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The Impact of Social Media Marketing Activities on Brand Experience, Brand Equity and Consumers' Purchase Intention of Luxury Fashion Brands

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Abstract:

Purpose:

This study looks at how social media marketing activities (SMMA) affect consumers' purchase intentions (CPI), brand equity (BEQTY), and brand experience (BEXP) with regard to luxury fashion businesses. Additionally, it looks into the moderating impact of demographic variables as well as the serial mediating functions of brand experience and brand equity.

Methodology:

Data was gathered from 400 North Indian social media users who follow high-end fashion labels. Partial Least Squares Structural Equation Modeling (PLS-SEM 4.1.1.2) was used in the study to evaluate hypotheses.

Findings:

SMMA has little direct impact on Brand Experience and Purchase Intention, it has a substantial impact on Brand Equity. However, Brand Experience and Brand Equity sequentially mediate the relationship between SMMA and CPI. The SMMA–CPI relationship is substantially moderated by demographic factors.

Introduction

Social Media Marketing Activities and Luxury Fashion Brands

Social media enables rapid information sharing, interactive engagement, and bidirectional connection between customers and companies, it has completely transformed modern marketing and communication (Mangold & Faulds, 2009). Social media marketing activities (SMMA), particularly entertainment, engagement, trendiness, personalization, and electronic word-of-mouth (e-WOM), are becoming increasingly strategically significant due to their capacity to impact consumer perceptions, strengthen brand connections, and influence purchasing behavior (Kim & Ko, 2012; Tuten & Solomon, 2018).In the luxury fashion industry, where brand value goes beyond simple product attributes to include

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exclusivity, prestige, workmanship, emotional ties, and symbolic identification, these developments are especially significant (Kapferer & Bastien, 2009; Tynan et al., 2010). Although luxury businesses have always prioritized exclusivity, digital platforms are providing additional opportunities to communicate brand heritage, showcase craftsmanship, connect consumers with brand narratives, and establish meaningful relationships with customers.

Social media may improve brand exposure, customer experiences, perceived brand value, and purchase choices through the use of interactive content, influencer engagement, and user-generated communication. This shift is especially important for India, where social media has become a vital source for customer connection, brand insights, and purchase incentive due to expanding interest in luxury fashion and increased internet access.Even if digital marketing is becoming more and more important, it is crucial to learn more about how SMMA influences customers' brand experiences, brand equity, and purchase intentions, particularly in the context of luxury fashion in India. For luxury fashion brands in India, this study investigates the direct and indirect relationships between Social Media Marketing Activities, Brand Experience, Brand Equity, and Consumers' Purchase Intention.

By looking at these relationships, the study aims to add to the body of knowledge on digital marketing and luxury consumer behavior while providing managerial and theoretical insights into how social media influences customer purchasing intentions and boosts brand value.

Literature review

- **Impact of Social Media Marketing Activities (SMMAs) on Consumers' Purchase Intention (CPI) of Luxury Fashion Brands**

The relationship between consumers' purchase intentions (CPI) and social media marketing activities (SMMAs) has drawn a lot of scholarly attention, particularly in the context of luxury fashion. The positive effects of social media activities including amusement, engagement, customization, and electronic word-of-mouth (e-WOM) on customers' purchase intentions were first shown by Kim and Ko (2010, 2012). In order to clarify this relationship, additional research has highlighted the importance of brand image, brand equity, customization, consumer interaction, and social comparison (Hung et al., 2011; Bruhn et al., 2012; Zhang & Kim, 2013; Gautam & Sharma, 2017).

Further studies have demonstrated that SMMAs can improve e-WOM and brand equity, which in turn result in favorable customer responses and purchase intentions (Aji et al., 2020; Natiqa et al., 2022; Ahmed et al., 2023). Additionally, recent research emphasizes the significance of online interaction, cognitive and emotional responses, and interactive content in transforming social media effects into purchase decisions (Kumar & Hsieh, 2024; Khan et al., 2024; Li & Chen, 2025).Research generally shows that SMMAs can influence purchase intention both directly and indirectly through psychological and brand-related aspects. In luxury fashion marketplaces, where purchasing decisions are impacted not just by product attributes but also by status, social identity, emotional resonance, and aspirational worth, this relationship is particularly important.

- **Impact of SMMAs on Brand Experience (BEXP)**

According to Brakus et al. (2009), the four components of brand experience (BEXP) sensory, emotive, intellectual, and behavioral offer a comprehensive framework for understanding how consumers respond to brand stimuli. Additional research has demonstrated that brand experience increases brand loyalty, emotional engagement, trust, and satisfaction (Iglesias et al., 2010; Morgan &Veloutsou, 2013). Positive brand experiences are increasingly dependent on interacting with social media, working with influencers, and offering immersive brand content (Beig & Khan, 2018; Chen, 2024).According to recent studies, the relationship between Social Media Marketing Activities (SMMAs), brand equity, and consumers' desire to buy may be mediated by brand experience (Hafez, 2022; Kumar & Singh, 2024).In general, brand experience serves as a significant psychological process by which social media interactions foster meaningful connections between consumers and brands, impacting brand-related behavioral results.

- **Impact of SMMAs on Brand Equity (BQTY)**

Brand equity is a key concept in branding studies, representing the worth a brand generates through consumer recognition, reputation, connections, perceived quality, and loyalty. Earlier research has shown that Social Media Marketing Activities (SMMAs), especially entertainment, engagement, customization, and digital word-of-mouth, play a crucial role in enhancing brand equity (Kim & Ko, 2012;

Godey et al., 2016). Studies emphasize the significance of both firm-generated and user-generated content in influencing brand perceptions, associations, and consumer loyalty (Bruhn et al., 2012; Schivinski& Dabrowski, 2013, 2015, 2016). Recent research highlights the importance of social media participation, genuineness, and interactive online communication in developing consumer-focused brand equity (Lim et al., 2020; Babapour& Aghazadeh, 2023; Ren et al., 2025). In general, SMMAs act as vital strategic instruments for building robust brand connections, enhancing consumer loyalty, and establishing lasting brand value, especially in competitive luxury sectors.

- **Brand Experience as a Mediator between SMMAs and CPI**

There is substantial empirical support for the mediation effect of brand experience. According to Pine and Gilmore's (2013) experiential economy theory, experience is what propels value creation. Experience was closely connected to loyalty and behavioral results by Brakus et al. (2009). Authentic brand interactions increase purchase intention, as demonstrated by Lee et al. (2018) and Dwivedi (2015). Positive experience consequences from active social media interaction have been proven by Altaf et al. (2017) and Beig and Khan (2018).BEXP's role as a mediator between SMMAs and CPI was directly confirmed by Habib (2023). Using S-O-R theory, Kumar and Hsieh (2024) verified that every experience component influences the results of digital marketing. As a result, brand experience serves as a crucial organismic condition that converts digital stimuli into actions.

- **Brand Equity as a Mediator between SMMAs and CPI**

Brand equity completely mediates the SMMA and CPI link in luxury situations, as shown by Brogi et al. (2013) and Godey et al. (2016). Similar results were validated by Gautam and Sharma (2017) and Poturak and Softic (2019). The S-O-R model was used by Ahmed et al. (2023) and Salman and Chaudhary (2023) to validate mediation. Strong mediation effects were discovered in Indian luxury clothing marketplaces by Khan et al. (2024). New research from 2025 highlights customization and emotional resonance as methods that improve equity and influence purchasing intention (Li & Zhang, 2025). Thus, brand equity functions as a psychological conduit between consumer behavior and digital engagement.

- **Impact of Brand Experience on Brand Equity**

Theoretical underpinnings connecting experience to equity were provided by Aaker (1991) and Keller (1993). Experience has an experimentally verified effect on loyalty and perceived quality (Brakus et al., 2009). The link between experience and equity in luxury apparel is mediated by brand love, as Ferreira et al. (2022) showed. According to Amer et al. (2023), brand authenticity serves as a complete mediator. According to recent research, the best indicators of brand equity in luxury settings are emotional and sensory experiences (Ren et al., 2023; Wang et al., 2025).

- **Influence of Brand Equity on Purchase Intention**

Strong brand awareness boosts behavioral intention, according to Keller's (1993) theory. The predictive value of equity on purchasing intention was validated by Jani and Han (2014) and Khan et al. (2015). The role of CBBE in luxury e-commerce repurchase intention was illustrated by Hyun et al. (2022). In India, Khan et al. (2024) verified mediation using brand equity. According to recent research from 2025, perceived authenticity and emotional trust increase the impact of equity on consumer behavior (Zhang & Li, 2025).

- **Impact of Brand Experience on Purchase Intention**

Brakus et al. (2009) found a favorable correlation between BEXP and CPI. SEM was used by Hung et al. (2011) and Moreira et al. (2017) to validate experiential mediation. Positive experiences were associated with a willingness to pay higher costs (Dwivedi et al., 2018). In India, Husain (2022) discovered demographic moderation effects. Influencer-driven experiences in premium markets were highlighted by Purwanto and Prayuda (2024). Immersion AR/VR experiences greatly increase purchase intention, according to emerging research from 2025 (Wang & Li, 2025).

- **Demographic Moderation in SMMAs and Luxury Purchase Intention**

The results of digital engagement are greatly influenced by demographic moderators. Age and wealth were found to be important determinants of luxury by Chen et al. (2011) and Zhan and He (2012). Gender variations in hedonic motivation were discovered by Ajitha and Sivakumar (2019) and Yuanita and Marsasi (2022).Gilal et al. (2020) confirmed stronger intrinsic motivation effects among female

consumers. Recent Indian research (Khan et al., 2024) and global 2025 studies show Gen Z consumers respond more strongly to influencer-driven and sustainability-focused luxury content (Mo, 2021; Li & Chen, 2025).

Identification of Research Gap

Research on social media marketing, brand experience, brand equity, and purchase intention is expanding, but there are still a lot of unanswered questions about developing markets, especially North India. Regional luxury fashion customers, the function of brand associations, the sequential mediating impacts of brand experience and brand equity, and the moderating influence of larger demographic characteristics, such as occupation and education, have all been completely ignored in previous research.

The Theoretical Framework

The Uses and Gratifications Theory (UGT) put forth by Katz, Gurevitch, and Blumler (1973) serves as the theoretical foundation for this study. It explains how consumers actively use social media to satisfy psychological and social needs, such as entertainment, information seeking, social interaction, and personal identification. The study incorporates Smith's (2007) Honeycomb Model, Keller's (2001) Customer-Based Brand Equity Model, Babac's (2011) ISMBE Model, and Aaker's (1991) Brand Equity Model to enhance the conceptual understanding of digital brand development.

Proposed Research Model

The proposed research model considers that social media marketing activities, brand experience, and brand equity are independent variables and the consumer's purchase intention is the dependent variable. The model to investigate the impact of social media marketing activities on brand equity, brand experience and consumer's purchase intention of luxury fashion brands is given below in Figure 1.

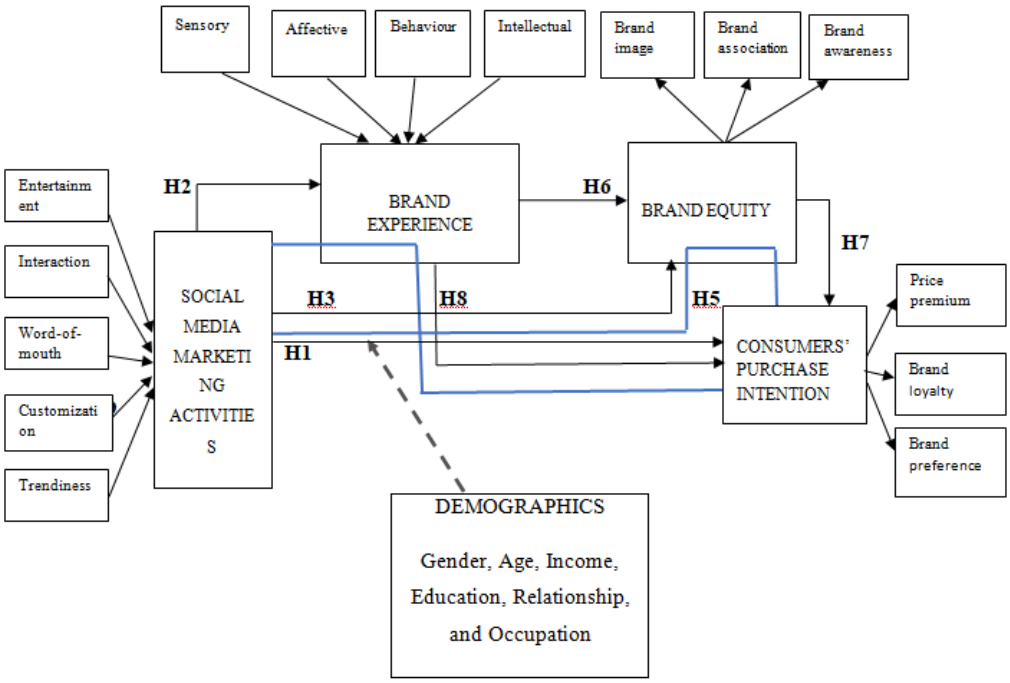


Figure 1: Research Conceptual Model

Objectives of the Study

The study attempts to investigate the impact of social media marketing activities on brand equity, brand experience and consumer's purchase intention of luxury fashion brands. The objectives of the study are:

- To study the effects of social media marketing activities on consumers' purchase intention of luxury fashion brands.
- To trace how social media marketing activities construct and enhance the brand equity of luxury fashion brands.
- To study the impact of brand equity and brand experience on consumers' purchase intention of luxury fashion brands.
- To examine the moderation effects of customers' demographic dimensions on social media marketing activities and the purchase intention of luxury fashion brands.

Research Methodology

The study used purposive sampling and a descriptive research approach to look at North Indian social media users who were familiar with high-end fashion brands. 420 respondents provided data, of which 400 valid replies were analyzed, surpassing the G*Power-determined minimum sample size of 327. The measurement and structural models' validity, reliability, explanatory power, effect size, and predictive relevance were evaluated using PLS-SEM (version 4.1.1.2). While mediation and moderation analyzes looked at the roles of brand experience, brand equity, and demographic characteristics such age, gender, income, relationship status, occupation, and education, hypotheses were evaluated using bootstrapping with 4,999 subsamples at a 5% significant level.

- **Measurements**

To evaluate all research components, the study used a seven-point Likert scale and modified measuring questions from well-established literature. Social media marketing efforts were measured using five dimensions: electronic word-of-mouth, entertainment, engagement, trendiness, and customisation (Kim & Ko, 2012). On the other hand, brand awareness, brand association, and brand image were all part of brand equity (Kim & Hyun, 2011). Consumer responses were assessed according to brand choice, willingness to pay a premium, and brand loyalty using known metrics from Kim and Hyun (2011), Netemeyer et al. (2004), and Yoo et al. (2000).

Table 1: Demographic profile of the respondents

Gender	Frequency	Percentage (%)
Male	282	70.50
Female	118	29.50
Prefer not to say	Nil	00.00
Total	400	100

Age (years old)	Frequency	Percentage (%)
18 to 22	102	25.50
23 to 27	97	24.25
28 to 32	135	33.75
Above 32	66	16.50
Total	400	100

Education Qualification	Frequency	Percentage (%)
Undergraduate	72	18.00
Graduate	83	20.75
Masters	103	25.75
Professionals	142	35.50
Total	400	100

Occupation	Frequency	Percentage (%)
Self-employed	47	11.75
Employed	186	46.50
Professional	110	27.50
Homemaker	40	10.00
Other	17	04.25
Total	400	100

Family Income (Per year in Indian rupees)	Frequency	Percentage (%)
Less than 5 lakhs	27	06.75
5.1 lakhs to 10 lakhs	160	40.00
10.1 lakhs to 15 lakhs	135	33.75
Above 15 lakhs	78	19.50
Total	400	100

Current Relationship Status	Frequency	Percentage (%)
Unmarried	233	58.25
Married	152	38.00
Separated	15	03.75
Total	400	100

The demographics of the 400 participants reveal that they are mostly young (84.75% between the ages of 18 and 32), male (70.5%), well-educated, and financially secure.Most respondents were either employed or in the workforce, and a sizable percentage belonged to the upper-middle and higher-income groups. Additionally, 38% were married, and 58.25% were single. The sample provides a relevant demographic foundation for investigating social media engagement and luxury fashion purchasing behaviors in North India since it represents a relatively youthful, educated, and financially secure consumer group.

Results and Discussion

A pilot research was conducted with 50 participants chosen from the study's demographic. After being modified in light of pre-testing findings, the questionnaire was distributed both online and offline, and for a pilot study, a 100 per cent response rate was attained. For the data gathered during the pilot project, Cronbach's alpha values were above the acceptable level of 0.70, which supports the scale's measurement reliability. Therefore, without altering the questionnaire, the researcher proceeded to collect the final data.The scales were tested for reliability (see Table 2). According to Nunnally and Bernstein (1994), dependability should be at least 0.70.The reliability values for SMMA, BE, and CPI are 0.75, 0.71, and 0.81, respectively, indicating the scales are reliable for further investigation.

- **Common Method Bias (CMB)**

The study used procedural remedies suggested by Podsakoff et al. (2003) to reduce Common Method Bias (CMB). Participants were urged to provide truthful answers and were guarantyd anonymity and confidentiality (Kyei-Poku, 2014; Lin et al., 2019). These steps improved the data's dependability and reduced social desirability bias.Additionally, a collinearity test was conducted, and all Variance Inflation Factor (VIF) values were below the threshold of 3.3, confirming that CMB did not pose a threat to the study's results (Kock, 2015; Nicolescu & Nicolescu, 2019).

- **Analysis of Measurement Model**

Hair et al. (2017, 2019), Hair et al. (2020), Henseler et al. (2016), Tenenhaus et al. (2005), and other prominent researchers in the field have established strict criteria that were followed in the assessment of the measurement model. A thorough framework for evaluating important factors such as indicator relevance, multicollinearity, and content validity for formative constructs and indicator reliability, internal consistency, convergent and discriminant validity for reflective constructs was offered by these guidelines.

- **Reflective Measurement Model or First-order Measurement Model Assessment**

The measurement model showed acceptable reliability and validity, as all indicator loadings surpassed 0.708, and both Cronbach's alpha and composite reliability scores were over 0.70 but under 0.95, validating internal consistency while avoiding indicator redundancy. Additionally, all Average Variance Extracted (AVE) values surpassed the suggested limit of 0.50, confirming convergent validity. In general, the findings indicate that the measurement constructs satisfy the suggested reliability and validity standards for subsequent evaluation of the structural model.

Table 2: Outer Loadings, Composite reliability, Cronbach's alpha, and AVE

Construct	Latent variable	Indicators	Outer loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Social media marketing activities (Reflective-Formative)	Entrainment (Reflective)	Ent1 Ent2	0.771 0.780	0.820	0.917	0.847
	Trendiness (Reflective)	Trend1 Trend2	0.707 0.598	0.713	0.874	0.776
	W-O-M (Reflective)	Wom1 Wom2	0.669 0.703	0.701	0.800	0.667
	Interaction (Reflective)	Inter1 Inter2 Inter3	0.682 0.758 0.727	0.805	0.886	0.721
	Customization (Reflective)	Cust1 Cust2	0.577 0.720	0.775	0.859	0.753
Brand Experience (Reflective-Formative)	Behaviour (Reflective)	Behv1 Behv2 Behv3	0.702 0.660 0.722	0.797	0.832	0.622
	Affective (Reflective)	Affect1 Affect2 Affect3	0.737 0.600 0.588	0.761	0.863	0.677
	Intellectual (Reflective)	Intell1 Intell2 Intell3	0.581 0.709 0.620	0.746	0.855	0.663
	Sensory (Reflective)	Sens1 Sens2 Sens3	0.567 0.686 0.679	0.805	0.885	0.720
Brand Equity (Reflective-Reflective)	Brand image (Reflective)	BI1 BI2 BI3 BI4 BI5	0.790 0.772 0.892 0.908 0.897	0.869	0.908	0.666
	Brand association (Reflective)	BAsso1 Basso2 Basso3	0.875 0.796 0.886	0.720	0.843	0.642
	Brand awareness (Reflective)	BAwr1 BAwr2 BAwr3	0.876 0.795 0.898	0.746	0.854	0.662
Purchase Intention (Reflective-Reflective)	Brand Loyalty (Reflective)	Bloy1 Bloy2 Bloy3 Bloy4 Bloy5 Bloy6	0.887 0.799 0.887 0.869 0.794 0.876	0.896	0.922	0.668
	Premium price (Reflective)	PPrice1 PPrice2 PPrice3 PPrice4	0.788 0.856 0.793 0.842	0.824	0.885	0.662
	Brand Preferences (Reflective)	BPerf1 BPerf2 BPerf3 BPerf4	0.779 0.911 0.889 0.781	0.794	0.880	0.721

The investigation proceeded to examine the latent variables' discriminant validity. Discriminant validity proves the construct's uniqueness, or that it is statistically different from the other

constructs in the model. Fornell and Larcker (FL) criterion, and Heterotrait-Monotrait (HTMT) ratios are the metrics used to evaluate the same.

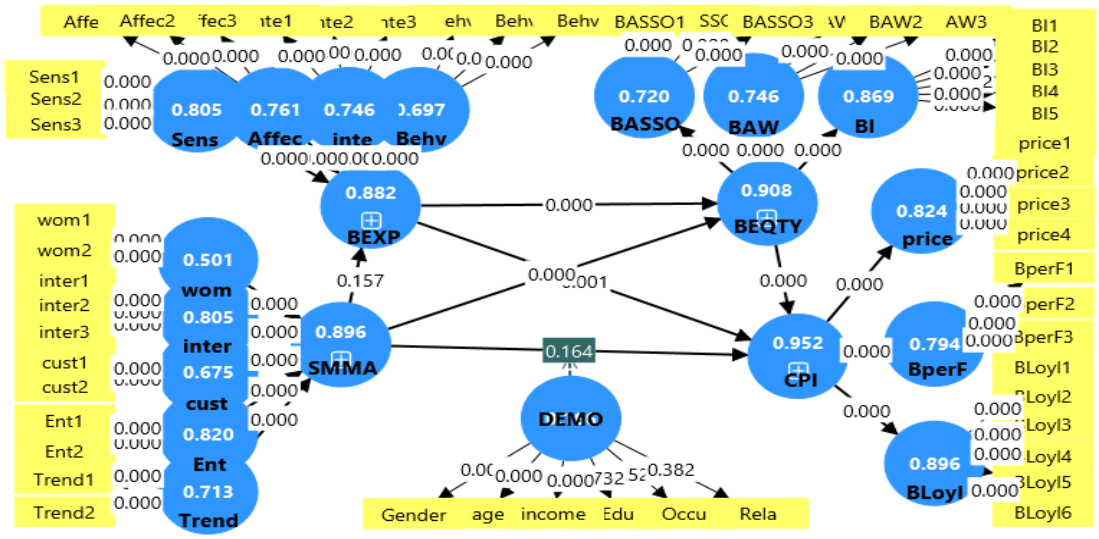


Figure 2: Measurement model

Table 3: HTMT ratios

	AFFECT	BASSO	BAW	BI	BLOY	BQTY	BEXP	BEH	BPRE	ENT	CPI	SMMA	SENS	TRE	CUST	INT	INTE	PRICE	WOM
AFFECT																			
BASSO	0.634																		
BAW	0.566	0.820																	
BI	0.164	0.202	0.792																
BLOY	0.353	0.513	0.378	0.663															
BQTY	0.281	0.307	0.437	0.298	0.671														
BEXP	0.397	0.348	0.573	0.516	0.477	0.845													
BEH	0.297	0.247	0.582	0.773	0.551	0.448	0.349												
BPRE	0.371	0.371	0.549	0.819	0.169	0.835	0.212	0.567											

ENT	0.468	0.451	0.306	0.597	0.477	0.656	0.764	0.273	0.728											
CPI	0.168	0.363	0.492	0.794	0.128	0.756	0.754	0.582	0.319	0.516										
SMMA	0.221	0.258	0.674	0.496	0.723	0.782	0.846	0.839	0.818	0.378	0.763									
SENS	0.532	0.607	0.653	0.769	0.683	0.757	0.729	0.623	0.817	0.547	0.356	0.748								
TRE	0.329	0.246	0.743	0.675	0.722	0.501	0.792	0.799	0.614	0.253	0.706	0.304	0.751							
CUST	0.489	0.403	0.322	0.033	0.551	0.367	0.192	3.843	0.268	0.142	0.357	0.295	0.484	0.563						
INT	0.271	0.598	0.262	0.701	0.615	0.642	0.912	0.712	0.763	0.751	0.626	0.759	0.524	0.309	0.783					
INTE	0.341	0.522	0.536	0.748	0.283	0.752	0.659	0.588	0.433	0.285	0.383	0.667	0.485	0.787	0.393	0.501				
PRICE	0.453	0.697	0.651	0.442	0.782	0.843	0.848	0.658	0.142	0.454	0.113	0.773	0.853	0.757	3.188	0.372	0.524			
WOM	0.357	0.435	0.525	0.257	0.201	0.551	0.403	0.588	0.395	0.611	0.297	0.432	0.481	0.604	0.374	0.595	0.413	0.431		

Table 4: Forner Loacker Criterion

	AFFEC	BASSO	BAW	BI	BLOYL	BQTY	BEXP	BEHV	BPERF	ENT	CPI	SMMA	SENS	TREND	CUST	INTE	INTER	PRICE	WOM
AFFEC	0.774																		
BASSO	0.347	0.765																	
BAW	0.206	0.347	0.822																
BI	0.281	0.267	0.259	0.681															
BLOYL	0.323	0.532	0.277	0.253	0.702														

	BQTY	BEXP	BEHV	BPERF	ENT	CPI	SMMA	SENS	TREND	CUST	INTE	INTER	PRICE	WOM
BQTY	0.397	0.274	0.243	0.346	0.233	0.475	0.205	0.317	0.215	0.328	0.234	0.224	0.357	0.205
BEXP	0.317	0.239	0.247	0.373	0.268	0.329	0.281	0.431	0.297	0.282	0.282	0.346	0.423	0.256
BEHV	0.273	0.418	0.436	0.226	0.031	0.357	0.436	0.378	0.568	0.151	0.106	0.271	0.451	0.291
BPERF	0.235	0.265	0.232	0.469	0.381	0.265	0.309	0.311	0.423	0.243	0.398	0.329	0.175	0.293
ENT	0.318	0.316	0.338	0.202	0.342	0.226	0.245	0.318	0.534	0.137	0.461	0.152	0.368	0.348
CPI	0.617	0.271	0.266	0.245	0.246	0.298	0.387	0.139	0.288	0.258	0.462	0.271	0.292	0.295
SMMA		0.658	0.283	0.144	0.239	0.199	0.309	0.168	0.218	0.325	0.264	0.153	0.392	0.269
SENS			0.815	0.246	0.235	0.138	0.281	0.466	0.351	0.135	0.278	0.243	0.178	0.354
TREND				0.712	0.335	0.254	0.476	0.194	0.342	0.349	0.394	0.238	0.263	0.392
CUST					0.911	0.342	0.175	0.367	0.401	0.231	0.261	0.223	0.234	0.223
INTE						0.627	0.199	0.236	0.244	0.323	0.481	0.266	0.266	0.413
INTER							0.572	0.269	0.231	0.127	0.463	0.164	0.229	0.199
PRICE								0.791	0.351	0.335	0.298	0.363	0.599	0.473
WOM									0.876	0.466	0.393	0.482	0.211	0.362
										0.702	0.176	0.161	0.425	0.291
											0.875	0.375	0.373	0.289
												0.785	0.346	0.152
													0.709	0.385
														0.219

- **Formative or Second-Order Measurement Model Assessment**

The higher-order constructs, social media marketing activities (SMMA) and brand experience (BEXP), were evaluated formatively by utilizing the latent variable scores of their corresponding lower-order dimensions.

Table 5: Second-order measurement model assessment

Construct	Latent variable	Indicators	Weights (a)	Outer loading (b)	Composite Reliability (c)	AVE (d)	VIF (e)
Social media marketing activities (Formative)	Entrainment (Reflective)	Ent1 Ent2	0.146 0.139	0.771 0.780	0.914	0.847	1.187
	Trendiness (Reflective)	Trend1 Trend2	0.136 0.112	0.707 0.598	0.874	0.776	1.193
	W-O-M (Reflective)	Wom1 Wom2	0.118 0.153	0.669 0.703	0.800	0.667	2.387
	Interaction (Reflective)	Inter1 Inter2 Inter3	0.116 0.135 0.129	0.682 0.758 0.727	0.886	0.721	1.264
	Customization (Reflective)	Cust1 Cust2	0.105 0.131	0.577 0.720	0.859	0.753	1.179
Brand Experience (Formative)	Behaviour (Reflective)	Behv1 Behv2 Behv3	0.126 0.112 0.160	0.702 0.660 0.722	0.832	0.622	1.382
	Affective (Reflective)	Affect1 Affect2 Affect3	0.135 0.109 0.101	0.737 0.600 0.588	0.863	0.677	2.157
	Intellectual (Reflective)	Intell1 Intell2 Intell3	0.113 0.149 0.139	0.581 0.709 0.620	0.855	0.663	1.416
	Sensory (Reflective)	Sens1 Sens2 Sens3	0.108 0.128 0.123	0.567 0.686 0.679	0.885	0.720	2.137

In accordance with recognized PLS-SEM protocols, indicator weights, collinearity, and convergent validity were assessed. The VIF values along with inter-indicator correlations validated the lack of concerning collinearity, whereas redundancy analysis revealed adequate convergent validity, with significant path coefficients of 0.893 for SMMA and 0.787 for BEXP, both surpassing the suggested limit of 0.70. In general, both higher-order constructs displayed satisfactory measurement quality.

TABLE 6: Redundancy analysis for Formative Constructs

	Beta	T-Statistics	P- value
SMMA->SMMA_1	0.893	23.429	0
BEXP->BEXP_1	0.787	21.058	0

Bootstrapping was used to evaluate the importance and pertinence of the formative indicator weights. The findings verified that every indicator weight was statistically meaningful ($p < 0.05$). In Social Media Marketing Activities (SMMA), e-WOM had the most significant impact ($\beta = 0.538$), succeeded by trendiness (0.467), entertainment (0.345), interaction (0.316), and customization (0.278). In the same way, behavioural experience had the greatest impact on Brand Experience (BEXP) ($\beta = 0.434$), followed by sensory (0.421), affective (0.375), and intellectual experience (0.267). Outer loadings were analyzed to evaluate the total impact of the indicators.

Table 7: Results of Structural Model Assessment

Hypothesis	Hypothesis relation	B	t-value	P value	R^2	Delta r^2	Effect size F^2		Q2S		Remarks
H1	**SMMA→CPI** (ENT→SMMA→CPI TRE→SMMA→CPI WOM→SMMA→CPI INTER→SMMA→CPI CUST→SMMA→CPI **Step 1**	**0.346** (0.345 0.467 0.538 0.316 0.278)	**5.924** (8.345 10.425 12.236 7.983 7.245)	**0.164** (0.000 0.000 0.003 0.000 0.000)	**0.147**	**0.137**	**0.097** (0.078 0.112 0.217 0.014 0.032)	**Small** (Small Medium Medium Small Small)	**0.567**	**Small**	**Insignificant**
H2	SMMA→BEXP	0.107	4.395	0.157	0.257	0.155	0.018	Small	0.236	Small	Insignificant
H3	SMMA→BQTY	0.038	6.394	0.001**	0.057	0.123	0.002	Large	0.418	Medium	Significant
H6	BEXP→BQTY	0.317	5.728	0.000**	0.167	0.237	0.099	Small	0.267	Small	Significant

H7	**BQTY→CPI** (BI→BQTY→CPI BASSO→BQTY→CPI BAW→BQTY→CPI) **Step 3**	**0.231** (0.342 0.426 0.375)	**5.891** (7.568 9.842 7.213)	**0.000**** (0.000 0.000 0.000)	**0.503**	**0.136**	**0.019** (0.079 0.121 0.235)	**Medium** (Small Medium Medium)	**0.657**	**Large**	**Significant**
H8	**BEXP→CPI** (SENS→BEXP→CPI AFFECT→BEXP→CPI BEHV→BEXP→CPI INTTE→BEXP→CPI) **Step-2**	**0.105** (0.421 0.375 0.434 0.267)	**5.392** (10.342 8.569 10.457 7.312)	**0.000**** (0.000 0.002 0.000 0.000)	**0.356**	**0.145**	**0.218** (0.054 0.243 0.311 0.114)	**Small** (Small Medium Medium Medium)	**0.636**	**Medium**	**Significant**

- **Mediation Analysis**

To explore the ways Social Media Marketing Activities (SMMA) affect Consumers' Purchase Intention (CPI), Brand Experience (BEXP) and Brand Equity (BEQTY) were evaluated as mediating factors. The findings indicated that both mediators exerted noteworthy indirect influences on the SMMA–CPI connection. Brand Equity exhibited complete mediation ($\beta = 0.049$, $t = 6.424$, $p < 0.05$), presenting a VAF of 82.43%, whereas Brand Experience revealed partial mediation ($\beta = 0.072$, $t = 6.798$, $p < 0.05$), with a VAF of 69.75%. Importantly, the direct effect of SMMA on CPI was statistically small, suggesting that customers' experiences with the brand and their opinions of its worth are the primary ways in which social media marketing influences purchase intention. These findings highlight how important it is to build brand equity and create memorable brand experiences in order to increase purchase intent in the luxury fashion industry.

Table 8: Mediation Analysis

Hypothesis	Effect	Path	B	t-statistics	p-value	Significant	VAF	Mediation
H4	Direct	SMMA→CPI	0.165	5.375	0.164	Not Supported	69.75 per cent	Partial Mediation
	Indirect	SMMA→ BEXP →CPI	0.072	6.798	0.000**	Supported		
H5	Direct	SMMA→CPI	0.165	5.375	0.164	Not Supported	82.43 per cent	Full Mediation
	Indirect	SMMA→BEQTY →CPI	0.049	6.424	0.001**	Supported		

- **Moderation effect of demographic characteristics on the relationship between SMMA and CPI**

In order to examine the moderating effects of six demographic factors like gender, age, income, education, occupation, and relationship status on the relationship between social media marketing activities (SMMA) and consumers' purchase intention (CPI), the study used bootstrapped Partial Least Squares Multigroup Analysis (PLS-MGA). Every demographic category exhibited significant moderating effects on the results, with gender, age, and income showing particularly noticeable differences.These findings underscore the demographic diversity in consumer reactions to social media marketing and stress the need for crafting targeted marketing approaches for luxury fashion brands.

PLSpredict

The PLSpredict algorithm was used to evaluate the model's out-of-sample prediction potential (Shmueli et al., 2016). Only the in-sample predictive power is shown by Q^2 andR^2 (Shmueli and Koppius, 2011). A thorough method for utilizing PLSpredict to verify predictive relevance has been established by Shmueli et al. (2019). Every item of the primary endogenous latent constructs, or CPI, had a Q' predict value larger than zero, as shown in Table 4.13. Additionally, each CPI item's PLS prediction errors were assessed.

Table 9: Results of PLSpredict

Indicators	Q^2 predict	RMSE(PLS)	MAE
CPI (BLOY1)	0.521	0.685	0.569
CPI (BPREF 2)	0.085	1.037	0.877
CPI (PRIC 3)	0.076	1.009	0.818

Hypotheses Testing

The hypothesis testing results indicate that social media marketing activities (SMMA) have no statistically significant direct effect on consumers' purchase intention (CPI) or brand experience (BEXP); therefore, H1 and H2 were not supported. However, SMMA significantly and positively influences brand equity (BQTY), supporting H3. Both brand experience and brand equity significantly mediate the relationship between SMMA and purchase intention, supporting H4 and H5, with brand equity demonstrating full mediation (VAF = 82.43%). Additionally, purchase intention and brand equity are significantly impacted by brand experience, and purchase intention is positively impacted by brand equity, supporting H6, H7, and H8. Lastly, H9 was validated since the SMMA–purchase intention connection is strongly moderated by gender, age, income, education, employment, and relationship status, underscoring the significance of demographic variations in consumers' reactions to social media marketing. Ultimately, H9 was validated since the SMMA and purchase intention connection is significantly moderated by gender, age, income, education, occupation, and relationship status, underscoring the significance of demographic variations in consumers' reactions to social media marketing.

Implications of Results

The research makes noteworthy theoretical and practical contributions by combining Uses and Gratifications Theory, social media marketing, and established brand equity models to elucidate the behavior of luxury fashion consumers in North India. Theoretically, it broadens current literature by emphasizing the influence of brand experience and brand equity on purchase intention in a less examined emerging market. The findings successfully encourage luxury company executives to concentrate on value-oriented social media strategies, boost brand equity and emotional connection, and create culturally aware, demographic-specific marketing initiatives to improve consumer buying intention and brand success.

Limitations and Recommendations for Future Research

The research recognizes various constraints that offer guidance for upcoming investigations. The concentration on North India, the combined analysis of Facebook and Instagram, and the narrow aspects of brand equity might limit the ability to generalize the results. Subsequent research should encompass varied geographical regions, analyze specific social media platforms, add more dimensions of brand equity, and explore brand experience and brand equity as influencing factors. Additionally, applying the suggested research model to different sectors would yield wider insights and improve the applicability of the results.

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