The Influence of Digital Platforms-related Stimuli on Egyptian Women's Effective Fashionism Involvement

Sara Abdel Hamid Abdel Mo'men Emam[*]

Prof.Dr. Salwa El-Awadly[**]

Abstract:

This paper is intended to identify the influence of five digital platforms-related stimuli, including online product information, visuality, entertainment, personalization, and economic benefits, on three fashion-related factors, called "Effective fashionism involvement", which are the positive emotions during online fashion shopping, fashion involvement, and fashion-oriented hedonic consumption. The study depended on a mixed research method by applying both quantitative and qualitative research approaches, including an online survey administered to 400 Egyptian female consumers, aged between 18 to 45 years old. Then, six focus group discussions were conducted among 60 female participants of the same survey sample. The findings indicate that the five studied stimuli related to digital platforms' features positively influence Egyptian women's effective fashionism involvement. The results further showed that Egyptian females' positive emotions during online fashion shopping have a positive influence on their fashion involvement, and fashion involvement also has a positive influence on Egyptian women's fashion-oriented hedonic consumption.

Keywords:

Digital Platforms Stimuli – Effective Fashionism Involvement – Positive Emotions – Fashion Involvement – Fashion-oriented Hedonic Consumption.

[*] **Assistant Lecturer at the PR & Advertising Department, Faculty of Mass Communication, Cairo University.**

[**] **Professor at the PR & Advertising Department, Faculty of Mass Communication, Cairo University.**

تأثير المحفزات الخاصة بسمات المنصات الرقمية على المشاركة الفعالة للمرأة المصرية في الموضة

أ.سارة عبد الحميد عبد المؤمن إمام*

أ.د. سلوى العوادلى**

ملخص الدراسة:

تهدف هذه الورقة البحثية إلى دراسة تأثير خمسة محفزات مرتبطة بسمات المنصات الرقمية وهى المعلومات المقدمة عن المنتج، والمؤثرات البصرية، وعوامل التسلية، والترشيحات الموجهة لكل مستهلك، والمنافع الاقتصادية المرتبطة بتسوق منتجات الموضة عبر المنصات الرقمية على عوامل المشاركة الفعالة في الموضة وهى المشاعر الإيجابية، والانخراط في الموضة، والاستهلاك الحسى الموجه للموضة. اعتمدت هذه الدراسة على المنهجين الكمى والكيفى عن طريق توزيع استمارة استقصاء عبر الإنترنت لعدد ٤٠٠ مفردة من الإناث المصريات اللاتى تتراوح أعمارهن من ١٨ إلى ٤٥ سنة ويقمن بتسوق منتجات الموضة عبر المنصات الرقمية، ثم تم عقد ست مجموعات مناقشة مركزة بين ٦٠ مفردة من نفس العينة لتفسير نتائج الدراسة الكمية. أشارت نتائج الدراسة لوجود تأثير إيجابى للمحفزات الخاصة بسمات المنصات الرقمية على عوامل المشاركة الفعالة للمرأة المصرية في الموضة، كما أوضحت النتائج وجود تأثير إيجابى للمشاعر الإيجابية للمرأة المصرية أثناء تسوق منتجات الموضة عبر المنصات الرقمية على انخراطها في الموضة، ووجود تأثير إيجابى للانخراط في الموضة على استهلاكها الحسى الموجه للموضة.

الكلمات الدالة:

المحفزات الخاصة بالمنصات الرقمية – المشاركة الفعالة في الموضة – المشاعر الإيجابية – الانخراط في الموضة – الاستهلاك الحسي الموجه للموضة.

*(مدرس مساعد بقسم العلاقات العامة والإعلان، كلية الإعلام – جامعة القاهرة).

**(أستاذ بقسم العلاقات العامة والإعلان، كلية الإعلام – جامعة القاهرة).

Introduction

The pandemic of COVID-19 made people spend longer time on digital platforms and shift to online shopping to kill their leisure time. This made it obligatory for businesses to focus on creating attractive brand communication messages that match the dramatic changes in consumers' online shopping behaviour and compete among the other online available alternatives (Lavuri, 2021), by providing online consumers with enough product information, attractive visuals, entertainment activities, economic benefits, and personalized product suggestions (Kshatriya & Shah, 2021).

The study focused on fashion-related factors, in particular, because the fashion industry has become an integral part of global businesses and covers massive product categories, including clothing, accessories, beauty products…etc. The fashion industry market has reached $1.7 trillion with 75 million individuals working in this industry. Moreover, online fashion shopping has become the most performed, even in developing countries, since the pandemic of 2020 because fashion shopping suits the visual nature of digital platforms, and the liberal trade policies (Kuruvilla & Ranjan, 2008; Aragoncillo & Orus, 2018; Edirisinghe, Nazarian, Foroudi, & Lindridge, 2020).

Because it is important to build on previous work and expand scholarly knowledge of consumers' online shopping behaviour in general and their reactions to the various online stimuli, both quantitative and qualitative research were conducted to clarify and justify the effect of the various online stimuli related to digital platforms on Egyptian female consumers positive emotions during online fashion shopping, fashion involvement, and fashion-oriented hedonic consumption.

Literature Review

Consumers' online shopping behaviour is the guide for companies to measure their marketing performance and modify their online brand communication strategies. This made companies focus on the consumer, satisfying his needs, and solving the problems facing him during online shopping, by identifying the influential factors on his positive emotions towards shopping, involvement, and hedonic consumption that reflect on the company's sales in the end (Al-Awadly, 2006; Francioni, Curina, Hegner, & Cioppi, 2020).

The changes that happened to Egyptian society, such as women going out to work and the shift to online shopping since the pandemic of 2020, led to an increased demand for sensory products, like fashion products (Anan, 2021). Thus, scholars are concerned with the various digital platforms-related stimuli increasing consumers' positive emotions, involvement, and hedonic consumption towards sensory products, like fashion products that are associated with hedonic motives, such as acquiring pleasure and arousal (Kang & Park-Poaps, 2010), and improving personal image and social status (Otieno, Harrow, & Lea-Greenwood, 2005).

Online Fashion Shopping through Digital Platforms

Online fashion shopping occurs through digital platforms that are considered brand communication channels between brands and their consumers (Hakoune, 2023). Digital platforms are suitable for fashion shopping because the online features of digital platforms match the hedonic nature of fashion products, save consumers' time, money, and effort, and provide them with a mood-altering experience (Leong, Jaafar, & Sulaiman, 2017; Aragoncillo & Orus, 2018; Zafar et al., 2020; Kshatriya & Shah, 2021). Online fashion shopping occurs through brands' mobile applications, official websites, or social media pages, providing both the company and consumers with various benefits (Liu, Li, Edu, Jozsa, & Negricea, 2020).

Digital Platforms-related Stimuli

Digital Platforms-related stimuli are the online features of digital platforms that enhance consumers' online shopping experience and increase their positive emotions, involvement, and hedonic consumption. These features include product information, economic benefits, visuals, entertainment, and product personalization (Liu et al., 2020; Naeem, 2020; Kwon & Ahn, 2021).

Product Information

Product information is any piece of information provided through brands' digital platforms about products/services' features, functions, dimensions, material, delivery fees, exchange and refund policies, and other consumers' reviews to compare the available options and make their buying decisions (Wong, 2012; Easley, 2023). Previous scholars who studied the influence of information on consumers' positive emotions, fashion involvement, and hedonic consumption, studied some features of online product information, including information richness, information accuracy, and information that takes the form of online brand reviews.

Wu and Chen (2016) defined information richness as the provided product information quantity and quality. Jiang, Hsu, Klein, and Lin (2000) indicated that the rich information provided through brands' digital platforms increases information efficiency, leading to more satisfied, happy, involved, and hedonic consumers. Their results also referred to the importance of simplifying product information to increase information richness, through focusing on only products' functional benefits or hedonic ones, depending on the product's nature. Information accuracy refers to the level of correctness of the provided product information about the promoted brand (What Is Information Accuracy | IGI Global, n.d.). Shalaby (2017) stated that providing Egyptian consumers with accurate product information through digital platforms makes them tend to continue shopping and make more purchases. Loureiro and Roschk (2014) found that providing digital platforms' users with accurate product information generates more positive emotions toward the brand and makes the consumers more involved in the advertised product category.

Information in the form of online product reviews includes actual consumers' experiences with the advertised products. Liu et al. (2020) referred in their study to the information richness of product reviews provided on digital platforms and its role in facilitating consumers' buying decisions. Park and Lennon (2006), Chen (2018), Liu et al. (2020), and Lin, Tseng, Shirazi, Hajli, and Tsai (2022) referred to the valuable product reviews provided by social media influencers or celebrities, increasing consumers' positive emotions like satisfaction with body image and self-confidence because consumers tend to trust any product information provided by social media bloggers and influencers (Yu, Cheah, & Liu, 2022).

Economic Benefits

It is the financial advantage that consumers get from their purchases after comparing the prices of the available alternatives (Huang & Zhou, 2018; Du Plessis, 2017). Consumers get economic benefits from shopping through digital platforms through lower prices, promotional offers, and payment facilities, which generate more positive emotions and make consumers more involved in the advertised product category (Huang & Zhou, 2018). Consumers tend to buy inexpensive online products at lower prices to save money (Duarte, Raposo, & Ferraz, 2013; Muratore, 2016; Atulkar & Kesari, 2018). Online promotional offers include sales, discounts, giveaways, gifts, coupons, and promo codes (Aragoncillo & Orus, 2018). Online payment facilities include the various payment options that the consumer can choose from, such as paying with a visa, credit card, master card, or cash on delivery, in addition to the special discounts offered when paying with credit/debit cards (Kshatriya & Shah, 2021).

Du Plessis (2017) studied the various online marketing strategies that influence consumer behaviour through digital platforms and indicated that companies depend on the push marketing strategy by providing consumers with attractive economic benefits that make them feel aroused, involved, and pushed to make more frequent purchases. Al-Banna (2019) referred to the role played by the psychological pricing policy on Arab consumers' clothes purchasing behaviour, indicating that offers and discounts create more positive emotions while shopping, make the consumer feel involved with the advertised product, and tend to consume hedonically. Assarut and Eiamkanchanalai (2015) added that online security over online payment makes consumers trust the digital platform, enjoy the online shopping experience, and become more interested in the shopped brand.

Visuality

Visuality refers to the use of attractive and catchy colors, photos, videos, layout, and design that make digital platforms attractive and easy to use, and enable the online shopper to enjoy the online shopping experience (Duarte et al., 2013; Vojvodic & Matic, 2013; Mahapatra, 2017; Liu et al., 2020). Hedonic product categories, like fashion products, are more affected by the use of visuals while promoting them because fashion is a visual-based product category that mainly depends on visual presentation (Chen, Ku, & Yeh, 2019).

Parboteeah, Vaoacich, and Wells (2009) stated that visuals are considered a hedonic feature of shopping digital platforms because being exposed to attractive visuals changes the consumer's bad mood, and makes him tend to spend more time shopping. Thakur (2018) added that using high-quality visuals in fashion digital platforms increases consumer satisfaction and loyalty. Further, Natarajan, Balasubramanian, and Kasilingam (2018) highlighted the importance of screen size on which visuals are presented since being exposed to visuals on large mobile screens increases online consumers' entertainment.

Entertainment

Online entertainment is the fun that digital platforms' users have while shopping, which occurs through animation use, music, and online entertainment activities like games, competitions, and virtual fitting rooms (Atulkar & Kesari, 2018). A digital platform's entertainment degree is determined by its interactivity and playfulness (Duarte et al., 2013). Interactivity is making the features of digital platforms reactive to consumers' demands. Playfulness is the fun level that consumers reach during online shopping (Lin et al., 2022). Chen, Hsu, and Lu (2018) referred to the importance of choosing suitable entertainment activities that match the product/service nature and its target audience age. Eroglu, Machleit, and Davis (2003) indicated that online entertainment influences the cognitive and behavioural response of digital platforms' users, leading to more positive emotions, like satisfaction with the online shopping experience. Richard (2005) added that online entertainment affects consumers' attitudes toward the shopping digital platform itself by attaching a hedonic value to it. Lee and Kim (2019) concluded a positive influence of entertainment through digital platforms and consumers' tendency for hedonic consumption.

Personalization

It is the process of customizing brand communication messages targeted to each consumer individually based on his previous online buying behaviour, search history, and followed content (Pathak, Garfinkel, Gopal, Venkatesan, & Yin, 2010). Pathak et al., (2010) compared personalization and information as two different brand communication techniques. Their results showed that personalization influences consumers more during online shopping than information.

Companies provide digital platforms' users with product/service recommendations using various AI techniques (Jin & Zhang, 2023). Previous studies referred to two AI techniques that most online businesses depend on to personalize their products or services. These techniques are "Click-stream analysis" and "Data collection technique". Tam and Ho (2005) stated that the click-stream analysis personalization technique effectively enables companies to identify consumers' needs by providing them with product recommendations matching their click activity to increase their satisfaction, loyalty, and positive emotions. Huang and

Zhou (2018) indicated that online businesses use the data collection personalization technique to customize their product recommendations by collecting data about consumers' search history, online activity, and buying behaviour.

Effective Fashionism Involvement Factors

Effective fashionism involvement factors refer to the consumers' mental readiness that arises from a positive evaluation of fashion products, their interaction with these products, and the image in which they wish to be seen by others (Saran, Roy, & Sethuraman, 2016; Japutra, Ekinci, Simkin, & Nguyen, 2018; Leri & Theodoridis, 2020), including three factors related to fashion shopping in particular, which are consumers' positive emotions during shopping, their fashion involvement, and fashion-oriented hedonic consumption.

Positive Emotions

Consumers' positive emotions during online shopping are the mental readiness state arising from their positive evaluation of products or services (Leri & Theodoridis, 2020). Positive emotions that consumers experience during online shopping are arousal, pleasure, fun, and enjoyment. Arousal is the extent to which the consumer feels excited while shopping. Pleasure is how the online consumer feels happy and satisfied while shopping (Liu et al., 2019; Chen et al., 2019). Fun refers to how enjoyable the consumer is during shopping ("Fun Definition & Meaning", 2023). Enjoyment refers to the good time the individual spends while shopping (Atulkar & Kesari, 2018).

Pappas, Kourouthanassis, Giannakos, and Chrissikopoulos (2017), and Liu et al., (2020) studied the influence of five digital platforms-related stimuli on consumers' positive emotions and indicated that the emotions of pleasure and arousal are the main two positive emotions consumers experience during online shopping after being exposed to digital platforms' stimuli, especially entertainment, and personalization, while the other three digital platforms' stimuli were only influencing the emotion of arousal. Zhang, Lu, Gupta, and Zhao (2014) confirmed the same result and added a third positive emotion that consumers also experience during online shopping, which is the emotion of satisfaction. Furthermore, Rafaeli and Revelle (2006) indicated that the positive emotions of pleasure and arousal are influenced by each other because consumers' pleasure occurs because of arousal.

Fashion Involvement

Most consumer behaviour studies are concerned with studying consumer involvement, which can be defined as the individual's interaction with an object. Consumer involvement is always aroused by a certain stimulus (Japutra, Ekinci, Simkin, & Nguyen, 2018). Consumer involvement is influenced by positive emotions (Saran et al., 2016) and leads to consumer confidence in his buying decisions and hedonic consumption (Japutra et al., 2018). In other words, high-involved consumers consume more hedonically to maintain their positive emotions

(San-Martin & López-Catalán, 2013; Pereira, de La Martinière Petroll, Soares, Matos, & Hernani-Merino, 2022).

Consumer involvement is usually associated with certain product categories. Fashion products are among the product categories that consumers tend to have involvement with, which is referred to as "Fashion Involvement". Fashion Involvement is consumers' interaction or bond with fashion products in particular (Japutra et al., 2018; Buford, 2024) and the extent to which they consider fashion a vital part of their lives (Cengiz & Barin, 2024).

Saran et al. (2016) studied the influence of fashion involvement on consumers' hedonic consumption of fashion products in particular and indicated that fashion products have hedonic values that make consumers tend to be involved with and consume more hedonically. Moreover, Talaat (2020) identified two antecedents of Egyptian consumers' fashion involvement, which are materialism and fashion consciousness, meaning that Egyptian consumers tend to be more fashion-involved when they are materialistic and conscious of the latest fashion trends.

Fashion-oriented Hedonic Consumption

This type of consumption refers to the mental readiness to buy fashion products that satisfy hedonic unnecessary needs, such as enhancing one's emotional state (Lee & Wu, 2017; Chen & Yao, 2018). Fashion products are the most related to hedonic consumption due to the hedonic nature of this product category through which consumers acquire positive emotions, like pleasure, arousal, adventure, enjoyment, and self-confidence. These positive emotions make consumers spend more money on fashion shopping (Neeley, Sam Min, & Kennett-Hensel, 2010; Jung Choo, Moon, Kim, & Yoon, 2012; Miller, 2013).

Noh, Runyan, and Mosier (2014) referred to other positive emotions derived from the hedonic consumption of fashion products, which are feeling cool, unique, and standing out because fashion-oriented hedonic consumption identifies consumers with a unique image and lifestyle among their peers. This makes fashion marketers depend on various online stimuli to market the hedonic nature of fashion products that arouse these positive emotions rather than marketing the fashion product quality (Miller, 2013).
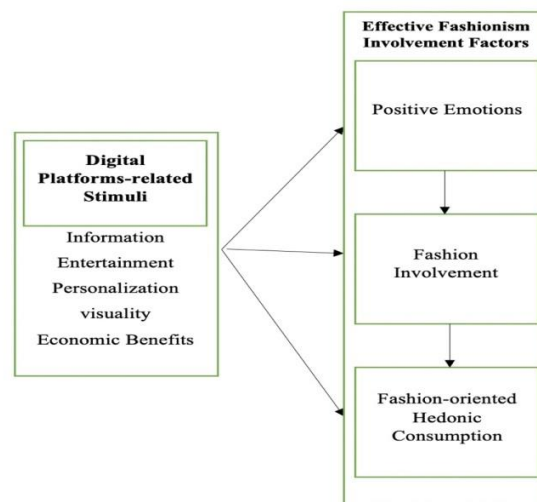
Research Problem

Digital platforms-related stimuli generate positive emotions during online fashion shopping, make consumers more fashion-involved/interested, and encourage them to consume in a hedonic manner. Therefore, this study aims to identify the influence of five digital platforms-related stimuli (Information, visuality, entertainment, personalization, and economic benefits) on three effective fashionism involvement factors, including positive emotions, fashion involvement, and fashion-oriented hedonic consumption. Moreover, the study aims to identify the influence of positive emotions on fashion involvement, and the influence of fashion involvement on fashion-oriented hedonic consumption.

Theoretical Framework

The study depends on the digital platforms-related stimuli model of Liu, Li, Edu, Jozsa, and Negricea (2020) that assesses the impact of five digital platform-related stimuli on one factor of consumers' effective fashionism involvement, which is consumers' positive emotions.

The proposed model identifies the influence of five external digital platforms-related stimuli (Information, visuality, entertainment, personalization, and economic benefits) on three fashion-related factors, named "Effective Fashionism Involvement" factors (Positive emotions, fashion involvement, and fashion-oriented hedonic consumption) (see Figure 1).

Figure (1)The Proposed Model

(Sara Emam & Salwa El-Awadly, 2025)

Research Questions

Q1. What is the most influential digital platform-related stimulus on Egyptian women's effective fashionism involvement?

Q2.How do positive emotions influence fashion involvement? Q3.How does fashion involvement influence fashion-oriented hedonic consumption?

Research Hypotheses

H₁ Digital platforms-related stimuli have a significant influence on Egyptian women's positive emotions during online fashion shopping.

H$_2$ Digital platforms-related stimuli have a significant influence on Egyptian women's fashion involvement.

H$_3$ Digital platforms-related stimuli have a significant influence on Egyptian women's fashion-oriented hedonic consumption.

H$_4$ Egyptian women's positive emotions during online fashion shopping have a significant influence on their fashion involvement.

H$_5$ Egyptian women's fashion involvement has a significant influence on their fashion-oriented hedonic consumption.

Methodology

This descriptive research depended on a mixed research methodology. The quantitative approach used was an online survey to accurately describe the sample's evaluation of the five studied digital platforms-related stimuli, their positive emotions, fashion involvement, and fashion-oriented hedonic consumption. After that, the qualitative approach was applied, using focus group discussions to elaborate and justify the survey results.

Data Collection Tools

The survey was distributed to 400 Egyptian females who frequently buy fashion products through fashion brands' official websites, mobile Apps, and social media platforms. Then, six focus group discussions were conducted until data saturation was achieved, and 10 participants were included in each group.

Online Survey

The online survey included various measures used in previous studies. A five-statement scale of Beatty and Ferrell was used to measure the sample's positive emotions during online shopping, the six-statement scale of Tigert, Ring, and King (1976) to measure fashion involvement, and Hausman's three-item scale to measure fashion-oriented hedonic consumption. As for measuring the five stimuli related to the features of digital platforms, the researcher developed measures, depending on some measures used in previous studies, as a guide to identify the respondents' evaluation of online product information, visuality, entertainment, personalization, and economic benefits.

Focus Group Discussion Guide

The focus group guide included some follow-up questions, set according to the survey's quantitative results, to make the participants open about sharing their online fashion shopping experience, the emotions they have, their fashion involvement level, their fashion-oriented hedonic consumption, and their evaluation of the various online stimuli. The researcher divided the 60 participants into groups out of tens who know each other and fall within the same age group because individuals are more likely to speak freely and openly in the existence of people, they are familiar with, and from their age group (Eliot & Associates, 2005;

Jones et.al., 2018). The participants of each focus group had various demographic features.

The six discussions were conducted online through "Zoom", except for one group conducted offline in the "Shooting Sports Club", throughout February 2024. Each discussion lasted 60-100 mins, and the researcher moderated, noted, and audio-recorded the sessions.

Sample

The survey was administered to a purposeful sample of 400 Egyptian females because previous studies agreed that females tend to be more involved in fashion shopping than males (Phau & Woo, 2008; Veludo-De-Oliveira, Falciano, & Perito, 2014). The sample represented Egyptian female consumers from middle age (18 – 45 years old), dividing it into three sub-age groups: From 18 to less than 25 years, from 25 to less than 35 years, and from 35 to 45 years. The study relied on the middle-aged group because they are more familiar with online fashion shopping (Johnson & Attmann 2009). Each focus group discussion included ten participants, who met the same sample criteria as the survey.

As for the product sample, the study focuses on the fashion product category because of the hedonic and visual-based nature of fashion products matching the visual nature of shopping digital platforms that expose the hedonic value of fashion products to consumers through various stimuli, including providing sufficient online product information, attractive visuals, entertainment activities, economic benefits, and personalized product suggestions (Liu et al., 2020).

Statistical Data Analysis

The quantitative survey results were collected, coded, and statistically analyzed using the SPSS. The study relied on some statistical tests that provided statistical analysis for the study's various statistical variables. These statistical tests and treatments included Mean and Standard Deviation, Cronbach's Alpha Coefficient, Spearman-Brown Coefficient, and Guttman Split-Half Coefficient to statistically verify the consistency and sincerity of the study measures. The study further used a Multiple Linear Regression to measure the influence of more than one independent variable on the dependent variable. A Simple Linear Regression was also used to measure the influence of one independent variable on one dependent variable.

Results

The results include the sample's evaluation of the five studied digital platforms-related stimuli, and measuring their positive emotions during online fashion shopping, fashion involvement, and fashion-oriented hedonic consumption. Then, the survey results were more elaborated through the focus groups' analysis. After that, the five hypotheses were tested.

Digital Platforms-related Stimuli

The survey included five different three-item scales to measure the five different stimuli related to the features of digital platforms, including information, visuality, personalization, entertainment, and economic benefits.

Visuality

Visuals used on fashion shopping digital platforms are highly important for the majority of the sample (86.5%) (see Table 1), indicating that what matters most in online fashion shopping is the existence of multi-dimension pictures of the advertised product (M=4.617), then comes the importance of providing high-quality photos and videos of the promoted product (M=4.273), and finally comes the influence of the attractiveness of these visuals (M=4.185). Mona, a participant in Group 3, said, "I never buy fashion products online if there are no high-quality photos of the advertised product from various dimensions".

Information

Online product information is highly important for most of the sample (64.8%) during online fashion shopping (see Table 1), indicating that what matters most in online fashion shopping is providing sufficient information regarding products' features and prices (M=4.580), and then comes the importance of the information accuracy and timeliness (M=4.375), and providing information regarding the fashion product's hedonic value like making a woman look slimmer or happier comes in the third place (M=3.130). The focus groups' analysis indicated that online product information, like a size chart, the product's material, the return and refund policy, and the model's height and weight, facilitates the participants' buying decision and makes the participants feel certain about what they are purchasing and aware of the latest fashion products' prices and materials. Heba, a participant in Group 5, said, "The online product information I get from digital platforms makes me updated with the latest fashion trends, which in turn makes me consume more hedonically for the sake of being happy".

Personalization

Providing personalized product suggestions is highly important to 49.5% of the sample during online fashion shopping (see Table 1). This online stimulus reminds the respondents of what they need to purchase (M=3.908), how to satisfy their needs (M=3.897), and guides them in what exactly to purchase (M=3.545).

The qualitative results indicated that personalized online recommendations are the participants' fashion assistants during online shopping, enabling them to complete their outfits.

Suhayla, a participant in Group 1, said,"I've been lately looking for pants with a certain style, and yesterday an online ad popped up in front of me. When I clicked

on the ad, the website recommended a blouse and shoes matching that pants, so I ended up buying a complete outfit, instead of buying only what I was looking for".

Doaa, a participant in Group 6, said, "The personalization feature on digital platforms makes me buy a complete outfit from the same website or mobile App all in one purchase".

Economic Benefits

48.5% of the sample find the online stimuli of economic benefits moderately important in online fashion shopping (see Table 1). Having more discounts and promotional offers is what matters most for the sample during online fashion shopping (M=4.222), then comes the importance of saving money (M=3.483), and having various payment options comes in third place (M=3.333). The focus group discussions revealed that providing consumers with economic benefits during online fashion shopping makes them more satisfied, happier, and more likely to consume hedonically.

Nancy, a participant in Group 6, said, "Getting an economic benefit from shopping makes me proud of my planning skills for saving money".

Entertainment

48.3% of the respondents consider online entertainment during fashion shopping to be highly important (see Table 1), especially using online activities, games, competitions, and multimedia in presenting fashion products through digital platforms (M=4.032), then comes the importance of online entertainment in enabling the respondents to enjoy their free time in doing something interesting (M=3.762), and finally comes the importance of giving the online shopper the option of virtual fitting room to try the fashion item on before purchasing it (M=3.327).

The focus groups' analysis indicated that online entertainment increases online shoppers' dopamine level, the happiness hormone, while shopping enhances their shopping experience, generates more positive emotions, and makes consumers more interested in fashion and more likely to consume hedonically. Online entertainment can be achieved through virtual fitting rooms that enable online consumers to try the fashion products on them virtually.
Salma, a participant in Group 6, said, "The ability to try the fashion product virtually on me before buying is a very smart feature of digital platforms that makes the online shopping experience more entertaining".

Online entertainment activities like games and competitions make consumers more excited and involved in fashion shopping.

Sara, a participant in Group 5, said,"The official websites and mobile Apps that conduct online games and competitions make me entertained and excited to participate, impulsively buy the advertised product, recommend it to friends, or do whatever makes me win the competition".

Table (1)

Digital Platforms-related Stimuli Importance Level

Digital Platforms-related Stimuli	The Level						Total		Mean	SD
	High		Moderate		Low					
	F	%	F	%	F	%	F	%		
Visuality	346	86.5	49	12.3	5	1.3	400	100.0	2.8525	.38874
Information	259	64.8	140	35.0	1	0.3	400	100.0	2.6450	.48432
Personalization	198	49.5	186	46.5	16	4.0	400	100.0	2.4550	.57341
Economic benefits	182	45.5	194	48.5	24	6.0	400	100.0	2.3950	.59990
Entertainment	193	48.3	171	42.8	36	9.0	400	100.0	2.3925	.64768

Effective Fashionism Involvement Factors

The results suggest that the five digital platforms-related stimuli influence the respondents' effective fashionism involvement, including positive emotions, fashion involvement, and fashion-oriented hedonic consumption.

Positive Emotions

The sample's positive emotions generated during online fashion shopping were measured through Beatty and Ferrell's five-statement scale, measuring the sample's enthusiasm, excitement, inspiration, proudness, and satisfaction during online fashion shopping through digital platforms. The results show that 61% of the sample experience high levels of positive emotions during online fashion shopping through digital platforms (see Table 2), especially the positive emotion of enthusiasm (M=4.130) (see Table 3).

Table (2)
Positive Emotions Level

Positive Emotions Level	F	%	Mean	SD
High	244	61.0		
Moderate	148	37.0	2.5900	.53161
Low	8	2.0		
Total	400	100.0		

Table (3)

Positive Emotions

The Positive Emotion	Agreement Degree (n=400)										Mean	SD
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			
	F	%	F	%	F	%	F	%	F	%		
Enthusiastic	133	33.3	198	49.5	58	14.5	10	2.5	1	0.3	4.130	.7646
Excited	109	27.3	190	47.5	92	23.0	8	2.0	1	0.3	3.995	.7788
Inspired	100	25.0	172	43.0	104	26.0	19	4.8	5	1.3	3.857	.8912
Proud	101	25.3	143	35.8	103	25.8	42	10.5	11	2.8	3.703	1.0449
Satisfied	52	13.0	152	38.0	160	40.0	30	7.5	6	1.5	3.535	.8664

Many participants said that having positive emotions, like being enthusiastic, pleased, and aroused during fashion shopping, makes them more fashion-involved. The participants also stated that positive emotions are most generated during online fashion shopping whenever there are offers and discounts, making them feel proud of themselves and their wisdom in saving money.

Fashion Involvement

The sample's fashion involvement was measured using a six-statement scale of Tigert, Ring, and King. The results indicate that 51.5% of the sample have a high level of fashion involvement (see Table 4).

Table (4)
Fashion Involvement Level

Fashion Involvement Level	F	%	Mean	SD
High	206	51.5	2.4975	.53452
Moderate	187	46.75		
Low	7	1.75		
Total	400	100.0		

Most of the sample, who are fashion-involved, care about wearing fashion products that distinguish them and suit their personality (M=4.250), and they like shopping for clothes (M=4.063). At the same time, the fashion-involved respondents tend to wear only comfortable fashion clothes (M=3.030) (see Table 5).

Table (5)
Fashion Involvement

Fashion Involvement	Agreement Degree (n=400)										Mean	SD
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			
	F	%	F	%	F	%	F	%	F	%		
I care about wearing fashion products in a smart way that distinguishes my appearance and suits my personality	171	42.8	175	43.8	41	10.3	9	2.3	4	1.0	4.250	.8057
I like to shop for clothes	150	37.5	155	38.8	72	18.0	16	4.0	7	1.8	4.063	.9332
I prefer to buy fashion products from boutiques or specialty stores rather than department stores	154	38.5	111	27.8	87	21.8	41	10.3	7	1.8	3.910	1.0793
I usually have one or more outfits of the very latest style	103	25.8	164	41.0	93	23.3	33	8.3	7	1.8	3.807	.9710
I like to think I'm a bit of a swinger/ having a trendy personality	63	15.8	163	40.8	138	34.5	28	7.0	8	2.0	3.613	.9024
When I must choose between the two I usually dress for fashion, not comfort	75	18.8	98	24.5	65	16.3	88	22.0	74	18.5	3.030	1.3996

Fashion-oriented Hedonic Consumption

Fashion-oriented hedonic consumption was measured through Hausman's three-statement scale. The results show that 53% of the sample have a high level of fashion-oriented hedonic consumption (see Table 6).

Table (6)
Fashion-oriented Hedonic Consumption Level

Fashion-oriented Hedonic Consumption Level	F	%	Mean	SD
High	212	53.0		
Moderate	172	43.0	2.4900	.57509
Low	16	4.0		
Total	400	100.0		

The results further revealed that fashion-oriented hedonic consumption is most reflected in being more interested in having new life experiences (M=4.022) (see Table 7).

Table (7)
Fashion-oriented Hedonic Consumption

Fashion-oriented Hedonic Consumption	Agreement Degree (n=400)										Mean	SD
	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree			
	F	%	F	%	F	%	F	%	F	%		
I like to have new life experience	138	34.5	155	38.8	89	22.3	14	3.5	4	1.0	4.022	.8939
I like to explore new worlds	125	31.3	149	37.3	93	23.3	30	7.5	3	0.8	3.908	.9520
I consider myself having a high sense of curiosity	84	21.0	140	35.0	103	25.8	57	14.2	16	4.0	3.548	1.0935

Hypotheses testing

The results indicate that the five studied digital platforms-related stimuli have a significant influence on positive emotions during online fashion shopping (F=36.598, sig= .001), and explain 31.7% of the variance in the respondents' positive emotions (R^2=.317). Thus, H_1 is supported, stating that digital platforms-related stimuli have a significant influence on Egyptian female consumers' positive emotions during online fashion shopping.

Entertainment (t=6.063, sig=.001), economic benefits (t=4.518, sig=.001), and personalization (t=3.532, sig=.001) are the most statistically influential features on positive emotions with a positive influence (see Table 8).

Table (8)
The Regression Analysis Testing the Influence of Digital Platforms-related Stimuli on Positive Emotions

Dependent Variable	Independent Variables	R	R^2	F-Test		β	t-Test	
				Value	Sig.		Value	Sig.
Positive Emotions	Information	.563	.317	36.598	.001	.029	.592	.554
	Visuality					.078	1.602	.110
	Personalization					.178	3.532	.001
	Entertainment					.288	6.063	.001
	Economic benefits					.209	4.518	.001

The results indicate that the five studied digital platforms-related stimuli have a significant influence on the sample's fashion involvement (F=21.509, sig= .001), and explain 21.4% of the variance in the sample's fashion involvement (R^2=.214). Thus, H_2 is supported, stating that digital platforms-related stimuli have a significant influence on Egyptian women's fashion involvement. Entertainment (t=5.102, sig=.001), and personalization (t=4.948, sig=.001) are found to be the most statistically influential features in fashion involvement, with a positive influence (see Table 9).

Table (9)
The Regression Analysis Testing the Influence of Digital Platforms-related Stimuli on Fashion Involvement

Dependent Variable	Independent Variables	R	R^2	F-Test		β	t-Test	
				Value	Sig.		Value	Sig.
Fashion Involvement	Information	.463	.214	21.509	.001	.099	1.905	.057
	Visuality					-.054	-1.038	.300
	Personalization					.267	4.948	.001
	Entertainment					.260	5.102	.001
	Economic benefits					-.003	-.056	.955

The results further indicated that the five studied digital platforms-related stimuli have a significant influence on the sample's fashion-oriented hedonic consumption (F=14.210, sig= .001) and explain 15.3% of the variance in the sample's fashion-oriented hedonic consumption (R^2=.153). Therefore, H_3 is supported, stating that digital platforms-related stimuli have a significant influence on Egyptian women's fashion-oriented hedonic consumption.

Entertainment (t=3.517, sig=.001) and personalization (t=2.424, sig=.016) are the most statistically influential features on the sample's fashion-oriented hedonic, with a positive influence (see Table 10).

Table (10)
The Regression Analysis Testing the Influence of Digital Platforms-related Stimuli on Fashion-oriented Hedonic Consumption

Dependent Variable	Independent Variables	R	R^2	F-Test		β	t-Test	
				Value	Sig.		Value	Sig.
Fashion-oriented Hedonic Consumption	Information	.391	.153	14.210	.001	.049	.916	.360
	Visuality					.095	1.747	.081
	Personalization					.136	2.424	.016
	Entertainment					.186	3.517	.001
	Economic benefits					.083	1.607	.109

The results also showed that positive emotions during online fashion shopping have a significant positive influence (β =.458) on Egyptian women's fashion involvement (F=105.690, sig= .001) and explain 21% of the variance in the sample's fashion involvement (R^2=.21). Therefore, H_4 is supported, stating that Egyptian women's positive emotions during online fashion shopping have a significant influence on their fashion involvement (see Table 11).

Table (11)
The Regression Analysis Testing the Influence of Positive Emotions on Fashion Involvement

Dependent Variable	Independent Variables	R	R^2	F-Test		β	t-Test	
				Value	Sig.		Value	Sig.
Fashion Involvement	Positive Emotions	.458	.210	105.690	.001	.458	10.281	.001

The qualitative results stated that having positive emotions while shopping for fashion through the internet, like feeling aroused, happy, excited, and proud of yourself due to making wise buying decisions with economic benefits that save money for the future. These positive emotions make the participants more involved and interested in fashion shopping and following the latest fashion trends/styles. Finally, the results indicated that Egyptian women's fashion involvement positively influences their fashion-oriented hedonic consumption (F=124.491, sig= .001, β =.488) and explains 23.8% of the variance in the sample's fashion-oriented hedonic consumption (R^2=.238). Therefore, H_5 is supported, stating that Egyptian women's

fashion involvement has a significant influence on their fashion-oriented hedonic consumption (see Table 12).

Table (12)
The Regression Analysis Testing the Influence of Fashion Involvement on Fashion-oriented Hedonic Consumption

Dependent Variable	Independent Variables	R	R²	F-Test		β	t-Test	
				Value	Sig.		Value	Sig.
Fashion-oriented Hedonic Consumption	Fashion Involvement	.488	.238	124.491	.001	.488	11.158	.001

The focus groups' analysis indicated that when the participants are more fashion-oriented, they are more likely to consume fashion for the sake of trying something new and enjoy the feelings associated with the online shopping experience itself, rather than satisfying a functional need from it.

Discussion

In the past four years, online shopping for fashion products has become a trend, especially among female consumers, because people were forced to stay at home for a long time during the quarantine of 2020, and this made them replace offline shopping with online shopping that saves money, time, and effort. That's why all businesses started to invest in their online brand communication and customize the features of digital platforms in a way that generates more positive emotions for consumers while shopping and makes them more fashion-involved and hedonic.

The study focused on fashion products, in particular, due to the various changes that happened in developing countries because of the development of online brand communication stimuli through digital platforms, facilitating advertising of visual-based products, like fashion products (Kuruvilla & Ranjan, 2008; Edirisinghe et al., 2020). Therefore, the current study focused on studying three fashion-related factors, named "Effective fashionism involvement", which include consumers' positive emotions during online fashion shopping, fashion involvement, and fashion-oriented hedonic consumption.

The study indicated that the five studied digital platforms-related stimuli significantly influence Egyptian women's positive emotions during online fashion shopping, fashion involvement, and fashion-oriented hedonic consumption, especially the features of entertainment and personalization that were found to have a positive influence on the three factors of Egyptian women's effective fashionism involvement. In other words, the more entertaining and personalized the digital platform is, the more fashion-involvement and hedonic consumption Egyptian women tend to make toward fashion products. Moreover, economic benefits were found to have a positive influence on positive emotions, which means the more

economic benefits Egyptian women acquire from online fashion shopping, the more positive emotions they experience during shopping.

The qualitative study indicated that online entertainment is achieved through digital platforms' virtual fitting rooms and online activities, like games and competitions that make female consumers enjoy the shopping experience, stay for a longer time on the shopping digital platform, be more involved in fashion, and tend to consume in a hedonic way. This is the same result concluded by Liu et al. (2020) that entertainment through digital platforms increases shopping time and creates more positive emotions towards the advertised brand.

The focus groups' analysis concluded that personalization acts as a personal assistant for women during online fashion shopping by providing them with online suggestions regarding what exactly to buy to have a unique outfit, using various AI techniques to identify the online consumers' individual needs based on their search history and previous purchases. Chinchanachokchai, Thontirawong, & Chinchanachokchai (2021), and Jin and Zhang (2023) also referred to the importance of personalization techniques in increasing the company's sales by customizing brand messages according to consumers' needs to arouse their positive emotions while shopping.

The results also showed that online economic benefits positively influence Egyptian female consumers' positive emotions while shopping through the various offers, discounts, promo codes, giveaways, free delivery, free exchange or refund, and discounts on paying with credit cards. This result confirms the result of Al-Banna (2019) who referred to the role played by the psychological pricing policy on Arab consumers' clothes online shopping behaviour, indicating that promotional offers and discounts play an effective role in creating positive emotions while shopping.

The study further indicated that Egyptian women's positive emotions during online fashion shopping lead to fashion involvement, and fashion involvement leads to fashion-oriented hedonic consumption.The qualitative results stated that the various online stimuli during fashion shopping through digital platforms trigger positive emotions like arousal, pleasure, excitement, enjoyment, and pride for making wise buying decisions with economic benefits that save money for the future. These positive emotions make consumers more involved and interested in fashion shopping, and following the latest fashion trends/styles. When Egyptian female consumers are more fashion-oriented, they are more likely to consume fashion for the sake of trying something new and enjoy the positive feelings associated with the online shopping experience itself, rather than satisfying a functional need.

This result comes in agreement with the result of Zhang et al., (2014) who concluded that consumers have two main responses to any online stimuli they are exposed to while shopping through the internet, such as any online entertainment activity, any personalized/customized brand communication message, and any offer or discount. These two responses are the positive emotions of pleasure and

arousal, which make consumers more interested/involved in the promoted product category and tend to consume more hedonically.

Conclusion

This study intended to identify the influence of five digital platforms-related stimuli, including online product information, visuality, entertainment, personalization, and economic benefits, on Egyptian female consumers' effective fashionism involvement, including positive emotions during online fashion shopping, fashion involvement, and fashion-oriented hedonic consumption. Both quantitative and qualitative research approaches were used, including an online survey administered to 400 18-45-year-old Egyptian females, in addition to six focus group discussions conducted among 60 female participants.

The study suggests that there are five online stimuli related to the features of fashion shopping digital platforms (information – visuality – entertainment – personalization – economic benefits) positively influencing three fashion-related factors, named "Effective fashionism involvement" (positive emotions – fashion involvement – fashion-oriented hedonic consumption). Moreover, the findings revealed that positive emotions during online fashion shopping positively influence Egyptian women's fashion involvement, and fashion involvement positively influences fashion-oriented hedonic consumption.

Limitations & Recommendations

The study had some limitations because, first, the sample self-reported the survey, causing some questionnaires to be discarded because some respondents provided subjective or contradicted answers. Second, the study was applied to only fashion products, which makes the results not applicable to other product categories.

The results of this study can assist fashion-related businesses in Egypt in customizing Fashion-related messages in a way that focuses on the online stimuli of entertainment, personalization, and economic benefits to create positive emotions during fashion shopping, increase female consumers' interest in making unique, trendy outfits and being fashionable, and elevate their tendency to consume hedonically by trying new things and going through new exciting online shopping experiences.

The study provides the following recommendations for future research to enrich the literature of this research area:

1. A broader spectrum of industries should be investigated by identifying how digital platforms-related stimuli influence consumers' emotions, involvement, and consumption type in other product categories, rather than fashion.
2. Conducting a comparison of the effective fashionism involvement factors of two different nations with two different cultural contexts to identify how online shopping stimuli are perceived differently due to cultural differences.
3. Conducting a comparison between Egyptian women's effective fashionism involvement in both the online and offline fashion shopping contexts.

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