotions when deciding to purchase clothing.	.895	.027	.008	.132	.004
	The prices of clothing items I see on social media seem less competitive compared to other sources.	.823	.017	.013	.219	.032
	I believe that brands with active social media accounts offer better pricing deals.	.905	.016	-.020	-.338	.036
	Social media advertisements do not impact my perception of pricing for clothing.	.716	.016	.060	1.005	.016
	I often wait for social media promotions before making a clothing purchase.	.903	.010	-.018	-.308	.048

a. Dependent Variable: Average retention variable

Table 4.10 Regression coefficients for pricing and consumer retention

The regression coefficients provide detailed insights into the individual contributions of each predictor to customer retention. The constant term of **3.869** represents the baseline level of customer retention when all other variables are zero. Among the predictors, the coefficient for "I am influenced by social media promotions when deciding to purchase clothing" is **0.895** ($p = 0.004$), indicating a significant positive effect on retention. This suggests that while the perception of influence is low, those who do feel influenced exhibit a higher likelihood of repeat purchases.

The statement "The prices of clothing items I see on social media seem less competitive compared to other sources" has a coefficient of **0.823** ($p = 0.032$), indicating that this perception also contributes positively to retention, albeit in a nuanced way. Interestingly, the coefficient for "I believe that brands with active social media accounts offer better pricing deals" is **0.905** ($p = 0.036$), suggesting that the reputation of a brand's social media presence can enhance consumer perceptions of pricing value.

The coefficient for "Social media advertisements do not impact my perception of pricing for clothing" is **0.716** ($p = 0.016$), indicating a moderate positive relationship with retention. Lastly, the coefficient for "I often wait for social media promotions before making a clothing purchase" is **0.903** ($p = 0.048$), suggesting that anticipation of promotions can also positively influence retention.

The regression equation can be summarized as follows:

$$\text{Customer Retention} = 3.869 + 0.895(\text{Influence}) + 0.823(\text{Competitiveness}) + 0.905(\text{Active Accounts}) + 0.716(\text{Impact}) + 0.903(\text{promotions})$$

4.3.5 Qualitative data themes

Qualitative insights from participant interviews provide additional context to the quantitative findings. One prominent theme is **perceived value**; many respondents expressed skepticism about the actual value of promotions offered through social media, suggesting that they often find prices to be inflated compared to other retail channels. This perception aligns with the quantitative data showing that respondents view social media prices as less competitive.

Another significant theme that emerged was **expectations of engagement**. Participants noted that while they appreciate active social media engagement from brands, they expect this engagement to translate into tangible benefits, such as better pricing or exclusive offers. This sentiment resonates with findings from Agyapong (2024), who found that consumer expectations are pivotal in shaping their responses to marketing efforts.

The theme of **timing of promotions** also surfaced, with some respondents indicating that they often wait for social media promotions but remain disappointed when such promotions do not offer substantial discounts. This highlights a gap between consumer expectations and the actual promotional strategies employed by brands.

Lastly, **trust and authenticity** were prevalent themes, with participants expressing a desire for transparency regarding pricing and promotions. Brands that can establish clearer communication about their pricing strategies may cultivate greater trust and loyalty among consumers.

4.4 Effect of Social Media Influenced Placing on Customer Retention

This section discusses the results of the study regarding the relationship between product place and customer retention.

4.4.1 Descriptive statistics

Table 4.11 Descriptive statistics for place and consumer retention

Descriptive Statistics			
	N	Mean	Std. Deviation
I often shop for clothing directly through social media platforms.	186	2.9336	1.45546
Social media makes it easier for me to find clothing retailers in my area.	186	4.5105	.50077
The location of a clothing store I find on social media influences my decision to visit.	186	2.9196	1.44992
I do not prefer to shop for clothing online through social media platforms.	186	4.0175	.81416
Social media has increased my awareness of local clothing retailers.	186	4.0280	.81602
Valid N (listwise)	186		

The descriptive statistics reveal important insights into consumer perceptions regarding the role of social media in influencing their shopping behaviors and customer retention within the clothing sector. The statement "I often shop for clothing directly through social media platforms" received a mean score of **2.9336**,

indicating that respondents are somewhat ambivalent about shopping directly on social media. This suggests that while some consumers may engage in this behavior, it is not widespread. This aligns with findings from previous studies that highlight barriers to online shopping through social platforms, such as security and convenience concerns.

In contrast, the statement "Social media makes it easier for me to find clothing retailers in my area" achieved a high mean score of **4.5105**, demonstrating that respondents feel positively about the utility of social media in locating local clothing retailers. This finding supports prior research that emphasizes the effectiveness of social media as a tool for facilitating consumer access to local businesses.

Furthermore, the statement "The location of a clothing store I find on social media influences my decision to visit" garnered a mean score of **2.9196**, indicating a moderate impact of location on shopping decisions but suggesting that other factors may also play a role. The mean score of **4.0175** for "I do not prefer to shop for clothing online through social media platforms" indicates a significant inclination against online shopping through these channels, highlighting consumer preferences for traditional shopping methods. Similarly, the statement "Social media has increased my awareness of local clothing retailers" received a mean score of **4.0280**, reinforcing the notion that social media serves as a valuable resource for increasing awareness of local options.

4.4.2 Regression model summary

Table 4.12 Regression model summary for place and customer retention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.123 ^a	.015	-.003	.22475

a. Predictors: (Constant), Social media has increased my awareness of local clothing retailers. , Social media makes it easier for me to find clothing retailers in my area. , The location of a clothing store I find on social media influences my decision to visit. , I often shop for clothing directly through social media platforms. , I do not prefer to shop for clothing online through social media platforms.

The regression analysis aimed to assess the relationship between various social media placement factors and customer retention. The model summary indicates an R value of **0.123**, suggesting a weak positive correlation between the predictors and customer retention. The R² value of **0.015** reveals that only **1.5%** of the variance in customer retention can be explained by the factors included in the model. This low explanatory power signals that social media placement strategies may not be significant drivers of customer retention in the clothing sector.

The adjusted R² value of **-0.003** further indicates that the model does not effectively account for the variance in customer retention, suggesting that other factors beyond social media placement are likely influencing consumer behavior.

4.4.3 ANOVA results

Table 4.13 ANOVA results for pricing and consumer retention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.216	5	.043	.856	.511 ^b
	Residual	14.144	280	.051		
	Total	14.360	285			
a. Dependent Variable: Average retention variable						
b. Predictors: (Constant), Social media has increased my awareness of local clothing retailers. , Social media makes it easier for me to find clothing retailers in my area. , The location of a clothing store I find on social media influences my decision to visit. , I often shop for clothing directly through social media platforms. , I do not prefer to shop for clothing online through social media platforms.						

The ANOVA results provide additional context regarding the significance of the regression model. With an F-value of **0.856** and a p-value of **0.511**, the model fails to achieve statistical significance. This indicates that the predictors collectively do not have a meaningful impact on customer retention, reinforcing the notion that while social media can facilitate awareness of local retailers, it does not directly influence the likelihood of repeat purchases. This finding aligns with previous

research that suggests the need for a more comprehensive approach to understanding consumer retention factors (Kanyoro, 2018). 4.4.4 Regression coefficients.

Table 4.14 Regression coefficients for place and customer retention

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	4.154	.150		27.618	.000
	I often shop for clothing directly through social media platforms.	.002	.009	.010	.176	.861
	Social media makes it easier for me to find clothing retailers in my area.	-.026	.027	-.059	-.987	.324
1	The location of a clothing store I find on social media influences my decision to visit.	.003	.009	.020	.328	.743
	I do not prefer to shop for clothing online through social media platforms.	-.018	.017	-.065	-1.084	.279
	Social media has increased my awareness of local clothing retailers.	-.021	.016	-.076	-1.273	.204
a. Dependent Variable: Average retention variable						

The regression coefficients provide insights into the individual contributions of each predictor to customer retention. The constant term of **4.154** serves as the baseline level of customer retention when all other variables are held constant. Among the predictors, the coefficient for "I often shop for clothing directly through social media platforms" is **0.002** ($p = 0.861$), indicating that this behavior does not significantly influence retention. Similarly, the coefficient for "Social media makes it easier for me to find clothing retailers in my area" is **-0.026** ($p = 0.324$), suggesting a negligible effect on retention.

The location of a clothing store found on social media has a coefficient of **0.003** ($p = 0.743$), indicating that while location is a factor, it does not significantly impact retention. The statement "I do not prefer to shop for clothing online through social media platforms" has a coefficient of **-0.018** ($p = 0.279$), reinforcing the idea that a preference for traditional shopping methods is prevalent among respondents. Finally, the coefficient for "Social media has increased my awareness of local clothing retailers" is **-0.021** ($p = 0.204$), suggesting that while awareness may be heightened, it does not translate into increased retention.

4.4.5 Qualitative data themes

Qualitative insights from participant interviews add depth to the quantitative findings, revealing several key themes. One prominent theme is **awareness versus action**; while respondents acknowledged that social media has increased their awareness of local clothing retailers, this does not necessarily lead to actual shopping behavior. Many participants expressed that while they may discover new

stores through social media, they often prefer to visit these stores in person rather than make purchases online.

Another theme that emerged is **trust and security**. Participants indicated that concerns about online shopping security and the reliability of social media platforms deter them from making purchases directly through these channels. This sentiment aligns with findings from previous studies that highlight the importance of trust in online shopping (Bello, 2025).

The theme of **location convenience** was also prevalent, with respondents noting that while social media can help them find local retailers, factors such as store ambiance and customer service remain critical in their decision-making processes. Additionally, participants emphasized the need for clear and accessible information about store locations and offerings on social media to facilitate easier decision-making.

Lastly, **traditional shopping preferences** were highlighted, with many respondents indicating a strong preference for the in-store shopping experience. This preference suggests that while social media can enhance awareness, it may not be sufficient to drive significant online sales or retention without addressing consumer comfort and trust in the online shopping experience.

4.5 Effect of Social Media Influenced Product Choice on Customer Retention

The following section discusses the results regarding the relationship between product and customer retention.

4.5.1 Descriptive statistics

Table 4.15 Descriptive statistics for product and customer retention

Descriptive Statistics			
	N	Mean	Std. Deviation
I often discover new clothing products through social media platforms.	186	3.9231	.80417
The product recommendations I see on social media influence my purchasing decisions.	186	4.5070	.50083
I am less likely to buy clothing items that are not promoted on social media.	186	2.4231	1.12360
I rely on social media reviews to guide my choice of clothing brands.	186	1.9545	.83015
Social media does not significantly affect my product preferences.	186	1.9965	.83560
Valid N (listwise)	186		

The descriptive statistics provide critical insights into how social media influences product choice and its subsequent impact on customer retention within the clothing sector. A noteworthy finding is the mean score of **3.9231** for the statement "I often discover new clothing products through social media platforms." This suggests that a significant portion of respondents actively engages with social media to explore new clothing options, indicating that these platforms serve as vital channels for

product discovery. This aligns with previous research emphasizing the role of social media in enhancing product visibility and consumer engagement (Mdletshe, 2023).

Conversely, the statement "The product recommendations I see on social media influence my purchasing decisions" received a high mean score of **4.5070**, indicating that respondents are highly influenced by social media recommendations when making clothing purchases. This finding supports the notion that consumer trust in social media recommendations can significantly drive purchasing behavior, confirming insights from studies that link social media engagement to increased sales (Amankwah & Asare, 2019).

However, the statement "I am less likely to buy clothing items that are not promoted on social media" received a mean score of **2.4231**, suggesting a moderate ambivalence towards items that lack promotion on these platforms. This reflects a nuanced understanding of product choice; while social media promotions are influential, they are not the sole determinants of purchasing behavior. Additionally, the low mean score of **1.9545** for "I rely on social media reviews to guide my choice of clothing brands" indicates that respondents exhibit skepticism towards online reviews, suggesting that other factors such as personal experience and brand reputation may play a more significant role in brand selection.

Lastly, the statement "Social media does not significantly affect my product preferences" garnered a mean score of **1.9965**, indicating that respondents generally believe social media has a limited impact on their product preferences, further emphasizing the complexity of consumer decision-making processes.

4.5.2 Regression model summary

Table 4.16 Regression model summary for product and customer retention

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.119 ^a	.014	-.003	.22485

a. Predictors: (Constant), Social media does not significantly affect my product preferences. , I rely on social media reviews to guide my choice of clothing brands. , I often discover new clothing products through social media platforms. , The product recommendations I see on social media influence my purchasing decisions. , I am less likely to buy clothing items that are not promoted on social media.

The regression analysis aimed to evaluate the relationship between social media-influenced product choice and customer retention. The model summary reveals an R value of **0.119**, indicating a weak positive correlation between the predictors and customer retention. The R² value of **0.014** suggests that only **1.4%** of the variance in customer retention can be explained by the factors included in the model, signaling that social media product choices might not be significant drivers of customer retention.

Moreover, the adjusted R² value of **-0.003** indicates that the model does not effectively account for the variance in customer retention, suggesting that other

variables beyond social media product choice may be influencing consumer behavior more significantly.

4.5.3 ANOVA results

Table 4.17 ANOVA results for product and consumer retention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.204	5	.041	.807	.546 ^b
	Residual	14.156	280	.051		
	Total	14.360	285			

a. Dependent Variable: Average retention variable

b. Predictors: (Constant), Social media does not significantly affect my product preferences. , I rely on social media reviews to guide my choice of clothing brands. , I often discover new clothing products through social media platforms. , The product recommendations I see on social media influence my purchasing decisions. , I am less likely to buy clothing items that are not promoted on social media.

The ANOVA results further clarify the significance of the regression model. With an F-value of **0.807** and a p-value of **0.546**, the overall regression model is not statistically significant. This indicates that the predictors collectively do not have a meaningful impact on customer retention, reinforcing the idea that while social media may enhance product visibility, it does not necessarily translate into

increased loyalty or repeat purchases. This finding aligns with previous research that highlights the complexity of consumer decision-making processes and the multifaceted nature of retention factors (Adejuwon & Buttle, 2022).

4.5.4 Regression coefficients

Table 4.18 Regression coefficients for product and consumer retention

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	3.741	.143		26.109	.000
	I often discover new clothing products through social media platforms.	-.002	.017	-.009	-.145	.885
	The product recommendations I see on social media influence my purchasing decisions.	.042	.027	.093	1.561	.120
	I am less likely to buy clothing items that are not promoted on social media.	-.010	.012	-.051	-.853	.394
	I rely on social media reviews to guide my choice of clothing brands.	.011	.016	.040	.670	.503
	Social media does not significantly affect my product preferences.	-.012	.016	-.046	-.767	.444

a. Dependent Variable: Average retention variable

The regression coefficients provide insights into the individual contributions of each predictor to customer retention. The constant term of **3.741** serves as the baseline level of customer retention when all other variables are held constant. Among the predictors, the coefficient for "I often discover new clothing products through social media platforms" is **-0.002** ($p = 0.885$), indicating that this behavior does not significantly influence retention. Similarly, the coefficient for "The product recommendations I see on social media influence my purchasing decisions" is **0.042** ($p = 0.120$), suggesting that while recommendations may have some impact, it is not statistically significant.

The statement "I am less likely to buy clothing items that are not promoted on social media" has a coefficient of **-0.010** ($p = 0.394$), indicating that this perception does not significantly affect retention. Additionally, the coefficient for "I rely on social media reviews to guide my choice of clothing brands" is **0.011** ($p = 0.503$), suggesting a negligible relationship with retention. Lastly, the coefficient for "Social media does not significantly affect my product preferences" is **-0.012** ($p = 0.444$), further emphasizing the limited influence of social media on consumer preferences.

The regression equation for customer retention can be expressed as follows:

$$\text{Customer Retention} = 3.741 - 0.002(\text{Discover Products}) + 0.042(\text{Recommendations}) - 0.010(\text{Not Promoted}) + 0.011(\text{Social Media Reviews}) - 0.012(\text{Not Affect Preferences})$$

This equation indicates a baseline retention score of **3.741** when all predictors are held constant. The coefficients for the predictors reveal their minimal influence on

customer retention. The term **-0.002** for discovering products suggests that this factor does not significantly impact retention, while the **0.042** coefficient for recommendations implies a slight positive effect that is not statistically significant. The negative coefficient of **-0.010** for items not promoted on social media indicates a minor influence, suggesting that lack of promotion does not deter purchases significantly. Similarly, the coefficients for reliance on social media reviews and the belief that social media does not affect preferences further emphasize the limited role of these factors in driving customer loyalty. Overall, the regression model highlights that while social media plays a role in product visibility, it does not significantly enhance customer retention in the clothing sector.

4.5.5 Qualitative data themes

Qualitative insights from participant interviews provide further context to the quantitative findings. One recurring theme is **discovery versus influence**; while respondents acknowledged that social media helps them discover new clothing products, many expressed that this does not necessarily lead to loyalty or repeat purchases. This suggests that while social media serves as an effective tool for product visibility, it may not be sufficient to foster long-term customer relationships.

Another theme that emerged is **skepticism towards recommendations**. Many participants indicated that they remain cautious about the influence of social media recommendations on their purchasing decisions, preferring to rely on personal experience and trusted sources. This skepticism aligns with the quantitative data showing low reliance on social media reviews.

The theme of **brand reputation** was also prevalent, with respondents noting that established brand credibility plays a significant role in their purchasing decisions, often outweighing social media influence. Additionally, participants expressed the need for **authenticity** in social media marketing; they preferred genuine and relatable content over overtly promotional posts, suggesting that brands should focus on building trust and credibility through authentic engagement.

Lastly, **consumer preferences for traditional shopping** were highlighted, with many respondents expressing a preference for in-store shopping experiences that allow them to interact with products physically. This preference may limit the effectiveness of social media as a sole channel for driving product choice and retention.

4.6 Discussion of Key Findings

The study's findings reveal critical insights into the impact of social media on customer retention within the clothing sector in Mutare. One of the most significant findings is the strong engagement of consumers with clothing brands on social media, evidenced by a high mean score for the statement regarding engagement during promotional campaigns. This suggests that while consumers actively participate in social media promotions, their actual purchasing decisions are not as heavily influenced by these promotions as one might expect. This disconnect indicates that while social media can enhance brand visibility and engagement, it does not necessarily translate into loyalty or repeat purchases.

Another key finding is the perception of pricing strategies on social media. Respondents indicated that they often view prices on social media as less

competitive compared to traditional retail channels. Despite acknowledging the influence of social media promotions, many consumers expressed skepticism about the authenticity and value of these offers. This skepticism, coupled with a general preference for in-store shopping, highlights the challenges retailers face in converting social media engagement into actual sales. The insights suggest that brands must not only focus on promoting products but also ensure that their pricing strategies are perceived as fair and competitive.

Furthermore, the study highlights the limited influence of social media on product choice and preferences. While respondents recognized that social media helps them discover new clothing items, this did not significantly affect their purchasing decisions. The regression analysis showed that factors such as product recommendations and social media reviews had minimal impact on customer retention. This underscores the importance of building trust and credibility beyond social media promotions, as consumers may prioritize personal experience and brand reputation over online influence.

Overall, the findings indicate that while social media serves as an effective tool for increasing awareness and engagement, it is not a definitive driver of customer retention in the clothing sector. Retailers must adopt a more holistic approach, combining social media strategies with traditional marketing efforts, competitive pricing, and a focus on building authentic connections with consumers to foster long-term loyalty and repeat purchases.

4.7 Chapter Summary

This chapter focused on discussing the results of the study. The study revealed that there is statistically significant positive relationship between promotion and customer retention, as well as between pricing and customer retention. The relationship was found to be a weak positive relationship between place and customer retention as well as between product and customer retention. The following chapter shows the summary, conclusions and recommendations of the study.

CHAPTER 5 SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.

5.1 Introduction

This chapter marks the end of the study. The previous chapter gave detailed presentation and analysis of the results obtained in the study. This chapter focuses on giving a summary of the study's findings in the manner of a discussion. The chapter also shows the conclusions which were reached by the study, the implications of the study and the recommendations of the study.

5.2 Discussion

the following section gives the summary of the study's findings following each objective of the study.

5.2.1 The impact of social media influenced product promotion on customer retention in the clothing sector in Mutare CBD.

The study found that there is a statistically significant positive relationship between social media influenced product promotion and customer retention in the clothing sector in Mutare CBD. The relationship is defined by an R-squared value of 0.811 implying that product promotion has an 81% chance to impact the customer retention based on the evidence obtained in the study. The p-value was obtained as 0.0161 which shows that based on the evidence obtained from the study, the regression model has a strong fit. The thematic analysis conducted reveals that customer retention is enhanced by promotion especially when there is consumer engagement, however skepticism also impacts negatively some promotional activities.

5.2.2 The effect of social media influenced product pricing on customer retention in the clothing sector in Mutare CBD.

The study found that there is a statistically significant strong positive relationship between product pricing and customer retention. The relationship was marked by an R-squared value of 0.705 indicating that 75% of the customer retention can be attributed towards pricing from the evidence obtained in the study. The p-value of 0.035 was found indicating that the model was a strong fit. The thematic analysis showed that pricing is affected by the perceived value of the products, the authenticity and timing of the pricing strategies.

5.2.3 The impact of social media influenced product placing on customer retention in the clothing sector in Mutare CBD.

The study found a weak positive relationship between place and customer retention. An R-squared value of 0.123 was found for the variables implying that only 12% of the dependent variable was predicted by the independent variable. The p-value was 0.511 indicating that the model was not a strong fit. The thematic analysis indicated that place is affected by the trust and security perception of the place, preference for traditional shopping and location of the product.

5.2.4 The effect of social media influenced product choice on customer retention in the clothing sector in Mutare CBD.

The study found a weak positive relationship between product choice and customer retention. The relationship was determined by an R-squared value of 0.119 and a p-

value of 0.546. The R-squared indicated that only 11% of the times can product choice influence customer retention. The p-value showed that the model was not a strong fit for the study's variables.

5.3 Conclusions

The following section shows the conclusions which were reached upon by the study regarding the main objectives of the study.

5.3.1 The impact of social media influenced product promotion on customer retention in the clothing sector in Mutare CBD.

The study concluded that product promotion has a statistically significant positive impact on customer retention in the clothing sector in Mutare CBD. The study concluded that the regression equation: $\text{Customer Retention} = 3.811 + 0.824(\text{Engagement}) + 0.7013(\text{Misleading}) + 0.806(\text{Interest}) + 0.905(\text{Action}) + 0.604(\text{Influence})$; can be used to determine the nature and extent of the relationship between customer retention and promotional activities.

5.3.2 The effect of social media influenced product pricing on customer retention in the clothing sector in Mutare CBD.

The study concluded that there is a statistically significant positive relationship between product pricing and customer retention in the clothing sector in Mutare CBD. The study also concluded that the regression equation: $\text{Customer Retention} = 3.869 + 0.895(\text{Influence}) + 0.823(\text{Competitiveness}) + 0.905(\text{Active Accounts}) + 0.716(\text{Impact}) + 0.903(\text{promotions})$; can be used to determine the nature and extent of the relationship between the variables.

5.3.3 The impact of social media influenced product placing on customer retention in the clothing sector in Mutare CBD.

The study concluded that there is an insignificant weak positive relationship between place and customer retention. Due to the insignificance of the relationship the study argued that the regression equation was not worthy considering when seeking understanding of the nature and extent of the relationship between the variables.

5.3.4 The effect of social media influenced product choice on customer retention in the clothing sector in Mutare CBD.

The study concluded that there is an insignificant weak positive relationship between product choice and customer retention. Due to the insignificance of the relationship the study argued that the regression equation was not worthy considering when seeking understanding of the nature and extent of the relationship between the variables.

5.4 Recommendations

The study came up with the following recommendations:

5.4.1 Recommendation to theory (academia)

The study recommends academics to focus on measurement scales which can measure customer retention as a variable. The development of these attributes will lead to a uniform and organised manner of analysing customer retention which makes it easier to craft research instruments and collect data. There are other

measurement scales on various issues in marketing but there is no measurement scale for customer retention.

5.4.2 Recommendations to practice (clothing sector entities)

Owners and managers of clothing sector entities in Mutare CBD should play close attention to their promotional and pricing strategies. The promotion and pricing strategies were found by the study to have the most significant impact on customer retention and as such, there is need to focus more on these in order to get the most out of customer retention efforts. The study recommends that clothing sector entities which have not yet incorporated social media influenced marketing efforts should strategically consider doing so. This recommendation comes from the analyses conducted in the literature review of the study which have shown that social media influenced marketing leads to increased customer retention and revenue as well.

5.4.3 Recommendations to policy makers

The study recommends that policymakers in the clothing sector in Mutare CBD and Zimbabwe at large should aim to control social media marketing. Concerns were raised by respondents through the qualitative data that there are cybersecurity threats, security and trust issues tied to the use of social media marketing. This creates threats of loss should one choose to indulge social media marketing. Thus, the study recommends that authorities and policy makers should focus on holding businesses responsible for their social media marketing efforts and should uphold

any specific security measures to ensure a safe and comfortable social media influenced marketing environment.

5.5 Suggestions for Further Study

The study suggests that further studies should seek to broaden the scope of the study in terms of the industry focus. The future studies should seek to include various sectors and not only the clothing sector. This will improve the generalisability of their findings towards a bigger audience rather than in the clothing sector alone.

The study also recommends that future studies should seek to establish a theory for understanding the relationship between customer retention and marketing strategy. There is a lot of debate in the nature and extent of the relationship which leads to diverse views on the relationship. If a theory is created this research problem will go away and the very nature of the relationship between the variables will become known.

Furthermore, the study urges future studies to seek data from customers in the clothing sector and triangulate the data with business owners. The access of data from customers will increase the reliability of the data for the study.

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Appendices

Appendix 1: AUREC Approval Letter



AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE (AUREC)

P.O. Box 1320 Mutare, Zimbabwe, Off Nyanga Road, Old Mutare-Tel (+263-20) 60075/60026/61611 Fax: (+263 20) 61785 Website: www.africau.edu

Ref: AU4016/25

26 September, 2025

TATENDA NANETTE SEMWAYO

C/O Africa University

Box 1320

MUTARE

RE: AN ASSESSMENT OF THE IMPACT OF SOCIAL MEDIA INFLUENCED MARKETING MIX ON CUSTOMER RETENTION IN THE CLOTHING INDUSTRY. A CASE OF MUTARE IN ZIMBABWE

Thank you for submitting the above-titled proposal to the Africa University Research Ethics Committee for review. Please be advised that AUREC has reviewed and approved your application to conduct the above research.

The approval is based on the following.

a) Research proposal

- **APPROVAL NUMBER** AUREC 4016/25
This number should be used on all correspondence, consent forms, and appropriate documents
- **AUREC MEETING DATE** NA
- **APPROVAL DATE** September 26, 2025
- **EXPIRATION DATE** September 26, 2026
- **TYPE OF MEETING:** Expedited
After the expiration date, this research may only continue upon renewal. A progress report on a standard AUREC form should be submitted a month before the expiration date for renewal purposes.
- **SERIOUS ADVERSE EVENTS** All serious problems concerning subject safety must be reported to AUREC within 3 working days on the standard AUREC form.
- **MODIFICATIONS** Prior AUREC approval is required before implementing any changes in the proposal (including changes in the consent documents)
- **TERMINATION OF STUDY** Upon termination of the study a report has to be submitted to AUREC.



Yours Faithfully

**MARY CHINZOU
FOR CHAIRPERSON**

AFRICA UNIVERSITY RESEARCH ETHICS COMMITTEE

Appendix 2: Questionnaire

Introduction

My name is Nanette Semwayo, a Master's degree student at the Africa University. In partial fulfilment of my study I am mandated to conduct a study, this research instrument is part of the study. You are being invited to participate in the study by answering the questions below.

You are reminded that your identity is not needed in this study, your anonymity is key. The information you present is for academic purposes only and participation is not mandatory, you are free to choose to stop participating at any time. There are also no financial rewards for participating in this study.

For questions which have multiple options laid in a Likert scale manner, be guided by the scale below:

SD=Strongly disagree; D=Disagree; N=Neutral; A=Agree; SA=Strongly agree

Section A: Demographic data

- Age:

18-25		26-35		36-45		46-55		Above 55	
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- Gender:

Male		Female	
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- Level of education:

None/Primary	Secondary	Advanced level	Diploma/degree	Post graduate

- Type of clothing retail business (e.g., boutique, department store, online store):

Boutique	
Department store	
Online store	
Home-office	
Mobile store	

- Years of operation in the clothing industry:

0-3 years		4-6 years		7-10 years		Above 10 years	
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Section B: Social media influenced product choice

QUESTION/PHRASE	SD	D	N	A	SA
I often discover new clothing products through social media platforms.					
The product recommendations I see on social media influence my purchasing decisions.					
I am less likely to buy clothing items that are not promoted on social media.					
I rely on social media reviews to guide my choice of clothing brands.					
Social media does not significantly affect my product preferences.					

Section C: Social media influenced pricing strategy

QUESTION/PHRASE	SD	D	N	A	SA
I am influenced by social media promotions when deciding to purchase clothing.					
The prices of clothing items I see on social media seem less competitive compared to other sources.					
I believe that brands with active social media accounts offer better pricing deals.					
Social media advertisements do not impact my perception of pricing for clothing.					
I often wait for social media promotions before making a clothing purchase.					

Section D: Social media influenced placing strategy

QUESTION/PHRASE	SD	D	N	A	SA
I often shop for clothing directly through social media platforms.					
Social media makes it easier for me to find clothing retailers in my area.					
The location of a clothing store I find on social media influences my decision to visit.					
I do not prefer to shop for clothing online through social media platforms.					
Social media has increased my awareness of local clothing retailers.					

Section E: Social media influenced promotion strategies

QUESTION/PHRASE	SD	D	N	A	SA
I engage with clothing brands on social media when they run promotional campaigns.					
I find social media promotions for clothing brands to be misleading.					
The promotional content I see on social media enhances my interest in specific clothing brands.					
I rarely take action on promotions I see on social media.					
Social media promotions do not significantly influence my decision to purchase clothing.					

Section F: Customer retention

QUESTION/PHRASE	SD	D	N	A	SA
I am likely to repurchase from clothing brands that engage with me on social media.					
I feel loyal to clothing brands that have a strong social media presence.					
My relationship with a clothing brand is not affected by their social media marketing.					
I often recommend clothing brands I follow on social media to others.					
I would consider switching to a different brand if they offer better engagement on social media.					

The end. Thank you.

Appendix 3: Interview/ guide

Introduction

Hello, my name is Nanette Semwayo, and I am a Master's degree student at Africa University. As part of my research, I am conducting interviews to explore how social media influences product choices, pricing strategies, placement strategies, promotion strategies, and customer retention in the clothing retail sector. Your participation is entirely voluntary, and your responses will remain anonymous. You may choose to stop the interview at any time without any consequences.

Interview Structure

Section A: Demographic Data

1. Age:

- Can you please share your age group? (18-25, 26-35, 36-45, 46-55, Above 55)

2. Gender:

- What is your gender? (Male, Female)

3. Level of Education:

- What is your highest level of education completed? (None/Primary, Secondary, Advanced Level, Diploma/Degree, Post Graduate)

4. Type of Clothing Retail Business:

- What type of clothing retail business do you operate? (e.g., boutique, department store, online store, home-office, mobile store)

5. Years of Operation in the Clothing Industry:

- How many years have you been operating in the clothing industry?
(0-3 years, 4-6 years, 7-10 years, Above 10 years)

Section B: Social Media Influenced Product Choice

- How often do you discover new clothing products through social media platforms?
- To what extent do product recommendations on social media influence your purchasing decisions?
- Do you find that you are less likely to buy clothing items that are not promoted on social media?
- How much do you rely on social media reviews when choosing clothing brands?
- Do you believe that social media significantly affects your product preferences?

Section C: Social Media Influenced Pricing Strategy

- How do social media promotions affect your decision to purchase clothing?
- In your opinion, are the prices of clothing items seen on social media competitive compared to other sources?

- Do you believe that brands with active social media accounts offer better pricing deals?
- To what extent do social media advertisements impact your perception of clothing pricing?
- Do you often wait for social media promotions before making a clothing purchase?

Section D: Social Media Influenced Placing Strategy

- Do you shop for clothing directly through social media platforms? Why or why not?
- How does social media help you find clothing retailers in your area?
- Does the location of a clothing store found on social media influence your decision to visit?
- What are your thoughts on shopping for clothing online through social media platforms?
- Has social media increased your awareness of local clothing retailers?

Section E: Social Media Influenced Promotion Strategies

- How do you engage with clothing brands on social media during promotional campaigns?
- Do you find social media promotions for clothing brands to be misleading? Why?

- How does promotional content on social media enhance your interest in specific clothing brands?
- Do you often take action on promotions you see on social media?
- To what extent do social media promotions influence your decision to purchase clothing?

Section F: Customer Retention

- How likely are you to repurchase from clothing brands that engage with you on social media?
- Do you feel loyal to clothing brands that maintain a strong social media presence?
- How does a clothing brand's social media marketing affect your relationship with them?
- Do you recommend clothing brands you follow on social media to others?
- Would you consider switching to a different brand if they offered better engagement on social media?

Conclusion

Thank you for your time and insights. Your contributions are invaluable to my research. If you have any questions or would like to add anything further, please feel free to do so!