

Navigating Sustainable Fashion: The Impact of Social Media Marketing on Purchase Intention Through Brand Engagement and Brand Image in UNIQLO's RE.UNIQLO Recycled Fashion in Indonesia

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Abstrak

Strategi pemasaran yang efektif penting untuk mempromosikan fesyen berkelanjutan seiring meningkatnya kesadaran lingkungan konsumen di Indonesia. Penelitian ini menggunakan pendekatan kuantitatif melalui kuesioner terstruktur dengan purposive sampling pada responden berusia di atas 17 tahun, warga negara Indonesia, dan pernah melihat program RE.UNIQLO di media sosial UNIQLO. Hasil penelitian menunjukkan bahwa Pemasaran Media Sosial secara signifikan meningkatkan Keterlibatan Merek, Citra Merek, dan Niat Beli, dengan Keterlibatan Merek sebagai mediator positif yang kuat, sedangkan Citra Merek berpengaruh negatif karena sensitivitas harga dan rendahnya kesadaran terhadap fesyen berkelanjutan. Oleh karena itu, UNIQLO perlu memperkuat promosi RE.UNIQLO lintas platform serta mendorong kolaborasi dengan pemangku kepentingan dalam kampanye daur ulang nasional, sementara penelitian selanjutnya disarankan menelaah variabel lain guna meningkatkan pembelian nyata produk fesyen berkelanjutan.

Kata Kunci: Pemasaran Media Sosial (SMM); Keterlibatan Merek (BE); Citra Merek (BI); Niat Beli (PI); dan UNIQLO.

Abstract

Effective marketing strategies are important to promote sustainable fashion due to increasing environmental awareness beyond Indonesians' customers. This research using quantitative approach by structured questionnaire, non-probability sampling were used, which were purposive sampling, with the following criteria of who aged above 17 years old, Indonesian citizens, ever heard or saw about UNIQLO's RE.UNIQLO program from UNIQLO's social media platform (Instagram). This research is expecting to finds the effective strategies for UNIQLO and other industries that related by identified the effective Social Media Marketing strategies which could increase Brand Engagement and Brand Image to increase customers' Purchase Intention on UNIQLO's RE.UNIQLO recycled fashion products in Indonesia. This research found that Social Media Marketing significantly enhances Brand Engagement, Brand Image, and Purchase Intention, whereas Brand Engagement serving as a strong positive mediators, while Brand Image shows a negative effects due to the factors like price sensitivity and low awareness of sustainable fashion. Therefore, UNIQLO still should intensively advertising RE.UNIQLO recycled fashion across platforms, while stakeholders fund training and nationwide recycling campaigns. Lastly, further research ought to examine diverse variables in-terms of enhance the actual buyers on sustainable fashion products.

Keyword: Social Media Marketing (SMM); Brand Engagement (BE); Brand Image (BI); Purchase Intention (PI); and UNIQLO.

1. Introduction

Total amount of textile waste generated worldwide is 92 million metric tons each year (Java, 2024). Specifically in Indonesia, textile waste accounts for 2.6% of the total, which were 2.3 million tons of waste produced yearly (Handojo *et al.*, 2023). As the fourth country of the highest population within Southeast Asia, consisting 284,44 million people (Dataloka, 2025), Indonesian textile waste generation is forecasted to further increase to 3.9 million metric tonnes in 2030 (Java, 2024). This can be overcome by focusing on concepts such as sustainable consumption and the sustainable strategies adopted by the industry to decrease its environmental impact (Olivar Aponte *et al.*, 2024). Moreover, Indonesian tropical rainforest itself is the third largest in the world after Amazon and Congo rainforests, meanwhile mangrove forests and peatland are the largest in the world, which makes Indonesia as one of mega biodiversity country in the world (Trees4trees, 2022). Following that, Indonesian Gen Z highlight their active incorporation of green practices, such as reducing single-use plastics and participating in sustainable fashion (Suryaputra *et al.*, 2024). Among Gen Z in Indonesia, platforms like Instagram, YouTube, and TikTok are popular, who seek advice on green practices from social media (Suryaputra *et al.*, 2024). It's important and crucial to fill the gap in scientific to understand of how Social Media Marketing (SMM) can drive Purchase Intention (PI) for recycled fashion products in Indonesia, considering that in 2023, Indonesian textile waste had already reached about 2.3 million tons per year and projected to surge to 3.9 million tons by 2030 without anticipation (Handojo *et al.*, 2023; Java, 2024). Without this data, it's difficult to build an effective marketing strategy. Beside that, knowledge about the mediating role of Brand Engagement (BE) and Brand Image (BI) could provide more new insights regarding to sustainable fashion products in Indonesia. Therefore, presenting an opportunity to strengthen consumer preferences through Brand Engagement (BE) and Brand Image (BI). In addition, fashion industry plays a crucial role in the national economy by providing employment to nearly 3 million people or 2% of total employment in 2022 (Putri *et al.*, 2024). If there isn't research driving the marketing of environmentally friendly products, this sector risks decline in green economic development. Therefore, this object research for the recycled fashion product were from UNIQLO (RE.UNIQLO).

One of the well-know global brand that seriously committed to sustainability is UNIQLO, which have launched RE.UNIQLO. It offer recycle fashion products, which highlight on circular economy and textile waste reduction (Integrated 2024, 2024). In Indonesian market, it shows around 42% of Indonesian citizens agree that to execute textile waste reduction and do have a environmental consciousness (Ipsos, 2024). In this situation, promotion strategy thru Social Media Marketing (SMM) is one of the main strategies for establish and increase consumer acceptance of this product. In 2024, there were 139 million user on social media used by Indonesian citizens, which it makes 49.9% of the total population (Reportal, 2024). The use of social media make it easier for customer to search, evaluate, and buy fashion products (Sri Handono *et al.*, 2024). Indonesian fashion industry starting to move toward sustainable fashion due to rising consumer awareness of environmental issues (Panjaitan, 2024). Therefore, sustainable fashion products in Indonesia have great potential to be marketed thru social media. The strategic importance of social media platforms in facilitating effective individuals and Brand Engagement (BE) through platform selection and engagement strategies (Rossanty *et al.*, 2024). Companies need to try to engage consumers since the results revealed that Brand Engagement (BE) leads to Purchase Intention (PI) (Emini & Zeqiri, 2021b), which this shows that could be an advantages for UNIQLO's RE.UNIQLO to boost customer trust and encourage sales. Besides that, brands with positive reputations centered on sustainability and ethics appeal more to eco-conscious consumers and stronger Purchase Intention (PI)s (Saputro, Edy Purwo; Setyaningrum, 2023). Therefore, business such like UNIQLO can stand out in competitive markets, due to attract customer preference and encourage sustainable consumption, can be done by investing in a trustworthy and dependable Brand Image (BI) inside of sustainable products. Furthermore, Purchase Intention (PI) is very important for understanding how likely people are to buy UNIQLO's recycled fashion products. It shows how well UNIQLO's marketing, especially on social media, convinces consumers to consider purchasing these products. Other research emphasizes that when consumers feel the product has good value, trusting the brand, and loyalty to the

RESEARCH ARTICLE

brand, they are more ready to buy, which is captured by Purchase Intention (PI) (Monfort *et al.*, 2025). In addition, other research has found that customers are aware of their contribution as consumers to prevent environmental damage will have a positive attitude toward sustainable products, ultimately impacting their Purchase Intention (PI) in sustainable fashion products (Tusholihah & Nora, 2025). UNIQLO can determine how well their marketing from positive Brand Image (BI) of the products and its environmental efforts into actual purchases by tracking customer's Purchase Intention (PI). This helps UNIQLO improve its advertising strategies in order to attract more environmentally friendly customers and increase its share in the market which focused on sustainable products.

2. Literatur Review

2.1 Social Media Marketing (SMM)

Social media platform have evolved into lively marketplaces where customers can easily find and purchase it's products. Many brands have been selling fashion clothing on social media platform such as Instagram and TikTok (Cloami, 2024). Social Media Marketing (SMM) defined as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels (Bushara *et al.*, 2023). Furthermore, Social Media Marketing (SMM) defined as one of the marketing strategies used by successful businesses in order to be part of the online consumers network (Sanny *et al.*, 2020). Moreover, Social Media Marketing (SMM) defined as leverages social media platforms to promote a business and its offerings (Bushara *et al.*, 2023). Besides that, in this researchs' respondents' perceptions defined Social Media Marketing (SMM) variable as the strategy of using social media platforms to advertise the company to promote and offering the products, increase the Brand Engagement (BE), and do interaction with the potential customer towards UNIQLO recycle RE.UNIQLO. Therefore, this research were using few key items construct from other previous research (Emini & Zeqiri, 2021b), which were advertising draw attention, social media provides information, and sharing information is interesting.

2.2 Brand Engagement (BE)

By using social media platforms to create and oversee websites enables customers to enhance their product awareness and interest, leading to increased Brand Engagement (BE) (Alnaser *et al.*, 2024). Brand Engagment (BE) defines as the capacity to establish robust connections with corporate clients, with the aim of influencing their buying choices, improving interactions, and fostering their active participation in shaping a brand's reputation over an extended period (Alnaser *et al.*, 2024). Brand Engagement (BE) is the level of individual motivation to have a interaction with the brand and depends on the characteristics of the brand (Hartono *et al.*, 2025). Individuals mental state is stimulated about a brand, which for its part depends on the context and is characterized by a certain level of cognitive, behavioral, and emotional activities of the individuals (Alwashdeh, 2025). In this researchs' respondents' perceptions defined Brand Engagement (BE) as individuals actively interact such as viewing, liking, commenting, sharing, and content creating related to sustainable value towards UNIQLO recycle RE.UNIQLO. Therefore, this research were using few key items construct from other previous research (N. Li, 2025), which were purchasing is excited, having strong interest, the enjoyment of existence, curious to know more, actively seek out relevant information, enjoy discussing, more into discuss and share knowledge, and willingly to recommend.

2.3 Brand Image (BI)

Brand Image (BI) enhances strong potential because it shapes consumer preference, emotions attachment, and consumer loyalty, thereby influencing purchase decision (Mohamad Rizaldi *et al.*, 2025). Brand Image (BI) defined as customer's perceptions about a brand promoted by the interaction of the affective, cognitive, and evaluative processes in a customer's mind (Sanny *et al.*, 2020). For furthermore, Brand Image (BI) defined as the perceptions and associations that consumers hold about a brand, formed

RESEARCH ARTICLE

through direct and indirect experiences with the brand (Hu *et al.*, 2024). Moreover, Brand Image (BI) defined as the one that can have an added value impact on consumers, if a brand has a bad image, it will indirectly affect consumers and most likely consumers are not interested in making a purchase (Savitri *et al.*, 2021). Besides that, in this researchs' respondents' perceptions defined Brand Image (BI) variable as the consumer's perception for the brand, which formes by evaluation, emotional, and intellectual process based on either direct or indirect experiences towards UNIQLO recycle RE.UNIQLO. Therefore, this research were using few key items construct from other previous research (Zhu *et al.*, 2025), which were prefer more than other products, believe in assured quality, believe that safer for environment, and it is highly recognized in public.

2.4 Purchase Intention (PI)

Customers are aware of their contribution as consumers to prevent environmental damage will have a positive attitude toward sustainable products, ultimately impacting their Purchase Intention (PI) in sustainable fashion products (Tusholihah & Nora, 2025). Purchase Intention (PI) defined as an activity where consumers consider purchasing a product or a service (Sanny *et al.*, 2020). For furthermore, Purchase Intention (PI) defined as a combination of consumer interest and the possibility of buying a product (Aji *et al.*, 2020). Moreover, Purchase Intention (PI) defined as consumers go through a process of decision-making before they make a purchase (Bushara *et al.*, 2023). Besides that, in this researchs' respondents' perceptions defined Purchase Intention (PI) variable as thw way of customer thinka about and likely to purchase the product, which the interest and decision-making process comes before procedes the actual purchase towards UNIQLO recycle RE.UNIQLO. Therefore, this research were using few key items construct from other previous research (Ahmed *et al.*, 2025), which were would intend to become a buyer in the future, positively and enthusiastically become the buyer, capable as buyer over many purchase activities, and significant intention to purchase.

2.5 Social Media Marketing (SMM) on Brand Engagement (BE)

Charateristics of Social Media Marketing (SMM) which were including perceived relevance, interactivity, informativeness, and entertainment positively influenced Brand Engagement (BE) (Alnaser *et al.*, 2024). Moreover, through creative and interactive content such as responding to questions given to audience, company could managed to create a closer relationship with audience make them want to follow its companys' activities on social media (Hartono *et al.*, 2025). In additional, the effect of Social Media Marketing (SMM) on Brand Engagement (BE) was significant which highlights the pivotal role of Social Media Marketing (SMM) in stimulating individuals interaction with brands (Alrwashdeh, 2025). H1: Social Media Marketing (SMM) positively influence the Brand Engagement (BE) for UNIQLO's RE.UNIQLO recycled fashion products.

2.6 Social Media Marketing (SMM) on Brand Image (BI)

Social Media Marketing (SMM) activities related to products positively impact the Brand Image (BI) of products (Hu *et al.*, 2024). Moreover, other researcher identified that the results of their researchs' were Social Media Marketing (SMM) has been found to significantly affect Brand Image (BI) (Sanny *et al.*, 2020). In additional, previous research verified that the use of social media who sees the product has a higher probability of indirectly talking about the product and promoting it to other consumers who do not use social media. Therefore, the higher the use of social media, the higher the opportunity for a product to be discussed by the public. Which the research conclude that there was a positive and significant relationship between Social Media Marketing (SMM) and Brand Image (BI) (Savitri *et al.*, 2021). H2: Social Media Marketing (SMM) positively influence the Brand Image (BI) for UNIQLO's RE.UNIQLO recycled fashion products.

2.7 Brand Engagement (BE) on Purchase Intention (PI)

Brand Engagement (BE) is one of the important aspects of a product, which its existence of a brand in a product will create confidence in individuals and allow Purchase Intention (PI) (A. A. Zahro & Paramita,

RESEARCH ARTICLE

2025). Moreover, strong Brand Engagement (BE) increases the likelihood of purchase and encourages consumers to recommend the product to others (Mahardika & Muslichah, 2025). In additional, Brand Engagement (BE) showed to be positively and significantly related to Purchase Intention (PI) (Emini & Zeqiri, 2021a). H3: Brand Engagement (BE) positively influence the Purchase Intention (PI) for UNIQLO's RE.UNIQLO recycled fashion products.

2.8 Brand Image (BI) on Purchase Intention (PI)

Consumers often rely on Brand Image (BI) to guide their purchasing decisions (Zhu *et al.*, 2025). Moreover, Brand Image (BI) positively effect the Purchase Intention (PI), which believed that the companies are able to improve their Brand Image (BI) and may influence customer's Purchase Intention (PI) (Sanny *et al.*, 2020). In additional, previous research verified that Brand Image (BI) variable has insignificant effect on Purchase Intention (PI) and although the brand itselfs has a good Brand Image (BI), it cannot drive customers intention to buy the products (Tsabitah & Anggraeni, 2021). H4: Brand Image (BI) positively influence the Purchase Intention (PI) for UNIQLO's RE.UNIQLO recycled fashion products.

2.9 Social Media Marketing (SMM) on Purchase Intention (PI)

Social Media Marketing (SMM) exerts a considerable influence on consumers' Purchase Intention (PI)s, as evidenced by the research conducted and consistent marketing initiatives by the company, are more likely to demonstrate an intention to purchase the product (Bushara *et al.*, 2023). Moreover, other researcher identified that there was an insignificant relationship between Social Media Marketing (SMM) and Purchase Intention (PI), which by using Social Media Marketing (SMM), it is hoped that the products marketed can be known more widely by consumers who are far from the company's location so that they can improve consumer purchasing decisions (Savitri *et al.*, 2021). In additional, previous research verified that the statistical results revealed that Social Media Marketing (SMM) doesn't directly influence customers' Purchase Intention (PI) (Samaniego-Arias *et al.*, 2025). H5: Social Media Marketing (SMM) positively influence the Purchase Intention (PI) for UNIQLO's RE.UNIQLO recycled fashion products.

2.10 Social Media Marketing (SMM) on Purchase Intention (PI) through Brand Engagement (BE) as Mediation

The indirect path via also shows a significant effect, which indicates that Social Media Marketing (SMM) have a clear impact on individuals interaction, which enhances Purchase Intention (PI) through online stores, not only directly but also by enhancing Brand Engagement (BE) (Alrwashdeh, 2025). In additional, there is a mediation effect that Brand Engagement (BE) has on the relationship between Social Media Marketing (SMM) and Purchase Intention (PI) (Emini & Zeqiri, 2021a). H6: Brand Engagement (BE) positively mediating the relationship between Social Media Marketing (SMM) and Purchase Intention (PI) for UNIQLO's RE.UNIQLO recycled fashion products.

2.11 Social Media Marketing (SMM) on Purchase Intention (PI) through Brand Image (BI) as Mediation

Social Media Marketing (SMM) positively and significantly affects Brand Image (BI) and in turn sigificantly affects Purchase Intention (PI) (Hu *et al.*, 2024). Moreover, other researcher identified that to increase Purchase Intention (PI) the company can improve their Brand Image (BI) through appropriately Social Media Marketing (SMM) for targeted customers in terms of marketing strategies (Sanny *et al.*, 2020). In additional, previous research verified that Brand Image (BI) did not effect the relationship of Social Media Marketing (SMM) on Purchase Intention (PI) (Murtiningsih *et al.*, 2025). H7: Brand Image (BI) positively mediating the relationship between Social Media Marketing (SMM) and Purchase Intention (PI) for UNIQLO's RE.UNIQLO recycled fashion products.

RESEARCH ARTICLE

2.12 Conceptual Framework

Based on the literative review above, it can be built research framework of Social Media Marketing (SMM) on Purchase Intention (PI) through Brand Engagement (BE) and Brand Image (BI) as the mediation as follows:

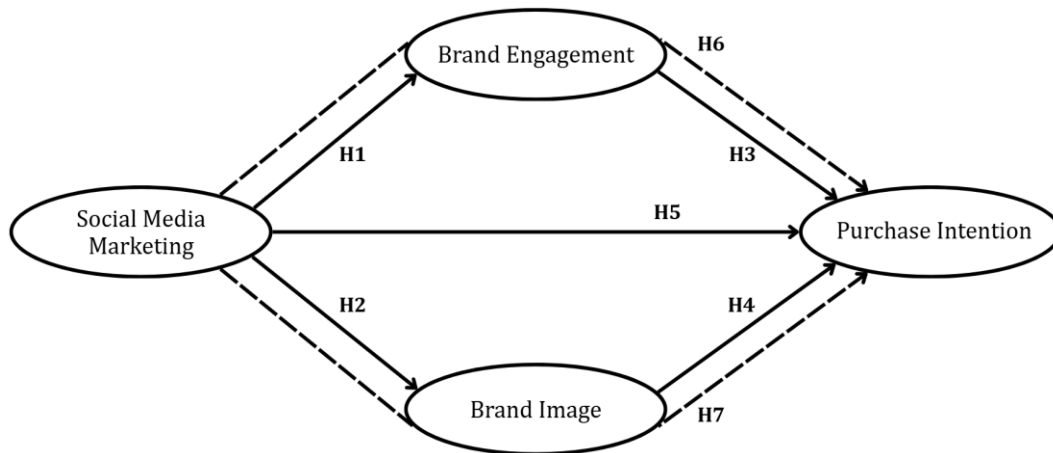


Figure 1. Research Framework

3. Research Methodology

Due to examine the empirical connection between Social Media Marketing (SMM) on Purchase Intention (PI) through Brand Engagement (BE) and Brand Image (BI) as the mediation, causal research design were used. This research using quantitative research by survey questions were in form of structured questionnaire by SmartPLS 4.0. Moreover, this questionnaire using a Likert scale from 1 until 5, which were strongly disagree has a score of 1, disagree has a score of 2, neutral has a score of 3, agree has a score of 4, and strongly agree has a score of 5. The population in this research were consist of all potential individuals in Indonesia, particularly who are interested in recycled fashion products. Eventhough it is recommended between 69 and 100 samples of respondent (J. Hair & Alamer, 2022), there was 164 respondent of sample size that this research succesfully obtain due to optimization the result data, which bigger size of samples enhanced the points of stability in various sample sizes (Manyara *et al.*, 2024). This research using non probability sampling, which were purposive sampling with the following criteria of who aged above 17 years old, Indonesian citizens, ever heard or saw about UNIQLO's RE.UNIQLO program from UNIQLO's social media platform, namely Instagram.

4. Results and Discussion

4.1 Results

4.1.1 PLS-SEM Path Diagram

Figure 2 presents the PLS-SEM structural and measurement model, illustrating the relationships among item constructs and variables as estimated using SmartPLS.

RESEARCH ARTICLE

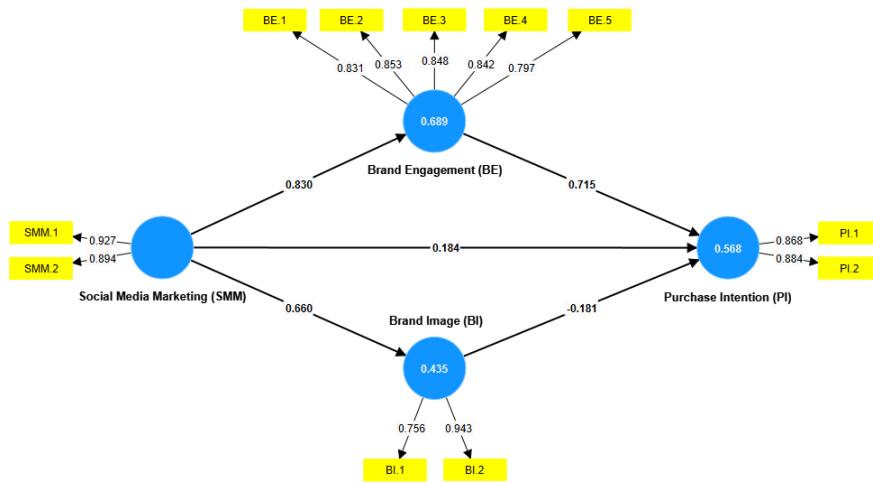


Figure 2. PLS-SEM Path Diagram

In-terms of PLS-SEM path diagram, it illustrates the amount of effects of each item constructs' outer loading, variables' R-Square to predict the variance, and the original sample of each hypotheses.

4.1.2 Respondent Criteria

Based on this research, it is recorded exactly 164 respondents which consist of 63% women and 37% men, whereas the majority younger age group having higher level of education, dominating Bachelors' Degree holders around 35%. Besides that, in terms of occupation, the respondents were mostly work as private employees about 29% and university student, remaining civil servants and entrepreneurs. In addition, the monthly income was counted in the middle range around Rp5.000.000 and Rp7.999.000.

4.1.3 Respondents Descriptive

The table 1 shown the descriptive statistics of the research variables, whereas the following table summarizes the mean scores from respondents' Likert scale responses.

Table 1. Statistics Descriptive

Variables	Mean
Social Media Marketing (SMM)	4,199187
Brand Engagement (BE)	4,08689
Brand Image (BI)	3,964939
Purchase Intention (PI)	4,102134

Statistic descriptive were used to determine the average of the respondents' answer using likert scale since there were many various of response from 1 to 5 (Pahlevie, 2018). The range of Likert scale were called very weak when the mean number was between 1 and 1,79, metric for weak was around 1,80 until 2,59, moderate was in between 2,60 to 3,39, strong was about 3,40 and 4,19, and for 4,20 to 5,00 considered as very strong in-terms of describing the strength of the variables (Sugiono, 2013). The involment of each Social Media Marketing (SMM), Brand Engagement (BE), and Brand Image (BI) itselfs encourages respondents' intention on purchasing UNIQLO's RE.UNIQLO recycled fashion products. Whereas the average of the respondents' response according to table 1, Social Media Marketing (SMM) considered as a strong variable eventhough it was short by 0,01 poin to be called as very strong variable. Standing on the same range of descriptive for Brand Engagement (BE), Brand Image (BI), and Purchase Intention (PI) were around 3,96 to 4,10.

RESEARCH ARTICLE

4.1.2 Measurement Model Assesment (Outer Model)

Table 2 presents the reliability and validity test results for the Social Media Marketing (SMM), Brand Image (BI), and Purchase Intention (PI) constructs, which are then interpreted as follows.

Table 2. Reliability and Validity of the Research's Variables

Construct	Item	Outer Loading	α	CR	AVE
Social Media Marketing (SMM)	UNIQLO's Instagram advertising draws my attention on recycled fashion products	0.927	0.795	0.906	0.829
	It is interesting to share information of UNIQLO's recycled fashion products through UNIQLO's Instagram	0.894			
Brand Engagement (BE)	I have a strong interest in UNIQLO's RE.UNIQLO recycled fashion products	0.831	0.891	0.920	0.696
	I really enjoy the existence of UNIQLO's RE.UNIQLO recycled fashion products	0.853			
	I actively seek out relevant information about UNIQLO's RE.UNIQLO recycled fashion products	0.848			
	I enjoy discussing UNIQLO's RE.UNIQLO recycled fashion products with my surroundings	0.842			
	I am more into to discuss and share my knowledge when my friends are also into UNIQLO's RE.UNIQLO recycled fashion products	0.797			
Brand Image (BI)	I prefer UNIQLO's recycled fashion product more than others recycled fashion products	0.756	0.662	0.843	0.730
	I believe that UNIQLO's recycled fashion product is safe for environmental	0.943			
Purchase Intention (PI)	In the future, I would intend to become an UNIQLO's recycled fashion products buyer	0.868	0.697	0.868	0.767
	I am capable of being an UNIQLO's recycled fashion products over many purchase activities	0.884			

Firstly, this stage is crucial for assessing the measurement model needed finding in the indicators loading, which the outer loading correlation of the formatively measured construct with the single-item construct, measuring the same concept, should be 0.708 or higher (J. F. Hair, 2019). Table 2 illustrates that all factor loading were greater than 0,708 which indicates statistically significant. Next, second step was examine the internal consistency reliability, namely Cronbach's Alpha (α) and Construct Reliability (CR) in a range of minimum 0.70 (or 0.60 in exploratory research) and maximum of 0.95 to avoid indicator redundancy, which would compromise content validity (J. F. Hair, 2019). In this stage, according to the table 2, the Cronbach's Alpha (α) were ranges from 0.662 to 0.891, while the Construct Reability (CR) scores ranged from 0.843 to 0.920. As these values as written from previous study, these ensure excellent internal consistency reliability. In this following stage, it is determining the measurement model focused on finding the convergent validity of each construct measured, which this stage done by finding the Average Variance Extratcted (AVE), whereas an acceptable AVE is 0.50 or higher indicating that the construct explains at least 50% of the variance of its items (J. F. Hair, 2019) .As the table 2 shows, the AVE of this research constructs ranged from 0.696 to 0.829, indicating an acceptable convergent validity.

RESEARCH ARTICLE

Moreover, tabulation 3 presents the Fornell–Larcker discriminant validity assessment for the Brand Engagement (BE), Brand Image (BI), Purchase Intention (PI), and Social Media Marketing (SMM) constructs.

Table 3. Discriminant Validity based on the Fornell-Larcker Criterion

Variable	Brand Engagement (BE)	Brand Image (BI)	Purchase Intention (PI)	Social Media Marketing (SMM)
Brand Engagement (BE)	0.834			
Brand Image (BI)	0.716	0.855		
Purchase Intention (PI)	0.739	0.453	0.876	
Social Media Marketing (SMM)	0.830	0.660	0.659	0.910

In-terms of discriminat validity that used in this research, which were research study by Fornell and Larcker stucture model, whereas it was used to measure the shared variance for all model constructs and it should not be larger than their AVEs (J. F. Hair, 2019). Therefore, the tabulation 3 reveals that every AVEs in Brand Engagement (BE), Brand Image (BI), Purchase Intention (PI), and Social Media Marketing (SMM) itselfs stands higher that other variances.

4.1.3 Assesment of the Predictive Structural Model (Inner Model)

Furthermore, table 4 presents the R-square values for the endogenous variables Brand Engagement (BE), Brand Image (BI), and Purchase Intention (PI).

Table 4. Structural Model Fit

Variable	R-Square	Predictive Accuracy
BE	0.689	Moderate
BI	0.435	Weak
PI	0.568	Moderate

The R-Square is measured to examine the predictive ability of the structural model, there is one metric in used, namely R-square, which measures the amount of variance in a dependent variable that can be explained by its independent variable (J. F. Hair, 2019). R2 values of 0.75, 0.50 and 0.25 are considered as substantial, moderate, and weak respectively, while values of 0.90 and higher are typical indicative of overfit (J. F. Hair, 2019). As shown in table 4, R2 value ranged from 0.435 to 0.689, stating an excellent predictive accuracy of the research model, wheras it is considered as moderate predictive accuracy for Brand Engagement (BE) and Purchase Intention (PI), while for Brand Image have a weak predictive of accuracy. In the following stage, table 5 presents the structural parameter estimates for the hypotheses testing, including the t-statistics, p-values, and results for direct and indirect paths between Social Media Marketing (SMM), Brand Image (BI), Brand Engagement (BE), and Purchase Intention (PI).

Table 5. Structural Parameter Estimates

Hypotheses	Original Sample	T-Statistics	P-Values	Results
Direct Path				
Hypotheses 1	0.830	16.252	0.000	Supported
Hypotheses 2	0.660	10.223	0.000	Supported
Hypotheses 3	0.715	6.353	0.000	Supported
Hypotheses 4	-0.181	2.234	0.026	Rejected
Hypotheses 5	0.659	9.037	0.000	Supported
Indirect Path				

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Hypotheses 6	0.594	5.049	0.000	Supported
Hypotheses 7	-0.119	2.174	0.030	Rejected

This research hypotheses were analysed using PLS-SEM Algorithm and Bootstrapping technique to maximise the accuracy, the bootstrapping using 5000 subsamples to applied, whereas it also called as the hypotheses testing (J. F. Hair, 2019). T-Statistic itself was measured to determine the critical value of the confidential data is approximately normally distributed, which at least stands at 1,96 (Scribbr, 2023). Besides that, t-statistic also used to find the p-value, whereas it used to examine the probability that comes from a distribution that it considered as extremely significant when it is ≤ 0.01 and ≤ 0.05 define as significant (Kock, 2015; Scribbr, 2023). The result revealed in table 5., it illustrates that Social Media Marketing (SMM) positively and significantly improving Brand Engagement (BE) and Brand Image (BI) respectively ($\rho=0.830$, t -statistics=16.252, p -value=0.000; $\rho=0.660$, t -statistics=10.223, p -value=0.000), thus supporting H1 and H2. While Brand Engagement (BE) contributed to increasing customers' Purchase Intention (PI), Brand Image (BI) negatively influence customers' Purchase Intention (PI) ($\rho=0.715$, t -statistics=6.353, p -value=0.000; $\rho=-0.181$, t -statistics=2.234, p -value=0.026), indicating that H3 was accepted and H4 was rejected. In addition, Social Media Marketing (SMM) positively and significantly impacted the customers' Purchase Intention (PI) ($\rho=0,659$, t -statistics=9.037, p -value=0.000), which supported H5. Besides that, to examine the indirect impact of Social Media Marketing (SMM) on Purchase Intention (PI), the results of PLS-SEM with bootstrapping technique emphasized that Brand Engagement (BE) positively and significantly mediated the relationship between Social Media Marketing (SMM) on customers' Purchase Intention (PI) ($\rho=0.594$, t -statistics=5.049, p -value=0.000), showing that H6 is supported. Meanwhile, the mediation of Brand Image (BI) for Social Media Marketing (SMM) on Purchase Intention (PI) shows negative relationship ($\rho=-0.119$), t -statistics=2.174, p -value=0.030), confirming the H7 is rejected.

4.2 Discussion

This research revealed that Social Media Marketing (SMM) positively and significantly on Brand Engagement (BE) and Brand Image (BI) ($\rho=0.830$, t -statistics=16.252, p -value=0.000; $\rho=0.660$, t -statistics=10.223, p -value=0.000). This shown that the hypotheses was align with previous research in individuals, whereas it stated that it was significantly highlights the pivotal role of Social Media Marketing (SMM) in stimulating individuals interaction with brands (Alrwashdeh, 2025) and Social Media Marketing (SMM) activities related to products positively impact the Brand Image (BI) of products (Hu *et al.*, 2024). This might happen since when brands use social media to highlight eco-friendly practices, certifications, and sustainability content, these practices reflect on the brand's overall image and enhance the company's goodwill and credibility (Chan & Imad, 2024). Moreover, it revealed that Brand Engagement (BE) positively and significantly influence the relationship on customers' Purchase Intention (PI) ($\rho=0.715$, t -statistics=6.353, p -value=0.000). This was in the same path with previous study that revealed that strong Brand Engagement (BE) increases the likelihood of purchase and encourages consumers to recommend the product to others (Mahardika & Muslichah, 2025). It happen due to whenever consumers are more engaged with a sustainable brand (interacting, following content, participating in campaigns), they feel closer and more committed to the brand, which increases their intention to purchase its sustainable offerings (Gong *et al.*, 2023). On the other side, this research revealed that Brand Image (BI) negatively influence the relationship on Purchase Intention (PI) ($\rho=-0.181$), t -statistics=2.234, p -value=0.026), whereas align with previous research that stated Brand Image (BI) variable has insignificant effect on Purchase Intention (PI) and although the brand itself has a good Brand Image, it cannot drive customers intention to buy the products (Tsabitah & Anggraeni, 2021). Besides that, other previous researcher revealed that Brand Image (BI) could effects customers' Purchase Intention (PI), whereas stated that companies are able to improve their Brand Image (BI) and may influence customer's Purchase Intention (PI) (Sanny *et al.*, 2020). Therefore, this results indicate that although UNIQLO's RE.UNIQLO has a positive Brand Image (BI), this could not enhance customers' Purchase Intention (PI). Good Brand Image (BI) shows negative effects because of the price sensitivity or low awareness in emerging markets,

RESEARCH ARTICLE

whereas the price itself was ranged Rp199.000 to Rp249.000 (Adelina *et al.*, 2023; UNIQLO, 2026). Furthermore, this research illustrates that Social Media Marketing (SMM) positively influence the relationship on Purchase Intention (PI) ($\beta=0,659$, t -statistics=9.037, p -value=0.000). This was align with previous study that stated consistent marketing initiatives by the company, are more likely to demonstrate an intention to purchase the product (Bushara *et al.*, 2023). Recycling stories, influencer endorsements, and many other aspects of Social Media Marketing (SMM) could raises awareness and trust for sustainable fashion like UNIQLO's RE.UNIQLO (Suryantary, 2024). Lastly, the existance of Brand Engagement (BE) as the mediation of Social Media Marketing (SMM) on Purchase Intention (PI) shows a positive and significant impact ($\beta=0.594$, t -statistics=5.049, p -value=0.000), whereas it align with previous research that stated Social Media Marketing (SMM) have a clear impact on individuals interaction, which enhances Purchase Intention (PI) (Alrwashdeh, 2025). In which Brand-Generated Content like eco-stories on social media enhances costumers' engagement on brands as partial mediator to sustainable fashion purchase intention (Shihy & Awaad, 2025). Meanwhile, the existance of Brand Image (BI) as the mediation for Social Media Marketing (SMM) on Purchase Intention (PI) shows a negative effects ($\beta=(-0.119)$, t -statistics=2.174, p -value=0.030), which it align with previous research that verified that Brand Image (BI) did not effect the relationship of Social Media Marketing (SMM) on Purchase Intention (PI) (Murtiningsih *et al.*, 2025). Social Media Marketing (SMM) might impact on Purchase Intention (PI) for sustainable products if it is not mediated by Brand Image BI), requiring trust for the path to hold (Azzahra & Sastika, 2025).

Brand Image (BI) might be did not effects to Purchase Intention (PI) directly or even mediates the relationship for Social Media Marketing (SMM) on Purchase Intention (PI), whereas previous study revealed that eventhough the brand advertised is a well-known brand, it does not guarantee that the Brand Image (BI) is able to encourage consumers' Purchase Intention (PI) (Rasya *et al.*, n.d.). Besides that, UNIQLO's RE.UNIQLO recycled fashion products relatively have a higher prices starting from Rp199.000 to Rp249.000 only for t-shirts (UNIQLO, 2026). For Indonesian people, it is categorized as expensive especially for middle-oncome segments. Therefore, positive Brand Image (BI) does not automatically enhance customers' Purchase Intention (PI) even when customers are highly sensitive with price and value for money (K. Zahro *et al.*, 2025). Moreover, this might happen if customers have limited understanding or even skepticism on recycled fashion such as concerning the hygiene or durability (Zikri, 2026). In sustainable fashion research, it is common to find the customers who appreciate sustainable brands but did not necessarily intent to purchase the products since there is uncertainty according to the functional benefits or even lifesyle fit (K. Zahro *et al.*, 2025). Furthermore, Brand Engagement (BE) indicates active engagement namely following, intecating, discussing, and recomending drive more powerful for customers' Purchase Intention (PI) than the Brand Image (BI) itself. Therefore, although UNIQLO's RE.UNIQLO do generally have the positive Brand Image (BI), it does not meant it would enhance the Purchase Intention (PI) due to the strong price sensitivity, limited functional understanding in-terms of sustainable fashion, and dominance of the Brand Engagement (BE) over customers' Brand Image (BI) for customers' Purchase Intention (PI).

5. Conclusion

This research study focus on empirically explore the direct of Social Media Marketing (SMM) on Brand Engagement (BE), Brand Image (BI), and Purchase Intention (PI) among sustainable fashion customers, especially in UNIQLO's RE.UNIQLO. Moreover, it also focus on analyze the direct effects of Brand Engagement (BE) and Brand Image (BI) on customers' Purchase Intention (PI). At last, it focus on examine the potential mediating effects in indirect effects of Brand Engagement (BE) and Brand Image (BI) for Social Media Marketing (SMM) and Purchase Intention (PI) relationships. The research revealed that Social Media Marketing (SMM) constantly influenced the customers' Brand Engagement (BE), Brand Image (BI), and Purchase Intention (PI) on sustainable fashion products especially on UNIQLO's RE.UNIQLO. This research highlight the discussion which in path with other previous research, which align with the notion that Social Media Marketing (SMM) which significantly enhanced customers'

RESEARCH ARTICLE

Purchase Intention (PI) (Bushara *et al.*, 2023), whereas the consistent marketing initiatives by the UNIQLO, meanwhile other researches also revealed that the relationship between it is insignificant and doesn't directly influence customers' Purchase Intention (PI) (Samaniego-Arias *et al.*, 2025; Savitri *et al.*, 2021). This gap might appeared since the previous researcher were identified the relationship of Social Media Marketing (SMM) to Purchase Intention (PI) on smartphone and organic products as their object research, while the location itself were on Banten province in Indonesia and Ecuador respectively. Moreover, other findings are in the same page with other researcher, which shows that Social Media Marketing (SMM) stimulated the relationship on Brand Engagement (BE) and Brand Image (BI) on individuals (Alrwashdeh, 2025; Hu *et al.*, 2024). In addition, this research demonstrated that Brand Engagement (BE) impacted customers' Purchase Intention (PI), which this findings also agreed by other researcher (Mahardika & Muslichah, 2025). On the other side, Brand Image (BI) variable did not effect customers' Purchase Intention (PI) either with or without Social Media Marketing (SMM) as the independent variables (Murtiningsih *et al.*, 2025). This might happen since other previous research revealed that although the brand itself has a good Brand Image, it cannot drive customers intention to buy the products (Tsabitah & Anggraeni, 2021). Lastly, according to the indirect or mediating effects, this findings align with previous research related to the mediation of Brand Engagement (BE) on Social Media Marketing (SMM) improved customer's Purchase Intention (PI) through (Emini & Zeqiri, 2021).

Brand business fashion, including UNIQLO's RE.UNIQLO focused on recycled fashion, ought to prioritize Social Media Marketing (SMM) techniques which focus on emphasizing entertainment, interaction, trendiness, advertising, and personalization, as these aspects have been stated to enhance Brand Engagement (BE) and Brand Image (BI). By constantly demonstrated by all brand business fashion that focus on the same concepts of sustainable fashion ought to do campaigns, sharing educational content about sustainability, storytelling about product origin, and interactive campaigns, namely Q&A, polls, and prizes. Such efforts might increase emotional and behavioral involvement, resulting in higher Purchase Intention (PI) for sustainable products. In addition, all brand business fashion that focus on the same concepts of sustainable fashion ought to maximize visual consistency and clear eco-friendly messages across platforms not only Instagram, but also like TikTok or X (formerly known as Twitter) using ideas from the brand business fashion that highlight on the same concepts of recycled fashion not only promotes recycled clothing to build consumer trust, but also delivers tangible or intangible benefits to customers, such as loyalty rewards for the brand purchases or other sense of environmental impact. Collaboration with micro-influencers which share sustainability values can boost the perceived Brand Image (BI) and motivate customers to not only buy but also recommend the items to others. In order to evaluate whether the relationships between Social Media Marketing (SMM), Brand Engagement (BE), Brand Image (BI), and Purchase Intention (PI) remain consistent, additional research involving various product categories, geographical areas, and business types (such as local fashion brands, thrift stores, or upcycled craft products) would be beneficial. To gain a better understanding of how sustainable content on social media influence customer intentions or even the actual buying actions across different demographic groups, future research can potentially include additional variables as mediators or moderators, such as perceived value, green trust, or environmental concern. In order to obtain deeper insights on how consumers understand and react emotionally to sustainable fashion products on social media platforms, further researchers are advised as well to apply mixed methodologies, which combine quantitative surveys and qualitative techniques like interviews with previous actual buyers.

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RESEARCH ARTICLE

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