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Electronic Word of Mouth and Purchase Intention: The Mediating Roles of Brand Image and Brand Trust in an Indonesian Fashion Brand

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ABSTRACT

Purpose – This study aims to examine the influence of electronic word of mouth (eWOM) on purchase intention through brand image and brand trust in the context of Aerostreet, a local Indonesian fashion brand.
Design/methodology/approach – This study employs a quantitative approach using a cross-sectional survey design. Primary data were collected through an online questionnaire from 200 respondents who familiar with Aerostreet products. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.
Finding/Results – The results indicate that eWOM has a positive and significant effect on brand image, brand trust, and purchase intention. Furthermore, brand image and brand trust have a positive and significant effect on purchase intention. These findings indicate that eWOM is positively associated with purchase intention while also strengthening brand image and brand trust, which is associated with higher purchase intention.
Originality/Value – The findings highlight the importance of eWOM, brand image, and brand trust in influencing consumers' purchase intention toward Aerostreet as a local fashion brand.

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Ewom, Brand Image, Brand Trust, Purchase Intention, Fashion Brand

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1. Introduction

The development of information and communication technology has transformed consumer behavior in seeking information, evaluating products, and forming purchase intentions. Advances in internet access and the widespread use of smartphones have contributed to the increasing use of social media in Indonesia. Social media not only serves as a means of communication but has also become a marketing medium that is closely associated with consumer behavior. According to Statista, (2025) Indonesia had approximately 143 million active social media users as of February 2025. The high level of social media usage has made digital platforms an important source of information that is relevant to consumers' purchase intentions.

The fashion industry is among the sectors that extensively utilize social media as a strategic platform for marketing and consumer communication. The dynamic nature of fashion products, their responsiveness to evolving trends, and their symbolic value encourage consumers to actively seek and evaluate information before developing purchase intentions. In Indonesia, the fashion industry has continued to experience steady expansion, with the apparel segment representing the largest contributor to industry revenue, reaching approximately US$ 4.06 billion in 2024 (Statista, 2026). This expansion highlights the substantial market potential of the Indonesian fashion industry while simultaneously intensifying competition among brands in capturing and influencing consumers' purchase intentions.

Local fashion brands are increasingly required not only to offer competitive products but also to establish a strong brand image and foster consumer trust through sustained engagement on social media. One local fashion brand that has actively leveraged social media as part of its marketing strategy is Aerostreet. As an Indonesian local fashion brand, Aerostreet has established an active digital presence across multiple platforms, including Instagram, TikTok, Facebook, Shopee, and Tokopedia. The intensifying competition among local fashion brands has further increased the importance of developing favorable consumer perceptions and strengthening trust through digital channels. Aerostreet was ranked among the three most frequently chosen local fashion brands by Indonesian consumers (Goodstats, 2025). Nevertheless, consumer preferences remain concentrated on other brands, particularly Erigo and Eiger, which ranked above Aerostreet. This situation suggests that despite Aerostreet's considerable market recognition, strengthening consumers' purchase intentions remains an important challenge. Understanding the factors that contribute to purchase intention is therefore essential, particularly in relation to eWOM, brand image, and brand trust.

Electronic word of mouth (eWOM) refers to consumer to consumer communication through electronic channels involving experiences, opinions, reviews, and recommendations regarding brands (Quan et al., 2025). In the fashion industry, eWOM represents an important source of market information, as consumers increasingly rely on the experiences and evaluations of other users when forming purchase intentions. Kunja et al., (2022) demonstrated that eWOM is an important determinant that significantly enhances consumers' purchase intentions. More recently, Jyoti et al., (2026) identified three key dimensions of eWOM, namely quality, volume, and integrity, which significantly influence purchase intention. Beyond eWOM, brand image and brand trust are also important factors in shaping consumers' purchase intentions. A favorable brand image reflects consumers' perceptions of a brand's quality, distinctiveness, and reputation, thereby contributing to the formation of purchase intentions. Brand trust is similarly important because it can reduce consumers' uncertainty and perceived risk when

evaluating whether to purchase a product (Husain et al., 2022). These factors suggest that consumers' purchase intentions may be shaped not only by the information generated through eWOM but also by the perceptions and trust developed toward the brand.

However, previous empirical findings regarding these relationships remain inconclusive. Febriyantoro, (2020) showed that brand image may not necessarily lead to consumers' purchase intention. Mejía-Delgado & Paredes, (2023) indicated that brand trust may not necessarily result in consumers' purchase intention. Therefore, further investigation is needed to examine the roles of brand image and brand trust in shaping purchase intention, particularly in the context of local fashion brands. Similarly, Tafolli et al., (2025) reported a different pattern in which eWOM does not directly influence purchase intention but exerts an indirect effect through brand image and brand trust. This finding suggests that information communicated through eWOM may shape consumers' perceptions of a brand and strengthen their trust, which subsequently contributes to the formation of purchase intentions.

Despite the growing body of research on eWOM and consumer purchase behavior, empirical studies integrating eWOM, brand image, brand trust, and purchase intention within the context of Indonesian local fashion brands remain relatively limited. This research gap is particularly relevant given that consumer characteristics and the dynamics of digital marketing among local brands may produce distinct behavioral responses. Therefore, this study aims to examine the effect of electronic word of mouth on purchase intention through the mediating roles of brand image and brand trust among Aerostreet aware prospective consumers in Yogyakarta.

2. Literature Review & Hypothesis Development

The proposed research model focuses on the mechanisms through which electronic word of mouth may shape purchase intentions. In particular, brand image and brand trust are considered potential mediating mechanisms linking eWOM to purchase intention among Aerostreet aware respondents in Yogyakarta who had been exposed to Aerostreet-related eWOM. The Elaboration Likelihood Model (ELM) provides a theoretical foundation for understanding how consumers process eWOM information before developing behavioral intentions (Petty & Cacioppo, 1986). EWOM serves as persuasive information through reviews, recommendations, and evaluations shared by other consumers. Moradi & Zihagh, (2022) further demonstrate the relevance of ELM in eWOM research, showing that the usefulness and credibility of eWOM are associated with consumers' behavioral intentions. In this study, ELM is employed as a theoretical lens to interpret how consumers may process eWOM information. However, the study does not directly measure central- and peripheral-route processing, motivation, ability, or elaboration depth. Therefore, the findings should not be interpreted as a direct test of the two ELM processing routes. Instead, eWOM is considered persuasive information that may be associated with consumers' perceptions of brand image and brand trust, which may subsequently be related to purchase intention. The following subsections discuss the theoretical rationale and empirical evidence underlying each proposed relationship.

EWOM has emerged as a vital form of digital communication that shapes brand equity and consumer perception through reviews, shared experiences, and recommendations across various digital platforms. Prior empirical evidence consistently demonstrates a positive association between eWOM and brand image, as consumer-generated content may contribute to more favorable perceptions of a brand (Dewanti & Santika, 2024; Indahsari et al., 2023). In

addition, prior studies underscore that credible eWOM can shape consumers' perceptions of a brand and consequently contribute to the formation of a favorable brand image (Siddiqui et al., 2021). Grounded In the theoretical insights discussed above, the following hypothesis is proposed:

H1: Electronic Word of Mouth has a positive and significant effect on Brand Image.

EWOM serves as a critical information source that fosters consumer trust in a brand through reviews, shared experiences, and recommendations disseminated across various digital platforms. Prior empirical studies indicate that eWOM significantly enhances brand trust because consumer generated information is widely perceived as more credible than corporate sponsored communication (Tafolli et al., 2025). Moreover, extant literature highlights that eWOM functions as a cornerstone for building brand trust, driven by the organic exchange of consumer knowledge and experiences in online environments (Achmad et al., 2026). Grounded in the theoretical insights discussed above, the following hypothesis is proposed:

H2: Electronic Word of Mouth has a positive and significant effect on Brand Trust.

EWOM provides prospective consumers with peer evaluations and experiential insights that are relevant to their purchasing decisions (Al-Haddad et al., 2022). Information acquired through eWOM assists consumers in evaluating product alternatives, which in turn elevates their purchasing certainty. Past research demonstrates a positive association between electronic word-of-mouth and purchase intention because insights shared by consumers successfully drive the inclination to acquire a product (Tabassum et al., 2020). Complementary studies further indicate that consumer-generated information and recommendations disseminated through electronic word of mouth is positively associated with consumers' purchase intention by facilitating product evaluation prior to the final transaction (Bilal et al., 2021). Grounded in the theoretical insights discussed above, the following hypothesis is proposed:

H3: Electronic Word of Mouth has a positive and significant effect on Purchase Intention.

A favorable brand image is positively associated with consumers' purchase intention by creating positive perceptions of the brand and increasing their confidence in choosing its products (Cao & Nguyen, 2025). Brands perceived to hold a strong image tend to emerge as the primary choice when consumers evaluate alternative products. A substantial body of research indicates that brand image is positively associated with purchase intention because a strong brand image builds greater consumer certainty prior to making a purchase (Sharma et al., 2024). Additional research indicates that consumers generally demonstrate stronger purchase intention toward brands with a favorable image relative to those with a weaker reputation (Tafolli et al., 2025). Grounded in the theoretical insights discussed above, the following hypothesis is proposed:

H4: Brand Image has a positive and significant effect on Purchase Intention.

Brand trust plays an important role in fostering purchase intention, as consumers' trust in a brand can reduce their hesitation when making purchasing decisions (Leite & Baptista, 2022). Several studies have established a positive association between brand trust and purchase intention, indicating that consumers who place greater trust in a brand are more likely to develop an intention to choose and purchase its products (Husain et al., 2022). Previous research also suggests that trust in a brand creates positive expectations about the brand's ability to meet consumers' needs and deliver the benefits they expect, which is associated with a greater likelihood of making a purchase (Ling et al., 2023; Tan et al., 2022). Grounded in the theoretical insights discussed above, the following hypothesis is proposed:

H5: Brand Trust has a positive and significant effect on Purchase Intention.

EWOM may influence purchase intention by shaping how they perceive a brand image. Reviews, experiences, and recommendations shared by other consumers can contribute to the formation of brand image, especially when the information is considered relevant and aligns with consumers' own experiences (Nguyen et al., 2025). The resulting brand image is associated with how consumers perceive a brand's appeal and characteristics, which may subsequently influence their purchase intention (Hoa, 2026). Previous research has also found that brand image helps explain the relationship between eWOM and purchase intention, as the information received by consumers is associated with their perceptions of the brand and purchase intention (Edrees, 2025). Grounded in the theoretical insights discussed above, the following hypothesis is proposed:

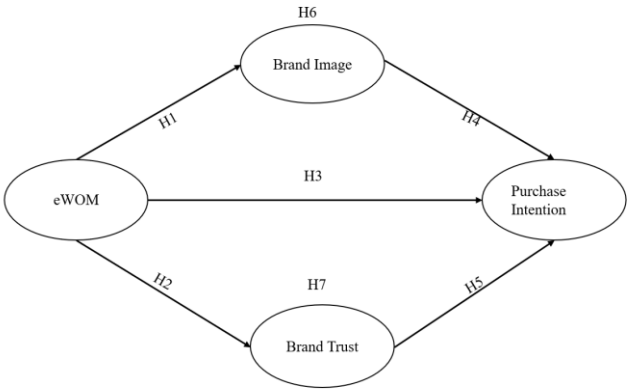
H6: Brand Image mediates the effect of Electronic Word of Mouth on Purchase Intention.

EWOM is positively associated with purchase intention through its relationship with consumers' trust in a brand. Information and experiences shared by other consumers through eWOM give potential buyers a basis for becoming familiar with and evaluating a brand before deciding whether to purchase its products (Tafolli et al., 2025). Credible information may be associated with higher levels of consumers' trust in the brand, which may subsequently be associated with higher purchase intention (Armawan et al., 2023). Previous studies have also shown that brand trust mediates the relationship between e-WOM and purchase intention, indicating that eWOM is positively associated with consumers' purchase intention through its relationship with brand trust (Medina & Lodeiros-Zubiria, 2025). Grounded in the theoretical insights discussed above, the following hypothesis is proposed:

H7: Brand Trust mediates the effect of Electronic Word of Mouth on Purchase Intention.

Based on the formulated hypotheses, the conceptual framework illustrating the proposed relationships among the study variables is presented in the following figure.

Figure 1. Research Framework



3. Methodology

Research procedures covered problem identification, conceptual framework and hypothesis development, data collection and analysis, and interpretation of the findings. This study employed a quantitative approach to examine the relationships between electronic word of mouth, brand image, brand trust, and purchase intention among Aerostreet-aware respondents in Yogyakarta, Indonesia. Primary data were collected from June 2026 through an online questionnaire developed in Google Forms and distributed via social media

platforms. The measurement items were assessed using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Respondents were selected using a non-probability purposive sampling technique based on predetermined eligibility criteria (Sekaran & Bougie, 2019).

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4. PLS-SEM was selected because it is suitable for examining relationships among multiple latent constructs and can be applied to relatively small to medium sample sizes (Hair et al., 2019). According to Ghozali & Kusumadewi, (2023) sample size of 100–200 respondents is appropriate for SEM analysis. Based on this recommendation, this study selected the upper limit of the suggested range, namely 200 respondents, as the target sample size. Therefore, 200 valid responses were retained as the final sample for the analysis. Before completing the questionnaire, respondents were informed of the study's purpose and procedures, provided informed consent, participated voluntarily, and were assured of confidentiality and academic use of their responses; eligibility criteria were verified during screening. A total of 204 responses were collected during the survey period. During the initial screening process, four responses were excluded because the respondents did not reside in Yogyakarta, Indonesia. Consequently, 200 valid responses were retained for the final analysis. Eligible respondents were individuals in Yogyakarta, Indonesia, aged 17 years or older, who were familiar with Aerostreet, had encountered the brand through social media, and had been exposed to electronic word-of-mouth concerning Aerostreet through digital platforms. Previous purchase of Aerostreet products was not required, as the study focuses on purchase intention rather than actual purchase behavior.

4. Result and Discussion

4.1. Respondents Characteristics

Descriptive statistical analysis was conducted to provide an overview of the respondents' demographic characteristics and sample composition. The respondent profile was classified according to gender, age, educational background, occupation, and monthly income. In terms of gender, male respondents accounted for 65% (130 respondents), while female respondents represented 35% (70 respondents). Regarding age, respondents aged 17-21 years accounted for 48.5% (97 respondents), followed by those aged 22-26 years at 27% (54 respondents). These figures indicate that the sample was largely composed of young respondents who are active in digital environments.

Regarding educational background, respondents with a bachelor's degree represented 51% (102 respondents), followed by those with a high school education at 41.5% (83 respondents). In terms of occupation, students accounted for 58% (116 respondents), while private-sector employees represented 34% (68 respondents). Regarding monthly income, respondents earning IDR 2,500,000 to IDR 5,000,000 accounted for 62.5% (125 respondents). Overall, the respondent profile provides an overview of the demographic characteristics of Aerostreet-aware respondents involved in examining electronic word of mouth, brand image, brand trust, and purchase intention in Yogyakarta, Indonesia.

4.2. Measurement Model Assessment

Assessment of the measurement model was conducted to establish the reliability and validity of the constructs used in this study. As reported in Table 1, all constructs obtained Composite Reliability values above 0.70 and AVE values above 0.50, indicating satisfactory internal

consistency and convergent validity (Hair et al., 2021). Outer loadings for all indicators also exceeded 0.70, confirming that each indicator adequately represented its respective construct. Discriminant validity was subsequently assessed using the HTMT and Fornell Larcker criteria. HTMT values remained below 0.90, while the square root of AVE for each construct was greater than its correlations with other constructs, supporting adequate discriminant validity (Ghozali & Kusumadewi, 2023). Overall, the results demonstrate that the measurement model satisfies the required reliability and validity criteria and is suitable for subsequent structural model assessment.

Table 1. Assessment of Construct reliability and validity

Construct	Outer Loadings	Convergent Validity (AVE)	Construct Reliability	
			Cronbach's Alpha	Composite Reliability
Electronic Word of Mouth (eWOM)		0.778	0.857	0.913
eWOM1 I often encounter people sharing their experiences with Aerostreet products on social media.	0.887			
eWOM2 I often encounter people sharing their experiences with Aerostreet products on social media.	0.880			
eWOM3 I usually pay attention to other consumers' ratings and comments about Aerostreet products on social media before deciding to purchase them.	0.879			
Brand Image (BI)		0.633	0.855	0.896
BI1 Aerostreet offers products that provide value commensurate with their prices.	0.752			
BI2 Aerostreet has advantages that give me reasons to choose it over other brands.	0.829			
BI3 Aerostreet has distinctive brand characteristics.	0.759			
BI4 I have a clear image of the type of people who use Aerostreet products.	0.842			
BI5 Aerostreet has a brand image that distinguishes it from competing brands.	0.792			
Brand Trust (BT)		0.705	0.860	0.905
BT1 Aerostreet is a brand that I can trust.	0.836			
BT2 I trust Aerostreet to meet consumers' expectations regarding its products.	0.811			
BT3 I believe that Aerostreet is a reliable brand.	0.845			
BT4 I trust Aerostreet to remain committed to maintaining its product quality.	0.866			

Construct	Outer Loadings	Convergent Validity (AVE)	Construct Reliability Cronbach's Alpha	Composite Reliability
Purchase Intention (PI)		0.780	0.906	0.934
PI1 The likelihood that I will purchase Aerostreet products in the future is very high.	0.899			
PI2 If I want to purchase fashion products, I will consider Aerostreet as one of my options.	0.881			
PI3 I have a high likelihood of considering purchasing Aerostreet products in the future.	0.858			
PI4 I am willing to purchase Aerostreet products in the future.	0.896			

Source: Output SmartPLS4 (2026)

Table 2. HTMT

	Brand Image	Brand Trust	Electronic Word of Mouth	Purchase Intention
Brand Image				
Brand Trust	0.750			
Electronic Word of Mouth	0.718	0.662		
Purchase Intention	0.755	0.782	0.681	

Source: Output SmartPLS4 (2026)

Table 3. Fornell-Larcker

	Brand Image	Brand Trust	Electronic Word of Mouth	Purchase Intention
Brand Image	0.795			
Brand Trust	0.645	0.840		
Electronic Word of Mouth	0.628	0.569	0.882	
Purchase Intention	0.668	0.691	0.602	0.883

Source: Output SmartPLS4 (2026)

Table 1 summarizes the reliability and convergent validity results for the constructs examined in this study. EWOM was assessed using three items adapted from Quan et al., (2025), brand image was measured using five items adapted from Hoang & Tung, (2023), brand trust was assessed using four items adapted from Magano & Rebelo, (2026) and purchase intention was measured using four items adapted from Wistedt, (2024). The findings show that the Cronbach's alpha values are 0.855 for brand image, 0.860 for brand trust, 0.857 for eWOM, and 0.906 for purchase intention. The composite reliability values are 0.896, 0.905, 0.913, and 0.934, respectively. All values exceed the recommended threshold of 0.70, indicating satisfactory reliability and internal consistency across the constructs (Hair et al., 2017). Furthermore, the AVE values are 0.633 for brand image, 0.705 for brand trust, 0.778 for eWOM, and 0.780 for purchase intention. All values exceed the minimum threshold of 0.50, indicating that the constructs meet the recommended criteria for convergent validity (Hair et al., 2017). These findings indicate that all constructs demonstrate satisfactory reliability and internal consistency, supporting their suitability for subsequent structural model analysis.

Table 2 presents the Heterotrait Monotrait Ratio (HTMT) values used to assess the discriminant validity of the research constructs. The HTMT value between brand trust and brand image is 0.750, while the value between eWOM and brand image is 0.718. The HTMT value between eWOM and brand trust is 0.662. Furthermore, the HTMT value between purchase intention and brand image is 0.755, between purchase intention and brand trust is 0.782, and between purchase intention and eWOM is 0.681. All HTMT values are below the more stringent threshold of 0.85, indicating adequate discriminant validity and confirming that the constructs are empirically distinct from one another (Hair et al., 2017).

Table 3 presents the results of the Fornell-Larcker criterion for evaluating discriminant validity among the research constructs. The square root of the AVE for each construct, represented by the diagonal values, is higher than the correlations with the other constructs. The diagonal values are 0.795 for brand image, 0.840 for brand trust, 0.882 for eWOM, and 0.883 for purchase intention. Each diagonal value exceeds the corresponding correlations between the respective construct and the other constructs. These findings indicate that the measurement model satisfies the Fornell-Larcker criterion and demonstrates adequate discriminant validity (Hair et al., 2017).

4.3. Structural Model and Model Fit Assesment

Assessment of the structural model involved examining the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) to evaluate the explanatory power, relative contribution, and predictive capability of the model, respectively (Hair et al., 2021). R^2 values of 0.75, 0.50, and 0.25 can be interpreted as substantial, moderate, and weak explanatory power, respectively. The effect size (f^2) can be assessed based on values of 0.02, 0.15, and 0.35, which indicate small, medium, and large effects, respectively. Meanwhile, Q^2 was assessed using the blindfolding procedure in SmartPLS, where a Q^2 value greater than zero indicates predictive relevance for the corresponding endogenous construct. Model fit was additionally assessed using the Standardized Root Mean Square Residual (SRMR), where lower values indicate a better fit between the observed and model-implied correlations. An SRMR value below 0.08 is generally considered indicative of a good model fit (Hair et al., 2021). Results of the structural model and model fit assessment are presented in Table 4.

Table 4. Structural Model and Model Fit Assessment

Assesment	Construct	Value
R^2	Brand Image	0.395
	Brand Trust	0.324
	Purchase Intention	0.583
Q^2	Brand Image	0.233
	Brand Trust	0.223
	Purchase Intention	0.447
f^2	Brand Image -> Purchase Intention	0.099
	Brand Trust -> Purchase Intention	0.199
	Electronic Word of Mouth -> Brand Image	0.652
	Electronic Word of Mouth -> Brand Trust	0.480
	Electronic Word of Mouth -> Purchase Intention	0.051
SRMR		0,059

Source: Output SmartPLS4 (2026)

Table 5 presents the results of the variance inflation factor (VIF) assessment conducted to examine potential common method bias. Common method bias was assessed using the full collinearity variance inflation factor (VIF) approach. The VIF values for all indicators ranged from 1.494 to 2.908, with the highest value being 2.908 for PI4. As all VIF values were below the 3.3 threshold, the results indicate that common method bias is unlikely to pose a serious concern in this study.

Table 5. Variance Inflation Factor (VIF) Results

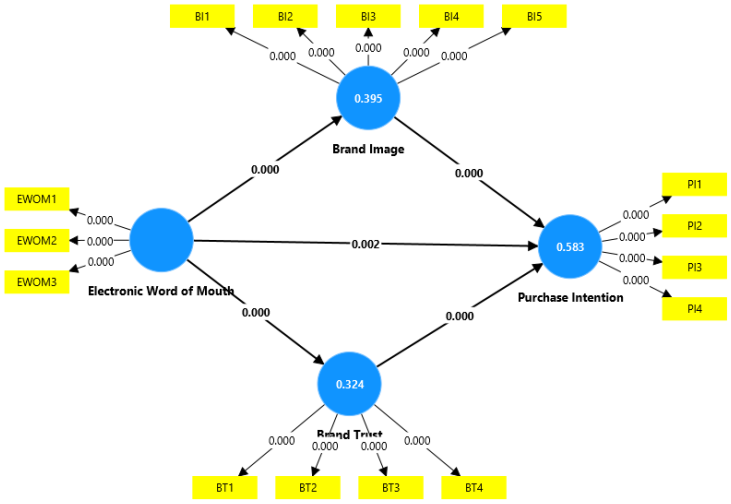
Construct	VIF
BI1	1.494
BI2	2.215
BI3	1.801
BI4	2.268
BI5	1.975
BT1	2.020
BT2	1.814
BT3	2.070
BT4	2.239
eWOM1	2.299
eWOM2	2.103
eWOM3	2.072
PI1	2.902
PI2	2.685
PI3	2.296
PI4	2.908

Source: Output SmartPLS4 (2026)

4.4. Hypothesis Result

Hypothesis testing was conducted using SmartPLS 4 with 5,000 bootstrap resamples to evaluate the significance of the proposed structural relationships (Hair et al., 2021). At the 5% significance level, relationships are considered significant when the t-statistic exceeds 1.96 and the p-value is below 0.05 (Ghozali & Kusumadewi, 2023). The sign and magnitude of the path coefficients indicate the direction and strength of the relationships.

Figure 2. Research Model Result



Source: Output SmartPLS4

Table 5. Result of Direct Hypothesis

Hypothesis	β	T-Statistic	P-Value	Confidence Intervals		Result
				2.5%	97.5%	
H1: eWOM → Brand Image	0.628	13.223	0.000	0.527	0.712	Supported
H2: eWOM → Brand Trust	0.569	10.795	0.000	0.455	0.663	Supported
H3: eWOM → Purchase Intention	0.195	3.086	0.002	0.067	0.319	Supported
H4 Brand Image → Purchase Intention	0.292	4.780	0.000	0.173	0.414	Supported
H5: Brand Trust → Purchase Intention	0.391	6.299	0.000	0.270	0.513	Supported

Source: Output SmartPLS4 (2026)

Structural equation modeling (SEM) using SmartPLS 4 was conducted to examine the proposed relationships among eWOM, brand image, brand trust, and purchase intention. As presented in Table 5, eWOM has a positive and significant association with brand image ($\beta = 0.628$, $t = 13.223$, $p < 0.001$) and brand trust ($\beta = 0.569$, $t = 10.795$, $p < 0.001$), supporting H1 and H2. eWOM also positive and significant association purchase intention ($\beta = 0.195$, $t = 3.086$, $p = 0.002$), confirming H3. Furthermore, brand image ($\beta = 0.292$, $t = 4.780$, $p < 0.001$) and brand trust ($\beta = 0.391$, $t = 6.299$, $p < 0.001$) significantly affect purchase intention, supporting H4 and H5. These findings indicate that eWOM contributes to purchase intention both directly and through the formation of brand image and brand trust. Notably, brand trust has the strongest direct effect on purchase intention, while eWOM shows its strongest influence on brand image.

Table 6. Result of Indirect Hypothesis

Effect	β	T-Statistic	P-Value	Confidence Intervals		Result
				2.5%	97.5%	
Specific Indirect Effect: (H6) eWOM → Brand Image → Purchase Intention	0.184	4.532	0.000	0.109	0.258	Supported
Specific Indirect Effect: (H7) eWOM → Brand Trust → Purchase Intention	0.223	5.173	0.000	0.144	0.311	Supported
Total Effect: eWOM → Purchase Intention	0.602	11.313	0.000	0.491	0.698	Supported
Total Indirect Effect: eWOM → Purchase Intention	0.407	9.004	0.000	0.320	0.498	Supported

Source: Output SmartPLS4 (2026)

The mediation analysis provides further evidence of the indirect pathways linking eWOM with purchase intention. As shown by the indirect effect results, the pathway from eWOM to purchase intention through brand image is also positive and significant ($\beta = 0.184$, $t = 4.532$, $p < 0.001$). This suggests that information, recommendations, and evaluations shared online is associated with purchase intention through its relationship with consumers' perceptions of Aerostreet. In addition, the indirect relationship between eWOM and purchase intention through brand trust is positive and statistically significant ($\beta = 0.223$, $t = 5.173$, $p < 0.001$). This finding indicates that the significant indirect effect indicates an association between eWOM and purchase intention through brand trust. Overall, both brand image and brand trust function as significant mediating mechanisms in the relationship between eWOM and purchase intention. These results demonstrate that the influence of eWOM on consumers' purchase intention extends beyond its direct effect and operates through brand image and brand trust.

EWOM is positively associated with consumers' perceptions and responses toward Aerostreet. The positive association between eWOM and brand image indicates that information shared through online reviews, recommendations, and consumer experiences is associated with consumers' perceptions of the brand. In the digital environment, consumers can obtain information from other users that helps them develop associations and impressions about a brand before making a purchase. EWOM may therefore be associated with perceptions regarding the brand's value, distinctiveness, personality, and the characteristics associated with its consumers. This finding is consistent with previous studies showing that eWOM can contribute to the formation of a favorable brand image (Siddiqui et al., 2021).

EWOM is also found to be positively associated with brand trust. This result suggests that consumer generated information can provide a reference for evaluating Aerostreet's reliability and credibility. Experiences and recommendations shared by other consumers may reduce uncertainty and provide greater confidence when consumers evaluate a brand in online. This finding is consistent with prior research indicating a positive association between eWOM and consumers' trust toward a brand (Achmad et al., 2026; Tafolli et al., 2025). The present finding reinforces existing evidence that eWOM contributes to the development of brand trust, particularly in fashion contexts where consumers often rely on reviews, recommendations, and peer evaluations when assessing a brand.

Furthermore, the positive relationship between eWOM and purchase intention indicates that consumers' exposure to information shared by other consumers can directly contribute to their willingness to purchase Aerostreet products. EWOM provides consumers with additional information that can assist them in evaluating products and reducing uncertainty during the purchasing process. This finding supports previous research suggesting that eWOM represents an important source of information that can influence consumers' purchase intentions in online environments (Tabassum et al., 2020).

Brand image is also found to positively influence purchase intention. A favorable perception of Aerostreet may encourage consumers to consider the brand when purchasing fashion products. Perceptions of the value offered by the brand, reasons for choosing Aerostreet over other brands, its distinctive personality, the characteristics associated with its consumers, and its differentiation from competitors may contribute to consumers' willingness to purchase. This finding reinforces previous evidence that a positive brand image can increase consumers' purchase intention (Tafolli et al., 2025).

Brand trust demonstrates a positive influence on purchase intention as well. Consumers who perceive Aerostreet as honest, attentive to their interests, competent in handling their personal data, and generally trustworthy are more likely to consider purchasing from the brand. These aspects of trust can provide consumers with greater confidence when evaluating whether to purchase Aerostreet products. Trust in products plays an important role in encouraging continuous purchase intention, as consumers' confidence in the products increases their willingness to maintain their purchasing behavior (To & Nguyen, 2026).The finding is consistent with previous research highlighting the importance of brand trust in reducing uncertainty and encouraging purchase intention in online purchasing contexts (Leite & Baptista, 2022).

The mediation findings further demonstrate that brand image and brand trust provide pathways through which eWOM contributes to purchase intention. The results suggest that information obtained from other consumers does not only encourage consumers' willingness to purchase Aerostreet directly. Instead, eWOM can first contribute to consumers' perceptions of the brand and their confidence in Aerostreet, which is subsequently associated with their likelihood and willingness to purchase. These findings are consistent with previous research that identifies brand image and brand trust as important mechanisms linking consumer generated information with purchase related responses (Hoa, 2026; Nguyen et al., 2025).

From the perspective of the Elaboration Likelihood Model, these findings indicate that eWOM can function as persuasive information that consumers process when evaluating Aerostreet. Information derived from other consumers' experiences, reviews, ratings, recommendations, and evaluations may contribute to consumers' brand evaluations, reflected in brand image and brand trust, before influencing their purchase intention (Armawan et al., 2023; Medina & Lodeiros-Zubiria, 2025).Thus, the findings suggest that eWOM can contribute to purchase intention both directly and through consumers' evaluations of Aerostreet's image and trust.

5. Conclusion and Suggestion

This study examined the relationships between eWOM, brand image, brand trust, and purchase intention in the context of Aerostreet. The findings indicate that eWOM is positively associated with brand image, brand trust, and purchase intention. Brand image and brand trust are also positively associated with purchase intention. These findings indicate that information shared by consumers through digital platforms is associated with purchase intention not only directly but also through its association with consumers' perceptions and confidence toward Aerostreet. The results provide further insight into the importance of eWOM in developing favorable brand evaluations and encouraging purchase intention in the local fashion industry.

The findings suggest several implications for Aerostreet. First, Aerostreet should pay attention to consumer-generated information on digital platforms, particularly reviews, ratings, recommendations, and evaluations. Encouraging consumers to share positive and authentic experiences can help strengthen perceptions of the brand and build consumer confidence. Second, Aerostreet should maintain a distinctive brand image by consistently communicating its value, personality, and differentiation from competing fashion brands. A clear and favorable brand image may be associated with consumers' consideration of Aerostreet when purchasing fashion products. Third, strengthening brand trust is also important. Aerostreet can maintain consumer trust by demonstrating honesty in its interactions, showing concern for consumer interests, handling consumer data appropriately, and consistently maintaining

its overall credibility. These efforts may support consumers' willingness and intention to purchase Aerostreet products.

6. Limitations and Future Research

Several limitations should be acknowledged. First, this study focuses on Aerostreet as a specific local fashion brand, which may limit the generalizability of the findings to other fashion brands or industries. Second, the respondents were consumers who had encountered eWOM related to Aerostreet through digital platforms, meaning that the findings may differ among consumers with different levels of exposure to online consumer-generated information. Third, this research applies a quantitative cross-sectional design, meaning that the data were collected at one point in time. Therefore, the findings may not fully reflect changes in eWOM exposure, brand image, brand trust, and purchase intention over time.

Future research could extend the investigation to other local fashion brands or conduct comparative studies between Aerostreet and competing brands to examine whether similar relationships emerge across different brand contexts. Additional variables, such as eWOM credibility, perceived usefulness, brand awareness, perceived risk, or consumer engagement, could also be incorporated to provide a broader explanation of purchase intention. Future studies may further distinguish different characteristics of eWOM, such as review quality, review quantity, and source credibility. Finally, qualitative or mixed-method approaches could complement quantitative analysis by providing deeper insights into how consumers interpret eWOM and develop brand image and brand trust before forming purchase intentions.

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