



# From clicks to carts: the impact of consumer brand engagement on fashion brand expected value, attitude, and purchase intention

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## Abstract

Consumer brand engagement (CBE) has emerged as a critical mechanism through which brands influence consumer perceptions and behavioural outcomes in social media environments. Despite extensive research on engagement outcomes, limited attention has been given to the cognitive and affective processes through engagement translates into purchase intention, particularly in emerging markets. This study examines the influence of consumer brand engagement (CBE) on social media on brand expected value, brand attitude and purchase intention in the Nigerian fashion industry with age examined as a moderating variable. Using survey data collected from fashion consumers, the proposed conceptual model was tested using structural equation modelling. The results show that consumer brand engagement positively influences brand expected value and purchase intention, while brand expected value and brand attitude significantly predict purchase intention. Unexpectedly, engagement was found to negatively influence brand attitude, suggesting that excessive or highly frequent brand interactions in digitally saturated environments may generate persuasion awareness or engagement fatigue. Additionally, age significantly moderates the relationship between brand attitude and purchase intention. The findings provide new insights into the cognitive-affective mechanisms underlying engagement outcomes and highlight boundary conditions of engagement effectiveness in social media contexts.

**Keywords** Consumer brand engagement · Brand expected value · Social media marketing · Brand attitude · Nigeria · Fashion marketing

## Introduction

Consumer brand engagement (CBE) has emerged as a central construct in contemporary marketing research, reflecting consumers' cognitive, emotional and behavioural investment in brand interactions (Brodie et al., 2011; Hollebeek et al., 2014). In social media environments, engagement is not merely transactional but relational and participatory, unfolding within interactive and networked platforms

that enable continuous consumer-brand exchanges (Solem and Pedersen 2016). Unlike traditional offline engagement, which often occurs through episodic brand encounters, social media engagement unfolds in algorithm-driven, persistent and networked platforms (Kaplan and Haenlein 2010). These digital environments amplify brand exposure, enable user-generated content, facilitate peer validation, and intensify relational dynamics (Dessart et al., 2015). Consequently, engagement processes in online contexts may operate through distinct psychological mechanisms compared to offline settings.

Extant research has predominantly examined the antecedents of CBE or its direct effects on relational outcomes such as satisfaction and loyalty (Solem 2016; Solem and Pedersen, 2016), word-of-mouth, brand awareness, purchase intention, and actual purchases (Bazi et al. 2020; Jimenez-Castillo and Sanchez-Fernandez, 2019; Koay et al., 2022; Zeqiri et al. 2025). While these studies confirm the strategic importance of CBE, they often rely on direct-effect models that do not fully explicate the psychological

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mechanisms linking engagement influences purchase decisions in social media contexts. Consequently, the evaluative processes that translate engagement into behavioural intention remain insufficiently theorised. Additionally, the rise of social media has introduced new engagement dynamics that remain underexplored especially in emerging markets.

To address this gap, the present study adopts a cognitive-affective-behavioural perspective grounded in established theories. Specifically, this study examines brand expected value (BEV), brand attitude and purchase intention as sequential outcomes of CBE. This choice is theoretically motivated—first, BEV captures consumers' anticipatory cognitive evaluations of the benefits derived from brand interactions. Perceived value has long been recognised as a fundamental determinant of consumer choice (Zeithaml 1988) and in the digital environments, CBE may shape value perceptions by providing informational, experiential and social cues (Sweeney and Soutar 2001). Thus, BEV represents the cognitive appraisal stage through which engagement influences decision making. Secondly, brand attitude, an offset from the Theory of Planned Behaviour (TPB) is formed from value-based beliefs, suggesting engagement-driven cognitive assessments may subsequently shape affective brand evaluations. Hence, including brand attitude enables examination of the affective mechanism linking engagement to intention. The purchase intention represents the behavioural outcome of interest. Intention serves as a closest predictor of behaviour in established behavioural frameworks (Fishbein and Ajzen, 1975), making it a theoretically appropriate endpoint in a CBE model. Hence, BEV, attitude and purchase intention captures a theoretically grounded cognitive-affective-behavioural sequence that clarifies how engagement effects unfold. Thus, moving beyond the direct effect models that dominate prior researches (Solem 2016; Solem and Pedersen 2016).

The fashion industry characterised by visual storytelling, rapid trend cycles and identity expression (Muturi 2024), provides a compelling context for examining CBE. Fashion brands strategically use social media to curate inspirational lifestyles, encourage user-generated contents and cultivate digital brand communities that drive engagement and loyalty, while consumers are simultaneously inspired by influencers, peer reviews and interactive contents (Chetioui et al. 2020; Touni et al. 2022). These dynamics are particularly salient in Nigeria, a country of over 220 million people and 31.6 million active social media users (Statista, 2025), where fashion is closely tied to cultural identity, social status and aspirational consumption (Joseph 2023). Despite this reality, CBE research remains predominantly focused on Western and Asian markets, with limited evidence from emerging markets—Sub-Saharan Africa (Zeqiri et al. 2025).

Thus, overlooking the unique socio-cultural and economic dynamics, underexplored.

Although demographic moderators have received limited attention in comprehensive engagement frameworks, emerging evidence suggests that age significantly shapes how consumers respond to social media marketing activities. Hazzam (2022) demonstrated that the effectiveness of informative, interactive and trendy social media marketing activities varies across age groups on Instagram, with engagement drivers differing between younger and older consumers. This indicates that age influences not only engagement formation but may also impact the mechanisms through which social media interactions translate into relational outcomes. However, this exploration is lacking in broader engagement-evaluation-intention frameworks.

By developing and testing a model linking CBE to purchase intention through BEV and brand attitude while incorporating age as a moderator, this study makes significant contributions. First, it advances engagement theory by exploring the cognitive and affective mechanisms underlying behavioural outcomes. Second, it identifies demographic boundary conditions that shape engagement effectiveness. Third, it extends digital engagement research beyond direct-effect models by recognising the possibility of context-dependent effects. Lastly, testing for age as a moderator is particularly relevant in the Nigerian fashion market, where generational differences influence customer value, preferences and responses to marketing content (Joseph, 2023; Adeola et al. 2024) and offers theoretically grounded insights into CBE mechanisms in socially digital contexts.

The rest of the paper is structured as follows. The literature review which conceptualises the constructs, sets the theoretical tone and highlights the proposed hypotheses follows next. After this, we stated the research methodology which is followed by the data analysis and result. The final part provides the conclusion and implications for research and practice.

## Review of relevant literature

### Consumer brand engagement (CBE)

The concept of engagement is one without a single or clearly cut definition, with each author applying it from their own perspectives and contexts. However, as Trunfio and Rossi (2021) opine, there are overlapping meanings. Brodie et al. (2011) defined engagement as the motivational state which occurs when customers interact with brands to co-create memorable experiences and foster relationships. Similarly, Hollebeek et al. (2014) argued that engagement is involving the emotional, cognitive and behavioural components



of customer-brand interactions and emphasises the interactive relationship that emanates from it. Verleye et al. (2014) opined that it is a voluntary and discretionary behaviour of customers towards a brand. Interestingly, most authors have considered the engagement concept as a behavioural outcome as this is the most obvious element indicating the active manifestation in the form of sharing, learning and recommending a brand (Dessart 2017).

Social media engagement is a context-specific application of customer engagement which is distinct as it explores engagement over social media sites. Social media is defined as ‘a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of User Generated Content’ (Kaplan and Haenlein 2010, p. 61). This includes social network sites like Facebook, Instagram, TikTok and X (formerly Twitter) and includes other media such as YouTube. The growth of social media has caused a shift in the way brands interact with their customers who are now spending their time on social media. Additionally, the interactive features of social media have transformed customers from being passive consumers of brand-related contents to active participants who can now contribute, co-create and share brand-related contents on social media (Dolan et al. 2019). Hence engagement on social media which indicates the level of co-creation of value in brand-related content has become pronounced. This has also led organisations to reconsider their relationship marketing strategies to align with the social media trend and focus on engendering customer engagement. Thus, social media engagement refers to the active behavioural and emotional connections exerted and expressed towards a brand-related content on social media platforms (Yoon et al. 2018; Munoz-Exposito et al., 2017). This is mostly expressed quantitatively by likes, reviews, comments, followers and shares/retweets/repins (Yoon et al. 2018; Li and Xie 2020).

While CBE is widely associated with favourable relational and behavioural outcomes (Brodie et al. 2011; Hollebeck et al. 2014; Solem and Perderson, 2016), emerging research suggests that engagement within highly saturated digital environments may not always produce positive effects consistently (Huo et al. 2021). Repeated exposure to brand-related content may heighten consumers’ awareness of persuasive intent and result to low cognitive involvement and avoidance as well as behavioural response such as exposure reduction (Dodoo and Wen 2019; Huo et al. 2021). Psychological reactance theory suggests that individuals may resist messages perceived as intrusive or overly persuasive (Brehm and Brehm 1981; Rains 2013). Similarly, research on digital fatigue and information overload indicates that excessive content exposure can reduce affective responsiveness toward brands (Bright et al. 2015). These perspectives

suggest that engagement outcomes may be contingent on contextual factors such as exposure intensity and message saturation, highlighting the need for further empirical investigation particularly in social media environment where algorithm-driven content dissemination, persistent brand visibility and interactive communication structures may intensify consumer engagement while simultaneously increasing likelihood of cognitive overload or psychological reactance.

## Theoretical foundations

This study draws on three interrelated theories—Uses and Gratifications Theory (UGT), Theory of Planned Behaviour (TPB) and the Consumer Engagement Theory (CBE) to examine the influence of consumer brand engagement (CBE) on consumer attitudes, brand expected value and purchase intention in the Nigerian fashion market. The integration of these theories responds to scholarly calls for a multi-theoretical approach to deepen understanding of social media behaviours and its marketing implications (Florenthal 2019; Chepurna and Criado 2018). Zeqiri et al. (2025) specifically argued for the combination of UGT and CBE in examining how social media engagement behaviours translates to marketing outcomes, particularly purchase intention.

### Uses and gratifications theory (UGT)

The UGT originally proposed by Katz (1959), offers a foundational perspective on the motivations underlying media use. The theory assumes that individuals are active agents who selectively engage with media to fulfil specific psychological and social needs (Claffey and Brady 2017). The needs include information-seeking, entertainment, identify expression and relationship building (Dolan et al. 2016). The theory was built on the premise of five principles: first, that media use is goal oriented. Second, that receivers are active players in the media. Third, media and other sources compete to satisfy same needs. Fourth, the audience are aware of this competition and fifth, the audience are the best assessors of the media value, and the gratification received from its usage (Yu 2024).

In the social media contexts, UGT has been widely used to explain the users’ engagement with platforms such as Facebook, Instagram, online platforms and the metaverse (Chepurna and Criado 2018; Menon 2022; Yu 2024; Zadeh, 2023). These platforms enable consumers to actively seek content that aligns with their needs and interests. Accordingly, CBE on social media can be seen as an outcome of a goal-directed interactions, where consumers engage with brand contents to gratify personal motives.



## Theory of planned behaviour (TPB)

While the UGT focuses on the user motivations, the TPB adds a psychological dimension by identifying the cognitive predictors of behavioural intention. The TPB proposes that attitude, subjective norm and perceived behavioural control jointly predicts behavioural intention (Ajzen 1991). It also emphasises that the behavioural intention is the best predictor of actual behaviour. In digital and consumer contexts, these components provide insights into how internal beliefs and social influences affect CBE and purchase intention. Hence, an understanding of intention shows the direction of the behaviour with a high level of accuracy.

Studies affirm the relevance of TPB in the social media context. For example, Florenthal (2019) found that attitude towards social media content and social influence significantly affect consumer intentions to engage. Similarly, Zadeh et al. (2023) demonstrated that perceived behavioural control plays a vital role in determining consumers co-creation intention on social media. Therefore, TPB offers a robust framework to understand how CBE on social media could translate to purchase behaviour.

## Consumer engagement theory (CET)

CET complements UGT and TPB by focusing on the actual engagement behaviours that follow from motivation. The theory conceptualises consumer engagement as a multi-dimensional construct involving cognitive, emotional and behavioural components (Brodie et al. 2011; Hollebeek et al. 2014). It is particularly suited to the social media context where consumers engage with brand-related contents through likes, comments, shares, participation in brand communities and storytelling. CET posits that CBE is not merely transactional but a deeper psychological connection with the brand, which fosters greater loyalty and purchase propensity (Zeqiri et al. 2025). On social media, these interactions are reciprocal, reinforcing brand-consumer bonds and influencing purchase decisions. Thus, the CET provides a behavioural lens to evaluate how CBE evolves into measurable marketing outcomes such as purchase intentions.

Solem and Pedersen (2016) positioned CBE as a context-dependent psychological state emerging from interactive brand experiences in social media. Building on this conceptualisation, the present study extends the nomological network of CBE by embedding it within a cognitive-affective-behavioural sequence. UGT explains motivational drivers of consumers social media engagement – to satisfy informational, emotional and social needs (Claffey and Brady 2017) without accounting for the evaluative or behavioural outcomes. CET clarifies how engagement manifests as emotional, cognitive and behavioural investments (Solem

and Pedersen 2016) but does not specify how engagement translates into cognitive evaluations while TPB explains how attitudinal evaluations translate into behavioural intention without primarily explaining how these attitudes are formed.

Thus, integrating UGT, CET and TPB is theoretically necessary rather than merely complimentary. This integration fully explains the engagement-evaluation-intention process in social media context and enables a comprehensive understanding of CBE in the fashion marketing context from an emerging market perspective, particularly, Nigeria where digital platforms are increasingly impacting consumption behaviours.

## Hypotheses development

### Consumer brand engagement, brand expected value, attitude and purchase intentions

The engagement-intention path has received a huge attention in the social media marketing literature with less emphasis on the brand-related outcomes (Vander Schee et al. 2020) even when it has been established to have several brand performance outcomes (Ebrahim 2020). In this study, consumer brand engagement is proposed to result to an increase in brand expected value. Brand expected value explains the benefits that customers expect to receive from a brand after its purchase and consumption when compared to its price (Zhang et al. 2017). Hence the promised value, the value of the social relationship built on the brands' social media page and the fun enjoyed in the process of such interaction all builds up to what the customer pays for. Scholars have argued that the expectations of consumers can be influenced by the opinion of others which are offered during interactions (Jimenez-Castillo and Sanchez-Fernandez, 2019). Engagement on social media opens the consumer to a myriad of interactions influencing the amount of information they have about products. This may be why Jimenez-Castillo and Sanchez-Fernandez (2019) argued that consumers who follow social media influencers and engage with the endorsed brand will have higher expectation of value towards the brand. So and Li (2020) have found that engagement on social media impacts the value expectation of customers. Touni et al. (2022) also found that hotel customers who are engaged on the brands' social media pages had higher perceived value. While studying UK academics, Ozer et al. (2025) found that engagement with the masstige brand had a significant impact on the value perception for extension. Additionally, Gummerus et al. (2012) found that customers who are active on brands Facebook pages had an enhanced perceived benefit. Based on the foregoing, we hypothesised that:



**H1:** *Consumer brand engagement has a significant and positive effect on brand expected value of fashion products.*

Purchase intention is a measure of an intention to buy a specific product. Several marketing literature have found a relationship between customer engagement and purchase intentions (Hollebeek et al. 2014). Fatima et al. (2022) argued that the customers who seek engagement in brand-related interactions on social media had a higher likelihood of purchasing the product. This position was the same for both online and physical purchase scenarios. Also, the study of Valentini et al. (2018) confirmed the cause-effect relationship between digital visual engagement and purchase intent on Instagram. Similarly, while studying LinkedIn users, Hollebeek et al. (2014) found that consumer brand engagement influenced the usage intention. While studying fast-food restaurant customers, Hanaysha (2021) found that the engagement with the brand had a positive impact on the purchase intention. Other kind of engagement with a brand such as reviews has been found to directly influence purchase decision (Tran 2020; Yagci and Sanchoy Das, 2018). More recently, the study of Zeqiri et al. (2025) explored the relationship between brand engagement and purchase intention sampling 1808 social media users and found a positive relationship. Similar result was obtained by Ozer et al. (2025) while studying UK academics intention to purchase *masstige* brand and found engagement as a predictor. In the world of fashion, contradicting results exists, Minh et al. (2022) found that the relationship between brand engagement on social media and purchase intention of fashion brands is positive. However, Gutierrez-Rodriguez et al., (2024) found that the behavioural component of engagement, which is the observable element does not have a significant impact on purchase intention. Based on these inconsistencies, we hypothesise thus:

**H2:** *Consumer brand engagement has a significant positive impact on purchase intention of fashion consumers.*

Brand attitude is viewed as the disposition of the consumers towards a brand which arises from evaluating the brand (Zeithaml 1988). The literature presents mixed outcomes on the effect of social media engagement on attitude towards the brand (Vander Schee et al. 2020). Tuten and Ashley (2016) found that consumer engagement had a positive and significant influence on brand attitude while Li and Li (2014) found no significant impact of engagement on brand attitude in the context of computer-mediated communications. While studying Australian social media users, Leckie et al., (2022) found a positive and significant relationship between social media engagement and satisfaction with the brand, an attitudinal disposition. More so, the study of Ozer

et al. (2025) found that consumers attitude towards brand extension was impacted by the *masstige* brand engagement.

**H3:** *Consumer brand engagement positively predicts the brand attitude of fashion consumers.*

### **Brand attitude, brand expected value and purchase intention**

Attitude explains the consumers disposition towards the brand and could determine whether it is bought or not. It is a combination of consumers beliefs and emotions toward a product or brand. Yim et al., (2014) defines brand attitude as predisposition to continuously express positive or negative reactions towards a brand. Customers' value expectations could come from an evaluation process which is shaped by their attitude towards the product (Salehzadeh and Pool, 2017). Bu et al. (2022) defines brand expected value as the estimate of the future value ascribed to a brand based on the consumers prior experience, or information sources. While expressing the importance of expected value, Salehzadeh and Pool (2017) argued that it is more important than satisfaction as the later happens post consumption while the former is obtained at different levels of the customer journey. Hence, brands must ensure that they build up high expected value to stimulate positive attitude and purchase intention. Expectancy-value theory posits that behavioural intention is a function of beliefs regarding the expected outcomes of a behaviour weighted by the value attached to those outcomes (Fishbein and Ajzen, 1975). Accordingly, when consumers anticipate that a brand will deliver superior functional, emotional and/or social benefits, they develop positive disposition towards the brand. Prior studies have found brand expected value to predict attitude and purchase intentions (Jimenez-Castillo and Sanchez-Fernandez, 2019; Roh et al. 2022). Similarly, Nosi et al. (2020) found a positive relationship between the attitude of consumers towards a brand's CSR image and their perceived value of the brand. Additionally, Chuenban et al. (2021) studied shoppers from Bangkok, Thailand and found that brand attitude has a positive association with the brand value. Similar result was obtained by Faroughi et al., (2024) in their study of social media influencers in Iran. Thus, this is relevant to explore in the Nigerian fashion context where value is perceived from the social identity and visibility of the brand. Hence, we hypothesise thus:

**H4:** *Brand expected value has a significant impact on brand attitude of fashion brands.*

The consumers' purchase intent is an important outcome of their value perception and attitude (Ozer et al. 2025). It



is the possibility of making an actual purchase based on an individuals' belief and attitude (Ajzen, 1989). It is considered a good measure of predicting consumer behaviour and have been proved in several studies (Park and Lee 2015; Khan and Moshin, 2017). Jeong and Ko (2021) argued that customer value perception has the highest level of influence on the consumer actions and proved that it has a moderating effect on the relationship between fashion lifestyle and purchase intention. Touni et al. (2022) found a positive and significant relationship between customer perceived value and hotel booking intention. They also argued that the impact of value expectation had brand relationship implications. Similarly, Lv et al. (2024) studied millennials intention to purchase new energy vehicles and found that perceived value had a significant impact. Also, Ozer et al. (2025) found a positive and significant relationship between perceived value of masstige brand extension and the purchase intention of the products. Additionally, in the context of social media influencers, Jimenez-Castillo and Sanchez-Fernandez (2019) found that followers' brand expected value positively impacted on their purchase intention of the endorsed brand. In the study of environment-friendly fashion brands, Park and Lee (2015) arrived at a slightly different outcome; they used a decomposed version of value and found that while the social and emotional value had positive impact on intention, functional value has no significant effect. This position was also confirmed in Yoo et al. (2013). In contrast, Khan and Moshin (2017) found functional and emotional value to have positive influence on attitude towards sustainable products. These contradictions indicate a lack of consensus on the link between value expectation and purchase intention. In emerging markets such as Nigeria characterised by income heterogeneity and aspirational consumption patterns, anticipated value plays a particularly salient role in shaping purchase decisions. Hence, we hypothesise:

**H5:** *Brand expected value has a significant impact on consumer purchase intention of fashion brands*

Ansary and Hashim (2018) argued that building positive attitude towards a brand is a key task that brand managers must ensure they achieve. Consumers' brand attitude summarises the outcome of their evaluations for a brand which could be positive or negative and gives rise to some psychological responses. The relationship between brand attitude and purchase intention have been well sought in the literature across contexts. However, contrasting findings indicates that is far from a closure. Li and Peng, (2021) found that a positive and significant relationship exists between consumer attitude and purchase intention. Also, in the study of Moroccan fashion consumers, Chetioui et al., (2020) found that brand attitude has a positive and significant

impact on purchase intention. However, the study of Ozer et al. (2025) found that the relationship between attitude towards masstige brand extension and purchase intention of the products is not statistically significant. From the foregoing, we hypothesise that:

**H6:** *Brand attitude positively predicts consumer purchase intention of fashion brands.*

### **Age as a moderator**

Generational cohort theory suggests that individuals belonging to different age groups develop distinct value orientations and media consumption patterns (Schewe and Noble 2000; Adeola et al. 2024). Younger consumers are typically more digitally immersed and socially motivated in their consumption behaviours (Bolton et al. 2013). Age plays an important role in shaping fashion consumption in Nigeria. While the younger consumers (Gen Y and Z) demonstrate higher levels of digital fluency and fashion consciousness as well as responsiveness to online engagement, older generations (Gen X) are not disengaged, but tend to approach fashion with different expectations and motivations. Hazzam (2022) found that social media marketing activities influence engagement differently across age groups. Extending this logic, age may also moderate how engagement-driven evaluations translate into behavioural intention. Other studies in emerging markets highlights the importance of crafting brand strategies across generational cohorts due to their differences (Adeola et al. 2024; Ajitha and Sivakumar 2019; Tiruwa et al. 2018). This study categorised age into 20–35, 36–50 and 51+ years groups to reflect generational segments. This study examines age as a moderator to uncover how generational cohorts differ in the way they evaluate brand value, form brand attitudes and how these translates into purchase intention within the Nigerian fashion market. Hence, we hypothesize;

**H7:** *Age moderates the relationship between CBE and purchase intention.*

**H8:** *Age moderates the relationship between brand expected value and purchase intention.*

**H9:** *Age moderates the relationship between brand attitude and purchase intention.*

### **Conceptual framework**

This conceptual framework illustrates the dynamics between consumer brand engagement and behavioural outcomes. Specifically, it highlights how consumer brand engagement



influences consumers' perception of the brand value, their brand attitude, and ultimately, their purchase intention. The model posits that active engagement with a brand on social media platforms fosters positive attitudes towards the brand, enhances perceived value, and increases the likelihood of purchase.

The model is built on the premise of three related theories; the UGT, TPB and CET which enhances its explanatory power. The UGT which explains that consumers engagement on social media is tied to their needs- emotional and psychological, thus has outcomes. The TPB provides support for the relationship between attitude and behavioural intention, supporting the proposition that positive attitudes formed through social media engagement affects intentions. The CET which offers a relationship marketing insight proposes that engagement on social media platforms of brands fosters cognitive and emotional values which shape value perception and brand attitudes.

Furthermore, the model incorporates age as a moderating variable to capture generational differences in how brand value and attitude influence purchase intention in the Nigerian fashion markets. Various hypotheses (H1 to H6) suggest directional relationships among these constructs, indicating potential direct or mediating effects within the

model while hypotheses (H7-H9) tests for moderating effect of age (Fig. 1).

## Methods and measures

### Research context

This study was conducted in Nigeria amongst social media users. The Nigerian fashion industry boasts of high demand, topping the chart among African nations with the highest consumer spending, the ninth emerging fashion hotspot globally and having the second-highest Instagram hashtags (Unspoken 2024; Statista 2021). The popular Lagos Fashion Week, Arise Fashion Week and the growing activities of fashion influencers has contributed to these. Nigerian fashion consumers are highly active on social media and follow fashion trends as popularised by brands and their agents. These help them in making fashion statements at *owambes*. Hence, in the face of CBE shaping Nigerian fashion consumption, it is imperative that a deep understanding of its effect on brand-related outcomes is sought.

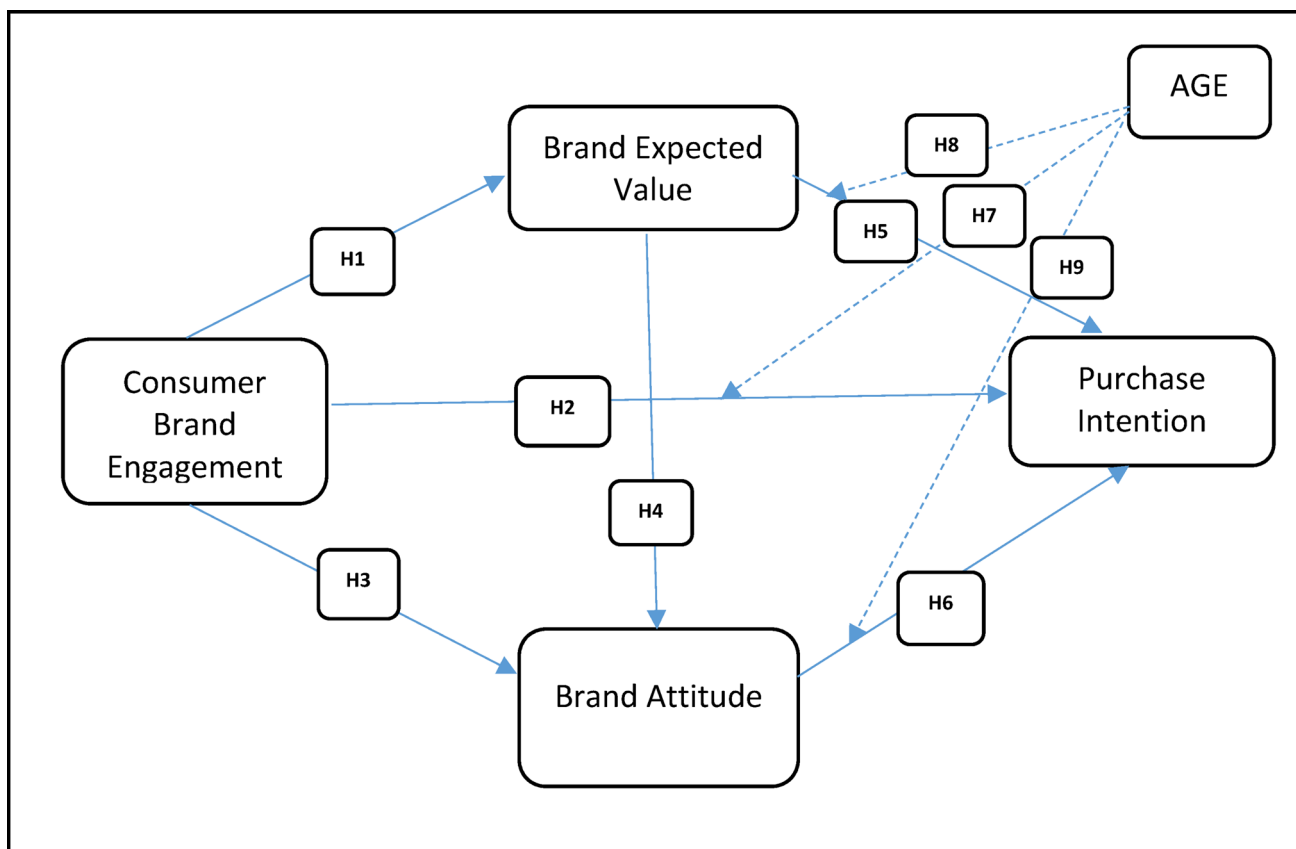


Fig. 1 Research model. Source: Authors' conceptualisation



## Sample and survey administration

Data was collected using an online survey designed in Google Form to test the study hypotheses. Specifically, the questionnaire was sent to five hundred (500) fashion-conscious consumers through Facebook Messenger and Instagram. A purposive non-probability sampling method was adopted using a convenient approach since a sampling frame was not available. Respondents were recruited based on active engagement (likes, comments and shares) with fashion brands' contents on Facebook and Instagram as well as participation in fashion brand communities. The questionnaire had a cover letter which explained the purpose of the research and assured of respondents' privacy and confidentiality of their responses. An exclusion question was used to ensure that only social media users who follow/participate/engage with a fashion brand participated in the survey. Additionally, respondents were asked to think of a fashion brand they connect with their content and recall a recent scenario of having seen their content. This is to ensure that their responses are as accurate as possible. This is consistent with past studies (Ooi et al. 2023).

Although Google Forms was used to administer the survey, the setting that makes all questions mandatory was not activated for every item. This was done deliberately to reduce respondent fatigue and minimize survey abandonment, particularly given the length and sensitivity of some constructs. As a result, participants were technically able to submit the form with a limited number of unanswered items. In addition, a small proportion of incomplete responses emerged due to partial dropouts where respondents exited the survey before final submission, which were automatically recorded by the system.

During data screening, cases with substantial missing data were removed, and only responses meeting the pre-defined completeness threshold were retained for analysis.

**Table 1** Demographics. *Source:* Authors' analysed data

Variables	Categories	Frequencies	Percentage (%)
Gender	Male	150	39
	Female	225	59
	No mention	9	2
Marital status	Single	291	76
	Married	93	24
	Divorced	0	0
	Widowed	0	0
Income	Less than N50,000	144	37
	N50,000–N100,000	107	28
	N100,001–N200,000	33	9
	Above N200,000	100	26
Age	Less than 20 years	85	22
	20–35 years	143	37
	36–50 years	127	33
	Above 50 years	29	8

Of the 500 respondents sampled, only 417 responses were received. After further screening, 33 responses were removed due to missing data on key scale items and failure to meet inclusion criteria. This resulted in a final sample of 384 usable responses, representing a 76.8% effective response rate.

## Questionnaire design

The questionnaire comprised of two sections; the first section sought subject matter responses, and the items were designed in a 5-point likert scale format ranging from Strongly Agree (5) to Strongly Disagree (1) with a midpoint (3) to indicate indecisions. This choice of the 5-point likert format is to avoid poor data quality associated with scale formats above 5 (eg. 7-points) (Simms et al. 2019). The design of the questionnaire draws significantly from the literature as they were adapted from already validated scales. Measurement items were adapted from earlier studies and altered slightly to fit the study context (Chetioui et al. 2020; Jimenez-Castillo and Sanchez-Fernandez, 2019; Hollebeek et al. 2014; Wang et al., 2017). Constructs measured includes CBE, brand expected value, brand attitude and purchase intention. The second section of the questionnaire sought to obtain the respondents demographic profile such as age, gender, income, and marital status. The questionnaire was accompanied by a cover letter stating the purpose of the study and assuring respondents of their anonymity. Respondents were also informed of their voluntary compliance and freedom to withdraw consent at any point without consequences.

## Pilot testing

In line with Hair et al., (2010) to ensure the reliability of the research instrument in the face of the slight alterations, a pilot test was conducted in a different setting (Tiktok) using 30 respondents. The results obtained (Cronbach's alpha and composite reliability) indicates that the instrument is reliable and internally consistent. Additionally, content and construct validity were ensured through face validity by experts in the fields of marketing and measurements as well as average variance extracted (AVE) computations.

## Data analysis and results

### Respondents' demographic profile

Table 1 outlines the demographic characteristics of 384 respondents under various categories like gender, age, Income, and marital status. This analysis helps to understand



**Table 2** Reliability and convergent validity of results. *Source:* Authors' analysed data

Latent variable	Items	Factor loading	Cronbach's alpha	Composite reliability	AVE	Outer VIF
Consumer brand engagement	CBE1	0.906	0.887	0.930	0.815	2.387
	CBE2	0.908				2.706
	CBE3	0.894				2.608
Brand expected value	BEV1	0.891	0.898	0.937	0.831	2.493
	BEV2	0.938				3.619
	BEV3	0.906				2.809
Attitude towards brand	ATT1	0.869	0.859	0.906	0.707	2.963
	ATT2	0.912				4.140
	ATT3	0.861				2.511
	ATT4	0.708				1.466
Purchase intension	INT1	0.885	0.892	0.925	0.756	2.590
	INT2	0.808				1.880
	INT3	0.875				2.559
	INT4	0.907				3.241

the composition of the sample. Females were the major group of the sample with 59%, while males accounted for 39% with a few individuals (2%) who did not want to disclose their gender. For marital status, a higher portion of the samples comes from single individuals (76%), followed by married individuals at 24%. Regarding income levels, the largest segment (37%) earns less than ₦50,000, while 28% fall into the ₦50,000–₦100,000 range. A smaller proportion (9%) earn between ₦100,001 and ₦200,000, but a significant 26% report incomes above ₦200,000. It highlights majority of the respondents were either coming from the upper class or the lower class. Finally, the age distribution indicates that the 20–35 years group is the most prevalent (37%), followed closely by those aged 36–50 (33%). While 22% were younger respondents, 8% above 50 years. Overall, the data paints a picture of a sample that is largely Female, Single, young, with varied income levels.

### Factor analysis, construct reliability and validity

The measurement model analysis highlights the reliability, validity, and multicollinearity of four key constructs of this study. The results demonstrate strong psychometric properties across all constructs, confirming the robustness of the measurement model for further analysis.

All constructs exhibit excellent internal consistency, with Cronbach's alpha and composite reliability values exceeding the recommended threshold of 0.70 (Hussey et al. 2025). Consumer Brand Engagement shows particularly strong reliability ( $\alpha=0.887$ , CR=0.930), followed closely by Brand Expected Value ( $\alpha=0.898$ , CR=0.937), Attitude Towards Brand ( $\alpha=0.859$ , CR=0.906), and Purchase Intention ( $\alpha=0.892$ , CR=0.925). The model also demonstrates strong convergent validity, as evidenced by Average Variance Extracted (AVE) values all above the 0.50 benchmark (Dash and Paul 2021). Social Media Brand Engagement

**Table 3** The results of discriminant validity using Fornell–Larcker criterion. *Source:* Authors' analysed data

	AGE	Attitude towards brand	Brand expected value	Purchase intension	Consumer brand engagement
AGE	1.000				
Attitude towards brand	0.144	0.841			
Brand expected value	0.024	0.742	0.912		
Purchase intension	0.113	0.684	0.746	0.870	
Consumer brand engagement	0.070	0.453	0.717	0.690	0.903

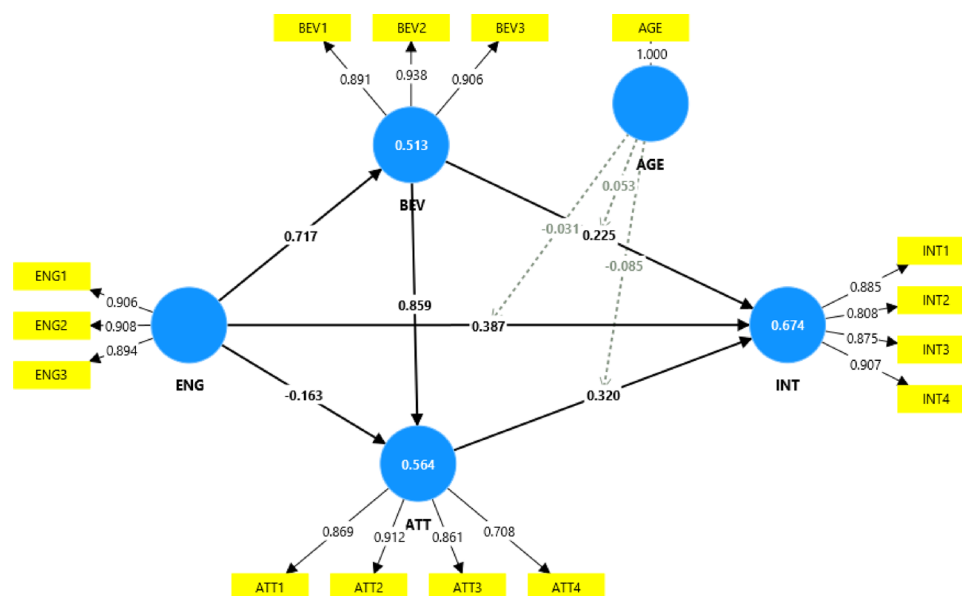
(AVE=0.815) and Brand Expected Value (AVE=0.831) show particularly high AVE values, indicating that these constructs explain a substantial portion of the variance in their indicators. Attitude Towards Brand (AVE=0.707) and Purchase Intention (AVE=0.756) also meet the criteria for convergent validity (Tables 2, 3).

All factor loadings exceed the recommended 0.70 threshold (Goretzko et al. 2023), confirming strong relationships between the indicators and their respective latent variables. Notably, CBE2 (0.908) and BEV2 (0.938) show particularly high loadings, while ATT4 (0.708) has the lowest loading but remains above the acceptable cut-off. The Variance Inflation Factor (VIF) values for all items are below 5.0 (Chennamaneni et al. 2016), indicating no concerning multicollinearity issues. The highest VIF is observed for ATT2 (4.140), which remains within acceptable limits and suggests that the indicators are sufficiently distinct from one another (Fig. 2).

The results of the discriminant validity assessment using the Fornell–Larcker criterion demonstrate that all constructs



Fig. 2 SEM-PLS output

**Table 4** Estimated results for the structural model and hypotheses test. *Source:* Authors' analysed data

Hypotheses	Constructs relationships	$\beta$ -value	t- statistics	p-value	f-square	Decision
H1	CBE $\rightarrow$ BEV	0.717	28.668*	0	1.055	Supported
H2	CBE $\rightarrow$ INT	0.387	6.748*	0	0.214	Supported
H3	CBE $\rightarrow$ ATT	-0.163	3.455*	0	0.265	Supported
H4	BEV $\rightarrow$ ATT	0.859	22.541*	0	0.030	Supported
H5	BEV $\rightarrow$ INT	0.225	3.165*	0.002	0.040	Supported
H6	ATT $\rightarrow$ INT	0.320	6.083*	0	0.130	Supported
H7	AGE x CBE $\rightarrow$ INT	-0.031	0.413 <sup>ns</sup>	0.680	0.001	Not Supported
H8	AGE x BEV $\rightarrow$ INT	0.053	0.745071 <sup>ns</sup>	0.457	0.002	Not Supported
H9	AGE x ATT $\rightarrow$ INT	-0.085	1.981*	0.05	0.01	Supported

Significant level is denoted as \* $p < 0.05$ , ns: not supported

in the study exhibit adequate discriminant validity, confirming that each latent variable measures a distinct concept. These findings provide robust evidence for the discriminant validity of the measurement model, confirming that each construct captures a unique aspect of consumer behaviour and brand perception. The results support the use of these constructs in subsequent structural equation modelling, as they demonstrate both adequate distinctiveness and meaningful relationships where theoretically expected. The strong discriminant validity, coupled with previously established reliability and convergent validity, solidifies the psychometric soundness of the measurement model for further analysis of the hypothesized relationships between these consumer behaviour constructs (Table 4).

The structural model analysis reveals strong support for the hypothesized direct relationships among the constructs. Hypothesis H1 indicates a significant and robust positive effect of engagement (CBE) on behavior (BEV), with a  $\beta$ -value of 0.717, a high t-statistic (28.668), and a large effect size ( $f^2 = 1.055$ ), making it the most influential path in the model. Likewise, engagement significantly

predicts intention (H2:  $\beta = 0.387$ ,  $p < 0.001$ ) and attitude (H3:  $\beta = -0.163$ ,  $p < 0.001$ ), although the negative coefficient for H3 is unexpected and may warrant further investigation. These results demonstrate the central role of engagement in influencing both behavioural and psychological outcomes.

The findings further support the mediating role of behaviour (BEV) and attitude (ATT) in shaping intention (INT). BEV significantly influences both ATT (H4:  $\beta = 0.859$ ,  $p < 0.001$ ) and INT (H5:  $\beta = 0.225$ ,  $p = 0.002$ ), while ATT itself also exerts a strong direct effect on INT (H6:  $\beta = 0.320$ ,  $p < 0.001$ ). These results highlight the cascading influence of engagement through value perception and attitude toward intention, reinforcing the theoretical framework that engagement triggers a chain of attitudinal and behavioural responses leading to consumer intention.

A unique contribution of this study lies in its examination of age as a moderating variable, particularly in the relationship between psychological constructs and behavioural intention. While two moderation effects (H7: AGE  $\times$  CBE  $\rightarrow$  INT and H8: AGE  $\times$  BEV  $\rightarrow$  INT) were not statistically significant, the interaction between age and attitude on intention



**Table 5** Specific indirect effect. *Source:* Authors' analysed data

	$\beta$ -Value	t- Statistics	p-value
CBE → BEV → ATT	0.616	15.117*	0.000
BEV → ATT → INT	0.275	5.720*	0.000
CBE → BEV → INT	0.161	3.117*	0.002
CBE → ATT → INT	-0.052	2.898*	0.004
CBE → BEV → ATT → INT	0.197	5.581*	0.000

Significant level is denoted as \* $p < 0.05$

(H9) was significant ( $\beta = -0.085$ ,  $t = 1.981$ ,  $p = 0.05$ ). This finding suggests that age moderates the influence of attitude on intention, implying that younger and older individuals differ in how their attitudes translate into behavioural intentions. The negative coefficient indicates a weakening effect with increasing age, revealing that attitude may be a less potent driver of intention among older respondents. This age-based moderation adds a novel dimension to existing literature by emphasizing demographic differences in consumer decision-making processes (Table 5).

The specific indirect effects table provides strong empirical support for multiple mediating pathways, highlighting the complex mechanisms through which engagement (CBE) influences intention (INT). The most substantial indirect effect is from CBE → BEV → ATT ( $\beta = 0.616$ ,  $t = 15.117$ ,  $p < 0.001$ ), demonstrating that engagement significantly shapes attitudes through behavioral changes. Another key pathway, BEV → ATT → INT ( $\beta = 0.275$ ,  $t = 5.720$ ,  $p < 0.001$ ), confirms that behavior indirectly drives intention via attitude. The pathway CBE → BEV → INT ( $\beta = 0.161$ ,  $p = 0.002$ ) further underscores the role of behavioral engagement in directly shaping intention. Interestingly, the indirect effect of CBE → ATT → INT is negative and statistically significant ( $\beta = -0.052$ ,  $t = 2.898$ ,  $p = 0.004$ ), which aligns with the earlier finding of a negative direct relationship

**Table 6** Model fit. *Source:* Authors' analysed data

	Saturated model
SRMR	0.073
d_ ULS	0.641
d_ G	0.437
Chi-square	930.686
NFI	0.804

between CBE and ATT—suggesting a suppressor or complex interaction effect. Finally, the serial mediation pathway (CBE → BEV → ATT → INT) is both statistically significant ( $\beta = 0.197$ ,  $t = 5.581$ ,  $p < 0.001$ ), offering a nuanced view of how engagement ultimately translates into intention through a layered behavioral and attitudinal route. Overall, the analysis confirms multiple, interlinked mediating effects and invites further theoretical reflection on the negative path involving attitude (Fig. 3).

The Saturated Model fit indices suggest an acceptable model fit. The SRMR value of 0.073 is below the 0.08 threshold, indicating a good fit between observed and predicted correlations. The d\_ ULS (0.641) and d\_ G (0.437) values, though without strict cutoffs, are reasonably low, supporting model adequacy. The Chi-square value is 930.686, and the NFI is 0.804, reflecting a moderate to good fit, as values above 0.80 are generally acceptable. While less emphasized in PLS-SEM, these indices collectively support the conclusion that the model satisfactorily captures the observed data structure (Table 6).

The interaction plot in Fig. 4 illustrates the moderating effect of age on the relationship between brand attitude (ATT) and purchase intention (INT). As shown in the figure, the relationship between attitude and intention remains positive across all levels of age, indicating that favourable

**Fig. 3** SEM-PLS output—path coefficients

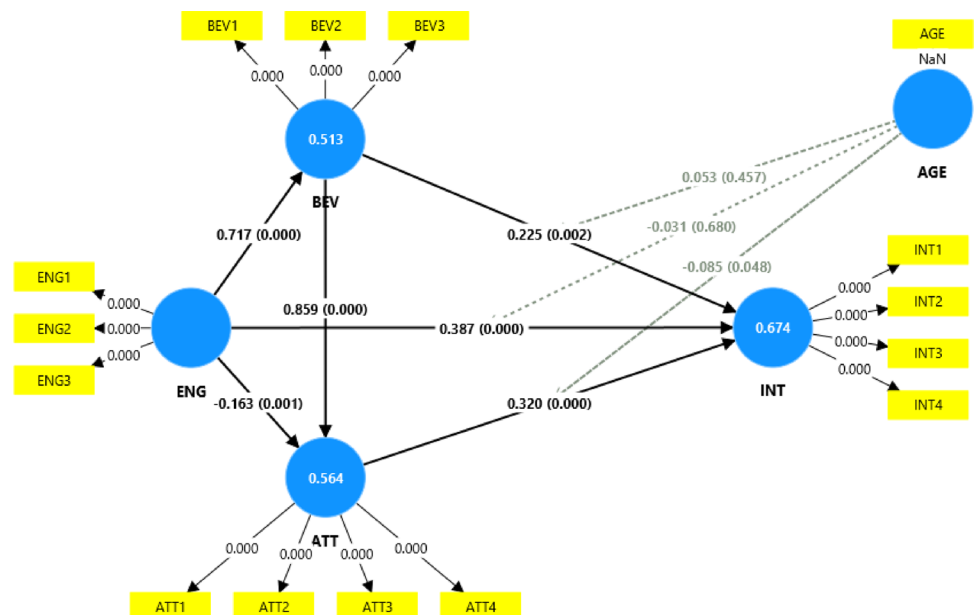
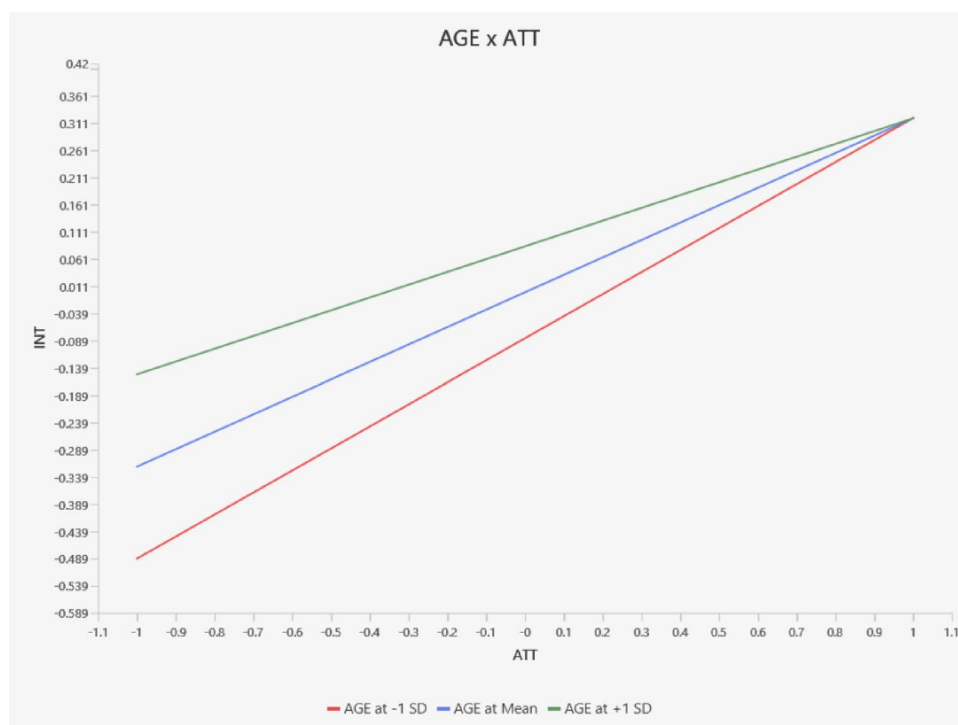


Fig. 4 Slope analysis



**Table 7** Construct cross-validated redundancy. *Source:* Authors' analysed data

	SSO	SSE	$Q^2 (=1-SSE/SSO)$
Brand expected value	1152.000	664.120	0.424
Attitude towards brand	1536.000	929.538	0.395
Purchase intension	1536.000	770.106	0.499

attitudes toward fashion brands generally increase consumers' intention to purchase. However, the slope of the relationship differs across age groups. The steepest slope appears for respondents at one standard deviation below the mean age, while the slope becomes progressively flatter for respondents at the mean and one standard deviation above the mean age. This pattern indicates that younger consumers translate positive brand attitudes into purchase intention more strongly than older consumers. In contrast, although older consumers still show a positive attitude-intention relationship, the effect is weaker, suggesting that additional considerations beyond attitude may influence their purchase decisions. Overall, the graphical representation provides visual confirmation of the significant interaction effect reported in the structural model and supports the moderating role of age in the attitude-purchase intention relationship (Table 7).

The  $Q^2$  values from the PLS-Predict analysis indicate that the model has strong predictive relevance for key endogenous constructs. Specifically, Purchase Intention ( $Q^2=0.499$ ), Brand Expected Value ( $Q^2=0.424$ ), and Attitude Towards Brand ( $Q^2=0.395$ ) all show high levels of predictive accuracy, demonstrating that the model effectively

explains and predicts these outcomes. Overall, the results support the robustness of the model's predictive capabilities for the main constructs of interest.

## Discussion

This study examined the influence of consumer brand engagement (CBE) on brand expected value (BEV), brand attitude and purchase intention within the Nigerian fashion industry. While prior research largely conceptualises CBE as a relational construct that produces favourable consumer outcomes (Brodie et al. 2011; Hollebeek et al. 2014), the present findings offer a more balanced understanding of how engagement operates within social media-intensive environments. By integrating UGT, CET and TPB, this study conceptualises CBE as an upstream relational mechanism that activates cognitive value formation and affective evaluation before behavioural intentions emerge. The findings therefore contribute to engagement literature by illustrating how interactive digital environments shape cognitive-affective processes through which engagement translates into consumer decision making. The positive relationship between CBE and BEV indicates that engagement functions as a value-generating mechanism rather than merely reflecting relational intensity. Social media engagement behaviours such as commenting, sharing and interacting with brand communities encourage consumers to cognitively process brand-related information and evaluate functional



and symbolic benefits (Brodie et al. 2011; Dessart et al., 2015). Within the Nigerian fashion context, where identity expression and social visibility are highly salient, engagement likely enhances perceived value through peer validation and collective meaning construction. Fashion brands therefore operate not only as product providers but also as identity platforms within digitally connected communities. These findings extend prior research by demonstrating how engagement interactions translate into stronger value perceptions.

The results further indicate that CBE positively influences purchase intention both directly and indirectly through brand expected value and brand attitude. Consistent with the Theory of Planned Behaviour (Ajzen 1991), engagement stimulates cognitive evaluations of anticipated brand benefits, which subsequently shape affective responses and behavioural intentions. This multi-path relationship advances engagement theory beyond the stimulus–response assumptions by demonstrating how engagement simultaneously operates through cognitive and affective mechanisms. In digitally connected fashion markets, engagement interactions—through influencer content, social media communities and brand storytelling, play an important role in shaping perceptions of authenticity, status and product quality thereby strengthening consumers’ behavioural intentions.

A particularly important finding is the negative relationship between CBE and brand attitude. This contrasts with the prevailing position in engagement literature that engagement consistently generates favourable brand evaluations (Brodie et al. 2011; Hollebeek et al. 2014). In highly saturated digital environments, frequent exposure to brand-generated and influencer-driven content may increase consumer awareness of persuasive intent irrespective of engagement behaviours typically signalling consumer involvement. Psychological reactance theory suggests that individuals may resist communications perceived as overly persuasive or intrusive resulting in more critical evaluations of the brand (Rains 2013). Similarly, research on digital fatigue and information overload suggests that repeated exposure to brand content can reduce affective responsiveness and generate scepticism (Bright et al. 2015). From the perspective of the Elaboration Likelihood Model (Petty and Cacioppo 1986), highly engaged consumers may process brand messages more critically leading to analytical rather than affective evaluations. Thus, engagement may produce diminishing or negative attitudinal returns when consumers experience persuasion awareness or content saturation.

The findings also confirm the central role of brand expected value in shaping both brand attitude and purchase intentions. Consistent with consumer value research (Zeithaml 1988), when consumers anticipate that a brand will deliver desirable functional and symbolic benefits,

they are more likely to develop favourable attitudes and stronger purchase intentions. In the Nigerian fashion market, expected value serves as an important bridge between engagement interactions and behavioural commitment.

Regarding moderation effect, age did not significantly moderate the relationships between engagement, expected value and purchase intention. This suggests that engagement-driven value perceptions operate similarly across age groups in Nigerian fashion context. Although previous studies suggest that younger consumers may respond more strongly to social media engagement (Djafarova and Bowes 2021; Hazzam 2022), the present findings indicate that digital engagement practices may be increasingly embedded across generational cohorts. However, age significantly moderated the relationship between brand attitude and purchase intention. The relationship weakened as consumer age increased, suggesting that younger consumers are more likely to translate favourable attitudes into purchase intentions. Older consumers may rely more of functional considerations such as product quality, durability and financial value when forming purchase decisions.

### Theoretical and practical contribution

This study extends the CBE literature by demonstrating its multi-path influence on brand value, attitude, and intention within an African fashion context, supporting Hollebeek et al. (2014) and Chetoui et al. (2020). The research highlights behavioural and attitudinal mediation pathways, enriching the understanding of how engagement translates into purchase intention, complementing existing Western-focused studies (Jimenez-Castillo and Sanchez-Fernandez, 2019). Furthermore, the significant moderating role of age on attitude-intention path contributes an important demographic boundary condition, suggesting that the translation of brand attitudes into behavioural intentions may vary across consumer segments. The study advances CBE research by challenging the dominant assumption that engagement uniformly generates positive attitudinal outcomes. While prior literature largely conceptualises CBE as a value creating psychological state that strengthens brand evaluations and relational outcomes (Brodie et al. 2011; Vivek et al., 2012), the present findings demonstrate that CBE can exert a negative and significant effect on brand attitude in social media contexts. This introduces important boundary conditions to engagement theory and shifts the narrative from a linear ‘more engagement is better’ paradigm towards a contingency-based perspective.

Additionally, this study contributes to engagement theory by indicating the connection with other complementary theoretical perspectives that help explain adverse outcomes. By considering mechanisms such as psychological reactance



(Brehm and Brehm 1981) and cognitive overload theory (Sweller 2023), it extends the theory beyond the relational and positive framing. Hence, allowing for a more nuanced understanding of CBE as a double-edged construct, capable of strengthening brand relationships when applied appropriately but weakening brand evaluations when perceived as intrusive, excessive or strategically manipulative.

From a managerial standpoint, the findings caution against equating higher engagement metrics with improved brand perceptions. While interaction rates are often treated as performance indicators, excessive or poorly planned engagement may inadvertently undermine brand attitudes. Fashion brand managers should therefore focus on creating meaningful and value-driven engagement experiences rather than simply maximising interaction volume. Emphasising functional benefits such as product quality, durability, and affordability while simultaneously reinforcing symbolic value through storytelling, cultural relevance, and carefully selected influencer collaborations may help maintain positive brand perceptions. Furthermore, the moderating role of age suggests that marketers should adopt age-specific strategies as older consumers may rely less on attitudinal cues and more on functional consideration when forming purchase intentions.

## Conclusions

This study advances the understanding of customer brand engagement in the Nigerian fashion industry, demonstrating its significant and multifaceted influence on brand-related outcomes. The findings confirm that CBE strongly enhances brand value and directly predicts purchase intention, aligning with prior works that underscore the value-creating role of engagement in consumer-brand relationships (Chetioui et al. 2020; Hollebeek et al. 2014). The study provides a more balanced understanding of its outcomes. Contrary to the dominant assumption that engagement uniformly enhances brand evaluations, the findings reveal a negative and significant effect of CBE on brand attitude. This result thus supports the argument that excessive or hyper-engagement may trigger critical evaluation or attitudinal fatigue (Hussey et al. 2025). Additionally, the moderating role of age further refines this interpretation, indicating that the impact of CBE on outcome variables differ across age groups, suggesting that generational differences shape engagement is perceived and processed. This further emphasises the need for age-sensitive engagement strategies in fashion marketing.

## Limitations and future research directions

Despite its noble contributions, this study has some limitations. The use of a purposive, non-probability sampling method limits the generalizability of findings. While it ensured a response from active fashion brand followers, the lack of a sampling frame introduces potential bias (Ooi et al. 2023). Another limitation relates to self-reported survey data, which may be subject to recall bias and social desirability bias, potentially inflating or distorting reported engagement and behavioural intention (Simms et al. 2019). Also, the study employed a cross-sectional survey, which restricts causal inferences. Engagement and purchase intention may evolve, especially in fast-paced social media contexts (Dash and Paul 2021). This study focused primarily on Facebook and Instagram, excluding other platforms like TikTok, Snapchat, and emerging channels that increasingly shape fashion consumption. This may narrow the scope of insights. While Nigeria provides a unique and dynamic context, results may not fully extend to other African or global fashion markets without cross-cultural validation.

Future studies should adopt a longitudinal or experimental design to establish a causal relationship between engagement, brand value, attitudes and purchase behaviours, addressing the limitation of cross-sectional data (Goretzko et al. 2023). Given the negative effect of CBE on attitudes, future research should explore nonlinear or threshold effects, examining how excessive exposure may produce diminishing or adverse returns (Hussey et al. 2025). Expanding analysis to platforms such as TikTok and YouTube could provide insights into how different social media affordances shape the engagement-outcome relationship (Ooi et al. 2023). Comparative studies across African and Western markets can test whether the observed dynamics (e.g., negative attitudinal paths, age moderation) are culturally specific or generalizable (Jimenez-Castillo and Sanchez-Fernandez, 2019). Future research should investigate emotional and cognitive mediators (e.g. trust, authenticity, para-social relationships) that may explain the complex influence of engagement on brand attitudes and intentions (Wang et al., 2017). Since age moderated the attitude-intention relationship, future studies could explore other demographic and psychographic moderators such as gender, income and fashion involvement to provide deeper segmentation insights (Statista 2021).

## Declarations

**Conflicts of interest** All authors declare that they have no conflicts of interest.

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