

Technology Acceptance and the Perceived Effectiveness of Social Networking Sites in Predicting Consumer Behavior in Clothing Purchases

Lileth Oranza Ulbeda¹

¹ Department of General Teacher Training, North Eastern Mindanao State University, Philippines.

Email: lilethulbeda@gmail.com

ORCID: 0009-0007-3470-809X

Corresponding Author:

Lileth Oranza Ulbeda

Email: lilethulbeda@gmail.com

Abstract

The increasing integration of social networking sites into online commerce has transformed these platforms into important channels for consumer purchasing, particularly in the fashion retail sector. As social networking sites continue to evolve into digital marketplaces, understanding how technology acceptance shapes consumers' perceptions of their effectiveness has become increasingly important. This study examined the relationship between technology acceptance and the perceived effectiveness of social networking sites for clothing purchases using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework. A descriptive-correlational research design was employed involving 159 randomly selected students, faculty members, and administrative staff from North Eastern Mindanao State University–Cantilan Campus. Descriptive statistics and Pearson product–moment correlation analysis were used to analyze the data. The findings revealed that respondents perceived social networking sites as highly effective platforms for clothing purchases, particularly in terms of shopping convenience, customer reviews and feedback, and user engagement. Likewise, respondents demonstrated a very high level of technology acceptance, with performance expectancy, effort expectancy, and social influence emerging as the most prominent dimensions. Correlation analysis further showed significant positive relationships between the UTAUT constructs and all dimensions of perceived effectiveness, indicating that consumers who perceive social networking sites as useful, easy to use, and socially supported are more likely to regard them as effective environments for product discovery, purchase evaluation, and online transactions. The findings highlight the importance of fostering technology acceptance to strengthen consumers' confidence in social commerce platforms and enhance their overall shopping experiences. Businesses may benefit from developing customer-centered digital strategies that prioritize platform usability, meaningful user engagement, and trustworthy consumer interactions to sustain long-term participation in the evolving e-commerce landscape...

Keywords : consumer behavior; perceived effectiveness; social networking sites; technology acceptance; Unified Theory of Acceptance and Use of Technology (UTAUT)

Introduction

The rapid expansion of e-commerce has fundamentally reshaped consumer purchasing behavior by shifting transactions from conventional face-to-face exchanges to digitally mediated shopping environments. While this transition has increased convenience and accessibility, it has also heightened concerns regarding the reliability of online information, product authenticity, transaction security, and consumers' ability to evaluate product quality without direct physical examination. These challenges continue to influence how individuals assess and engage with online retail platforms (Dash et al., 2023).

As social networking sites continue to evolve beyond communication platforms into interactive digital marketplaces, understanding the factors that encourage consumers to embrace these technologies has become increasingly important. Technology acceptance plays a central role in shaping consumers' perceptions of the effectiveness of these platforms by influencing how they evaluate their functionality, usefulness, and overall shopping experience. Consequently, examining the association between technology acceptance and perceived effectiveness provides valuable insights into the mechanisms underlying consumers' online purchasing decisions within social commerce environments (Berliana et al., 2025; Syamillah et al., 2025).

The Philippine retail landscape reflects this digital transformation, with online shopping becoming an established component of everyday consumer behavior. The widespread availability of smartphones, improved internet

infrastructure, and the growing popularity of social networking sites have accelerated the adoption of e-commerce across the country. Within this evolving ecosystem, platforms such as Shopee, Lazada, and TikTok Shop have emerged as dominant players by integrating seamless purchasing processes, promotional campaigns, and digital payment services that collectively enhance the online shopping experience (Moreno et al., 2025).

The Philippine e-commerce sector has experienced remarkable expansion, driven by the rapid growth of leading digital marketplaces. Among these, Shopee has demonstrated substantial user adoption, with application downloads increasing from 0.57 million in 2017 to 12.45 million in 2023. Its continued popularity has been attributed to platform features such as flash deals, discount coupons, loyalty rewards, and gamified shopping experiences that encourage consumer participation and repeat purchases (Winanda et al., 2024). Beyond these promotional features, purchasing decisions are shaped by consumers' evaluations of product quality, pricing, seller credibility, and the availability of accurate product information, all of which influence confidence in online transactions (Mesatania, 2022).

Similarly, Lazada has strengthened its position across Southeast Asia by offering a broad range of products, flexible payment methods, dependable customer support, and efficient logistics services. Evidence suggests that consumers' satisfaction and purchasing decisions within the platform are influenced by product quality, assortment, pricing, individual preferences, and the technological capabilities that facilitate a seamless shopping experience (Prasetyo & Fuente, 2020). At the same time, TikTok Shop has redefined social commerce by embedding shopping functionalities directly into social media through live selling, affiliate marketing, and an integrated marketplace. These features foster greater consumer engagement, reinforce brand credibility, and create more interactive online shopping experiences (Moreno et al., 2025).

The continued expansion of online retail has compelled businesses to respond to changing consumer expectations by strengthening their digital infrastructure, enhancing customer service, adopting competitive pricing strategies, and developing innovative marketing approaches to sustain their position in an increasingly competitive e-commerce environment (Calaro et al., 2023). Equally important, the quality of customer service has become a key determinant of consumer trust and satisfaction. Prompt responses to inquiries, efficient handling of complaints, timely processing of refunds, and effective resolution of product-related concerns contribute significantly to maintaining positive customer relationships and encouraging repeat patronage (Ibno, 2026; Rellon et al., 2026).

To better understand the factors influencing consumers' adoption of online shopping technologies, numerous international studies have applied the Unified Theory of Acceptance and Use of Technology (UTAUT). This framework explains how individuals' perceptions of technology shape their willingness to adopt and use digital platforms. Consistent with this perspective, Langah et al. (2026) reported that performance expectancy positively predicts online purchase intention, indicating that consumers are more inclined to engage in online shopping when they perceive it as useful and beneficial. Conversely, effort expectancy did not significantly influence purchase intention, suggesting that the ease of using online shopping platforms has become an expected feature rather than a decisive factor. The findings further identified social influence as the strongest determinant of purchase intention, highlighting the substantial role of peers, family members, and prevailing social trends in shaping consumers' online purchasing behavior.

Organizations are encouraged to adopt a consumer-centered approach when implementing new technologies by carefully assessing customer characteristics, selecting technology solutions that align with user needs, choosing appropriate vendors, and establishing effective change management strategies. Such measures are essential for minimizing implementation challenges and increasing the likelihood of successful technology adoption (Yadav et al., 2022). At the same time, the widespread use of smartphones, together with the growing emphasis on Know Your Customer (KYC) and Know Your Product (KYP) practices, has accelerated digital transformation across industries. As businesses increasingly operate within technology-driven marketplaces, they are expected to deliver services that emphasize efficiency, speed, transparency, and quality while responding to evolving consumer expectations (Moreno et al., 2025). These developments underscore the need to understand consumer behavior and purchasing preferences as critical determinants of technology adoption in digital commerce.

Against this backdrop, the present study seeks to generate insights that can support businesses in developing more customer-oriented digital strategies and platforms. By examining how consumers perceive and adopt technology within online shopping environments, the findings may assist organizations in designing systems that extend beyond technological innovation and are informed by consumers' needs, expectations, and purchasing behaviors. Such evidence can contribute to more effective digital transformation initiatives and foster stronger consumer engagement in the evolving e-commerce landscape.

LITERATURE REVIEW

The Unified Theory of Acceptance and Use of Technology (UTAUT) remains one of the most widely adopted frameworks for explaining why individuals embrace or reject emerging technologies. The model identifies four primary determinants of technology acceptance—performance expectancy, effort expectancy, social influence, and facilitating conditions—which collectively explain users' intentions to adopt and utilize digital systems

(Langah et al., 2026; Wibowo et al., 2020). Its applicability has been consistently demonstrated across various technology-driven settings, including mobile banking, e-learning, and e-commerce, where these constructs have shown substantial predictive power in explaining user behavior (Langah et al., 2026). As digital commerce continues to evolve, social networking platforms such as Instagram, Facebook, and TikTok have expanded beyond their original communication functions to become influential commercial ecosystems that shape consumer purchase intentions through interactive engagement, personalized experiences, and trend-oriented content (Dwivedi et al., 2021).

The growing integration of digital marketing within these platforms has further intensified the importance of creating personalized consumer experiences. Online retailers increasingly utilize internet-based technologies to design user-centered environments that enhance interaction, facilitate product discovery, and improve the overall shopping experience. Between 2015 and 2023, personalization emerged as a strategic marketing approach that strengthened product positioning while improving user engagement, conversion rates, and marketing effectiveness. Consequently, businesses have continued to refine personalization strategies to maintain competitiveness in the rapidly evolving digital marketplace (Moreno et al., 2025). Beyond improving commercial outcomes, personalized advertising also contributes to stronger consumer–brand relationships by fostering emotional attachment, increasing trust, and encouraging long-term customer loyalty (Calaro et al., 2023).

Empirical evidence further reinforces the relevance of the UTAUT framework in understanding online purchasing behavior. Langah et al. (2026) identified social influence as the strongest predictor of consumers' purchase intentions, emphasizing the substantial impact of peers, family members, and interpersonal networks on purchasing decisions. Their findings also highlighted the significant role of performance expectancy, demonstrating that consumers are more inclined to adopt online shopping platforms when they perceive them as useful, convenient, and capable of saving time, facilitating price comparisons, and providing access to products that may be unavailable through traditional retail channels.

Recent evidence underscores the importance of consumer experience in shaping online purchasing behavior. Decatoria-Condino and Caballero (2025) identified consumer experience as the strongest predictor of online purchase decisions, suggesting that favorable interactions with an e-commerce platform substantially increase consumers' willingness to complete and repeat purchases. Positive experiences—including seamless transactions, prompt delivery, accurate product information, and responsive customer support—reinforce consumer trust and satisfaction. Conversely, service failures such as delayed deliveries, misleading product representations, and inadequate after-sales assistance can diminish confidence in the platform, ultimately discouraging future transactions.

Despite the extensive application of technology acceptance theories in explaining the adoption of digital systems, relatively limited attention has been devoted to understanding how these acceptance factors influence consumers' perceptions of the effectiveness of social networking sites as commercial platforms. This limitation reflects the evolving nature of social commerce, where purchasing decisions are shaped by a broader set of influences than those captured by traditional technology acceptance models. Beyond perceived usefulness and ease of use, consumers interact with platform-specific features such as user-generated content, social validation, content credibility, personalized recommendations, and engagement mechanisms that collectively affect their evaluation of online shopping environments.

Within this context, perceived effectiveness represents consumers' overall assessment of how well a digital platform enables them to accomplish their purchasing objectives compared with conventional retail alternatives. It encompasses judgments regarding the platform's ability to provide efficient, convenient, reliable, and valuable shopping experiences (Sarwar et al., 2023). When consumers perceive that an online shopping platform consistently meets or exceeds these expectations, they are more likely to develop positive evaluations, maintain trust in the platform, and continue engaging in future online purchasing activities. Accordingly, perceived effectiveness serves as a critical outcome of consumers' interactions with e-commerce platforms and an important indicator of sustained participation in social commerce.

Empirical evidence further demonstrates that consumers' perceptions of a platform's effectiveness extend beyond transaction completion and substantially influence their long-term engagement. Chau et al. (2023) found that the perceived effectiveness of e-commerce institutional mechanisms significantly promotes customers' active participation in value co-creation alongside factors such as customer experience quality, perceived ease of use, customer-to-customer interaction, and perceived service climate. Moreover, customers who actively participate in the service process exhibit higher levels of customer stickiness, empowerment, and perceived value, with these factors accounting for 52.8% of the variation in customer stickiness. These findings indicate that well-designed e-commerce environments not only facilitate successful transactions but also cultivate sustained consumer engagement and platform loyalty.

While traditional technology acceptance models provide a valuable foundation for explaining users' adoption of digital technologies, they may not fully reflect the distinctive characteristics of social networking platforms used for commercial purposes. Consumers' decisions within social commerce environments are increasingly influenced

by platform-specific attributes, including content quality, visual attractiveness, user-generated feedback, interactive engagement, and the convenience of integrated shopping features. As these elements extend beyond the constructs emphasized in conventional technology acceptance theories, further context-specific research is needed to determine how they interact with established acceptance factors in shaping consumer behavior and continued platform use within social networking environments.

Research Questions

This study determined the level of perceived effectiveness and technology acceptance of social networking sites as a platform for clothing purchases. Below are the specific research questions answered in this study.

What is the level of perceived effectiveness of social networking sites for purchasing based on content quality, visual presentations and appeal, customer reviews and feedback, user engagement, and shopping convenience?

What is the level of technology acceptance towards the use of social networking sites for clothing purchases based on performance expectancy, effort expectancy, social influence, and behavioral intention?

Is there a significant relationship between perceived effectiveness and UTAUT level of technology acceptance?

METHODS

Research Design

This study adopted a descriptive-correlational research design to investigate the role of technology acceptance in shaping the clothing purchasing behavior of students, faculty members, and administrative staff at North Eastern Mindanao State University–Cantilan Campus. The descriptive component was employed to determine the respondents' levels of technology acceptance and purchasing behavior, whereas the correlational component examined the relationships among the study variables. This design was appropriate because it enabled the investigation of naturally occurring associations without manipulating variables or inferring cause-and-effect relationships (Mukattil et al., 2023).

Sampling and Participants

The study participants were drawn from the official roster of students, faculty, and administrative personnel provided by the University's Registrar's Office. A simple random sampling technique was employed to ensure that every qualified individual had an equal probability of selection, thereby minimizing selection bias and improving the representativeness of the sample (Ahmed, 2024). The final sample consisted of 159 respondents, including 90 students, 47 faculty members, and 22 administrative staff, representing the different sectors of the university community.

Instrumentation

Data were collected using a structured survey questionnaire developed to assess technology acceptance and consumers' clothing purchasing behavior within social networking environments. The instrument was anchored on the Unified Theory of Acceptance and Use of Technology (UTAUT) and organized into three major sections. The first section measured consumer behavior, encompassing purchase intention, brand loyalty, user participation, trust, customer satisfaction, and perceived price fairness. The second section assessed the perceived effectiveness of social networking sites through indicators related to content quality, visual appeal, customer reviews, user engagement, and shopping convenience. The final section evaluated technology acceptance using the core UTAUT constructs of performance expectancy, effort expectancy, social influence, and behavioral intention to determine their relationship with consumers' clothing purchasing behavior.

Data Gathering Procedure

Prior to data collection, formal approval to conduct the study was secured from the Campus Director of North Eastern Mindanao State University–Cantilan Campus. The research was carried out in accordance with the ethical standards prescribed by the University's Research and Development Office to ensure the protection of participants' rights, privacy, confidentiality, and voluntary participation. The survey questionnaire was administered electronically through Google Forms and distributed to the randomly selected faculty members, administrative staff, and students who actively used social networking sites. The survey link was disseminated via institutional email and online messaging platforms to facilitate accessibility and maximize participation. After the survey period concluded, the completed responses were screened, encoded, organized, and prepared for statistical analysis.

Data Analysis

The collected data were managed and analyzed using Microsoft Excel for data organization, coding, and preliminary tabulation. Descriptive statistical techniques, including frequencies, percentages, means, and standard

deviations, were employed to summarize respondents' social media usage patterns and their responses to the UTAUT and consumer behavior constructs. Weighted mean scores were computed to determine the extent of respondents' agreement with each indicator based on the five-point Likert scale, following the interpretation presented in Table 1. To examine the relationships between the UTAUT constructs and clothing purchasing behavior, Pearson product-moment correlation analysis was performed. Statistical significance was evaluated at the 0.05 alpha level, and the resulting correlation coefficients and corresponding p-values served as the basis for interpreting the strength and significance of the observed relationships.

Table 1. Interpretation of key variables used in this study

Scale	Range	Verbal Response	Description
<i>Perceived Effectiveness</i>			
5	4.21–5.00	Highly Effective (HE)	All intended dimensions are highly agreeable.
4	3.41–4.20	Effective (E)	All intended dimensions are agreeable.
3	2.61–3.40	Moderately Effective (ME)	Some intended dimensions are moderately agreeable.
2	1.81–2.60	Less Effective (LE)	Few intended dimensions are agreeable.
1	1.00–1.80	Not Effective (NE)	All intended dimensions are not agreeable.
<i>Technology Acceptance</i>			
5	4.21–5.00	Very Highly Acceptable (VHA)	All intended dimensions are highly acceptable.
4	3.41–4.20	Highly Acceptable (HA)	All intended dimensions are acceptable.
3	2.61–3.40	Acceptable (A)	Some intended dimensions are acceptable.
2	1.81–2.60	Less Acceptable (LA)	Few intended dimensions are acceptable.
1	1.00–1.80	Not Acceptable (NA)	All intended dimensions are not acceptable.

RESULTS

RQ1: What is the level of perceived effectiveness of social networking sites for purchasing based on content quality, visual presentations and appeal, customer reviews and feedback, user engagement, and shopping convenience?

Table 2 presents the respondents' assessment of the perceived effectiveness of social networking sites as platforms for clothing purchases. Overall, the findings indicate a high level of perceived effectiveness ($M = 4.27$), suggesting that respondents generally regarded social networking sites as effective channels for facilitating their purchasing decisions and online shopping experiences.

Among the evaluated dimensions, shopping convenience obtained the highest mean score ($M = 4.41$, $SD = 0.5776$) and was interpreted as Very Highly Effective, indicating that respondents particularly valued the ease, accessibility, and efficiency offered by these platforms. This was followed by customer reviews and feedback ($M = 4.37$, $SD = 0.5099$), reflecting the important role of user-generated evaluations in informing purchasing decisions, and user engagement ($M = 4.23$, $SD = 0.6346$), which also received a Very Highly Effective rating. In comparison, visual presentation and appeal ($M = 4.20$, $SD = 0.5921$) and content quality ($M = 4.15$, $SD = 0.6076$) were both rated Highly Effective, indicating that although these factors positively influenced respondents' perceptions, they were considered slightly less influential than convenience, customer feedback, and interactive engagement.

Table 2. Level of perceived effectiveness of social networking sites

Effectiveness Dimensions	Mean	SD (σ)	Interpretation
Content Quality	4.15	0.6076	Effective
Visual Presentations and Appeal	4.2	0.5921	Effective
Customer Reviews and Feedback	4.37	0.5099	Highly Effective
User Engagement	4.23	0.6346	Highly Effective
Shopping Convenience	4.41	0.5776	Highly Effective
Overall Weighted Mean	4.27	—	Very Highly Effective
Note. The weighted mean was interpreted using the following categorical ranges: 4.21–5.00 = Highly Effective (HE); 3.41–4.20 = Effective (E); 2.61–3.40 = Moderately Effective (ME); 1.81–2.60 = Less Effective (LE); and 1.00–1.80 = Not Effective (NE).			

RQ2: What is the level of technology acceptance towards the use of social networking sites for clothing purchases based on performance expectancy, effort expectancy, social influence, and behavioral intention?

Table 3 presents the respondents' level of technology acceptance toward the use of social networking sites for clothing purchases. Overall, the findings reveal a very high level of technology acceptance ($M = 4.29$), indicating that respondents generally viewed these platforms as acceptable and beneficial for supporting their online purchasing activities.

Among the UTAUT constructs, performance expectancy recorded the highest mean score ($M = 4.38$, $SD = 0.6505$), suggesting that respondents strongly believed social networking sites enhance the efficiency and effectiveness of their shopping experiences. This was followed by effort expectancy ($M = 4.37$, $SD = 0.6351$), indicating that participants perceived these platforms as easy to learn and use, and social influence ($M = 4.24$, $SD = 0.6605$), reflecting the positive impact of peers, family members, and other social connections on technology adoption. In contrast, behavioral intention obtained the lowest mean among the measured constructs ($M = 4.17$, $SD = 0.6987$), although it remained within the Highly Acceptable category. Collectively, these findings demonstrate that respondents exhibited consistently strong acceptance of social networking sites as platforms for clothing purchases across all dimensions of the UTAUT framework.

Table 3. UTAUT level of technology acceptance towards the use of social networking sites

UTAUT Constructs	Mean	SD (σ)	Interpretation
Performance Expectancy	4.38	0.6505	Very Highly Acceptable
Effort Expectancy	4.37	0.6351	Very Highly Acceptable
Social Influence	4.24	0.6605	Very Highly Acceptable
Behavioral Intention	4.17	0.6987	Highly Acceptable
Overall Weighted Mean	4.29	—	Very Highly Acceptable
Note. The weighted mean was interpreted using the following categorical ranges: 4.21–5.00 = Very Highly Acceptable (VHA); 3.41–4.20 = Highly Acceptable (HA); 2.61–3.40 = Acceptable (A); 1.81–2.60 = Less Acceptable (LA); and 1.00–1.80 = Not Acceptable (NA).			

RQ3: Is there a significant relationship between perceived effectiveness and UTAUT level of technology acceptance?

Table 4 presents the correlation matrix examining the relationships between the UTAUT constructs and the perceived effectiveness of social networking sites for clothing purchases. Overall, the findings indicate that higher levels of technology acceptance were consistently associated with more favorable perceptions of the effectiveness of social networking sites. The positive correlation coefficients across all measured dimensions suggest that respondents who exhibited stronger acceptance of the technology were likewise more likely to perceive these platforms as effective environments for searching, evaluating, and purchasing clothing products.

Among the UTAUT dimensions, performance expectancy demonstrated the strongest relationship with shopping convenience ($r = 0.779$), followed by visual presentation and appeal ($r = 0.638$), content quality ($r = 0.617$), customer reviews and feedback ($r = 0.614$), and user engagement ($r = 0.614$). These findings suggest that respondents who perceived social networking sites as useful and beneficial also viewed them as convenient shopping platforms that simplify product discovery, facilitate comparison of alternatives, and provide sufficient information to support purchasing decisions. The consistently positive relationships across all dimensions further indicate that perceptions of usefulness extend beyond transactional efficiency to encompass broader aspects of the online shopping experience.

A similar pattern was observed for effort expectancy, with the strongest association found for shopping convenience ($r = 0.777$). This result implies that respondents who considered social networking sites easy to navigate and operate also perceived them as more effective for completing clothing purchases. The ease of locating products, accessing relevant information, and completing transactions appears to enhance consumers' overall evaluation of these platforms, reinforcing the importance of user-friendly interfaces in promoting positive shopping experiences.

For social influence, the highest correlation was likewise observed with shopping convenience ($r = 0.712$). This finding indicates that recommendations and encouragement from peers, family members, influencers, and online

communities may strengthen consumers' perceptions of the convenience and practicality of purchasing clothing through social networking sites. Social interactions therefore appear to shape not only technology adoption but also consumers' evaluations of the effectiveness of these platforms as shopping environments.

Finally, behavioral intention exhibited its strongest relationships with user engagement ($r = 0.686$) and visual presentation and appeal ($r = 0.678$). Respondents who expressed stronger intentions to use social networking sites for clothing purchases were also more likely to interact actively with platform content and respond positively to visually appealing product displays. These findings suggest that consumers' intentions to continue using social networking sites are reinforced by engaging platform features and attractive visual content, both of which contribute to a more immersive and satisfying online shopping experience.

Table 4. Correlation matrix of UTAUT constructs and perceived effectiveness

UTAUT Constructs	Perceived Effectiveness				
	CQ	VPA	CRF	UE	SC
Performance Expectancy	0.617 *	0.638 *	0.614 *	0.614 *	0.779 *
Effort Expectancy	0.595 *	0.657 *	0.651 *	0.622 *	0.777 *
Social Influence	0.611 *	0.621 *	0.625 *	0.66* *	0.712 *
Behavioral Intention	0.661 *	0.678 *	0.582 *	0.686 *	0.687 *
Note: Content Quality (CQ), Visual Presentation and Appeal (VPA), Customer Reviews and Feedback (CRF), User Engagement (UE), Shopping Convenience (SC) *significant when $p < 0.05$					

Discussion

The results demonstrate a positive relationship between technology acceptance and the perceived effectiveness of social networking sites for clothing purchases. Respondents who exhibited stronger acceptance of digital shopping technologies also reported more favorable evaluations of social networking sites across the dimensions of content quality, visual presentation and appeal, customer reviews and feedback, user engagement, and shopping convenience. These findings suggest that consumers' willingness to adopt technology is closely associated with how effectively they perceive social networking platforms to support their online purchasing activities.

The observed relationships align with the broader literature on consumer behavior, which emphasizes that technology adoption is shaped by consumers' expectations that digital platforms will improve the efficiency, convenience, and overall quality of the purchasing process (Dash et al., 2023). Likewise, Calaro et al. (2023) reported that consumers' purchasing decisions are influenced by several characteristics of social commerce platforms, including the availability of comprehensive product information, competitive pricing, promotional incentives, responsive customer service, favorable customer reviews, attractive store presentation, and secure shopping environments. Collectively, these factors enhance consumers' confidence in digital platforms and reinforce their perceptions of their effectiveness for online shopping.

Consistent with these observations, the present study found that customer reviews and feedback, user engagement, and shopping convenience emerged as the most influential dimensions of perceived effectiveness. This pattern suggests that consumers place greater importance on features that reduce uncertainty, facilitate decision-making, and create interactive shopping experiences than on the informational and aesthetic characteristics of the platform alone. Although content quality and visual presentation and appeal were likewise evaluated positively, their comparatively lower ratings indicate that attractive product displays and well-developed content may be insufficient to drive favorable perceptions unless accompanied by authentic consumer feedback and convenient purchasing processes.

One possible explanation for these findings is that online shopping inherently involves greater uncertainty than traditional retail because consumers cannot physically inspect products before making a purchase. Consequently, shoppers rely heavily on user-generated content, particularly customer reviews and shared experiences, to evaluate product quality, seller credibility, and the likelihood of satisfaction. Such information provides social proof that reduces perceived risk and increases consumers' confidence in their purchasing decisions (Sutriani et al., 2024). At the same time, interactive platform features and convenient shopping functionalities further strengthen consumers' perceptions by simplifying the purchasing process and creating a more engaging online shopping experience.

The findings likewise reinforce the importance of technology acceptance as a fundamental determinant of consumer behavior in digital commerce. According to Berliana et al. (2025), the Unified Theory of Acceptance and Use of Technology (UTAUT) provides a comprehensive framework for explaining how technological, functional, and social factors shape individuals' psychological responses toward technology adoption. Consistent with this perspective, the present study identified performance expectancy, effort expectancy, and social influence as the most prominent dimensions of technology acceptance in the context of clothing purchases through social networking sites. These results indicate that consumers are more inclined to embrace social commerce platforms when they perceive them as useful, easy to navigate, and socially endorsed. Such perceptions strengthen users' confidence in digital platforms and foster favorable attitudes that ultimately encourage continued online purchasing behavior (Syamillah et al., 2025).

The positive relationships observed between the UTAUT constructs and the dimensions of perceived effectiveness further suggest that technology acceptance extends beyond initial adoption and influences how consumers evaluate their overall shopping experience. Respondents who reported higher levels of technology acceptance also perceived social networking sites as more effective in facilitating product discovery, providing relevant and trustworthy information, streamlining purchasing procedures, and improving shopping convenience. These findings imply that consumers' evaluations of platform effectiveness are shaped not only by the technological features available but also by their willingness to embrace and confidently utilize those features throughout the purchasing process.

The findings also reflect the continuing evolution of social networking sites from communication platforms into comprehensive social commerce ecosystems. As consumers increasingly assess these platforms based on their perceived usefulness, ease of use, and the influence of their social networks, purchasing decisions become embedded within environments that simultaneously support information exchange, social interaction, and commercial transactions. This convergence highlights that the success of social commerce depends not only on technological capabilities but also on consumers' psychological acceptance of digital platforms. Consequently, sustaining consumer engagement requires platforms to cultivate trust, encourage meaningful interactions, and deliver seamless shopping experiences that consistently meet users' expectations (Calaro et al., 2023).

From a managerial perspective, these findings suggest that maintaining a competitive advantage in digital commerce requires strategies that extend beyond visually appealing product displays and promotional campaigns. Businesses should prioritize the development of interactive digital ecosystems that encourage authentic consumer participation through customer reviews, recommendations, and ongoing engagement. As user-generated content increasingly serves as a primary source of information for evaluating product quality and reducing purchase uncertainty, consumers themselves become active contributors to value creation. This shift reflects the broader transition from firm-centered marketing toward a consumer-driven model in which businesses, customers, and digital platforms collaboratively shape purchasing experiences and strengthen long-term customer relationships.

Conclusion

The findings indicate that social networking sites serve as highly effective platforms for clothing purchases and are widely recognized by consumers as dependable channels for online shopping. Among the dimensions of perceived effectiveness, customer reviews and feedback, user engagement, and shopping convenience emerged as the most influential, highlighting consumers' preference for interactive and experience-oriented features over purely informational or aesthetic attributes. These results suggest that authentic user-generated content and seamless purchasing experiences play a central role in reducing uncertainty, strengthening consumer confidence, and facilitating informed online purchasing decisions.

The study further demonstrates that consumers who perceive social networking sites as useful, easy to navigate, and socially endorsed are more likely to regard these platforms as effective shopping environments. In this regard, technology acceptance functions as a critical determinant of perceived platform effectiveness by shaping consumers' evaluations of product discovery, information assessment, purchase decision-making, and transaction efficiency. The findings reinforce the view that consumers' perceptions of digital shopping platforms are influenced not only by their technological capabilities but also by users' willingness to adopt and engage with them.

Overall, the study underscores that the long-term sustainability of digital commerce extends beyond the availability of advanced technologies. Success increasingly depends on businesses' ability to cultivate consumer trust, promote meaningful user participation, and deliver convenient and satisfying shopping experiences. As online retail continues to evolve, organizations should adopt customer-centered digital strategies that encourage authentic engagement, reinforce consumer confidence, and foster enduring customer relationships. Moreover, the findings highlight the importance of technology acceptance as a key explanatory mechanism of contemporary consumer behavior, while suggesting that its influence may differ across product categories, warranting further investigation in future research.

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