

# Analyzing The Impact Of Social Media On Consumer Behaviour In Ghana's Online Shopping Market

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## Abstract

*This study looks at how social media and new technology usage shape consumer buying behaviour in Ghana's online fashion market. We gathered insights from 551 respondents using structured questionnaires shared through WhatsApp, Facebook, and email. The research focused on key aspects like social media interactions, purchasing behaviour, product recommendations, payment preferences, trust in online sellers, and customer satisfaction.*

*The results revealed that social media plays a major role in inducing buying decisions, but its influence is not the same across all product types. Some communications with online retailers encouraged purchases, while others discouraged them, showing how complex social influence can be. Using Structural Equation Modeling (SEM) and SPSS, a validation of the hypotheses had a Cronbach's Alpha of 0.769 confirming strong reliability.*

*While this study offers useful insights, it is limited to one industry in Ghana. Future research should explore other industries and an extensive range of consumers for a more complete picture. Despite these limitations, the study provides valued insight for businesses considering enhancing their digital marketing strategies, strengthening customer trust, and increasing engagement in Ghana's fast-growing online shopping market.*

**Keywords:** Social Commerce, E-Commerce Developments, Consumer Preferences, Online Trustworthiness, Technology Adoption, Buying Habits, Market Dynamics, Customer Experience, Data Integrity.

**JEL Classification:** M31 – Marketing, L81 – Retail and Wholesale Trade; e-Commerce, D12 – Consumer Economics: Empirical Analysis, O33 – Technological Change: Choices and Consequences; Diffusion Processes, C83 – Survey Methods; Sampling Methods, L86 – Information and Internet Services; Computer Software

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## Introduction

The quick rise of e-commerce in present times, combined with the mounting dependence on social media, has profoundly shifted consumer buying habits within the retail domain, particularly regarding online purchases (A et al., 2024; Wirtz & Balzer, 2023). As the digital environment progresses, social media platforms have become essential tools for businesses, promoting direct consumer interaction and increasing brand visibility (Brydges et al., 2022; Chen & Tsai, 2020; Das & Mishra, 2022; Jeanette Saununu & Yanto Rukmana, 2023).

The purchasing decisions of consumers are significantly influenced by social media, which has introduced extensive considerations, with emerging technologies, digital marketing strategies, and the influence of peers serving as pivotal factors in shaping consumer preferences. Previous studies (Chaturvedi, 2023; Diwanji & Cortese, 2021.; Rani & Catherine, 2023; Zhu et al., 2020) have demonstrated that positive reviews and user-generated content are crucial factors in online shopping behaviour, particularly in building consumer trust.

The fashion industry in Ghana, one of the fastest-growing e-commerce sectors, provides a unique context to study this phenomenon (Brydges et al., 2022; Kautish & Sharma, 2018; Muturi, 2024; Sethi, 2018). As Ghanaian consumers increasingly turn to online platforms for fashion purchases, understanding the factors that drive their decisions is essential for businesses aiming to optimize their strategies. This research seeks to explore how social media interactions, satisfaction levels with online shopping experiences, and emerging technologies impact the online shopping behaviour of Ghanaian consumers (Irshad & Ahmad, 2019). Through a combination of quantitative analysis and consumer insights, this study aims to uncover the elements influencing purchasing

choices in the Ghanaian fashion industry and offer practical recommendations for online retailers (Murshed & Ugurlu, 2023a; Muturi, 2024; Vignali et al., 2020).

### **Research Questions:**

1. In what manner does engagement with social media platforms affect the purchasing decisions of consumers within Ghana's online retail sector?
2. How do advancements in technology influence consumer behaviour within the online fashion marketplace in Ghana?
3. What is the correlation between consumer satisfaction regarding online shopping experiences and the influence of social media on purchasing decisions?

### **Objectives:**

1. To explore the ramifications of social media interactions on consumer behaviour within the online shopping domain in Ghana.
2. To evaluate the influence of emerging technologies on consumer purchasing behaviours within the fashion industry.
3. To analyze the connection between satisfaction derived from online shopping experiences and the impact of social media on consumer behaviour in Ghana.

### **Hypotheses:**

H1: Engagement with social media platforms exerts a positive influence on consumer purchasing behaviour within Ghana's online shopping sector.

H2: Emerging technologies play a significant role in shaping consumer purchasing decisions in the online fashion market.

H3: Elevated levels of satisfaction with online shopping experiences amplify the influence of social media on consumer behaviour.

### **Literature**

#### **Building Trust in Ghana's Growing Online Shopping Market**

The era of relying solely on physical storefronts for product distribution is fading. Thanks to the Internet, sellers can connect instantly with customers (Lin et al., 2018; Ribbink et al., 2004; Yau & Tang, 2018). Online shopping platforms, mainly social media, have become essential in showcasing products and enabling consumer engagement (Achen, 2019; Dessart et al., 2015; Rahmayani et al., 2022.-a, 2022.-b; Simon et al., 2016; Yasser & Gayatri, 2023). These digital spaces make it easier for buyers to explore and evaluate products, enhancing accessibility and convenience regardless of location. However, a crucial question remains: how trustworthy is online shopping for consumers?

The factor "Trust" plays an essential role in online transactions and is influenced by factors such as clear communication, reliable delivery, fair refund policies, and social media engagement (Kierian et al., 2023; Lu et al., 2016; Meng & Wan Abas, 2023; VanDyke et al., 2023; Yasser & Gayatri, 2023). When trust is established, it fosters loyalty and repeat business. While this shift is evident globally, Ghana is still developing its online shopping landscape. Strategies to build consumer trust are vital.

#### **Innovative Pricing Strategies for Ghana's E-Commerce Growth**

Pricing plays a crucial role in consumers' online purchasing decisions. Product prices directly impact whether a customer perceives value in a purchase and proceeds with it (Akman & Mishra, 2017; Mican & Sitar-Taut, 2020; Verma & Khanna, 2022). While online and offline prices may be similar, strategic discounts and promotions can encourage customers to choose online shopping over physical stores. However, many Ghanaian online sellers fail to leverage these tactics effectively, missing opportunities to attract more buyers (Chaturvedi, 2023).

To stay competitive, sellers must understand price sensitivity and consumer behaviour. Offering discounts, bundle deals, or free shipping can enhance customer appeal. While trust is essential, buyers also seek affordability.

Competitive pricing, coupled with quality products, fosters loyalty and referrals (Fernandes & Moreira, 2019; Murshed & Ugurlu, 2023b; Ribbink et al., 2004; Tatar & Eren-Erdoğmuş, 2016; Wu & Lee, 2020). A potent pricing strategy strengthens brand identity and helps businesses stand out in Ghana's evolving e-commerce landscape (A Almohaimmeed, 2019; Kazmi et al., 2021; Tatar & Eren-Erdoğmuş, 2016).

### **Understanding Demographics to Build Trust Online**

Demographic factors significantly influence online shopping behaviour and trust (Boštjančič et al., 2022). Sellers who understand their target audience's age, gender, employment, education, and social media engagement can tailor their offerings to match consumer preferences. Younger shoppers readily embrace technology, while older generations may prefer traditional interactions (Boštjančič et al., 2022; Chen & Tsai, 2020; Das & Mishra, 2022; Garcia-Morales et al., 2018; Ong et al., 2021; Suherlan & Okombo, 2023).

Income also affects trust—higher earners favour branded products, while budget-conscious consumers prioritize affordability (Jeong et al., 2019; Sakas et al., 2022; Tatar & Eren-Erdoğmuş, 2016). By leveraging demographic insights, online sellers can refine their marketing strategies, enhance customer engagement, and foster long-term trust, strengthening their position in the competitive e-commerce market.

### **The Power of Customer Reviews in E-commerce**

Customer reviews and recommendations strongly influence online shopping decisions (Zhu et al., 2020). Positive feedback builds trust, while negative reviews can deter buyers. To stay competitive, online sellers must actively encourage and manage reviews (Peltier et al., 2020)

Social media platforms like Facebook, Instagram, and TikTok intensify customer views, making user-generated content crucial for brand trustworthiness (Diwanji & Cortese, 2021.; Patrutiu Baltes, 2015; Zhang, 2022). Addressing both positive and negative feedback nurtures trust and loyalty. In the end, well-managed reviews strengthen a brand's reputation and drive business growth in Ghana's e-commerce space (Ribbink et al., 2004; Sfenrianto et al., 2018).

### **Strengthening Online Trust Through Customer Engagement**

In Ghana, effective customer engagement is key in shaping brand perception and fostering trust in online shopping (Rani & Catherine, 2023). A well-positioned brand builds loyalty and provides a competitive edge (Barreda et al., 2020; Chaturvedi, 2023; Simon et al., 2016)

Trust remains a significant concern in e-commerce, with scepticism surrounding online transactions (Punyatoya, 2019; Silva et al., 2020). Gaining confidence requires businesses to actively engage customers through revealing content, feedback mechanisms, and user-generated content. Social media platforms like TikTok, WhatsApp, and Instagram serve as vital channels for interaction (Achen, 2019; Simon et al., 2016).

Timely responses, AI-driven support, and personalized experiences enhance credibility (Jarek & Mazurek, 2019; Nofirda & Ikram, 2023; Paschen et al., 2019). When customers feel heard and valued, they develop long-term loyalty, ensuring sustainable success in Ghana's online marketplace (Balogh & Mizik, 2022; Brydges et al., 2022; de Lenne & Vandenbosch, 2017; Irshad & Ahmad, 2019)

### **Research Approach and Methodology**

The quantitative research method will be used to discover the impact of cultural preferences and technological advancements on consumer behaviour in Ghana's online fashion industry. A survey will collect primary data from 551 respondents, including online shoppers and fashion retailers (Izem et al., 2018; Sethi, 2018).

Structured questionnaires distributed via WhatsApp, Facebook, and email will assess cultural relevance, technology use, and purchasing habits. Stratified random sampling ensures demographic balance (Achen, 2019; Simon et al., 2016; Snijders, 2014).

Structural Equation Modeling (SEM) and SPSS will analyze data, with Cronbach's Alpha (.769) measuring reliability. Ethical guidelines ensure informed consent, confidentiality, and valuable insights for businesses.

**Findings and Analysis****Descriptive Statistics**

	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic	Statistic	Error	Statistic	Statistic	Statistic
Gender	551	1	1	2	1.38	.021	.486	.236	.499
How old are you	551	3	1	4	1.74	.031	.726	.527	.612
Kindly indicate your employment status	551	2	1	3	2.11	.037	.880	.774	-.207
What is your level of education	551	5	1	6	3.96	.039	.911	.829	-.635
Valid N (listwise)	551								

The descriptive statistics for 551 survey participants show insights into their demographic profile. Gender distribution leans slightly towards one gender with a mean value of 1.38 (skewness = 0.499), indicating a slight bias. Age is relatively balanced, with a mean of 1.74 and a skewness of 0.612, suggesting a youthful demographic. Employment status reveals that most respondents are employed (mean = 2.11, skewness = -0.207), which shows a higher proportion of working individuals. Education levels are relatively high, with a mean of 3.96 and a skewness of -0.635, suggesting that many participants have attained tertiary education. These demographic insights provide a clear understanding of the respondent pool for the study, helping to contextualize their online shopping behaviour and preferences (Boštjančič et al., 2022).

**Table 2: Determinants of Consumer Behaviour in Online Shopping**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Do you follow or engage with online retailers or brands on social media	551	1	2	1.2	0.397
Are you able to find the product you want online on social media pages	551	1	2	1.08	0.268
Do social conversations influence your product choices	551	1	3	1.82	0.87
Have you ever purchased from an online retailer in Ghana	551	1	2	1.12	0.329
Are the marketing activities of fashion products attractive to you on their social media pages	551	1	3	1.51	0.813
How do you think social media influences the fashion industry	551	1	3	1.87	0.98
Do you feel that the growth of online shopping has had a positive or negative impact on local businesses in Ghana	551	1	2	1.1	0.298
What is your preferred mode of payment	551	1	3	1.62	0.888
How frequently do you intend to buy this fashion	551	1	4	3.39	0.797
How satisfied are you with your overall online shopping experiences in Ghana	551	1	5	3.39	0.774
Do you agree that a brand's social media presence influences your purchasing decision	551	1	5	3.6	0.991
Are social media promotions and discounts influential in your online shopping decisions	551	1	5	3.67	0.978
Price Competitiveness	551	1	5	3.5	1.434
Valid N (listwise)	551				

The survey of 551 participants reveals key insights into online shopping behaviour in Ghana. Respondents generally engage with online retailers on social media (mean = 1.2) and quickly find desired products (mean = 1.08). Social media conversations moderately influence purchasing decisions (mean = 1.82), and marketing on social platforms is viewed as attractive (mean = 1.51). Most participants have made purchases from online retailers in Ghana (mean = 1.12) and believe social media positively impacts the fashion industry (mean = 1.87). Satisfaction with online shopping is moderate (mean = 3.39), with promotions and price competitiveness influencing decisions (means of 3.67 and 3.5, respectively)(Business & Research, 2019; Rehman et al., 2017; Shwastika & Keni, 2021).

Table 3: Impact of Social Conversations on Fashion Choices

## Multiple Comparisons

## Tukey HSD

Dependent Variable	(I) Do social conversations influence your product choices	(J) Do social conversations influence your product choices	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Clothes	Yes	No	.144*	0.052	0.016	0.02	0.27
		Maybe	0.013	0.046	0.955	-0.09	0.12
	No	Yes	-.144*	0.052	0.016	-0.27	-0.02
		Maybe	-0.131	0.056	0.054	-0.26	0
	Maybe	Yes	-0.013	0.046	0.955	-0.12	0.09
Shoes	Yes	No	0.131	0.056	0.054	0	0.26
		Maybe	0.013	0.055	0.972	-0.12	0.14
		Yes	-0.046	0.049	0.62	-0.16	0.07
	No	Yes	-0.013	0.055	0.972	-0.14	0.12
		Maybe	-0.059	0.06	0.595	-0.2	0.08
	Maybe	Yes	0.046	0.049	0.62	-0.07	0.16
		No	0.059	0.06	0.595	-0.08	0.2
Accessories	Yes	No	0.025	0.055	0.89	-0.1	0.16
		Maybe	-0.028	0.049	0.836	-0.14	0.09
	No	Yes	-0.025	0.055	0.89	-0.16	0.1
		Maybe	-0.053	0.06	0.647	-0.19	0.09
	Maybe	Yes	0.028	0.049	0.836	-0.09	0.14
		No	0.053	0.06	0.647	-0.09	0.19

\* The mean difference is significant at the 0.05 level.

Source: Field Survey (2023)

The Tukey HSD test analyzed whether social conversations affect product choices across different fashion categories (clothes, shoes, and accessories). Results revealed a significant difference in clothing choices between those influenced by social conversations and those not ( $p = 0.016$ ). Individuals influenced by social discussions were more likely to change their clothing preferences. However, no significant differences were found between the "Yes" and "Maybe" groups or the "No" and "Maybe" groups for clothing. For shoes and accessories, no significant differences were observed ( $p > 0.05$ ), suggesting that social influence primarily affects clothing purchases rather than shoes and accessories(Chen & Tsai, 2020; Fernandes & Moreira, 2019; Peltier et al., 2020).

Confidence Intervals				
	Pearson Correlation	SSig. (2-tailed)	95% Confidence Intervals (2-tailed)a	
			Lower	Upper
Does social media influence your consumer behaviours and actions - Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana	0.273	.00	0.193	0.348
Does social media influence your consumer behaviours and actions - How satisfied are you with your overall online shopping experiences in Ghana	0.247	.0	0.167	0.324
Does social media influence your consumer behaviours and actions - Trustworthiness of Online Sellers	0.137	0.001	0.054	0.218
Does social media influence your consumer behaviours and actions - Are the marketing activities of fashion products attractive to you on their social media pages	-.114	0.008	-.195	-.031
Does social media influence your consumer behaviours and actions - Security of Personal Important	0.092	0.031	0.009	0.174
Does social media influence your consumer behaviours and actions - Returns and Refunds	0.084	0.048	0.001	0.167
Does social media influence your consumer behaviours and actions - Product Recommendation	0.131	0.002	0.048	0.212
Does social media influence your consumer behaviours and actions - Authenticity of Products	0.124	0.004	0.04	0.205
Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana - How satisfied are you with your overall online shopping experiences in Ghana	0.233	.0	0.152	0.311
Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana - Trustworthiness of Online Sellers	0.184	.0	0.102	0.263
Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana - Are the marketing activities of fashion products attractive to you on their social media pages	0.051	0.234	-.033	0.134
Do you agree that emerging technologies or trends will shape the	0.185	.0	0.103	0.264

future of online shopping in Ghana - Security of Personal Important				
Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana - Returns and Refunds	0.165	0	0.083	0.246
Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana - Product Recommendation	0.181	0	0.099	0.26
Do you agree that emerging technologies or trends will shape the future of online shopping in Ghana - Authenticity of Products	0.215	0	0.134	0.294
How satisfied are you with your overall online shopping experiences in Ghana - Trustworthiness of Online Sellers	0.034	0.43	-0.05	0.117
How satisfied are you with your overall online shopping experiences in Ghana - Are the marketing activities of fashion products attractive to you on their social media pages	-0.113	0.008	-0.195	-0.03
How satisfied are you with your overall online shopping experiences in Ghana - Security of Personal Important	0.023	0.588	-0.061	0.107
How satisfied are you with your overall online shopping experiences in Ghana - Returns and Refunds	0.037	0.39	-0.047	0.12
How satisfied are you with your overall online shopping experiences in Ghana - Product Recommendation	0.078	0.066	-0.005	0.161
How satisfied are you with your overall online shopping experiences in Ghana - Authenticity of Products	0.039	0.366	-0.045	0.122
Trustworthiness of Online Sellers - Are the marketing activities of fashion products attractive to you on their social media pages	0.044	0.307	-0.04	0.127
Trustworthiness of Online Sellers - Security of Personal Important	0.831	0	0.803	0.855
Trustworthiness of Online Sellers - Returns and Refunds	0.798	0	0.765	0.826
Trustworthiness of Online Sellers - Product Recommendation	0.812	0	0.781	0.838
Trustworthiness of Online Sellers - Authenticity of Products	0.874	0	0.853	0.893
Are the marketing activities of fashion products attractive to you on their social media pages - Security of Personal Important	0.063	0.141	-0.021	0.146

Are the marketing activities of fashion products attractive to you on their social media pages - Returns and Refunds	0.048	0.26	-0.036	0.131
Are the marketing activities of fashion products attractive to you on their social media pages - Product Recommendation	0.036	0.398	-0.048	0.119
Are the marketing activities of fashion products attractive to you on their social media pages - Authenticity of Products	0.029	0.502	-0.055	0.112
Security of Personal Important - Returns and Refunds	0.818	0	0.789	0.844
Security of Personal Important - Product Recommendation	0.824	0	0.795	0.849
Security of Personal Important - Authenticity of Products	0.887	0	0.867	0.903
Returns and Refunds - Authenticity of Products	0.841	0	0.815	0.864
Product Recommendation - Authenticity of Products	0.849	0	0.824	0.871

a Estimation is based on Fisher's r-to-z transformation.

The table shows Pearson correlation coefficients, significance levels, and 95% confidence intervals for various factors related to online shopping in Ghana. For example, the correlation between social media's impact on consumer behaviour and the belief that emerging technologies will shape online shopping has a coefficient of 0.273 ( $p = 0.000$ ), with a 95% Confidence Interval of 0.193 to 0.348. Similarly, the correlation between social media influence and satisfaction with online shopping has a coefficient of 0.247 ( $p = 0.000$ ), with a Confidence Interval ranging from 0.167 to 0.324. The study also explores how product recommendations, payment preferences, engagement with online retailers, and social conversations affect consumer behaviour. The regression analysis model highlights how these variables collectively influence purchasing decisions, providing valuable insights into the role of social media and technology in shaping consumer behaviour in Ghana. (Anirvinna et al., 2021; Chien et al., 2011; Garcia-Morales et al., 2018; Husain et al., 2016; Suherlan & Okombo, 2023).

**Table 4: Anova Analysis**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	74.859	9	8.318	8.784	.000 <sup>b</sup>
	Residual	511.325	540	0.947		
	Total	586.184	549			

a. Dependent Variable: Does social media influence your consumer behaviours and actions

b. Predictors: (Constant), Product Recommendation, what is your preferred mode of payment, Do you follow or engage with online retailers or brands on social media, Do social conversations influence your product choices, How satisfied are you with your overall online shopping experiences in Ghana, Trustworthiness of Online Sellers, Returns and Refunds, Security of Personal Important, Authenticity of Products

Source: Field Survey (2023)



The ANOVA table presents the results of a multiple regression analysis assessing factors influencing consumer buying behaviour related to social media (Akman & Mishra, 2017; Datta et al., 2022; Peltier et al., 2020). The model is statistically significant, with an F-value of 8.784 and a p-value of .000, showing that at least one predictor affects consumer behaviour. The regression model accounts for a substantial portion of the variance, with a regression sum of squares of 74.859. Key predictors include product recommendations, payment preferences, retailer engagement, social conversation influence, satisfaction, trustworthiness, returns, security, and authenticity. The residual sum of squares of 511.325 reflects unexplained variance, highlighting the model's significance and predictor contributions.

**Table 5: The impact of Social media Usage on online shopping**  
Correlations

		How often do you use social media?						
			Shirts	Trousers	Dress	Skirts	Blouse	Suit
How often do you use social media	Pearson Correlation	1	-0.04	-0.06	0.016	-0.014	-0.01	0.027
	Sig. (2-tailed)		0.345	0.161	0.711	0.74	0.823	0.527
	N	551	551	551	551	551	551	551
Shirts	Pearson Correlation	-0.04	1	.527**	-.140**	0.079	0.022	.285**
	Sig. (2-tailed)	0.345		0	0.001	0.063	0.601	0
	N	551	551	551	551	551	551	551
Trousers	Pearson Correlation	-0.06	.527**	1	-0.031	.208**	.137**	.303**
	Sig. (2-tailed)	0.161	0		0.466	0	0.001	0
	N	551	551	551	551	551	551	551
Dress	Pearson Correlation	0.016	-.140**	-0.031	1	.456**	.462**	0.003
	Sig. (2-tailed)	0.711	0.001	0.466		0	0	0.936
	N	551	551	551	551	551	551	551
Skirts	Pearson Correlation	-0.014	0.079	.208**	.456**	1	.631**	.174**
	Sig. (2-tailed)	0.74	0.063	0	0		0	0
	N	551	551	551	551	551	551	551
Blouse	Pearson Correlation	-0.01	0.022	.137**	.462**	.631**	1	.152**
	Sig. (2-tailed)	0.823	0.601	0.001	0	0		0
	N	551	551	551	551	551	551	551
Suit	Pearson Correlation	0.027	.285**	.303**	0.003	.174**	.152**	1
	Sig. (2-tailed)	0.527	0	0	0.936	0	0	
	N	551	551	551	551	551	551	551
African Wear	Pearson Correlation	-0.077	.194**	.228**	0.051	.172**	.114**	.330**
	Sig. (2-tailed)	0.072	0	0	0.231	0	0.007	0
	N	551	551	551	551	551	551	551
Others	Pearson Correlation	-0.015	-.224**	-.165**	-.150**	-0.04	-0.007	-0.062
	Sig. (2-tailed)	0.727	0	0	0	0.352	0.864	0.148
	N	551	551	551	551	551	551	551

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

**Source: Field Survey (2023)**

The correlation analysis examines the relationship between social media usage and clothing preferences among 551 respondents. Results reveal no significant correlation between social media use and specific clothing choices, as all Pearson correlation values are low and statistically insignificant ( $p > 0.05$ ). However, there are strong correlations between different types of clothing. For example, shirts and trousers have a significant positive correlation ( $r = 0.527$ ,  $p < 0.01$ ), indicating that those who buy shirts are also likely to purchase trousers. Likewise, dresses show strong correlations with skirts ( $r = 0.456$ ,  $p < 0.01$ ) and blouses ( $r = 0.462$ ,  $p < 0.01$ ), suggesting consumers often buy these items together. African wear and suits exhibit moderate correlations with other clothing categories, while "Others" show weak or negative correlations. The findings suggest that while social media usage doesn't directly impact clothing choices, there are clear patterns of complementary fashion purchases (Akbar et al., 2023; Ali et al., 2019a).

**Table 6: Tests of Homogeneity of Variance**

Tests of Homogeneity of Variances		Levene			
		Statistic	df1	df2	Sig.
Clothes	Based on Mean	0.181	3	547	0.909
	Based on Median	0.036	3	547	0.991
	Based on the Median and with adjusted df	0.036	3	546.417	0.991
	Based on trimmed mean	0.181	3	547	0.909
Shoes	Based on Mean	3.115	3	547	0.026
	Based on Median	0.109	3	547	0.955
	Based on the Median and with adjusted df	0.109	3	546.54	0.955
	Based on trimmed mean	3.115	3	547	0.026
Accessories	Based on Mean	0.884	3	547	0.449
	Based on Median	0.058	3	547	0.982
	Based on the Median and with adjusted df	0.058	3	546.496	0.982
	Based on trimmed mean	0.884	3	547	0.449

The table presents homogeneity of variance tests for Clothes, Shoes, and Accessories using different measurement methods (Mean, Median, Median with adjusted degrees of freedom, and Trimmed Mean). For Clothes, the Levene statistic ranged from 0.036 to 0.181, with all p-values exceeding 0.909, indicating no significant variance differences. Similarly, Accessories showed no notable variance discrepancies, with Levene values ranging from 0.058 to 0.884 and p-values above 0.449. However, Shoes exhibited variance inconsistencies, with Levene statistics ranging from 0.109 to 3.115 and p-values between 0.026 and 0.955, revealing significant differences using the Mean and Trimmed Mean methods ( $p < 0.05$ ). While Clothing and Accessories show stable variances across methods, Shoes demonstrate notable discrepancies, highlighting the need for careful consideration in footwear analysis. (Lubua & Pretorius, 2019; Simon et al., 2016; Sudirjo, 2021)

**Table 7: Regression Analysis of Online Shopping**

Coefficients a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.738	0.273		10.027	0
	Do you follow or engage with online retailers or brands on social media	-.0386	0.106	-.0148	-3.661	0
	What is your preferred mode of payment	0.029	0.047	0.025	0.611	0.541
	How satisfied are you with your overall online shopping experiences in Ghana	0.282	0.055	0.211	5.135	0
	Do social conversations influence your product choices	-.0173	0.049	-.0145	-3.562	0
	Trustworthiness of Online Sellers	0.112	0.061	0.163	1.85	0.065
	Security of Personal Important	0.068	0.065	-.0098	-1.041	0.298
	Authenticity of Products	0.04	0.077	0.057	0.519	0.604
	Returns and Refunds	0.066	0.059	-.0094	-1.116	0.265
	Product Recommendation	0.068	0.063	0.094	1.079	0.281

**a Dependent Variable: Does social media influence your consumer behaviours and actions**

The regression analysis on the impact of social media on consumer behaviour in online shopping in Ghana reveals some interesting trends (Akbar et al., 2023; Ali et al., 2019b). It shows that the more consumers engage with online retailers or brands, the less likely social media influences their buying decisions, with a negative coefficient of -0.386. Payment preferences don't seem to affect this relationship much. On the other hand, customers who are more satisfied with their online shopping experience tend to be more influenced by social media, with a positive correlation of 0.282. Interestingly, social conversations around product choices appear to reduce the influence of social media. Factors like trust, security, and product authenticity don't seem to alter social media's effect significantly. Overall, the findings highlight that satisfaction, engagement, and social conversations are key factors in shaping how social media impacts consumer purchasing behaviour in Ghana (Lubua & Pretorius, 2019; Meng & Wan Abas, 2023; Sheikh et al., 2019; Sudirjo, 2021).

**Table 8: Reliability/Validity Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
0.769	13

Source: Field Survey (2023)

The Cronbach's Alpha of 0.769 based on 13 items was used to reveal the reliability analysis. This coefficient measures the internal consistency of the items, indicating how well they collectively assess the same concept. A value of 0.769 suggests that the 13 items in this research are constantly aligned, ensuring they effectively measure the intended construct. Generally, a Cronbach's Alpha above 0.7 is acceptable for research purposes. Therefore, with a value of 0.769, the scale used in this study is reliable for assessing the trustworthiness of online sellers (Datta et al., 2022; Hamdan & Wang, 2023; Tahir, 2021).

**Findings and Recommendations**

The research shows an important positive correlation between social media engagement and consumer satisfaction (Murshed & Ugurlu, 2023a; Peltier et al., 2020; Simon et al., 2016). Positive feedback not only fosters trust and loyalty but also drives consumer engagement. By focusing on enhancing customer experiences through effective social media engagement strategies and embracing technological advancements, online retailers can amplify their success in an increasingly competitive market. Moreover, developing technologies substantially impact consumer purchasing decisions, especially in the online fashion industry (Garcia-Morales et al., 2018). The research further showed that customer satisfaction is key to increasing social media influence, with positive feedback driving greater consumer trust and loyalty.

Improving overall satisfaction through user-friendly platforms and reliable service will help amplify the influence of social media on consumer behaviour. Retailers should also prioritize security and transparency to build trust (Gunawan & Septianie, 2021; Putra & Lestari, 2023a, 2023b).

### Conclusion

This study looked into the impact of social media on consumers' buying behaviour in the Ghanaian online shop. The study explored the impact of social media engagement, how satisfied customers are, and what impact evolving technologies meaningfully form consumers' buying decisions. The research showed a positive relationship between social media interactions and the trust of consumers. It also emphasized the critical role of online purchasing satisfaction on the impact of social media. The findings indicated that online retail business owners can improve their marketing strategies by paying attention to technology improvement, customer engagement, and service quality to increase customer loyalty.

The Cronbach's Alpha value of 0.769, obtained for the measurement scale's reliability, indicates that the study's internal consistency is reliable.

However, the research identified some limitations, such as reliance on self-reported data, which may conclude with some level of bias. The other limitation is the research only sampled 551 participants, which will not represent the entire range of online shoppers in Ghana. Future research should explore the long-term effects of these strategies on customer loyalty and investigate additional factors that may influence consumer behaviour in the digital age.

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