

## The Effect of Social Media Marketing and Product Innovation on Purchase Intention in the Fashion Industry with Brand Image as a Mediating Variable

Muhammad Faizul Akbar Surbakti<sup>1\*</sup>, Albari<sup>2</sup>

Fakultas Bisnis dan Ekonomika, Universitas Islam Indonesia

**Corresponding Author:** Muhammad Faizul Akbar Surbakti,

[mfzлакbars13@gmail.com](mailto:mfzлакbars13@gmail.com)

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### ABSTRACT

This study aims to explain the influence of social media marketing and product innovation on purchase intention with brand image as a mediating variable in the fashion industry in Indonesia. A quantitative approach was employed in this research. The population of this study consisted of consumers of fashion products in Indonesia. The sampling technique used was non-probability sampling with a convenience sampling approach. The total sample size was 374 respondents. Data were analyzed using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the assistance of SmartPLS 4.1.1.6 software. The results indicate that social media marketing and product innovation have a positive and significant effect on brand image. Social media marketing, product innovation, and brand image also have a positive and significant effect on purchase intention. Furthermore, brand image is proven to mediate the influence of social media marketing and product innovation on purchase intention.

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## **INTRODUCTION**

The fashion industry is one of the creative sectors that has experienced significant growth in recent years. Increasing global competition, changing lifestyles, and accelerated digitalization have all influenced how consumers respond to brands and products (Bhonsle et al., 2024). The rapid transformation of global fashion trends demands that brands be responsive and adaptive to rapidly changing consumer preferences (Pham et al., 2020). Fashion is no longer seen merely as a functional necessity, but also as a representation of lifestyle, self-identity, and social expression (Iannilli & Spagnoli, 2024).

In Indonesia, the fashion industry is experiencing rapid growth along with increasing digital penetration. Quoted from Katadata. Databoks (2022) The clothing/fashion category tops the list, accounting for 65.7% of Indonesian online shopping. This category dominates far above other categories, such as electronics (24.5%) and food and beverages (17.9%). Furthermore, Indonesian consumers' preference for fashion brands reflects the intense competition between global and local brands.

In the current era of digitalization, product innovation also plays a crucial role in maintaining brand competitiveness in the highly dynamic fashion industry. (Rahma et al., 2024) Product innovation is the process of creating or significantly updating a product through a new approach that is different from before in order to provide added value for consumers. (Bourgeon-Renault et al., 2023) Market trends and consumer preferences are crucial factors in successful product development. Companies or brands that are able to adapt to trends and market developments by creating products with new designs, superior quality, and relevant differentiation for consumers will have a greater opportunity to increase competitiveness, expand market share, and build loyalty. Aini et al., 2024). Without continuous innovation, consumers will tend to switch to other brands that are better able to adapt to changing trends.

These two factors will ultimately form a brand image, namely the consumer's perception and association of a brand which is formed through experience, communication and the value offered (Marini et al., 2023). A positive brand image will stimulate consumer trust, preference, and inclination towards the brand (Sanny et al., 2020). Brand image plays a crucial role in the consumer decision-making process before making an actual purchase, because it is able to convert exposure to external stimuli into purchase intentions (Albari & Safitri, 2020; Zhu et al., 2025). According to Princes et al. (2020) Purchase intention is a consumer's tendency to purchase a product in the future, which is influenced by various external factors such as brand image, quality, social interaction, and others. Purchase intention is an important indicator of the success of a marketing strategy, because it reflects the likelihood of consumers choosing a brand over its competitors (Salhab et al., 2023).

Various previous studies have examined the relationship between social media marketing, product innovation, brand image, and purchase intention, with varying findings. The study conducted by Bilgin (2018) found that social media marketing has a significant influence on purchase intentions. However, Ali & Naushad (2023) found that there was no direct and significant impact of social

media marketing on purchase intentions. Instead, the full influence occurred through brand image. Similarly, the findings from An et al. (2021) stated that product innovation does not automatically have a significant influence on purchasing intentions, but rather needs to be influenced by consumer attitudes as a mediator. Meanwhile, research by Pengxiang et al. (2024) found that product innovation has a direct and significant influence on purchase intention.

Therefore, this study was conducted to fill the gap by testing the four variables simultaneously in a conceptual framework based on the modified Stimulus–Organism–Response (SOR) theory Zhu et al. (2025). In this model, social media marketing and product innovation are positioned as stimuli or independent variables, brand image as the main organism or mediator, and purchase intention as the response or dependent variable. This research is not only intended to enrich the academic literature, but also provides practical contributions for fashion industry players, especially local brands, in designing more effective digital marketing strategies and product innovation to increase competitiveness.

The focus of the research is directed at the fashion industry which has the characteristics of visuality, symbolism, and high consumer emotional involvement (Craik, 2018). In this context, social media marketing reflects a company's strategy in building interactivity, emotional closeness, and content dissemination that influences consumer perceptions of the brand (Zeqiri et al., 2024), while product innovation includes design updates, quality improvements, and the creation of utility value that is relevant to market trends and preferences (Hanaysha & Hilman, 2015). Then, the brand image is placed as an organism that represents the psychological perception of consumers, both cognitively and affectively (Kim & Chao, 2019;Chang, 2025), while also acting as a bridge between external stimuli and behavioral responses in the form of purchasing intentions (Sanny et al., 2020).

## LITERATURE REVIEW

### *Theory of Stimulus Organism Response(SOR)*

The Stimulus–Organism–Response (SOR) theory was first introduced by Mehrabian and Russell (1974) to explain that individual behavior is the result of a three-stage process: stimulus (S) as an external stimulus, organism (O) as an internal process that is both cognitive and affective, and response (R) as the resulting behavioral action or response. Initially, the SOR model was used to understand the influence of the physical environment on an individual's emotional responses. As it developed, this theory was then adapted in the fields of marketing and consumer behavior. Donovan (1982) applying the SOR model in the context of the retail environment, while Eroglu et al. (2001) develop it further to explain consumer behavior in the online retailing environment.

### *Social Media Marketing*

H1: Social Media Marketing has a positive influence on Brand Image.

Social media marketing as a marketing method or strategy in the digital era has been proven not only to influence consumer perceptions of a brand but also

to trigger purchase intentions. Research by Gautam & Sharma (2017) shows that social media marketing has a significant and positive effect on purchase intentions. Findings from Dewi et al. (2022), who conducted a study in the fashion industry, also stated that social media marketing has a positive and significant effect on consumer purchase intentions. In line with these findings, Farhani & Albari (2022), who conducted research in the context of Maybelline product consumers, also found that social media marketing has a positive and significant influence on consumer purchase intentions.

Other studies conducted by Zeqiri et al. (2024) and Romadhoni et al. (2023) also revealed that social media marketing has a positive effect on purchase intention. This is in line with the findings of Laurence & Keni (2024), who conducted a study of 164 respondents, which found that social media marketing has a significant and positive effect on purchase intention. Referring to previous research on the influence of social media marketing on purchase intention, the following hypothesis can be formulated:

H2: *Social Media Marketing* has a positive effect on purchase intention.

### ***Product Innovation***

H3: Product Innovation has a positive effect on Brand Image.

Besides influencing brand image, product innovation also plays a crucial role in increasing consumer purchase intention. Innovations introduced by companies not only create differentiation and strengthen product superiority but can also foster purchase intention by providing added value and a better consumption experience than competitors. Ilmiah & Wardhani (2024) found that product innovation has a positive and significant effect on purchase intention. Aliyyuldaifa & Anjaningrum (2022) also confirmed that new innovations that differentiate themselves from other products have been shown to significantly increase purchase intention.

These findings align with those of Vidyanata et al. (2024), who conducted a study in the men's skincare industry that showed that product innovation has a positive and significant effect on purchase intention. Product innovation is able to meet the evolving needs and preferences of consumers. This is reinforced by a study by Pengxiang et al. (2024), which found that product innovation has a positive and significant effect on purchase intention, especially when the innovation is perceived as capable of creating added value (value creation) and perceived superiority. Suhaily et al. (2020), in their study on green product innovation (GPI), also found that green product innovation has a positive and significant effect on purchase intention. Referring to previous findings regarding the relationship between product innovation and purchase intention, the following hypothesis can be formulated:

H4: Product Innovation has a positive effect on Purchase Intention.

### ***Brand Image***

H5: Brand Image has a positive effect on Purchase Intention.

Brand image plays a crucial role in various industries, including fashion. Several previous studies have demonstrated the impact of brand image in

bridging the relationship between social media marketing and purchase intention. Ali & Naushad (2023) found that brand image was proven to act as a full mediating variable, the influence of social media marketing on purchase intention can only work through the perception of brand image. This finding is supported by Faisal & Ekawanto (2022), Sari et al. (2024), And Harvina et al. (2022), each of which shows that brand image makes a positive contribution in channeling the influence of social media marketing on purchase intention.

H6: Brand Image positively mediates the influence of Social Media Marketing on Purchase Intention.

Brand image is a crucial determinant in bridging the relationship between product innovation and consumer purchase intention. Brand image plays a role in shaping and changing consumer perceptions, so that product innovation can have implications for increasing purchase intention. Various studies show the consistent role of brand image as a link between product innovation and purchase intention. Ardiansyah (2024) shows that product innovation influences purchase intention through brand image as a mediator. This finding is in line with Adnyani & Priantara (2024) conducted a test on 200 respondents who used Somethinc products. The test results found that brand image significantly mediated the relationship between product innovation and purchase intention.

### *Purchase Intention*

Purchase intention is often considered a crucial stage that bridges the gap between alternative evaluation and the actual purchase decision. Kotler & Keller (2016) Purchase intention is positioned as one phase in the buying decision process, occurring after consumers have evaluated various alternatives before making a purchase decision. This means that purchase intention is understood as a consumer's intention or plan to purchase a product in the future. Purchase intention is a consumer's personal preference for a particular brand or product, which can be an important predictor of consumer behavior (Fishbein & Ajzen, 1975). Then Warshaw & Davis (1985) emphasizes that purchase intention is the degree or benchmark of a person's awareness in planning a purchase action or not buying in the future.

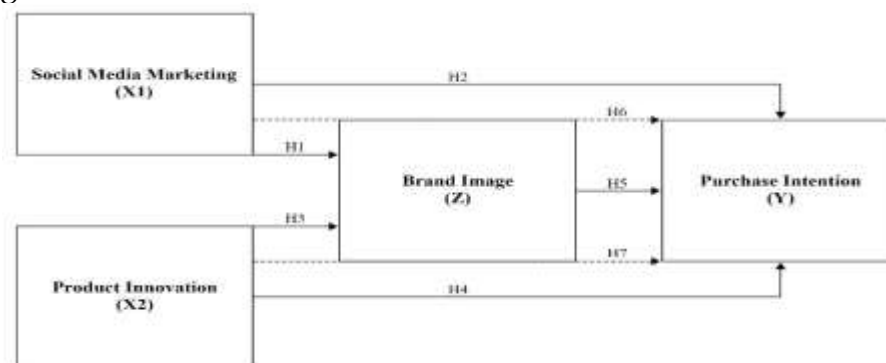


Figure 1. Research Framework

## **METHODOLOGY**

This study uses a quantitative approach to empirically test the influence of social media marketing and product innovation on purchase intention, with

brand image as a mediating variable. The research model is based on the Stimulus–Organism–Response (SOR) theory, where social media marketing and product innovation act as stimuli, brand image as the organism, and purchase intention as the response.

The research population comprised Indonesian fashion consumers who actively use social media and are interested in fashion trends. The sample was selected using a non-probability sampling technique with a convenience sampling approach, selecting respondents who were easily accessible and willing to complete the questionnaire. Respondent criteria included being aged 17–40 years, active on social media (Instagram/TikTok), and interested in fashion products. A total of 374 respondents were used, meeting the minimum requirements for PLS-SEM analysis.

The data used were primary data obtained through an online questionnaire (Google Form). The questionnaire was developed based on indicators from previous research that have been modified to suit the fashion industry context. Measurements were made using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). Prior to the main analysis, instrument testing was conducted, including validity and reliability tests. The results showed that all indicators were valid ( $r_{\text{count}} > r_{\text{table}}$ ) and reliable (Cronbach's Alpha  $> 0.60$ ), making them suitable for use in this study.

## RESEARCH RESULT

### *Descriptive Analysis of Research Variables*

Table 1. Descriptive Analysis of Research Variables

Code	Statement	Average	Information
<b>Social Media Marketing (SMM)</b>			
SMM1	I love sharing content from fashion brands I love on social media.	4.01	Agree
SMM2	I feel that social media gives me the opportunity to share information about fashion brands.	4.46	Strongly agree
SMM3	I think sharing information about fashion brands on social media is a trendy thing.	4.28	Strongly agree
SMM4	I feel like fashion brand ads on social media catch my attention.	4.31	Strongly agree
SMM5	I use social media to share information about fashion brands with my friends.	4.12	Agree
SMM6	I feel that social media makes it easier for me to get information about the fashion brands I need.	4.52	Strongly agree
SMM7	I find sharing information about fashion brands on social media interesting.	4.24	Strongly agree
<b>Product Innovation (PIN)</b>			
PIN1	I see fashion brands in Indonesia always trying to show innovation in their products.	4.26	Strongly agree
PIN2	I think fashion brands regularly introduce new models or collections on the market.	4.26	Strongly agree
PIN3	I see the fashion industry in Indonesia continuing to present new product alternatives for consumers.	4.30	Strongly agree
PIN4	I think fashion brands regularly update their products with new colors, details, or variations.	4.40	Strongly agree

PIN5	I believe that fashion products are unique and differentiate themselves in the market.	4.26	Strongly agree
PIN6	I feel that the product updates or innovations that brands are currently making provide significant value or benefits to consumers.	4.23	Strongly agree
PIN7	I find fashion products more innovative in terms of design and appearance.	4.36	Strongly agree
<b>Brand Image (Brand Image / BI)</b>			
BI1	I think fashion brands in Indonesia have a good image in the eyes of consumers.	4.18	Agree
BI2	I think the products from fashion brands are of good quality.	4.29	Strongly agree
BI3	I believe that fashion brands have a huge influence on consumer perceptions and choices.	4.36	Strongly agree
BI4	I believe that fashion brands in Indonesia are loved by many people.	4.25	Strongly agree
BI5	I think that fashion brands are widely known by the public.	4.27	Strongly agree
BI6	I consider certain fashion brands to be the leaders in their industry.	4.29	Strongly agree
BI7	Overall, I think that fashion brands in Indonesia have a positive image.	4.25	Strongly agree
<b>Purchase Intention (Purchase Intention / PI)</b>			
PI1	I intend to try buying for the first time a fashion product from a brand I saw on social media.	4.19	Agree
PI2	I plan to make a purchase of a fashion product that I have never bought before after seeing it on social media.	4.25	Strongly agree
PI3	I anticipate making a purchase of a new fashion product from a brand I saw on social media.	4.27	Strongly agree
PI4	I believe I will most likely buy fashion products from a brand I just saw on social media.	4.19	Agree
PI5	I am interested in buying these fashion products if I have the opportunity in the future.	4.37	Strongly agree

*Source: Primary data processing results, 2025*

Based on the descriptive analysis results in Table 4.5 above, the Social Media Marketing (SMM) variable has an average value between 4.01–4.52, with the highest value in item SMM6 (4.52) and the lowest in SMM1 (4.01). Overall, this variable is in the strongly agree category.

The Product Innovation (PIN) variable obtained an average score between 4.23–4.40, with a strongly agree category. The highest score was found in PIN4 (4.40), while the lowest score was found in PIN6 (4.23).

The Brand Image (BI) variable showed an average value between 4.18 and 4.36. The item with the highest score was BI3 (4.36), while the lowest was BI1 (4.18). Overall, this variable falls into the agree to strongly agree category.

Furthermore, the Purchase Intention (PI) variable had an average value between 4.19–4.37, with categories ranging from agree to strongly agree. The highest value was found in PI5 (4.37), while the lowest values were found in PI1 and PI4 (4.19).

**Structural Equation Modeling (SEM) Analysis**  
**Path Diagram Preparation**

The initial stage of the Structural Equation Modeling (SEM) analysis process is carried out by constructing a path diagram to show the structural model of the research that shows the relationship between latent variables. In this model, Social Media Marketing and Product Innovation act as exogenous variables, Brand Image as a mediating variable, and Purchase Intention as an endogenous variable. This diagram is used as a reference in SEM analysis with the PLS approach. The path diagram in this research model is presented in Figure 2 below:

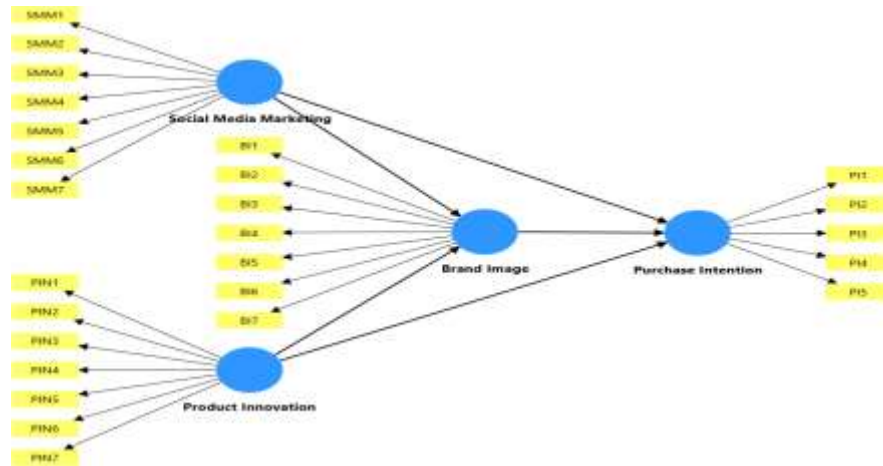


Figure 2. Path Diagram

**Evaluation of Measurement Model (Outer Model)**  
**Convergent Validity**

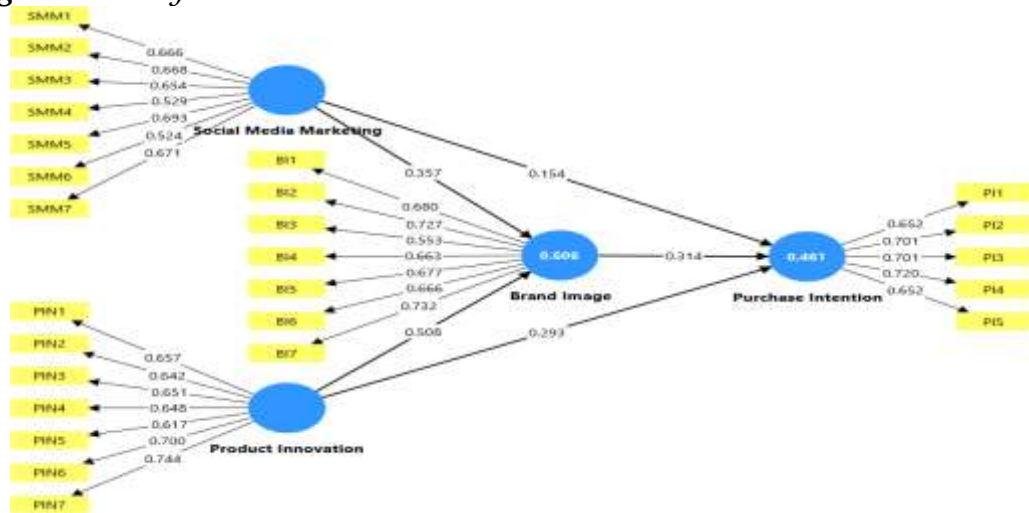


Figure 3. Outer Model Test

Table 2. Outer Loading Values

Code	Statement	Outer Loading
<b>Brand Image (Brand Image / BI)</b>		
BI1	I think fashion brands in Indonesia have a good image in the eyes of consumers.	0.680
BI2	I think the products from fashion brands are of good quality.	0.727

BI3	I believe that fashion brands have a huge influence on consumer perceptions and choices.	0.553
BI4	I believe that fashion brands in Indonesia are loved by many people.	0.663
BI5	I think that fashion brands are widely known by the public.	0.677
BI6	I consider certain fashion brands to be the leaders in their industry.	0.666
BI7	Overall, I think that fashion brands in Indonesia have a positive image.	0.732
<b>Purchase Intention (Purchase Intention / PI)</b>		
PI1	I intend to try buying for the first time a fashion product from a brand I saw on social media.	0.652
PI2	I plan to make a purchase of a fashion product that I have never bought before after seeing it on social media.	0.701
PI3	I anticipate making a purchase of a new fashion product from a brand I saw on social media.	0.701
PI4	I believe I will most likely buy fashion products from a brand I just saw on social media.	0.720
PI5	I am interested in buying these fashion products if I have the opportunity in the future.	0.652
<b>Product Innovation (PIN)</b>		
PIN1	I see fashion brands in Indonesia always trying to show innovation in their products.	0.657
PIN2	I think fashion brands regularly introduce new models or collections on the market.	0.642
PIN3	I see the fashion industry in Indonesia continuing to present new product alternatives for consumers.	0.651
PIN4	I think fashion brands regularly update their products with new colors, details, or variations.	0.648
PIN5	I believe that fashion products are unique and differentiate themselves in the market.	0.617
PIN6	I feel that the product updates or innovations that brands are currently making provide significant value or benefits to consumers.	0.700
PIN7	I find fashion products more innovative in terms of design and appearance.	0.744
<b>Social Media Marketing (SMM)</b>		
SMM1	I love sharing content from fashion brands I love on social media.	0.666
SMM2	I feel that social media gives me the opportunity to share information about fashion brands.	0.668
SMM3	I think sharing information about fashion brands on social media is a trendy thing.	0.654
SMM4	I feel like fashion brand ads on social media catch my attention.	0.529
SMM5	I use social media to share information about fashion brands with my friends.	0.693
SMM6	I feel that social media makes it easier for me to get information about the fashion brands I need.	0.524
SMM7	I find sharing information about fashion brands on social media interesting.	0.671

Source: Primary data processing results, 2025

Based on Table 2. Outer Loading Values, most of the indicators in each latent variable have outer loading values  $\geq 0.60$ , so it is declared valid. However, there are several indicators that do not meet these criteria, namely BI3 in the variable

Brand Image and SMM4 and SMM6 on the Social Media Marketing variable, with outer loading values below 0.60. These indicators are considered unable to optimally represent the construct.

Next, elimination was carried out on indicators that had an outer loading value < 0.60. According to Hair et al. (2018), indicators with marginal outer loading values can be re-evaluated based on their contribution to increasing the Average Variance Extracted (AVE) value and the overall strength of the construct. Therefore, several indicators with marginal outer loading values Indicators with a value of ≥ 0.60 were also eliminated gradually, while still considering the suitability of the indicators to the theoretical concept of the latent variable. Eliminated indicators will not be discussed in further discussion *outer model* after elimination is presented in Figure 4.3 below:

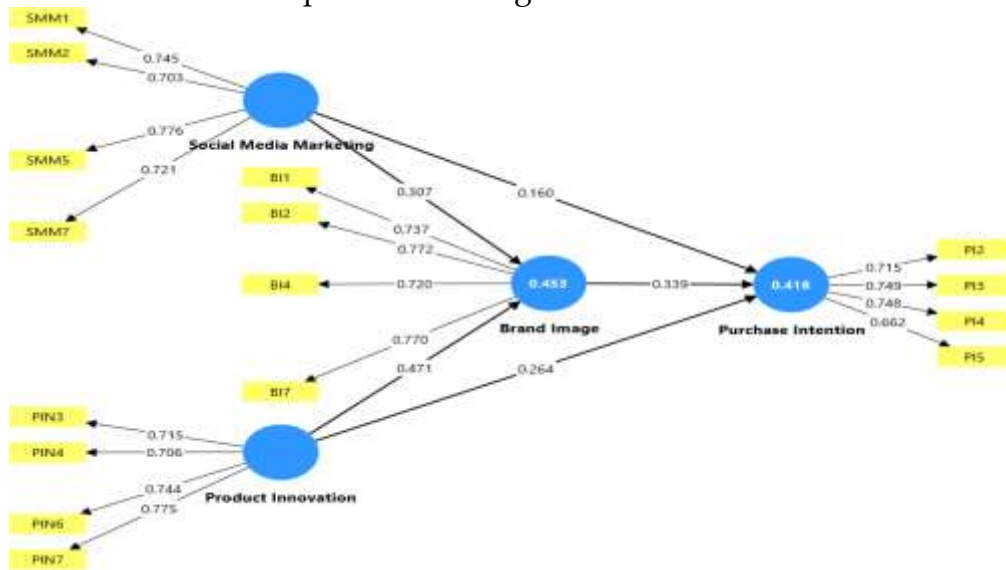


Figure 4. Outer Model Test (After Elimination)

Table 3. Outer Loading Values (After Elimination)

Code	Statement	Outer Loading
<b>Brand Image (Brand Image / BI)</b>		
BI1	I think fashion brands in Indonesia have a good image in the eyes of consumers.	0.737
BI2	I think the products from fashion brands are of good quality.	0.772
BI4	I believe that fashion brands in Indonesia are loved by many people.	0.720
BI5	I think that fashion brands are widely known by the public.	0.770
BI7	Overall, I think that fashion brands in Indonesia have a positive image.	0.715
<b>Purchase Intention (Purchase Intention / PI)</b>		
PI2	I plan to make a purchase of a fashion product that I have never bought before after seeing it on social media.	0.715
PI3	I anticipate making a purchase of a new fashion product from a brand I saw on social media.	0.749
PI4	I believe I will most likely buy fashion products from a brand I just saw on social media.	0.748
PI5	I am interested in buying these fashion products if I have the opportunity in the future.	0.662

<b>Product Innovation (PIN)</b>		
PIN3	I see the fashion industry in Indonesia continuing to present new product alternatives for consumers.	0.715
PIN4	I think fashion brands regularly update their products with new colors, details, or variations.	0.706
PIN6	I feel that the product updates or innovations that brands are currently making provide significant value or benefits to consumers.	0.744
PIN7	I find fashion products more innovative in terms of design and appearance.	0.775
<b>Social Media Marketing (SMM)</b>		
SMM1	I love sharing content from fashion brands I love on social media.	0.745
SMM2	I feel that social media gives me the opportunity to share information about fashion brands.	0.703
SMM5	I use social media to share information about fashion brands with my friends.	0.776
SMM7	I find sharing information about fashion brands on social media interesting.	0.721

Source: Primary data processing results, 2025

Based on Table 3 Outer Loading Values (After Elimination) above, all indicators for each latent variable have outer loading values.  $\geq 0.60$ , so it is declared valid as a measure of the latent variable. In addition to meeting the convergent validity criteria, the value *outer loading* also shows the level of contribution of each indicator in representing the research variables. For the Brand Image variable, the indicators with the highest outer loading values are BI2 at 0.772 and BI5 at 0.770, making them the most dominant indicators in reflecting the brand image construct.

In the Purchase Intention variable, the indicators with the largest outer loading values are PI3 at 0.749 and PI4 at 0.748, which indicate the strongest contribution in shaping the purchase intention variable. In the Product Innovation variable, the most dominant indicator is PIN7 with an outer loading value of 0.775. Meanwhile, in the Social Media Marketing variable, the indicator with the highest outer loading value is SMM5 at 0.776, followed by SMM1 at 0.745.

Table 4. Average Variance Extracted (AVE) Value

<b>Latent Variables</b>	<b>AVE</b>	<b>Information</b>
<i>Brand Image</i>	0.563	Valid
<i>Product Innovation</i>	0.541	Valid
<i>Purchase Intention</i>	0.518	Valid
<i>Social Media Marketing</i>	0.542	Valid

Source: Primary data processing results, 2025

According to the AVE value presented in Table 4, all latent variables, namely Brand Image, Product Innovation, Purchase Intention, and Social Media Marketing, has been above the minimum limit ( $AVE \geq 0.50$ ) required. These results indicate that each latent variable is able to adequately explain the variance

of its constituent indicators. Thus, it can be concluded that all latent variables in this study have met the criteria for convergent validity.

### ***Discriminant Validity***

Table 5. Fornell-larcker criterion

<b>Variables</b>	<b><i>Brand Image</i></b>	<b><i>Product Innovation</i></b>	<b><i>Purchase Intention</i></b>	<b><i>Social Media Marketing</i></b>
<i>Brand Image</i>	0.750			
<i>Product Innovation</i>	0.616	0.736		
<i>Purchase Intention</i>	0.586	0.548	0.719	
<i>Social Media Marketing</i>	0.529	0.470	0.463	0.737

*Source: Primary data processing results, 2025*

According to the results of the Fornell-Larcker criterion test presented in Table 4.9 above, the square root value of AVE for each construct, namely Brand Image (0.750), Product Innovation (0.736), Purchase Intention (0.719), and Social Media Marketing (0.737), are all greater than the correlation value of the construct with other latent constructs. These findings indicate that each construct has a stronger relationship with its constituent indicators compared to its relationship with other constructs in the research model, so that the discriminant validity criteria based on Fornell-Larcker in this study can be declared fulfilled.

Further discriminant validity evaluation was conducted using the Heterotrait-Monotrait Ratio (HTMT). The HTMT value is calculated by comparing the average correlation between different constructs (heterotrait) with the correlation within the same construct (monotrait) (Rosli et al., 2014). A lower HTMT value indicates that each construct has a good level of discrimination against other constructs. The results of the HTMT value test are attached in the following table:

Table 6. Heterotrait-Monotrait Ratio (HTMT)

<b>Variables</b>	<b><i>Brand Image</i></b>	<b><i>Product Innovation</i></b>	<b><i>Purchase Intention</i></b>	<b><i>Social Media Marketing</i></b>
<i>Brand Image</i>				
<i>Product Innovation</i>	0.836			
<i>Purchase Intention</i>	0.808	0.773		
<i>Social Media Marketing</i>	0.720	0.654	0.657	

*Source: Primary data processing results, 2025*

Based on the results of the Heterotrait-Monotrait Ratio (HTMT) test presented in Table 4.8, all HTMT values between constructs are below the threshold value <0.90. This indicates that each latent construct in this research model has an adequate level of discrimination against other latent constructs. Thus, it can be said that the discriminant validity based on the HTMT criteria in this study has been met.

**Construct Reliability**

Table 7. Construct Reliability Values Based on CA and CR

Variables	Cronbach's Alpha(CA)	Composite Reliability(CR)	Information
Brand Image	0.741	0.837	Reliable
Product Innovation	0.718	0.825	Reliable
Purchase Intention	0.690	0.811	Reliable
Social Media Marketing	0.719	0.826	Reliable

Source: Primary data processing results, 2025

Based on the data presented in the attached Table 4.11, all research variables have Cronbach's Alpha (CA) and Composite Reliability (CR) values indicating a good level of internal consistency. CA values range from 0.690 to 0.741, while CR values range from 0.811 to 0.837. This indicates that each variable has consistent indicators in measuring its construct.

Although the Cronbach's Alpha value for the Purchase Intention variable is slightly below 0.70, the construct is still considered reliable because its Composite Reliability value exceeds the minimum limit of 0.70 as recommended by Hair et al. (2022). Thus, all constructs in this study can be considered reliable.

**Hypothesis Testing (Bootstrapping)**

Table 8. Path Coefficient Results

Hypothesis		Original Sample(O)	T statistics( O/STDEV )	P values	Information
H1	SMM → BI	0.307	5,920	0.000	Accepted
H2	SMM → PI	0.160	2,561	0.010	Accepted
H3	PIN → BI	0.471	8,649	0.000	Accepted
H4	PIN → PI	0.264	3,974	0.000	Accepted
H5	BI → PI	0.339	5,068	0.000	Accepted

Source: Primary data processing results, 2025

Next, a specific indirect effects test was conducted to assess the indirect influence of exogenous variables on endogenous variables through mediating variables. This test aimed to determine whether the mediating variable (Brand Image) played a significant role in channeling the influence of Social Media Marketing and Product Innovation on Purchase Intention.

Table 9. Results of Specific Indirect Effects

Hypothesis		Original Sample(O)	T statistics( O/STDEV )	P values	Information
H6	SMM → BI → PI	0.104	3,754	0.000	Accepted
H7	PIN → BI → PI	0.160	4,524	0.000	Accepted

Source: Primary data processing results, 2025

**Evaluation of Research Model (Inner Model)****Coefficient of Determination ( $R^2$ )**

Table 10. Value of the Determination Coefficient (R-Square) on Endogenous Variables

<b>Endogenous Variables</b>	<b>R-square</b>	<b>R-square adjusted</b>
<i>Brand Image</i>	0.453	0.450
<i>Purchase Intention</i>	0.418	0.413

Source: Primary data processing results, 2025

Based on the attached Table 4.14, the Brand Image variable has an R-square value of 0.453, while the Purchase Intention variable has an R-square value of 0.418. These values indicate that the exogenous variables in the model are able to explain 45.3% of the variability in Brand Image and 41.8% in Purchase Intention. Based on the criteria proposed by Ghozali & Latan (2015), both R-square values are included in the moderate category, indicating that the research model has a fairly good explanatory ability for the endogenous variables tested.

**Predictive Relevance ( $Q^2$ )**Table 11. Predicted  $Q^2$  Values

<b>Endogenous Variables</b>	<b><math>Q^2</math> predict</b>
<i>Brand Image</i>	0.440
<i>Purchase Intention</i>	0.335

Source: Primary data processing results, 2025

Based on Table 11 above, the  $Q^2$  value is 0.440 for the Brand Image variable and 0.335 for the Purchase Intention variable. A  $Q^2$  value greater than zero indicates that the model has good predictive relevance to the endogenous construct (Hair et al., 2022). This indicates that the structural model is able to accurately predict observational data, thus the model can be said to have adequate predictive ability.

**Model Fit Evaluation (SRMR Model Fit)**

Table 12. Model Fit Evaluation Results (SRMR and Additional Items)

<b>Item</b>	<b>Saturated model</b>	<b>Estimated model</b>
SRMR	0.075	0.075
d_ ULS	0.772	0.772
d_ G	0.210	0.210
Chi-square	446,776	446,776
NFI	0.745	0.745

Source: Primary data processing results, 2025

Table 12 shows the results of the model fit evaluation based on the SRMR value and several additional indicators. The SRMR value of 0.075 is below the threshold of 0.08 recommended by Hair et al. (2022), indicating that the model has a good fit. Based on this, the structural model used in this study adequately

meets the model fit criteria (good fit) and can proceed to the next stage of analysis.

**Multicollinearity Evaluation (Variance Inflation Factor - VIF)**

Table 13. Collinearity Statistics Inner VIF

<i>Collinearity Statistics</i>	<b>VIF</b>
<i>Brand Image &gt; Purchase Intention</i>	1,827
<i>Product Innovation &gt; Brand Image</i>	1,284
<i>Product Innovation &gt; Purchase Intention</i>	1,689
<i>Social Media Marketing &gt; Brand Image</i>	1,284
<i>Social Media Marketing &gt; Purchase Intention</i>	1,457

Source: Primary data processing results, 2025

Based on the data presented in the attached Table 13, the VIF values for all relationships between variables range from 1,284 to 1,827, meaning they are all below the threshold of 5.0. This indicates that there is no indication of multicollinearity in the model, so the relationships between variables can be interpreted as meeting the model's feasibility.

**DISCUSSION**

***The Influence of Social Media Marketing on Brand Image***

The results of the first hypothesis test (H1) indicate that social media marketing has a positive and significant effect on brand image. This finding indicates that marketing through social media functions not only as a promotional tool but also as a strategic instrument in shaping consumer perceptions of fashion brands. Consistent and relevant content exposure and communicative interactions between brands and audiences create stimuli that shape positive interpretations and assessments in consumers' minds. Thus, social media acts as a primary catalyst in the formation of a strong brand image.

The findings of this study are consistent with previous studies. Sanny et al. (2020), Bilgin (2018), and Seo & Park (2018) shows that the effectiveness of social media activities contributes directly to the formation of brand image and consumer trust. Cheung et al. (2019) And Jasin (2022) also confirmed that content quality and social media interactivity influence positive brand perceptions. The consistency of these results confirms that social media marketing is an essential element in strengthening brand image in the fashion industry.

***The Influence of Social Media Marketing on Purchase Intention***

The results of the second hypothesis test (H2) confirmed that social media marketing has a positive and significant effect on purchase intention. Social media marketing has been shown to foster initial consumer interest in fashion products through exposure to informative content, interactive communication, and message relevance to audience needs. This process generates a predisposition to purchase intention before an actual purchase decision is made.

This finding is consistent with the results of previous research by Gautam & Sharma (2017), shows that social media marketing is correlated with increased individual purchase intentions. In the specific context of the fashion industry,

Dewi et al. (2022) emphasizes the role of social media in driving potential consumers' purchasing intentions. In addition, Farhani & Albari (2022) found that exposure to social media marketing is closely related to the tendency of purchase intentions. This is also supported by the findings Zeqiri et al. (2024), Romadhoni et al. (2023), as well as Laurence & Keni (2024), all of which show a significant relationship between social media marketing and purchase intention. The consistency of these results strengthens social media marketing's position as a significant determinant in shaping consumer purchase intention.

### ***The Influence of Product Innovation on Brand Image***

The results of the third hypothesis (H3) test indicate that product innovation has a positive and significant effect on brand image. Continuous product updates, whether through design, quality, or functional value, can shape the brand's perception as an adaptive, progressive, and relevant entity to market needs. Innovative products reinforce positive impressions and enhance brand credibility in the eyes of consumers.

This finding is in line with research Hanaysha & Hilman (2015) which states that there is a close relationship between product innovation and the formation of brand image. The same thing was also expressed by Octavia et al. (2021), which states that product innovation can strengthen brand image and attract the attention of potential consumers. Research conducted by Fajar et al. (2024), Ardiansyah (2024), as well as Imbayani & Prayoga (2023) also shows that brands that consistently innovate tend to have a more memorable and positive brand image. In addition, Steffl et al. (2024) also proves that product innovation is able to build a credible brand image, thereby increasing the value of a brand in the eyes of the market.

### ***The Influence of Product Innovation on Purchase Intention***

Based on the testing of the fourth hypothesis (H4), it was shown that product innovation has a positive and significant influence on purchase intention. This finding indicates that the innovations offered by the company can trigger the interest and inclination of potential consumers to consider purchasing. Product innovation, presented through unique design, materials, and attractive functional value, can trigger potential consumers' desire to purchase in the future.

This finding is consistent with Scientific & Wardhani (2024) which found that product updates in various aspects such as product design, functionality, and other aspects can directly increase the likelihood of individual purchase intentions. Aliyyuldaifa & Anjaningrum (2022) emphasizes that innovation that differentiates a product from competitors drives purchase intentions through the perception of added value. Vidyanata et al. (2024) shows that product innovation is able to adapt to dynamic market preferences, while Pengxiang et al. (2024) revealed that product innovation that creates competitive advantage contributes significantly to the formation of purchase intentions. Furthermore, Suhaily et al. (2020) also shows that product innovation can trigger purchase intentions through perceived benefits. The consistency of these findings further strengthens

product innovation's position as a determining factor in building consumer purchase intentions.

### ***The Influence of Brand Image on Purchase Intention***

The results of testing the fifth hypothesis (H5) indicate that brand image has a positive and significant effect on purchase intention. Positive brand perceptions increase consumer confidence and encourage purchase intentions. A strong brand image reflects the quality, reputation, and value congruence between the product and the consumer.

This finding is in line with various previous empirical studies, such as findings from Kim & Chao (2019), Dash et al. (2021), as well as Wiedmann & Mettenheim (2020) shows that a strong brand image contributes significantly to building preferences and increasing an individual's tendency to intend to purchase. Similar results were also revealed by Zhu et al. (2025) A brand perception that is firmly embedded in the minds of the audience will give rise to the desire or intention to purchase in potential consumers. Research Chen et al. (2021) in the fashion industry also supports this finding by showing the role of brand image in shaping purchase intentions through perceptions of brand quality and attractiveness.

### ***The Influence of Brand Image in Mediating the Relationship between Social Media Marketing and Purchase Intention***

The results of the sixth hypothesis (H6) test indicate that brand image mediates the relationship between social media marketing and purchase intention. Social media marketing not only directly impacts purchase intention but also influences positive brand perceptions, which in turn increases the likelihood of purchase intention. Thus, brand image functions as a psychological mechanism that channels the influence of social media on purchase intention.

The findings of this study are also consistent with various previous studies that position brand image as a crucial link between social media marketing and purchase intention. Faisal & Ekawanto (2022), Sari et al. (2024), and Harvina et al. (2022) show that brand image makes a substantial contribution in channeling the influence of social media marketing on purchasing tendencies. An effectively designed social media marketing strategy can shape positive perceptions of a brand, thereby increasing an individual's intention to purchase the product offered. This consistent finding strengthens the argument that brand image plays a strategic role in bridging the influence of social media marketing on purchase intention.

### ***The Influence of Brand Image in Mediating the Relationship between Product Innovation and Purchase Intention***

The results of the seventh hypothesis (H7) test indicate that brand image mediates the relationship between product innovation and purchase intention. Product innovation not only directly influences purchase intention but also shapes positive brand perceptions, increasing purchase intention. Innovative

products create a brand image that is modern, adaptive, and highly valued in the eyes of consumers.

These findings align with various previous studies that confirm the link between product innovation, brand image, and purchase intention. Ardiansyah (2024) demonstrated that product innovation can influence purchase intention through the mediating role of brand image. Similar results were demonstrated by Adnyani & Prianthara (2024), who found that a strong brand image can bridge consumer perceptions of a brand's product innovation, thereby increasing purchase intention. Imbayani & Prayoga (2023) also reinforced these findings by demonstrating that product innovation contributes to repurchase intention through the formation of a positive brand image. Overall, these studies confirm that brand image plays a strategic role in channeling the influence of product innovation on consumer purchase intention tendencies.

## **CONCLUSION**

The study concludes that all proposed hypotheses are supported, indicating that Social Media Marketing and Product Innovation have positive and significant effects on both Brand Image and Purchase Intention. Brand Image also plays a crucial role as a significant mediating variable, strengthening the relationship between Social Media Marketing, Product Innovation, and Purchase Intention. In addition, the findings reveal that Product Innovation is the most influential factor in shaping Brand Image and increasing Purchase Intention, both directly and indirectly. Overall, these results highlight the importance of innovative product development and effective social media strategies in enhancing brand perception and driving consumers' intention to purchase fashion products.

## **RECOMMENDATION**

1. Future research could examine more specifically certain fashion consumer segments, such as Generation Z, millennials, or premium consumers, to see how the influence of product innovation and social media marketing differs across market segments.
2. Further research could focus on specific types of fashion products, such as streetwear, modest fashion, or sustainable fashion, to gain a deeper understanding of the dynamics of brand image formation and purchase intentions in more specific product categories.

## **ADVANCED RESEARCH**

Further research can develop the model by adding other relevant variables in the fashion industry, such as price perception, brand trust, or electronic word of mouth (e-WOM), so that it can provide a more comprehensive picture of the factors that influence purchase intentions.

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