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THE DISTRIBUTION MODEL OF FASHION PRODUCTS IN SOCIAL COMMERCE: BRAND LOYALTY AND PURCHASE DECISIONS

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ABSTRACT: This study examines the influence of influencer marketing, electronic word of mouth (e-WOM), and perceived value on brand loyalty and purchase decisions within the digital bazaar of fashion-oriented social commerce. By interrogating the interplay of virtual persuasion and consumer allegiance, it offers a nuanced reading of how contemporary loyalty is forged not in brand temples, but in communal whispers. Utilizing a quantitative survey of active online fashion consumers and analyzed through Structural Equation Modeling, the findings reveal that while e-WOM and perceived value foster loyalty, influencer marketing does not. Conversely, influencer marketing and e-WOM sway purchase decisions, yet perceived value proves impotent in this regard. These findings upend the influencer-as-oracle myth and suggest that brand managers might do well to invest not merely in charisma, but in cultivating credible digital communities that whisper trust louder than slogans.

Keywords: Influencer Marketing; Electronic Word of Mouth; Perceived Value; Brand Loyalty; Purchase Decision

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INTRODUCTION

The business world has seen a dramatic change as a result of the advancement of digital technology, particularly in the retail trade sector (Guo & Jun, 2014; Alshibly, 2014). New prospects for the distribution of fashion products have been made possible by the rise of social commerce, which is a type of integration between social media and online buying and selling activities (Zheng et al., 2013; Turban et al., 2017). When looking for and buying products, consumers increasingly primarily use social media and traditional e-commerce websites. Because of this, corporate actors must create marketing tactics that are more flexible and pertinent to the behavior of digital consumers. Influencer marketing is one strategy that is becoming more and more common in the social commerce marketing of fashion products (Nadanyiova & Sujanska, 2023; Wilis & Faik, 2022). In this setting, influencer marketing where prominent people or content creators on social media use genuine and personal content to influence customer views and behavior is growing in popularity and effectiveness. Influencers can foster strong trust in the brands or products they endorse and establish emotional bonds with their followers (Isyanto et al., 2020; Nadanyiova & Sujanska, 2023; Pratama et al., 2024). Because customers have a more personal connection to the brands that their favorite influencers advocate, this can boost brand loyalty. Furthermore, the trust that influencers instill can have a direct impact on decisions to buy, particularly in a social commerce setting where recommendations and social interactions are the primary determinants of decision-making (Gokerik, 2024; Nabirasool et al., 2024; Salamlı & Özen, 2015; Trivedi & Sama, 2020).

In today's highly connected digital era, electronic word of mouth (e-WOM) has emerged as one of the most impactful sources of information in shaping consumer perceptions of a brand, alongside influencer marketing strategies (Erkan & Evans, 2018; Sinaga & Sulistiono, 2020). Moreover, e-WOM serves as a vital form of digital recommendation, where insights from other consumers help foster trust in a brand (Iqbal et al., 2020; Rialti et al., 2017). Unlike traditional advertising, e-WOM arises organically through user-generated content such as reviews, comments, and personal recommendations on digital platforms especially social media and social commerce. These peer-shared messages are often perceived as more objective and trustworthy, thus significantly influencing consumer decision-making. Within the context of social commerce, user interactions and conversations form a social ecosystem that motivates individuals to exchange and seek experiences related to products or services (Iqbal et al., 2020; Sahoo et al., 2025; Perera et al., 2019). The trust established through e-WOM can enhance brand loyalty, as consumers are more inclined to remain loyal to brands that receive positive feedback from their community. Additionally, favorable impressions disseminated via e-WOM can directly drive purchasing behavior, making it a crucial component in digital marketing strategies within the increasingly competitive social commerce landscape (Yusuf et al., 2018; Zhao et al., 2020).

However, consumers' perceptions of a product's value also play a significant role in their decision to buy (Cuong, 2020; De Medeiros et al., 2016). If customers believe that the product given has a commensurate value in terms of quality, price, and other perks, they are more likely to make purchases and develop brand loyalty. Thus, it is crucial to comprehend how social media shapes perceived value when creating a successful product distribution plan (Chi et al., 2021; Hanaysha, 2018). Perceived value encompasses not only functional but also emotional and social elements in the setting of social commerce, where user evaluations, price transparency, and social interactions all have a significant impact on consumer perceptions (Jyoti & Shillong, 2021; Pratiwi et al., 2021). Customers are more likely to stick with brands that offer great value and fulfilling experiences. Furthermore, when backed by readily available information and suggestions from online communities, a favorable opinion of a product's worth can greatly influence customers to buy it (Ikramuddin et al., 2017; Pratiwi et al., 2021). Therefore, assisting business actors in creating successful marketing strategies in the ever-changing social commerce ecosystem requires a thorough grasp of how perceived value affects brand loyalty and purchase decisions.

In the growth ecosystem of social commerce platforms, brand loyalty plays an important role because loyal consumers make repeat purchases and actively recommend products to others through reviews and social media content (Nadeem et al., 2020; Zhang et al., 2016).

Brand loyalty can be a strong foundation in forming purchase decisions, especially when consumers are faced with many choices of similar products (Amin et al., 2024). The close relationship between brand loyalty and purchase decisions shows that trust and emotional attachment to a brand encourage consumers to be more confident in choosing and purchasing products from that brand (Gong et al., 2020; Ding et al., 2022). Brand loyalty and purchase decisions are two leading indicators that reflect the effectiveness of digital marketing strategies in the era of social commerce (Chen et al., 2016; Ali, 2019). Influencer marketing, electronic word of mouth, and perceived value significantly increase consumer loyalty and purchasing decisions. However, in-depth empirical studies are still needed to analyze how these three factors contribute to distributing fashion products optimally on social commerce platforms.

Although previous studies have discussed the influence of influencer marketing, electronic word of mouth, and perceived value on brand loyalty and purchase decisions, most of these studies are still focused on conventional e-commerce platforms and have not explicitly examined the dynamics that occur in social commerce, which has interactive characteristics and stronger communities (Orare & Nkrina, 2019; Nadanyiova et al., 2021; Husain et al., 2022; Ebrahim et al., 2016). In addition, many studies examine these variables partially, so they do not provide a complete picture of the relationship between digital marketing elements in comprehensively distributing fashion products. This study aims to analyze the distribution model of fashion products through influencer marketing, electronic word of mouth, and perceived value on brand loyalty and purchase decisions on social commerce platforms. In this context, this study presents novelty by building a fashion product distribution analysis model through the synergy between influencer marketing, electronic word of mouth, and perceived value, and their simultaneous influence on brand loyalty and purchase decisions on social commerce platforms. This approach is expected to provide theoretical and practical contributions to fashion industry players and academic researchers in understanding the dynamics of modern digital marketing. In addition, the results of this study are expected to provide insight into developing a more focused distribution strategy based on current digital consumer behaviour.

THEORETICAL REVIEW

Influencer Marketing and Brand Loyalty

Influencer marketing on social commerce platforms has become an effective strategy for attracting attention and building consumer relationships (Tarmidi & Rimba, 2022; Trivedi & Sama, 2020). Based on the parasocial interaction theory, the pseudo-relationship between followers and influencers creates a high sense of closeness, so followers are more easily influenced by the product recommendations conveyed (Daud & Basbeth, 2022; Aldi & Adisaputra, 2024). In social commerce, this interaction is strengthened by features such as live comments, live broadcasts, and user-generated content that allow consumers to feel actively involved in the brand experience (Pinto & Paramita, 2021; Yong et al., 2024). Brand loyalty in social commerce is formed through a pleasant and personal consumer experience. According to relationship marketing theory, brand loyalty depends on product quality and the emotional and social experiences built between consumers and brands. Influencers act as an extension of the brand in building this relationship (Charlesworth, 2018). Influencers can provide authentic, consistent, and relevant content, increasing consumer trust and strengthening emotional attachment to the brand, ultimately driving loyalty through repeat purchases, positive reviews, and recommendations to others (Nabirasool et al., 2024; Tarmidi & Rimba, 2022). Research on influencer marketing in the context of social commerce shows that the presence of influencers plays a significant role in building brand loyalty through emotional relationships and trust between influencers and audiences (Nabirasool et al., 2024; Yong et al., 2024). Influencers considered credible, authentic, and relevant to consumers' lifestyles can create positive perceptions of the brands they promote. Studies highlighted that consumers are more likely to be loyal to brands promoted by influencers they trust (Gokerik, 2024; Yong et al., 2024; Pinto & Paramita, 2021). In social commerce platforms such as Instagram Shopping and TikTok Shop, direct interaction with influencers—such as live reviews or Q&As—strengthens the bond between consumers and brands.

H1: Influencer Marketing has a significant impact on Brand Loyalty

Electronic Word of Mouth and Brand Loyalty

Electronic word of mouth is a form of communication between consumers that is carried out through digital media such as product reviews, comments, discussion forums, and social media (Perera et al., 2019; Ali et al., 2020). In the context of social commerce, electronic word of mouth becomes very important because consumers seek other users' opinions and experiences before making a purchasing decision (Ahmad & Laroche, 2017; Zhao et al., 2020). Social commerce platforms facilitate e-WOM massively through interactive features that allow consumers to share and respond to their shopping experiences (Ghobakhloo et al., 2012; Singh et al., 2020). Brand loyalty in the social commerce environment is influenced by product quality and the social perception formed through electronic word of mouth (Curatman & Siddiq, 2025; Rialti et al., 2017). Research on electronic word of mouth shows that user reviews, comments, and recommendations on social commerce platforms significantly influence brand loyalty (Rialti et al., 2017; Perera et al., 2019). Consumers tend to trust the opinions of other users who are considered honest and unbiased, especially if the electronic word of mouth comes from online communities or social media they follow. the informative, credible, and relevant electronic word of mouth can increase consumer trust and satisfaction, ultimately strengthening brand loyalty (Dulek & Aydin, 2020; Syahrivar & Ichlas, 2018). Review and rating features on platforms such as Shopee, TikTok, Shop, and Instagram facilitate the spread of e-WOM that shapes collective brand perceptions. In addition, social influence theory supports the idea that the social influence of electronic word of mouth can encourage consumers to remain loyal to certain brands that are considered popular or highly recommended by other users (Saparudin et al., 2020).
H2: Electronic Word of Mouth has a significant impact on Brand Loyalty

Perceived Value and Brand Loyalty

Perceived value refers to their perception of the benefits obtained compared to the costs or sacrifices incurred. In social commerce, perceived value includes not only functional aspects such as price and product quality but also emotional and social aspects such as ease of interaction, a pleasant shopping experience, and recommendations from the online community (O'Connor & Crowley-Henry, 2017). Brand loyalty is formed when consumers consistently have a positive perception of the value offered by a brand (Ha & Moon, 2023). On social commerce platforms, various features such as special discounts, responsive customer service, and ease of transactions strengthen the value perceived by consumers (Alshibly, 2014; Fatmawati et al., 2023). Research on perceived value shows that the value perceived by consumers towards a product or service is important in forming brand loyalty, especially on social commerce platforms (Bui et al., 2023; Supiyandi et al., 2022). Perceived value includes consumer perceptions of the functional, emotional, and social benefits received compared to the costs incurred. The higher the perceived value, the more likely consumers are to remain loyal to a brand. In social commerce such as TikTok Shop or Instagram Shopping, competitive prices, easy shopping experiences, service quality (Jyoti & Shillong, 2021; Abedi & Azma, 2019), and social interactions through reviews and comments strengthen consumers' perceived value (Handarkho, 2020; Gan & Wang, 2017). Other studies have also shown that high perceived value can strengthen the emotional connection between consumers and brands, encouraging repeat purchases and voluntary brand advocacy in the digital environment.
H3: Perceived Value has a significant impact on Brand Loyalty

Influencer Marketing and Purchase Decisions

Influencer marketing has become a key strategy in the social commerce environment, where consumers rely on the opinions and recommendations of credible figures on social media (Trivedi & Sama, 2020; Isyanto et al., 2020). On platforms such as TikTok Shop, Instagram Shopping, or Shopee Live, influencers act as mediators between brands and consumers, where they can simplify product information and influence consumer attitudes and purchasing behaviour through relatable and authentic content (Gokerik, 2024; Nabirasool et al., 2024).

Therefore, the role of influencers in influencing purchasing decisions is not only limited to the dissemination of information but also to the formation of deep perceptions, emotions, and trust in products and brands in the social commerce environment (Saldamlı & Özen, 2015; Wilis & Faik, 2022). Research on influencer marketing in the context of social commerce shows that the presence of influencers significantly influences consumer purchasing decisions (Tarmidi & Rimba, 2022; Saldamlı & Özen, 2015). Influencers who have credibility, expertise, and personal appeal can create emotional bonds and form positive perceptions of the products they promote. Influencers influence purchasing decisions mediated by consumer trust in the content delivered and parasocial relationships established through digital interactions (Pratama et al., 2024; Wilis & Faik, 2022). This strengthens purchase intentions because consumers feel informed and inspired by the real experiences displayed by influencers, as shown by the Elaboration Likelihood Model, which states that decisions can be influenced through peripheral pathways such as the attractiveness and credibility of the information source.
H4: Influencer Marketing has a significant impact on Purchase Decision

Electronic Word of Mouth and Purchase Decision

Electronic word of mouth is a form of communication between users on a digital platform that spreads information, experiences, or opinions about a product or brand (Handi et al., 2018). In social commerce, electronic word of mouth has become very influential because consumers often rely on reviews and comments from other users before purchasing (Ahmad & Laroche, 2017; Zhao et al., 2020). Purchasing decisions are also greatly influenced by the process of perception formation that occurs when consumers evaluate information from various sources, especially from fellow users (Saldamlı & Özen, 2015; Li et al., 2022; Mo et al., 2022). Electronic word of mouth plays a role in shaping all three: consumer attitudes are influenced by the experiences of other users, subjective norms are formed from the majority opinion in the community, and perceived control is enhanced through practical information shared in reviews (Yusuf et al., 2018). Thus, electronic word of mouth on social commerce platforms can directly accelerate or even determine purchasing decisions. Research on electronic word of mouth in social commerce shows that electronic word of mouth significantly impacts consumer purchasing decisions (Yusuf et al., 2018; Setiawardani & Widanti, 2025). Consumers tend to rely on reviews, recommendations, and comments from other users on platforms such as Instagram, Shopee, and TikTok, as such information is considered more honest and credible than direct advertising from brands. Positive electronic word of mouth can influence consumers' perceptions of product quality and reliability, increasing the likelihood of consumers making a purchase decision (Sulthana & Vasantha, 2019). In addition, Social Influence Theory states that reviews and recommendations from fellow users or online communities reinforce social norms that encourage consumers to follow collective decisions, thereby increasing purchase conversion rates on social commerce platforms.
H5: Electronic Word of Mouth has a significant impact on Purchase Decision

Perceived Value and Purchase Decision

Perceived value or value felt by consumers is a subjective perception of the benefits of a product or service compared to the sacrifices made, such as price, time, and effort (Chi et al., 2021; ALHuwaishel & AL-Meshal, 2018). In social commerce, perceived value becomes increasingly complex because consumers consider functional value (quality and price) and emotional and social value obtained from interactive online shopping experiences (Gan & Wang, 2017; Alshibly, 2014). Features such as user reviews, special discounts, and direct interaction with sellers or influencers on social commerce platforms can increase positive perceptions of the value of a product. Purchasing decisions on social commerce platforms are closely related to the experience felt during the shopping process. Research on perceived value in social commerce shows that consumer perceived value plays a key role in influencing purchasing decisions. Perceived value, which includes the benefits perceived by consumers compared to the costs incurred, can include functional, emotional, and social aspects. The higher the perceived value, the more likely consumers are to purchase, especially when they feel they are getting more benefits from the product or service (Amin et al., 2024; Kuncoro &

Kusumawati, 2021). On social commerce platforms such as Instagram, TikTok, and Shopee, elements such as competitive prices, product quality, social interaction through reviews, and the ease of the digital shopping experience increase consumers' perceived value (Suryani et al., 2022; ALHuwaishel & AL-Meshal, 2018). This strengthens the purchase decision because consumers feel that the benefits received exceed the sacrifices they make, which drives the intention to purchase the product more consistently.
H6: Perceived Value has a significant impact on Purchase Decision

Brand Loyalty and Purchase Decisions

Brand loyalty is a consumer's commitment to continue to buy and use products from a particular brand consistently, even though there are many other choices on the market (Zhang et al., 2016; Ding et al., 2022). In the context of social commerce, brand loyalty becomes an important asset because loyal consumers make repeat purchases and tend to recommend products to others through reviews and social media (Ding et al., 2022; Zhang et al., 2016). Purchasing decisions in social commerce are heavily influenced by the relationship that has been formed between consumers and brands. Features such as digital loyalty programs, exclusive offers for loyal customers, and relevant and personalized content on social media strengthen consumer attachment to the brand (Nadeem et al., 2020; Tarmidi & Rimba, 2022). In situations like this, consumers not only buy because of need but also because of trust and emotional ties to the brand. Research on brand loyalty in the context of social commerce shows that brand loyalty significantly influences consumer purchasing decisions. Consumers who have high loyalty to a brand tend to make purchasing decisions faster and more often, even amid many other choices on the market (Lou & Yuan, 2019). Brand loyalty is related to a positive attitude formed through repeated satisfying experiences with the brand (Ali, 2019; Santoso et al., 2023). Loyal consumers are likelier to purchase products from brands they trust and feel emotionally attached to. This encourages them to make repeat purchases and recommend products to others, strengthening purchasing decisions in the social commerce ecosystem (Santoso et al., 2023; Nadeem et al., 2020). See Figure 1 for the model conceptualization.
H7: Brand Loyalty has a significant impact on Purchase Decision

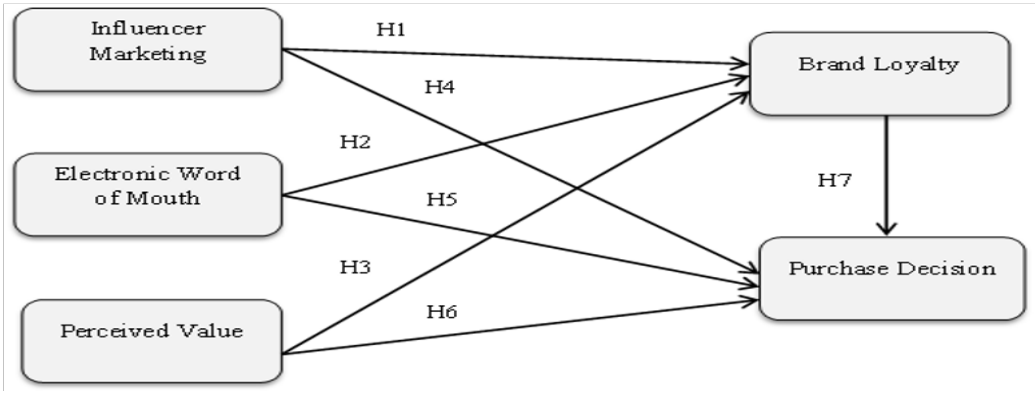

Figure 1. Research Model

RESEARCH METHOD

This study is being conducted using a quantitative approach and an explanatory research methodology. The use of explanatory research methods in this study was chosen because the study's main objective is to explain and understand the causal relationship between the variables involved, such as brand loyalty, purchasing decisions, and distribution of fashion products through social commerce. This method allows researchers to dig deeper into the mechanisms underlying the phenomenon being studied and identify and test the influence or relationship between variables more clearly (Turner, 2020). This research explores the correlation between brand loyalty and purchase decisions through influencer marketing, electronic word of mouth, and perceived value. The survey method is a research procedure utilized to collect data by examining a population's attitudes, behaviours, and characteristics

through sampling (Creswell, 2014). The population in this study were active users of social commerce platforms who had purchased fashion products in the last six months. This population was selected because they had direct experience in purchasing fashion products through social commerce, which is relevant to the research objectives related to brand loyalty and purchase decisions. The sampling method used was purposive sampling, where respondents were deliberately selected based on specific predetermined criteria, namely consumers involved in fashion product transactions on social commerce platforms. The study sample size was 200 respondents. In social or consumer behavior research, a sample size of this size is considered representative and adequate to obtain reliable results, especially when using purposive sampling techniques that focus more on sample quality than random numbers. To gather data for this study, the researcher used a questionnaire survey as the sampling method (Turner, 2020). Participants get the primary data on a Likert scale from 1 to 5 using Google Forms. Using SmartPLS version 3.2.9 software, the data analysis method used Structural Equation Modeling (SEM) based on Partial Least Square (PLS) (Hair et.al. 2016).

Table 1. Operational Definition of Research Variables

Variables	Code	Item	Source
Influencer Marketing	IM1	Credibility	(Nabirasool et al., 2024);(Wilis & Faik, 2022)
	IM2	Influencer-Brand Fit	
	IM3	Audience Engagement	
	IM4	Content Quality	
Electronic Word of Mouth	EWM1	Opinion Seeking	(Yusuf et al., 2018);(Zhao et al., 2020)
	EWM2	Opinion Giving	
	EWM3	Opinion Passing	
	EWM4	Information Credibility	
	EWM5	Informativeness	
Perceived Value	PV1	Functional Value	(Gan & Wang, 2017);(Alshibly, 2014)
	PV2	Emotional Value	
	PV3	Social Value	
	PV4	Economic Value	
Brand Loyalty	BL1	Behavioral Loyalty	(K. Z. K. Zhang et al., 2016);(Nadeem et al., 2020)
	BL2	Attitudinal Loyalty	
	BL3	Cognitive Loyalty	
	BL4	Affective Loyalty	
Purchase Decision	PD1	Problem Recognition	(Gan & Wang, 2017);(Amin et al., 2024)
	PD2	Information Search	
	PD3	Evaluation of Alternatives	
	PD4	Post-Purchase Behavior	

The respondents in this study amounted to 200 people, with a gender composition dominated by women (62.5%) and men (37.5%). Based on age range, most respondents are in the 20-29 age group (39%), followed by 30-39 years old (31%), 40-49 years old (22.5%), and only 7.5% are in the 50-59 age range. In terms of education, the majority of respondents are bachelor's graduates (44%), followed by a diploma (31%), high school/equivalent (20%), and master's level (5%). This shows that respondents have a relatively high educational background, which supports their ability to use digital platforms such as social commerce. In terms of employment, respondents are pretty diverse, with the largest group coming from the civil servant/private sector category (23.5%), followed by entrepreneurs (21.5%), students (20%), other jobs (20%), and freelancers/content creators (15%). The monthly income levels of respondents also varied, with the majority earning between 2–5 million rupiah (37.5%), less than 2 million (32.5%), 5–10 million (25%), and above 10 million rupiah (5%). In terms of social commerce platform usage, TikTok Shop was the most popular (32.5%), followed by Shopee Live (27.5%), Instagram Shop (22.5%), Facebook Marketplace (10%), and other platforms at 7.5%. This data illustrates that most respondents are active social commerce users with a

background suitable for exploring brand loyalty and purchasing decisions in the fashion industry.

Table 2. Description of Research Respondents

Category	Detail	N	Percentage (%)
Gender	Men	75	37.5
	Woman	125	62.5
Age (years)	20-29	78	39
	30-39	62	31
	40-49	45	22.5
	50-59	15	7.5
Level of education	High School/Equivalent	40	20
	Diploma	62	31
	Bachelor	88	44
	Masters	10	5
Work	Students	40	20
	Civil Servants/Private	47	23.5
	Businessman	43	21.5
	Freelancer/Content Creator	30	15
	Other jobs	40	20
Income level (million)	< 2	65	32.5
	2-5	75	37.5
	5-10	50	25
	> 10	10	5
Social Commerce Platform	TikTok Shop	65	32.5
	Instagram Shop	45	22.5
	Facebook Marketplace	20	10
	Shopee Live	55	27.5
	Other	15	7.5

RESULTS

Outer Model Measurement

Using processing guidelines, the SmartPLS version 3.2.9 application was used to process the data from the research questionnaire. To assess the outer model, validity and reliability tests were performed. Convergent validity tests and AVE are determined by the loading factor. The AVE value is 0.5 in this case, and the loading factor is more than 0.7. The model reliability test is demonstrated by the composite reliability (CR) and Cronbach's alpha values, both of which are greater than 0.7 (Hair et.al. 2016). The outler model measurements seen in Figure 2 and Table 3 are presented.

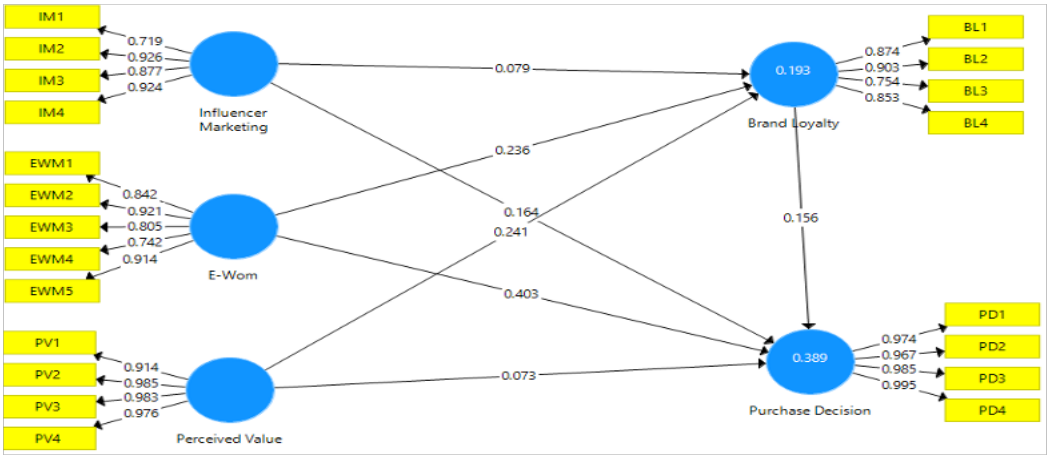

Figure 2. Outer Model Result

Table 3. Outer Model Results

Construct/item	Code	Outer Loadings	Cronbach's alpha	CR	AVE
Influencer Marketing			0.885	0.922	0.749
Credibility	M1	0.719			
Influencer-Brand Fit	IM2	0.926			
Audience Engagement	IM3	0.877			
Content Quality	IM4	0.924			
Electronic Word of Mouth			0.900	0.927	0.718
Opinion Seeking	EWM1	0.842			
Opinion Giving	EWM2	0.921			
Opinion Passing	EWM3	0.805			
Information Credibility	EWM4	0.742			
Informativeness	EWM5	0.914			
Perceived Value			0.975	0.982	0.931
Functional Value	PV1	0.914			
Emotional Value	PV2	0.985			
Social Value	PV3	0.983			
Economic Value	PV4	0.976			
Brand Loyalty			0.868	0.911	0.719
Behavioral Loyalty	BL1	0.874			
Attitudinal Loyalty	BL2	0.903			
Cognitive Loyalty	BL3	0.754			
Affective Loyalty	BL4	0.853			
Purchase Decision					
Problem Recognition	PD1	0.974	0.986	0.990	0.961
Information Search	PD2	0.967			
Evaluation of Alternatives	PD3	0.985			
Post-Purchase Behavior	PD4	0.995			

The information in Table 3, indicates that the loading factor values for the indicators of influencer marketing, electronic word of mouth, perceived value, brand loyalty, and purchase decision all exceeded 0.7, while the AVE values were above 0.5. Additionally, the Cronbach's alpha and composite reliability (CR) values for each variable were greater than 0.7, demonstrating strong reliability (Hair et.al. 2016). These results suggest that the relationships among the variables are in good condition and meet the required validity and reliability standards.

Table 4. Discriminant Validity Results

Costructs	Brand Loyalty	E-WOM	Influencer Marketing	Perceived Value	Purchase Decision
Brand Loyalty	0.848				
E-Wom	0.354	0.847			
Influencer Marketing	0.317	0.548	0.865		
Perceived Value	0.350	0.309	0.448	0.965	
Purchase Decision	0.376	0.571	0.467	0.325	0.980

The discriminant validity between the constructs in this study is satisfied, according to the Fornell-Larcker criteria mentioned in mentioned Table 4. The degree of correlation between each construct and its variables is higher than that of the others. As a result, each construct has a distinct influence on the research variables and can be easily differentiated from the others. The ability of the variables to successfully differentiate between various constructs is demonstrated by discriminant validity. This is significant because distinct and particular contributions to the comprehension and analysis can be made by the constructs examined

independently. Consequently, this study satisfies the requirements for discriminant validity, which states that the variables are trustworthy for assessing several constructs.

Inner Model Measurement

The inner model assessment was performed through bootstrapping of the research data using SmartPLS version 3.2.9. This process yielded two key outputs: the significance of the relationships between the variables and the R-Square value. The R-Square reflects the extent to which exogenous variables explain the variance in endogenous variables. According to (Hair et.al. 2016), R-Square values can be classified into three categories: 0.19 indicates a weak relationship, 0.33 indicates a moderate relationship, and 0.67 indicates a strong relationship between exogenous and endogenous variables. Furthermore, (Hair et.al. 2016), also stated that an R-Square value exceeding 0.67 signifies a strong association between the endogenous and exogenous variables (see Table 5).

Table 5. R-Square Value

Path to	R-Square	R-Square Adjusted
Brand Loyalty	0.193	0.181
Purchase Decision	0.389	0.376

Based on Table 5, the R-Square value of 0.193 for the endogenous brand loyalty variable indicates that the PLS-SEM model used is only able to explain 19.3% of the variation in brand loyalty. This indicates that the model has a weak ability to explain the factors that influence consumer loyalty to fashion brands in social commerce. In contrast, the R-Square value of 0.389 for the purchase decision variable indicates that the model can explain around 38.9% of the variation in purchasing decisions, which is classified as a moderate category. This means that although the model is not yet fully comprehensive, independent variables such as influencer marketing, electronic word of mouth, and perceived value are quite influential in explaining purchasing decisions, but are not strong enough to explain the formation of brand loyalty. This indicates the need for further model development by including additional variables that can explain the remaining variations that have not been revealed, especially in building sustainable brand loyalty.

4.4. Hypothesis Testing

To demonstrate the hypothesis testing and ascertain the relationship between exogenous and endogenous variables, a significance test is conducted and reported in Table 6. At a significance threshold of 5%, the p-value between exogenous and endogenous variables is less than 0.05. Consequently, the endogenous variable is significantly impacted by the exogenous variable. The external variable does not significantly increase the endogenous variable at a value greater than 0.05.

Table 6. Hypothesis Test Results

Hypothesis	Effects	Standard Deviation	*t*-value	*p*-value	Decision
Influencer Marketing>>Brand Loyalty	0.079	0.065	1.224	0.222	Rejected
E-WOM >> Brand Loyalty	0.236	0.072	3.260	0.001	Accepted
Perceived Value >> Brand Loyalty	0.241	0.053	4,543	0.000	Accepted
Influencer Marketing >> Purchase Decision	0.164	0.058	2,810	0.005	Accepted
E-WOM >> Purchase Decision	0.403	0.064	6,349	0.000	Accepted
Perceived Value >> Purchase Decision	0.073	0.064	1.131	0.259	Rejected
Brand Loyalty >> Purchase Decision	0.156	0.047	3.317	0.001	Accepted

Based on the processed data presented in Table 7, the direct effect of influencer marketing on brand loyalty obtained positive but insignificant results with a p-value of 0.222 above 0.05. The effect of electronic word of mouth and perceived value on brand loyalty obtained positive and significant results with a p-value of 0.001 and 0.000 below 0.05. Additionally, positive and significant results were obtained for the effect of influencer marketing and electronic word of mouth on purchase decision with a p-value of 0.005 and 0.000 below 0.05. In the following analysis, the influence of perceived value on purchase decisions obtained positive but insignificant results with a p-value of 0.259 above 0.05. In addition, The effect of brand loyalty on purchase decision obtained positive and significant results with a p-value of 0.001 below 0.05.

DISCUSSION

According to the results of the data analysis developed in Hypothesis 1, influencer marketing has a positive but insignificant effect on brand loyalty. Influencer marketing positively affects brand loyalty in the context of social commerce because it can build trust and emotional closeness between consumers and brands. Influencers who have close relationships with their audiences can convey brand messages more personally and authentically, thereby increasing positive perceptions of the brand. In addition, recommendations from influencers are often considered more credible than traditional advertising because they come from personal experience. This increases consumer interest in staying engaged with the brand and making repeat purchases. However, the effect of influencer marketing on brand loyalty is not always significant because the relationships formed are indirect and tend to be short-term. Consumers may be more interested in the influencer figure than in the brand itself, so the attachment formed is temporary and not strong enough to create long-term loyalty. In addition, the number of influencer collaborations with various brands can also reduce their exclusivity and commitment to one brand, reducing the profound impact on consumer loyalty in a highly competitive social commerce environment. This finding aligns with researches (Djafarova & Trofimenko, 2019), which states that although influencers can build emotional closeness and increase brand trust, this does not necessarily create long-term loyalty from consumers. On the other hand, this result is not in line with research by (Sudha & Sheena, 2017);(Yong et al., 2024), which found that influencer marketing can significantly increase brand loyalty because it is considered an authentic representation of the user experience. This difference in results may be due to different social contexts and digital platforms, as well as varying levels of influencer credibility in the eyes of consumers.

The results of the data analysis developed in hypothesis 2 state that electronic word of mouth has a positive and significant effect on brand loyalty. Electronic word of mouth positively and significantly affects brand loyalty in social commerce because information and experiences shared by other consumers are considered more authentic and trustworthy. Reviews, comments, or recommendations spread through digital platforms can form a positive perception of the brand because they come from fellow users who are considered objective. When consumers read positive experiences from other users, they tend to feel more confident to try and continue using the product or service, thus creating an emotional attachment and increasing loyalty to the brand. In addition, electronic word of mouth is viral and can reach a broad audience quickly, making its impact very significant. Consumers on social commerce platforms often seek validation before buying, and positive reviews from many people can strengthen their belief in the quality and value of a brand. The interactions and discussions also create a loyal consumer community, where they share experiences and defend the brand if there is criticism or issue. This sustains the relationship between consumers and brands, making electronic word of mouth a key factor in shaping consumer loyalty in the digital era. This finding is in line with researches (Jalilvand & Samiei, 2012; Ismagilova et al., 2020), which states that information and experiences shared by other consumers online are considered more authentic and credible, thus forming trust and increasing consumer loyalty to a brand. However, this finding is not in line with research by (You et al., 2015), which found that although e-WOM can influence consumer perceptions, its impact on brand loyalty can vary depending on the product context and intensity of digital interaction, so it does not always provide significant results. This difference may be due to variations in the level of consumer involvement and the credibility of the information source in each study.

According to the results of the data analysis developed in hypothesis 3, perceived value has a positive and significant effect on brand loyalty. Perceived value, or the value consumers feel towards a product or service, positively and significantly affects brand loyalty in social commerce. When consumers feel that what they get—whether in terms of product quality, price, ease of transaction, or the overall shopping experience—exceeds or is equal to what they sacrifice (time, money, and effort), they tend to feel satisfied and motivated to continue buying from that brand. In a competitive social commerce platform, perceived value is a key differentiating factor that drives consumers to remain loyal to one brand rather than switching to a competitor. Furthermore, high perceived value drives repeat purchases and strengthens consumers' emotional ties to the brand. Consumers who feel they have received great benefits from their interactions with a brand on social commerce tend to give positive reviews, recommend it to others, and be actively involved in the brand's digital community. This creates a cycle of ongoing loyalty, because the higher the perceived value received, the stronger the consumer's desire to maintain a long-term relationship with the brand. This finding is in line with researches (Rather, 2018; Wang et al., 2010), which shows that consumer perceived value, whether functional, emotional, or social, contributes significantly to the formation of brand loyalty, especially in the service sector and digital platforms. However, this result is not entirely in line with the findings of (Wu et al., 2017), which states that although perceived value can influence loyalty, its influence is not always significant in the context of low-involvement products or when external factors such as promotions and brand image are more dominant. This difference reflects the complexity of consumer behaviour that can be influenced by industry context, product type, and individual preferences.

According to the results of the data analysis developed in hypothesis 4, influencer marketing has a positive and significant effect on purchase decisions. Influencer marketing has a positive and significant impact on purchase decisions in the context of social commerce because influencers are able to shape consumer perceptions and interests through interesting and convincing content. In a digital world of information, consumers trust recommendations from figures they follow and admire more than traditional advertising. Influencers with credibility and emotional connections with their audiences can instantly influence consumer preferences and beliefs. Content such as unboxings, reviews, and tutorials from influencers provide practical information that helps consumers make decisions faster and more confidently. This finding aligns with research by (Lou & Yuan, 2019; Nadanyiova & Sujanska, 2023), which states that influencers can shape consumer perceptions and interests through interesting and credible content, thus having a direct impact on purchasing decisions. However, these results are not entirely in line with the findings of (De Veirman et al., 2017), which show that the effectiveness of influencer marketing in influencing purchasing decisions can decrease when consumers feel that the content delivered is too commercial or inauthentic. This result difference emphasizes balancing promotion and authenticity in influencer-based marketing strategies.

The results of the data analysis developed in hypothesis 5 state that electronic word of mouth has a positive and significant effect on purchase decisions. Electronic word of mouth positively and significantly affects purchase decisions in social commerce because the information provided by fellow consumers is considered more honest, objective, and relevant than company advertisements. In addition, electronic word of mouth that is widely spread on various platforms such as social media, forums, and online store comment columns can accelerate the decision-making process because it provides strong social proof. Thus, electronic word of mouth increases trust in the product and accelerates and strengthens purchasing decisions in a dynamic social commerce environment. This finding is in line with researches (Erkan & Evans, 2016; Chen et al., 2015), with results showing that e-WOM has an important role in shaping consumer purchase intentions due to the high level of trust in reviews and recommendations from fellow users. However, this result is not entirely in line with research by Hennig-Thurau and Walsh (2003), which states that although e-WOM can influence purchase decisions, its effects can vary depending on the credibility of the source and the product context, so it does not always have a strong influence. This difference highlights the importance of understanding audience characteristics and social context in optimizing the use of e-WOM

According to the results of the data analysis developed in hypothesis 6, perceived value has a positive but insignificant effect on purchase decisions. Perceived value positively influences purchase decisions in social commerce because consumers' perceptions of the benefits they

receive compared to the costs incurred can increase their intention to purchase. When consumers feel that a product offers quality commensurate with the price, ease of transaction, and a satisfying shopping experience, they will likely proceed to the purchase stage. This finding is in line with research by Gan and Wang (2017), which states that although consumers' perceived value the comparison between the benefits received and the costs incurred has the potential to increase purchase intentions, its influence is sometimes not strong enough to trigger purchase decisions significantly, especially in a digital environment that is highly influenced by social and emotional factors. However, this result does not align with researches (Handi et al., 2018; Amin et al., 2024), which found that perceived value significantly influences purchase decisions in various consumer contexts. This difference is likely due to market characteristics, product types, and variations in consumer culture in the current digital era.

According to the results of the data analysis developed in hypothesis 7, brand loyalty has a positive but significant effect on purchase decisions. Brand loyalty positively and significantly affects purchase decisions on social commerce platforms because consumers with an emotional attachment and trust in a brand tend to make repeat purchases without much consideration. This finding aligns with researches (Nadeem et al., 2020; Ding et al., 2022), which states that consumers with emotional attachment and trust in a brand tend to make repeat purchases without much rational consideration because they feel comfortable and confident in the product or service quality. However, these results are not in line with the findings of (Zhang & Breugelmans, 2012), which state that brand loyalty is not always directly proportional to purchasing decisions, especially if there are significant changes in price, product features, or negative reviews that appear on social media. This difference shows that although brand loyalty plays an important role, situational factors and market dynamics must also be considered in social commerce.

CONCLUSION AND FURTHER STUDY

This study underscores the paramount role of electronic word of mouth in shaping both brand loyalty and purchase decisions within social commerce. Consumers in the digital agora are demonstrably more swayed by peer voices than by influencer theatrics or rational assessments of value. While perceived value fortifies brand attachment, it lacks the visceral force to trigger purchases directly. Influencer marketing, though effective in momentary persuasion, proves ephemeral in nurturing enduring brand allegiance. For practitioners, these findings signal a strategic shift: cultivating trust-based communities and authentic user interactions now holds more currency than celebrity endorsements or glossy campaigns. Fashion marketers would do well to reallocate budgets toward amplifying organic discourse and embedding emotional narratives in their content architecture.

Nonetheless, this study is not without limitations. Its focus on fashion constrains generalizability across sectors, and its reliance on self-reported data introduces subjectivity. Future research should delve into moderating variables such as influencer credibility, consumer-influencer intimacy, or even platform design aesthetics, which may mediate the efficacy of marketing levers. Expanding the scope to other product domains—say, durables or services—may yield divergent dynamics worth scholarly inquiry. Moreover, unpacking emotional and experiential dimensions that bridge perceived value and purchase intent may illuminate the murkier corridors of digital consumer behavior. In the ceaselessly shifting terrain of social commerce, marketers and academics alike must remain nimble, listening not just to data, but to the murmurs between the metrics.

ETHICAL DISCLOSURE

All participants provided written informed consent prior to participation. They were informed about the study's purpose, their voluntary participation, the right to withdraw at any time, and the confidentiality of their response

CONFLICT OF INTERESTS

The authors declare no conflict of interest.

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