

Exploring relationships among brand credibility, purchase intention and social media for fashion brands: A conditional mediation model

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Social media have opened up a whole new era for fashion companies and brands, encouraging them to identify innovative relationship with consumer. In order to face these new challenges, understanding the combinatory mechanism of brand credibility and brand image in the formation of brand purchase intention is strategic for fashion brands practitioners. The main purpose of this study is to examine the moderating effect of social media on the relationship between brand credibility, brand image and purchase intention of fashion brands. A conditional process analysis methodology is employed to describe the mediation and moderation effects of the variables analyzed. The findings show that brand credibility has a positive influence on brand image and purchase intention. In addition, social media activity is positively influential on the direct relationship between brand image and purchase intention. However, the results show that, over social media activity, the direct influence of brand credibility on purchase intention decreases. From a managerial point of view, the study helps fashion brand managers in executing marketing decisions through the evaluation of brand credibility and the understanding of the impact of social media activity to increase the brand image and consumer purchase. ©, © Korean Scholars of Marketing Science.

brand credibility

brand image

electronic word-of-mouth (eWOM)

purchase intention

Social media activity

