

SOCIAL MEDIA MARKETING ACTIVITIES, CUSTOMER CO-CREATION AND PURCHASE INTENTIONS IN FASHION INDUSTRY: THE MEDIATING ROLE OF BRAND IMAGE

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ABSTRACT

The study investigated the impact of social media marketing activities on brand image and the effect of brand image on customer satisfaction. The research also examined the impact of customer satisfaction on customer co-creation and purchase intentions and the mediating role of brand image in the relationship between social media marketing activities and purchase intentions. 344 data collected from the survey were analysed using PLS-SEM and SPSS. The results showed the positive impact of these above relationships. The outcomes contributed to the more profound acknowledgement of customer co-creation and purchase intentions. By considering the findings of this study, businesses can enhance the effectiveness of their firms by utilizing the advantages of social media through marketing activities.

Keywords: Brand image; customer satisfaction; customer co-creation; social media marketing activities; purchase intentions

1. Introduction

The acceptance of social media which is a form of marketing connection has seen substantial development (Listyarti et al., 2023). The utilization of social networks such as Instagram and Facebook has seen significant expansion in the last decade (Chen & Qasim, 2021). Social media platforms have facilitated the migration of social interactions from the physical realm to the digital realm (Jamil et al., 2022). Users employ these networks for interpersonal communication, while well-known corporations employ them as a medium for promoting their goods (Jamil et al., 2022). Many firms use social media as a platform for their marketing campaigns (Listyarti et al., 2023). These activities on this social network platform are intended to allure and cater to clients (Listyarti et al., 2023). Several studies focus on analyzing the direct influence of social media, but they do not

particularly investigate the effect on social media marketing activities (Listyarti et al., 2023).

When customers have favourable encounters and knowledge about a firm's product, they will experience satisfaction in using such a product or brand (Listyarti et al., 2023). The brand image significantly influences consumer satisfaction (Nawi et al., 2019). Additionally, social media marketing effectively facilitates connections between customers and companies while permitting actions that promote brand recognition (Ibrahim et al., 2020; Hafez, 2021). Previous studies have examined the influence of social media marketing activities on customer co-creation. However, a few studies investigated the link between brand image and consumer satisfaction (Listyarti et al., 2023). Besides that, social media marketing is still seen as an innovative marketing tactic, but there is still a lack of studies

about its influence on customers' intentions (Jamil et al., 2022).

Customer co-creation, which refers to customers actively participating in the production of value in a beneficial way, is a captivating subject in contemporary marketing research (Listyarti et al., 2023). Co-creation facilitates the exchange of knowledge, which is essential for organizations in the digital age to develop products (Shen et al., 2020). Social media platforms facilitate co-creation, allowing businesses to enhance their processes and collaborate with consumers, business partners, and suppliers innovatively (Zang et al., 2015). Over 1.5 million enterprises have established brand communities on social media platforms to exploit the potential of social sharing, which involves collaborating with customers to produce market value (Goh et al., 2013). Many scholars have extensively examined the function of social media in marketing (Simula, 2013). However, there has been little study on the potential for social media to co-create innovation (Mount & Martinez, 2014; Piller et al., 2012).

Social media has instigated and is responsible for a significant change in how companies' function, especially in rapidly developing emerging countries like Vietnam, Asia's youngest consumer market (Sheth, 2011). As a result of Vietnamese individuals staying at home when the pandemic started in 2022, the number of social media users has significantly increased to 76.95 million, representing 78.1% of the entire population (Van et al., 2022). Between 2024 and 2029, the overall number of social media users in Vietnam is projected to expand by 13.9 million people, representing a growth rate of

16.18% (Statista, 2024). Following nine straight years of growth, the anticipated number of social media users is projected to reach 99.86 million in 2029, marking a new record high (Statista, 2024).

There are potential platforms which fashion businesses can target. The outstanding feature of TikTok's video is short, algorithm-driven and quick viral which create opportunities for fashion businesses to create contents to stimulate customer co-creation and purchase intention (El-Shihy & Awaad, 2025). Facebook provides information and environments for communication which allows fashion firms to enhance their brands through providing product information and then collect customers feedback and maintain customer relationships (McClure & Seock, 2020). Instagram creates a visual and lifestyle environment in which fashion businesses can transfer aesthetics and brand personality to improve brand image and customer purchase intention (Singh, 2025).

In addition, Vietnam's textile and garment industry has a significant position and has considerably influenced the country's economy and long-term sustainable development (Nguyen et al., 2019). The Vietnamese fashion industry is an up-and-coming market due to its large population of around 96.9 million, young demographics, and rising incomes (Hung Le, 2019; Nguyen et al., 2020). The fashion sector in Vietnam is now undergoing substantial expansion, necessitating enterprises to comprehend and address the distinct requirements of their clients, providing a complete and efficient company plan (Le et al., 2022). Therefore, more investigation is required to comprehend consumer intention

throughout the first phases of Vietnam's economic expansion (Le et al., 2022). Furthermore, the importance of value co-creation facilitated by social media may also stimulate the invention of unique products in the fashion sector, resulting in increased company profitability (Scuotto et al., 2017).

Hence, this study is inspired to investigate the impact of social media marketing activities on brand image and the impact of brand image on customer satisfaction. Then, the study will continue to examine the impact of customer satisfaction on customer intention and co-reaction. Last, the study will examine the mediating role of customer satisfaction in the relationship between social media marketing activities and customer intention. This research will be conducted in the context of the Vietnamese fashion industry.

2. Literature review

2.1. The impact of social media marketing activities (SA) on brand image (BI)

SA refers to a kind of marketing communication that takes place on digital platforms (Listyarti et al., 2023). SA is seen as a method for promoting and fostering communication that facilitates the implementation of marketing plans by enhancing the engagement between firms and consumers (Ibrahim et al., 2021). BI can be seen as the customer's cognitive representation and inclination towards a brand kept in the customer's memory (Keller, 2009). It is buyers' perception of a brand, including its distinctiveness from other brands, brand personality, and the advantages of choosing the brand (Nisar & Whitehead, 2016). The BI consists of two crucial elements:

functional and emotional (Martínez et al., 2014). SA substantially and positively impact BI (Bilgin, 2018).

In online platforms, SA including interaction, trendiness and customization enable businesses to interact with their customers directly and emotionally (Kim & Ko, 2012). In terms of luxury fashion segments, it is found that SA contributes to build brand equity and enhance customer value (Kim & Ko, 2012). Moreover, the study of Seo & Park (2018) confirmed the positive effect of SA on BI. The study of Suryani et al. (2020) also supported that the quality of social media advertising positively impacts BI. Hence, a hypothesis was proposed:

H1: SA positively impacts BI.

2.2. The impact of BI on customer satisfaction (CS)

CS means assessing the level of satisfaction before and after receiving service according to the criteria set by past experiences (Jamil et al., 2022). Customers often assess their satisfaction by comparing previous satisfaction with their present experience (Pang, 2021). BI establishes a product aspect which motivates a positive perception of a customer when considering a brand (Dewi et al., 2020). It is believed that a positive image of a firm makes sure its product quality and it does not make any disappointment of post-purchase (Syah & Olivia, 2022). Understating product quality via BI will narrow the purchase risk, hence, enhance satisfaction (Pranata et al., 2020). The brand associations in customers' minds can be positive when they are favorable, strong, and unique (Keller, 1993). This positive feeling can impact CS due to the comparison of expectations and

experiences (Oliver, 1980). The study of Andreassen & Lindestad (1998) illustrated that the firms' image plays a significant role in forming loyalty and satisfaction. Recently, through a systematic literature review, Tahir et al. (2024) proved that BI has a significant effect on CS.

Satisfaction among customers is contingent upon positive encounters and comprehensive knowledge about a product or brand (Listyarti et al., 2023). Previous scholars have shown that BI influences CS (Nawi et al., 2019; Song et al., 2019; Rahi et al., 2020). Hence, a hypothesis was proposed:

H2: BI positively impacts CS.

2.3. The impact of CS on customer co-creation (CC)

CC is demonstrated by customer engagement in information searching, sharing, responsible behavior, personal connection, and going beyond their specified role (Mubushar et al., 2020). From the company's point of view, co-creation is intentionally pursued to actively engage consumers in reshaping the service experience to align with their requirements (Wibowo et al., 2020). Research on e-commerce consumers demonstrates that CS positively affects co-creation (Farhana, 2021). Satisfaction is considered an indicator of customer willingness to engage in co-creation because when customers perceive that they received excellent service that meets and exceeds their expectations, they are motivated to take charge of repaying the company's efforts (Assiouras et al., 2019).

Customers not only passive and active receivers of products and services, but also attend to the process of creating value (Vargo & Lusch, 2004). Bell &

Babyak (2018) found that CS has a significant positive relationship with customer engagement in creating value that higher satisfaction can accelerate customers to attend more actively in co-creation activities. Hence, a hypothesis was proposed:

H3: CS positively impacts CC.

2.4. The impact of CS on customer purchase intentions (PI)

PI refers to a pre-existing desire or tendency to acquire services in the future (Hosseini & Norouzi, 2017). It also predicts customer purchasing behavior (Hosseini & Norouzi, 2017). PI is influenced by their optimistic approach and attitude towards a product, service, or business (Alharthey, 2019). When the perceived value of a product or service is greater than the cost of getting it, customers feel satisfied and are likely to make the purchase (Dash et al., 2021).

CS is a result of customer expectations and experiences which then can drive to the change in attitude and boost PI (Oliver, 1980). According to Taylor & Baker (1994), there were two main components shaping customer purchase intention which were service quality and CS. The study of Cronin et al. (2000) supports that CS significantly impacts customer behavioral intentions through the service environment. Hence, a hypothesis was proposed:

H4: CS positively impacts PI.

2.5. The mediating role of BI in the relationship between SA and PI

SA can first form customer's brand perception and then strong BI can impact their buying decisions (Keller, 1993; Ali & Naushad, 2023). According to Aditya & Yasa (2024), BI can be considered as a bridge which connects marketing communication and consumer buying

decisions. BI has been identified as a mediating factor that has been demonstrated to mediate the relationship between SA and PI in various contexts (Zhang et al., 2019; Chen & Lin, 2019). Hence, a hypothesis was proposed:

H5: BI mediates the relationship between SA and PI.

From these hypotheses above, a proposed study model was developed:

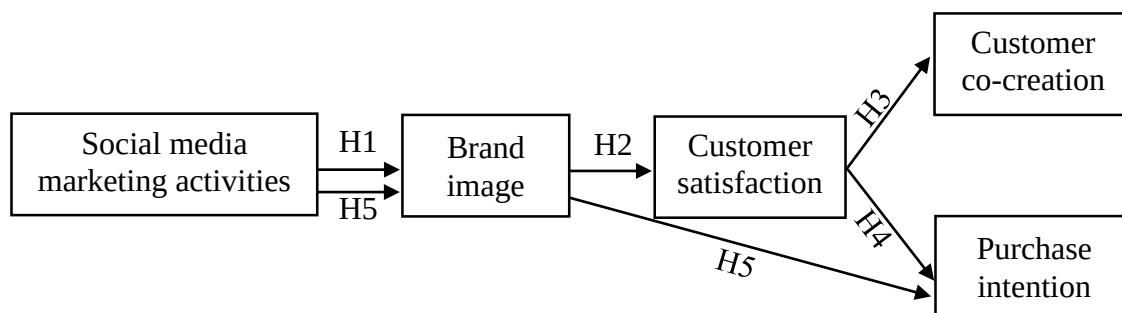


Figure 1: *The research model*

3. Methodology

The study used Structural Equation Modeling (SEM) to examine the causal relationship between factors. It enables the estimation of the causal connection between latent concepts by using indicators that integrate measurement and the structure of the theoretical model (Bowen & Guo, 2012). The study used Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the proposed model (Hair et al., 2011). First, confirmatory factor analysis uses SEM to identify the underlying factors based on the observed variables. Next, path analysis is used to examine the causal relationship between all latent components (Kline, 2023). SEM was used to establish connections among SA, BI, CS, CC, and PI in the fashion sector. To validate the proposed model hypothesis, SEM was used to examine the effect of BI in mediating the connection between SA and CS.

This research utilizes a survey approach that involves a questionnaire to verify the proposed hypotheses. The individuals involved are inhabitants of Binh Duong City. Before carrying out

this study, it was essential to carry out a pre-test and modify the questions (Burns & Bush, 2000). A pilot study was undertaken to pre-test the questionnaire before collecting data. The study included people from a small, representative sample of respondents: consumers and scholars. The pre-test had a sample size of 10. The goal is to evaluate whether any statements are too complex to comprehend (Colton & Covert, 2015), hence establishing the construct validity of the questionnaire (Shadish et al., 2002). The pre-test findings suggest that the questionnaires are sufficiently precise for data gathering in the survey.

This study uses the cluster random sampling technique to choose customers randomly (Malhotra, 2020). The survey was done using both online and offline methods. An online survey was sent to consumers who had purchased fashion products online. A total of 200 online customers were targeted. An offline survey was done at several clothing stores at Aeon Mall, which has become a fashion paradise for

customers. The offline survey specifically focused on 200 customers.

A team of qualified interviewers collected data from June to July 2024. The interviewers engaged with participants to clarify the purpose of the research and afterwards asked them to participate in the survey by providing questionnaires. Upon receiving the survey link via email and social media accounts, the respondents may promptly offer replies to the questions.

Following clear instructions, the response rate reached 86%, resulting in a total of 344 trustworthy replies. Out of the 344 respondents, 176 people (from a group of 200 offline participants) gave

specific responses to the questions. A total of 168 respondents out of 200 took part in the survey using an online platform. The response rate has increased, thus reducing response bias (Malhotra, 2020). Achieving a high response rate significantly improves the study's external validity (Blair & Zinkhan, 2006). The items' measurements were conducted using a five-point Likert scale, which spanned from 1 (indicating strong disagreement) to 5 (indicating strong agreement).

The measurement construct was developed based on the research of previous scholars, which was demonstrated in the Table 1.

Table 1: *The measurement scale*

Constructs	Code	Source
SA	SA1	Koay et al., 2021
	SA2	
	SA3	
	SA4	
	SA5	
BI	BI1	Martínez et al., 2014
	BI2	
	BI3	
	BI4	
	BI5	
CS	CS1	Listyarti et al., 2023
	CS2	
	CS3	
	CS4	
CC	CC1	Koay et al., 2021
	CC2	
	CC3	
	CC4	
PI	PI1	Aji et al. (2020)
	PI2	
	PI3	
	PI4	

4. Results and discussion

4.1. Demographic analysis

Table 2: *The demographic analysis*

Characteristics	Category	Frequency	Percent
Gender	Male	158	45.9
	Female	170	49.4
	Other	16	4.7
Age	18–25 years old	41	11.9
	26–30 years old	59	17.2
	31–35 years old	59	17.2
	36–40 years old	43	12.5
	41–45 years old	57	16.6
	46–50 years old	61	17.7
	>50 years old	24	7.0
Income	<10 million	93	27.0
	From 11 million to 15 million	98	28.5
	From 16 million to 20 million	56	16.3
	From 21 million to 25 million	38	11.0
	From 26 million to 30 million	26	7.6
	> 30 million	33	9.6
Purchase frequency	1-2 times a week	31	9.0
	3-5 times a week	50	14.5
	More than 5 times a week	14	4.1
	1 time a month or less	127	36.9
	2-3 times a month	94	27.3
	Depend on the demand	28	8.1

According to the analysis, males, females, and other participants accounted for 45.9%, 49.4%, and 4.7%, respectively. The age of the participants ranged from 18 years old to over 50 years old. 41–45 years old was the highest group of participants, while the over 50 was the lowest. The participant's monthly income, from 11 million to 15 million, had the highest percentage, 28.5%, while the monthly income, from 26 million to 30 million, got the lowest, 7.6%. Regarding purchase frequency, the participants showed the highest frequency was from 1 time a month or less, which accounted for 36.9%. The lowest frequency of purchasing was more than five times a week, which

occupied 41.%. From the analysis above, it could be concluded that the data was accurate enough for further analysis.

4.2. The measurement model

The factor loadings for these constructs ranged from 0.729 to 0.910, within the acceptable range determined by Hulland (1999). Thus, while examining the factors that account for other characteristics, it was noted that these variables displayed significant variability. The measurement of the item was considered reliable in general. Hair et al. (2011) stated that to avoid problems with collinearity, the VIF values should be below 5. The study's VIF met the specified threshold level. The result was shown in Table 3.

Table 3: *Constructs' properties, items' loadings and VIF*

Constructs	Code	Factor loadings	Cronbach's alpha	Average variance extracted (AVE)	Composite reliability	VIF
SA (Social media marketing activities)	SA1	0.881	0.931	0.784	0.948	3.072
	SA2	0.870				2.800
	SA3	0.898				3.837
	SA4	0.908				4.168
	SA5	0.870				2.870
BI (Brand image)	BI1	0.784	0.907	0.731	0.931	1.909
	BI2	0.901				3.894
	BI3	0.785				2.210
	BI4	0.901				4.880
	BI5	0.894				4.083
CS (Customer satisfaction)	CS1	0.876	0.867	0.717	0.910	2.813
	CS2	0.883				2.969
	CS3	0.859				2.241
	CS4	0.765				1.653
CC (Customer co-creation)	CC1	0.910	0.880	0.737	0.918	3.745
	CC2	0.876				3.154
	CC3	0.793				1.693
	CC4	0.850				2.160
PI (Purchase intentions)	PI1	0.729	0.723	0.546	0.828	1.370
	PI2	0.731				1.328
	PI3	0.759				1.418
	PI4	0.736				1.344

This research investigation investigated the internal consistency and reliability of the constructs by employing the composite reliability (CR) method developed by Jöreskog (1971). The indicator assessments represented different levels of approval. In their study, Drolet & Morrison (2001) determined that the optimal levels of dependability ranged from 0.7 to 0.9, while acceptable values of reliability were from 0.6 to 0.7. Given that the model fit statistics have met the preset threshold levels established by Hair et al. (2011), we can infer that the measurement items effectively represent

their underlying latent construct. Afterwards, the measurement model was used to assess the convergent and discriminant validity of the measurement scales. The analysis revealed that all constructs exhibited a coefficient of reliability (CR) exceeding 0.7. The study model's crucial reliability and internal coherence were evidenced by each concept, as noted by Netemeyer et al. (2003). This study also found that a Cronbach's alpha value over 0.7 is sufficient. In order to assess the convergent validity of a construct, it is recommended that the average extracted variation (AVE) be more significant than

0.5, as stated by Hair et al. (2011). This experiment's average value (AVE) ranged from 0.546 to 0.784, indicating convergent validity.

4.3. The structural model

The study then used CB-SEM in SmartPLS version 4.1.1.0 to test the

model fit. The result showed that the CMIN/DF = 3.003 (≤ 5), GFI = 0.861 (> 0.8), CFI = 0.928 (> 0.9), TLI = 0.916 (> 0.9), RMSEA = 0.076 (< 0.08) which could be concluded the model was well-fitted according to the study of Hair et al. (2017) and Hu & Bentler (1999).

Table 4: Summary of the findings

Hypothesis	Relationships	Original sample	Sample mean	Standard deviation	T statistics (O/STDEV)	P values	Decisions
1	SA $\rightarrow$ BI	0.518	0.515	0.060	8.664	0.000	Accepted
2	BI $\rightarrow$ CS	0.551	0.547	0.061	9.023	0.000	Accepted
3	CS $\rightarrow$ CC	0.515	0.510	0.065	7.913	0.000	Accepted
4	CS $\rightarrow$ PI	0.403	0.400	0.034	11.756	0.000	Accepted
5	SA $\rightarrow$ BI $\rightarrow$ PI	0.286	0.285	0.058	4.910	0.000	Accepted

All the hypotheses were tested. The result is shown in Table 4. The result showed that SA ($\beta=0.518$; $t=8.664$; $p=0.000$) positively impacted BI. Thus, H1 was accepted. BI ($\beta=0.551$; $t=9.023$; $p=0.000$) positively impacted CS. Hence, H2 was accepted. CS ($\beta=0.403$; $t=11.756$; $p=0.000$) positively impacted PI. Hence, H3 was accepted. CS ($\beta=0.515$; $t=7.913$; $p=0.000$) positively impacted CC. Thus, H4 was accepted. The result also supported H5, in which BI ($\beta=0.286$; $t=4.910$; $p=0.000$) positively mediated the relationship between SA and CS.

4.4. Discussion

The study reveals a positive effect of SA on BI, which indicates that SA is a key determinant in the formation and enhancement of consumers' brand perceptions. Effective SA allows businesses to improve their brand values, accelerate engagement and create strong brand associations, thereby contributing to a stronger and more positive brand image. This finding is in line with Bilgin (2018), who demonstrated that SA significantly

influences BI. Accordingly, firms that successfully develop a favorable brand image through social media are more likely to create positive customer assessment and satisfaction.

The findings further indicate that BI positively influences CS, highlighting the importance of favorable brand perceptions in shaping customers' evaluations of a business. When customers perceive a brand trustworthy and valuable enough, they are more likely to experience higher levels of satisfaction. This relationship is important because CS can contribute to customer retention, positive word-of-mouth, and overall businesses success. The result is consistent with prior research demonstrating the significant effect of BI on CS (Nawi et al., 2019; Song et al., 2019; Rahi et al., 2020).

Customers who have positive experience with online purchasing tend to show higher levels of satisfaction, since prior experience can reduce uncertainty and strengthen confidence in the online buying process (Koçak et al., 2021). This satisfaction subsequently

encourages customers to make future purchases, showing that positive experiences can enhance purchase intention. The findings of this study confirm that customer satisfaction plays an important role in motivating customers' future buying decisions. This result is consistent with Pang (2021) and Dash et al. (2021), who reported that customer satisfaction significantly contributes to purchase intention.

Another outcome of this study is the positive effect of CS on CC, indicating that satisfied customers have a tendency to participate in brand-related value creation activities. CS can encourage positive behavioural responses, such as providing feedback, sharing product experiences and recommending improvements for the brand. These responses represent co-creation behaviours because they allow customers to actively contribute to the development and improvement of brand value. This result is aligned with previous research, which found that CS enhances customers' willingness to engage in supportive and participatory behaviours toward brands (Farhana, 2021; Listyarti et al., 2023).

Regarding the mediating effect, this study confirms that BI plays as a mediating factor in the relationship between SA and PI. This result implies that effective SA can enhance consumers' perceptions of a brand, which subsequently increases their willingness to purchase the brand's products. In other words, firms that actively engage in attractive, interactive, and informative social media marketing are more likely to build a favorable brand image, and this positive brand image encourages stronger purchase intention. This finding supports previous research highlighting the mediating role

of brand image in linking social media marketing activities with consumers' purchase-related responses (Mao et al., 2020; Cheung et al., 2020; Bilgin, 2018).

5. Conclusion and recommendation

5.1. Theoretical implications

Regarding the direct effect, the study's finding strengthened the empirical evidence that SA positively impacted BI. To build a well-known brand, firms should apply impressive marketing activities which can be conducted online. The boom of technology and the significant increase of social users are the advantages for firms in doing marketing. Besides that, this research also confirmed the positive relationship between BI and CS. CS has been studying for years and it cannot be denied that CS is a premise of many survival aspects in an organization. Hence, building a good BI means gain much CS. Furthermore, CS is an essential element that enhances PI. CS not only contributes to boosting PI but also enhances CC, which is an essential factor for businesses nowadays.

This study provides specific theoretical contributions to the understanding of CC and PI. First, it extends the customer co-creation literature by identifying CS as an antecedent of CC, suggesting that satisfied customers are more likely to participate in brand-related value creation activities such as feedback, idea sharing, recommendation, and interaction. Second, the study contributes to the PI literature by confirming BI as a mediating element through which SA influences PI. This indicates that customers' PI is strengthened when SA creates a favorable brand image. Third, by integrating CC and PI into one conceptual framework, the study

distinguishes between participatory customer behaviour and transactional customer behaviour, thereby offering a more comprehensive explanation of how customers respond to brand-related social media activities.

5.2. Managerial implications

The practical implication of this study is that social marketing activities should be seriously taken due to their essential effect. Marketers should focus on these actions, which could be conducted on social platforms due to increased media users. There are many popular social platforms in Vietnam such as Facebook, Zalo, Instagram, Tiktok and Threads. Firms can utilize some advertised budgets proposed by these applications' organizations. Some online campaigns can be conducted to attract the customers. Promotions, give away for online customers should be taken due to the huge numbers of social media users. Inbox messages can be seen as a way for introducing products or services. It is also a useful method to take care of online customers. A firm's BI, which is a significant element through these activities, could improve. Besides that, CS is not a new concept but is always vital for organizations that want to maintain the survival of their companies. Enhancing BI means boosting CS. When customers gain good awareness about the brand and are taken care of by the companies, they tend to be more satisfied with the businesses.

Besides that, CC plays a significant role in maintaining business revenue in the fashion industry. The style, the decoration, the creation and the innovation bring value to the fashion items. These elements can be considered as competitive advantages of fashion companies. Hence, the study

emphasized the importance of CC. Marketers should enhance CC through marketing strategies such as creating a platform for customers to share and contribute their ideas and thoughts. Creation is unlimited and the one who chooses to share their ideas with the fashion brand they trust, it is priceless. Firms should highly appreciate and show their gratitude to those customers. Some rewards should be offered, or some competitions should be organized to encourage customers to give their opinions. These ideas could be a boon for sales and put the business in a higher position in the market. Furthermore, enhancing PI, which could turn into actual purchases, should be noticed. All the efforts of the whole business to generate the sales and gain profit. It is the main and the first purchase of every single firm. So, firms should spend more effort to boost the PI and try to turn it into a real purchase.

5.3. Conclusion

The study emphasized the essential roles of social marketing activities, BI and CS in shaping CC and PI. Due to the continuous development of technology and innovation, media platforms can be utilized as useful tools to enhance CC and PI. Businesses should seriously consider developing marketing strategies to conquer the customers.

The study has several limitations. Firstly, the respondents were from Binh Duong province, which can limit the diversity of the sample. Future research can consider taking samples from different demographic areas. Secondly, the research focused on the fashion industry, which can restrict the generality of the findings. Hence, future research should investigate other industries to have more accurate results.

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HOẠT ĐỘNG TIẾP THỊ TRÊN MẠNG XÃ HỘI, SỰ ĐỒNG SÁNG TẠO CỦA KHÁCH HÀNG VÀ Ý ĐỊNH MUA HÀNG TRONG NGÀNH THỜI TRANG: VAI TRÒ TRUNG GIAN CỦA HÌNH ẢNH THƯƠNG HIỆU

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TÓM TẮT

Nghiên cứu này phân tích tác động của các hoạt động marketing trên mạng xã hội đến hình ảnh thương hiệu, đồng thời đánh giá ảnh hưởng của hình ảnh thương hiệu đến sự hài lòng của khách hàng. Bên cạnh đó, nghiên cứu cũng kiểm định tác động của sự hài lòng của khách hàng đối với đồng sáng tạo của khách hàng và ý định mua hàng và vai trò trung gian của hình ảnh thương hiệu trong mối quan hệ giữa các hoạt động marketing trên mạng xã hội và ý định mua hàng cũng được xem xét. Dữ liệu gồm 344 mẫu khảo sát được phân tích bằng phương pháp PLS-SEM và phần mềm SPSS. Kết quả cho thấy các mối quan hệ trên đều có tác động tích cực. Những phát hiện này góp phần làm rõ hơn về đồng sáng tạo của khách hàng và ý định mua hàng. Dựa trên kết quả nghiên cứu, doanh nghiệp có thể nâng cao hiệu quả hoạt động bằng cách tận dụng hiệu quả mạng xã hội trong các hoạt động marketing.

Từ khóa: Hình ảnh thương hiệu; sự hài lòng của khách hàng; đồng sáng tạo của khách hàng; các hoạt động marketing trên mạng xã hội; ý định mua hàng