Investigating the impact of social media antecedents on brand equity and online fashion purchase intention

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الملخص: يهدف هذا البحث من التحقق في تأثير وسائل التواصل الاجتماعي على ملكية العلامات التجارية للأزياء السريعة ، مما يؤدي إلى نية الشراء . استنادًا إلى الأدبيات السابقة، تعتمد العلامات التجارية للأزياء السريعة على منصات التواصل الاجتماعي الخاصة بالتجارة الإلكترونية من أجل تلبية احتياجات المستهلكين ورغباتهم. لذلك من أجل إنشاء تواجد فعال على وسائل التواصل الاجتماعي ، يجب أن تعتمد العلامة التجارية للأزياء على: التفاعل مع الوسائط ، ومشاركة الوسائط الاجتماعية ، ومصداقية وسائل التواصل الاجتماعي ، و انشاء علاقة مع وسائل التواصل الاجتماعي ، وتخصيص وسائل التواصل الاجتماعي ، وتواجد وسائل التواصل الاجتماعي. في هذه الدراسة ، أخذ الباحث كل بُعد وافترض أن وسائل التواصل الاجتماعي لها تأثيرًا إيجابيًا مهمًا على ملكية العلامة التجارية ، مما يؤثر على نوايا شراء المستهلكين للأزياء السريعة. هذه الدراسة بحث كمي. استخدم الباحث الاستبيانات المدارة لجمع البيانات التي سيتم تحليلها من خلال برنامج SPSS. يختار الباحث الاستطلاع عبر الإنترنت بسبب الأزمة الحالية (جائحة كورونا). ويختار أيضًا السكان المصريون من الطبقة الوسطى إلى الطبقة العليا والشباب (من سن 16 إلى 34 عامًا) الذين يستخدمون وسائل التواصل الاجتماعي بشكل يومي. أُجري البحث في (يناير) 2020 ، بعد دراسة مقطعية. استخدمت الدراسة برنامج SPSS لتحليل البيانات المجمعة. استخدم الباحث الانحدار المنتظم والارتباط المتعدد والإحصاء الوصفي للحصول على نتائج إحصائية. توصل الباحث إلى أن تفاعل محتوى الوسائط الاجتماعية ومصداقية وسائل التواصل الاجتماعي لهما تأثير على ملكية العلامة التجارية. يُظهر التحليل أن ملكية العلامة التجارية تؤدي إلى نوايا شراء الأزياء .

الكلمات الدالة: حقوق ملكية العلامة التجارية ، التجارة الإلكترونية ، الأزياء السريعة ، الرغبة في الشراء ، وسائل التواصل الاجتماعي .

Abstract: The aim of this research is to investigate the impact of social media antecedents on brand equity of fast fashion brands, which leads to purchase intention. Based on literature, fast fashion brands rely on e-commerce social media platforms in order to meet the needs and wants of consumers. So, in order to create effective social media presences, the fashion brand should rely on: media interaction, social media sharing, social media credibility, social media relationship, social media customization and social media presence. In this study, the researcher took each dimension and hypothesized them as having a positive significant impact on brand equity, which impacts consumers purchase intentions of fast fashion. This study is quantitative research. It used administrated questionnaires to collect data that is to be analyzed through the SPSS program. The researcher chooses online survey because of the current crisis (covid-19 pandemic). and also chooses the population is Egyptian Middle to upper class youth and young adults (age 16-34) who use social media on a daily basis. The research took place January 2020, following a cross sectional study. The study used the SPSS program to analyze the collected data. The researcher used regular linear multiple regression, correlation and descriptive statistics to get statistical results. The researcher reaches that social media content interaction and social media credibility have an impact on brand equity. The analysis shows that brand equity leads to purchase intentions of fashion.

Keywords: Brand equity, E-Commerce, Fast Fashion, Purchase Intention, Social Media.

1. Introduction:

Digital marketing is currently a valuable promotional tool that allows business to reach potential consumers, creating brand awareness, providing them with various information, developing consumers relationships, aiding in retention of consumers, and other useful marketing initiatives (Agarwal, 2020). Based on research, it has been claimed that social media is one of the popular digital media that consumers use as references in their consumption behaviors and decision making (Darshana Bhagowati, 2018). Globally, the total number of social media users is estimated to grow to 3.29 billion users in 2022, which will be 42.3% of the world's population (eMarketer, 2018). Therefore, companies create virtual existence so to be able to reach consumers with their products and services. Social media marketing refers to marketers participating in various marketing activities, practices, and behaviors to promote a brand or product among groups of people who gather online; marketers share information, experiences, and perspectives using colloquial media to create awareness among the potential consumer so to develop demand for purchase (Sheth, 2020). Social media marketing has become popular among various brands, especially in the fashion industry (Julia et al., 2020).

When it comes to social media marketing, it is known to be a significant tool to build brand equity. Brand equity refers to a business developing a recognizable name so to have value premium that is generate from their product due to their recognizable name when compared to a generic equivalent (Solomon, 2018). Studies have confirmed that marketing content on social media and content that is shared by consumers on social media (user-generated content) significantly influences functional and hedonically the brand image among consumers, playing a role in brand equity development (Agarwal, 2020). Social media and brand equity are positively and significantly correlated; social media helps businesses in building positive customer relationships, leading consumers to think of purchasing the marketed brand (Lim et al., 2020). Based on research, social media content about a brand plays a role on consumers' brand awareness, brand attitudes, brand preferences, and purchase intentions towards the brand (Sinoka et al.,2019). Nevertheless, studies have wondered how is social media powerful. Scholars urge the conduction of further research to know what are the main ingredients that triggers social media marketing significance on consumers

(Shiresha et al., 2018). There is insufficient knowledge regarding the social media dimensions that are considered powerful in building brand equity (Shahid, 2020). Thus, this study seeks to fill in the academic gap and create empirical evidence to determine the social media antecedents that impact brand equity.

E-commerce and shopping online have been more popular these days, especially after COVID-19 pandemic, retailers have put their efforts to promote and improve their vital existence in order to promote and improve encourage consumer to shop online (Sheth, 2020).   Recent research showed that after the pandemic hit the world in 2020, shoppers are rapidly moving away from more traditional forms of retail and choosing different ways to shop that requires contact-free and digital transactions (Julia et al., 2020). Thus, it is important for practitioners to understand how to use social media to create a virtual existence that is strong in presence among consumers, aiding in their branding strategy and aiding in developing consumers engagement and purchase intentions (Agarwal, 2020) For this reason, this study has focused on consumer behavior towards shopping on social media. During Covid-19, Online shopping sales projected to be 4.5 trillion in 2021 (Statista, 2019). Based on research conducted by Mastercard (2020), fashion, electronics, healthcare and groceries have seen the highest surge of online activity. According to Shahid (2020), more than (62%) of Egyptian consumers said they had shopped more online for clothing Therefore, this study seeks to investigate the role of fashion brands activities on social media.

The aim of this research is to investigate the impact of social media antecedents on brand equity of fast fashion brands, which leads to purchase intention. This paper aims to fill the gaps found in the previous studies through answering the following research question: (RQ1) do social media marketing a powerful tool that enhance branding strategy; (RQ2) which social media content antecedents' impact significantly brand equity; (RQ3) is there a significant relationship between brand equity and consumers' purchase intention towards fast fashion online? The following sections in this paper are organized as follow: section two illustrate the literature review, section three illustrates the research methodology, section four illustrates the research analysis and section five illustrates and conclusion and discussion.

2. Literature review

Brand equity is the value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Accordingly, social media is able to try to build a company's brand equity (Kim and Ko, 2012; Gaber and Elsamadicy, 2021). According to Kotler et al (2009) brand equity means the added value endowed on goods or services. Keller (1993) considers brand equity as being, "*the differential effect of brand knowledge on consumer response to the marketing of the brand*". Keller (1998) described a detailed conceptualization of brand knowledge (Keller 1993). He emphasized that brand knowledge can be defined in terms of two major constituents, brand awareness and brand image. The brand image is defined as the perceptions about a brand as reflected by the brand associations held in consumer's memory. Current research clarified that branding relies heavily on social media communication. Social media communication is defined as any piece of brand-related communication *"distributed via social media that enables internet users to access, share, engage with, add to, and co-create"* (Alhabash et al.;2017, p. 286). With social media branding electronic brand communities maintain and develop brand consumer relationship, link current and potential consumers, and finally, accelerate brand loyalty of consumers (Sung et al., 2010; Harrigan et al.,2017). The following sections illustrate the role of social media and its brand equity development, which impacts consumers purchase intentions towards fast fashion.

2.1 Social Media Marketing

The use of social media as a marketing strategy have increased significantly while physical means of promotions such as billboards, radio, magazines and newspapers have fallen. The Web have been labelled to be an effective approach in communicating in the 21st century (Shiresha et al., 2018). Social media marketing is the process that empowers promotion of websites, products, and services via online social channels (Yazdanparast et al., 2016). Research have indicated that social media marketing can be categorized as a digital communication channel. Social media marketing is used by businesses in order to increase the awareness of their brands (Khajuria and Rachna, 2017). Social media marketing helps businesses to spread information, allowing consumers to learn from the online content, which leads to the development of brand equity (Brodie et al., 2013). Useful insights that play a role in creating brand equity can be categorized according to some researchers (e.g., Godes and Mayzlin,

2009; Schivinski and Dabrowski, 201 3; Soewandi, 2015) as two differing forms of social media communication: firm-created social media communication and user-generated social media communication.

User-generated content is defined as the sum of all the ways in which people use social media. In order to consider itself user-generated content, it needs to fulfil three requirements, namely: *"(a) content that is made publicly available over the internet, (b) content that reflects a certain amount of creative effort, and (c) content created outside professional routines and practices"* (OECD, 2007). Firm generated content is produced by business using social media tools in the form of posts, videos, blogs, etc. (Putara et al., 2021). It is considered as electronic word of mouth and social media advertising by the marketers. Marketers create content in hopes to attract consumers and allure them towards the brands. Therefore, firm-created social media communication should be perceived by individuals as advertising and arousing brand awareness and brand perception (Putara et al., 2021). Social media plays a significant role in the creation of brand equity (Kim and Ko, 2012)

2.2 Social Media and Branding

Social media branding refers to how businesses manage their company image, brand identity, and market position across digital networks. Branding on social media requires a business to create effective content. To present a strong, consistent brand across platforms, marketers need to use social media marketing to develop: *"a well-defined visual identity; and a clear understanding of different audiences"* (Prince, 2020, p.13).

Branding on social media requires a business to create effective content. To present a strong, consistent brand across platforms, marketers need to use social media marketing to develop: *"a well-defined visual identity; and a clear understanding of different audiences"* (Prince, 2020, p.13). According to Kim and Ko (2012) and Smith (2007), there are several antecedents needed by social media in order to promote a brand. These antecedents are as follows (1) social media interaction (2) social media sharing (3) social media credibility (4) social media relationship (5) social media customization and (6) social media presence. These factors came from the honeycomb model, which was introduced to the world by Smith (2007). In this study, the research developed a proposed model (Figure 1) to be further tested. It

illustrates the main social media antecedents that impact brand equity, which leads to consumers purchase intentions of fast fashion online. The following sections illustrate each antecedent and how it impacts brand equity, which impacts consumers purchase intentions

2.2.1 Social Media Branding Antecedent: Content Interaction

According to Yaniv Gvili and Shalom Levy (2018) and Ionica Oncioiu et al. (2021), social media is significant in promoting user's discussions and suggestions for products and services. Social media creates content interactivity, enabling people to express their opinions about brands and discussion and comments of consumers posts; thereby allowing consumers to develop a specific relationships and preference with the brand (Muntinga et al., 2011). Social media brands encourage consumer interactivity which leads to the advancement of consumer advocacy as well as brand performance and brand loyalty that's based on consumer's emotional attachments towards brands (Dwivedi et al., 2018). Interactive content that is made for social media brands visibility leads to consumers to create electronic word of mouth (eWOM), which is assumed powerful in marketing and developing a brand and encouraging consumers to purchase the brand (Yaniv Gvili and Shalom Levy,2018). Research declared that content interactivity leads to consumers: knowledge, inspiration, surveillance and pre-purchase information (Ponchio.,2018). Based on these findings, the research hypothesized that: *(H1) There is a positive significant relationship between social media content interactivity and brand equity development online*

2.2.2 Social Media Branding Antecedent: Content customization

On social media, the brands have the power to customize information to consumers, which encourages them to make specific purchases (Dwivedi et al., 2018). The main purpose of customization is to satisfy customer's need (Ionica Oncioiu et al., 2021). Social media could build a loyal customer through customization content as social media sites could express with customer's need individually. (Martin and Todorov, 2010). Customization of a message to consumers allows them to reach the brand communication and monitor the brand on social media. Prior studies illustrated that customization is significant as it benefits organizations and plays an important role in search engine optimization (Behera et al.,2019). Social Media Customization is important as it is able to increase followers and interactions with followers and content, it also increases search engine rankings and

search traffic (Ionica Oncioiu et al., 2021). Research mentioned that the customized content is important for branding development among the target market, and also research illustrated that customized content create social engagement between customers and brand (Antonia Fels et al., 2017). In addition, research showed that customized content leads consumers to interact with brand online so, the content that delivered to them is going to be tailored so, it leads to high level of awareness and positive effects in sales of business brand (Behera et al.,2019). Based on these findings, the research hypothesized that: *(H2) There is a positive significant relationship between social media content customization and brand equity development online*

2.2.3 Social Media Branding Antecedent: Content Sharing

Research explained that it is important to make content that is characterized by innovation, enjoying, and bears unusual features in terms of adoption and sharing so to encourage the brand stakeholders to share the content with the public (Ahmet et al, 2016). Content sharing is a strategic distribution of webpage and blog content across relevant social media such as Facebook, Twitter, LinkedIN, etc. Content sharing implies distribution with the intent of building engagement and referral traffic (Mikko and Noguera, 2017). Social media content sharing provides the users the most valuable element that has a great effect on customers who is search for a specific brand or who are known about it and get more information (Mikko and Noguera, 2017). Social media content sharing achieves the objective of allowing consumers to become engaged with the brand. Brand engagement is important to develop brand equity as it creates consumers preferences of products and services as well as purchase intentions (Bulut and Dogan, 2017). This content that is made to be shared among consumers allow a brand to make the customers easily pointed to behave according to the vision of the firm; because an essential aim of content marketing to generate continuous value through which customer behaviors can be changed and directed (Pulizzi, 2009). Based on these findings, the research hypothesized that: *(H3) There is a positive significant relationship between consumers social media content sharing and brand equity development online*

2.2.4 Social Media Branding Antecedent: Content Credibility

The effective marketing strategy enable online brands to overcome the problem of skepticism and develop a credible content that is viewed by consumers, so brands should have a valueble content

that can be viewed as credible content. Research showed that content credibility has a significant impact on consumers opinions towards the brand image (Marco Viviani and Gabriella Pasi, 2017). Credibility is the degree to which an object is considered as a reliable and truthful source of information (Tirole 1988). Credibility of brand is important to eliminate the uncertainty or inaccuracy of information (Erdem and Swait 2004; Erdem et al. 2006). Therefore, when a brand creates marketing content to promote its brand, it should have content that illustrates content expertise, which is mastery of knowledge, skills, and methodologies of a discipline; content trustworthiness, which makes the brand maintain consistency with what they say and what they do (the brand communicates messages in which they actually partake in with constancy, congruity, reliability, and integrity); and the source attractiveness the content is in the eyes of the consumers perceived as having similarity, familiarity and likeability, leading them to witness the content as being effective (Flanagin and Metzger.,2017). Based on these findings, the research hypothesized that: *(H4) There is a positive significant relationship between social media content credibility and brand equity development online*

2.2.5 Social Media Branding Antecedent: Content relationship

Social media aided business in creating customer relationships. Developing content that aids in building consumer relation is significant to a business. Many researches mentioned that it acts as a trigger to purchase intention (Sukanya Sharma et al, 2021). When a brand connects with the target consumers deeply, they tend to understand their requirements, resolve their problems, and create a sense of mutual understanding with them. Thus, it aids in the building of a positive brand attitude and behavior (Sukanya Sharma et al, 2021). Based on the social exchange theory, social media can act as an essential role in creating customer brand relationship because it is able to create two-way communications (Wu, 2020). The information that is found in social media should be related to the brands, the reflection of the information that shared by member's profile must be useful to enhance the relationship between the brands and users and it can promote affinity and credibility (Ujur and Singh, 2020). Based on these findings, the research hypothesized that: *(H5) There is a positive significant relationship between social media content relationship and brand equity development online.*

2.2.6 Social Media Branding Antecedent: Content presence.

Social media marketing is an example of businesses holding virtual presence in the market. Social media is the usage of internet technology to interact with customers and searching for customer's requirement and communicate value to customers appropriately (Gascoigne, 2019). Brand virtual presence has a vital role as it agreed to be found in social environment like its physical presence in the real world (Green, 2013). Social media presence, which leads to virtual existence, has become a fundamental element in business success as it plays an imperative role in building brand awareness, brand image, brand association, providing a foundation for developing brand equity. Moreover, a brand's social media presence also aids in retaining a relationship after purchase (Hadiqa Riaz et al., 2019). Social media presence allows businesses to engage with their consumers (Soewandi, 2015). This allows the business to touch and influence consumer perceptions about a company's products. Based on these findings, the research hypothesized that: *(H6) There is a positive significant relationship between social media virtual presence and brand equity development online.*

2.3 Social Media and Fast Fashion Brands

Social media is the considered the main source of branding and selling of fast fashion brands (Rao and Moorthy, 2020). Fast fashion refers to businesses providing consumers with quick-release products with short renewal cycle and fast delivery (Byun and Sternquist, 2008). Fast-fashion are designs that come from the fashion runway to retail stores swiftly (Cortez et al., 2014). Fast fashion is characterized that clothes became cheaper can attract a younger age group of customers who do not hesitate to buy fashionable products that further promote impulsive shopping (Rauturier, 2018). The biggest fast fashion companies take their products to the stores in a few weeks (Knošková and Garasová, 2018). Fast fashion brands include for example Zara, H&M, Forever21, Primark and Topshop. For example, Zara delivers its collections in two weeks; Forever21 six weeks, and H&M in eight weeks (Cline, 2012). The fast fashion phenomenon has revolutionized the clothing industry in recent decades (Rauturier, 2018). In addition, many stores operate in the fast fashion industry, making the commercialization and marketing of fashion a significant practice in attracting consumers, building brand awareness, and generating high revenues from excessive consumption (Cobbing and Vicaire, 2016). Further, research explained that the greater the number of information found in social media, the greater the chances of the

consumer making the purchase choice that best meets their needs (Aline Buzzo and Maria José Abreu,2019).

Researchers ensured that the retailers and the marketers rely on social media to educate the consumers about their fashion brands, products, and latest trends so to win over the attention of the consumers from competitors (Zealand, 2020; Grashuis et al., 2020; Thornton, 2020). So, fast fashion brands rely on social media platforms to meet customers' need in knowledge of fashion items (Rao and Moorthy, 2020). Kumar et al. (2020) illustrated the importance of social media marketing when they found that integrated marketing promotional messages can be effective at influencing consumers' perceptions about product image and lead to consumption behaviors. As the prior studies mentioned before that the essential elements of marketing have been communication and promotion of products and services (Pakurar, 2019). A study of Korean luxury fashion ensure that social media marketing of brands has a great influence on brand equity and customer's purchase intention. so, brand's online presence and its constant engagement with its customers enhance the value to a brand's image that traditional media and marketing could not provide (Kim and Ko, 2012).

2.4 Purchasing Intentions through social media

Research show that known brands in the market leads to the creation of consumer plan or an idea of a consumer for the purchase of a particular brand. Purchase intention is the likelihood that a consumer is going for a specific brand, with a reason to justify his or her needs (Wu et al., 2011). Kim and Ko (2011, p. 1481) define purchase intention as *"a combination of both consumers' interest in and possibility of buying a product"*. And also, they said that *"purchase intention is an attitudinal variable for measuring customers' future contributions to a brand, whereas customer equity is a behavioral variable accounting for actual purchasing record"*. Makudza et al., (2020) investigated the impact of social media and purchase intentions towards brands. The research shows that social media is an important source of information. Brands need to have a virtual existence on it. Purchase intention is outlined because the client's likelihood of buying a product or a service within the forthcoming and itis straightforwardly associated with consumer perspective. The study recommends that to maintain consumers in such a large and globally competitive market, brands need to learn about the characteristics of

the consumers, their buying behavior and the factors that persuade them into growing a purchase intention. Social media is a tool to do this and build the brand equity. According to Yuriy Robul et al., (2019), brands are sharing visual content on social media platforms in hopes to better engaging customers on social media, and to promote positive brand equity, which will lead to purchase intentions. Based on these findings, the research hypothesized that: *(H7) There is a positive significant relationship between brand equity development online and purchase intentions of fast fashion online.*
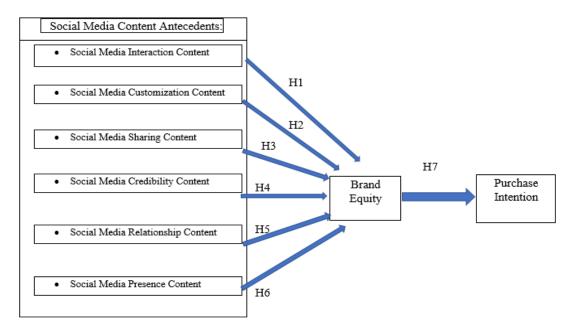

Figure 1: The Proposed Research Model

3. Research methodology

This research uses quantitative research approach; the researcher deals with quantifying and analyzing variables in order to get results. (Williams, 2011). In this study, quantitative research starts with a statement of a problem, generating of hypothesis or research question, reviewing related literature, and a quantitative analysis of data (Creswell 2003; Williams, 2011). Therefore, this study is deductive in nature, it contains a descriptive purpose, and follows a positivistic approach in philosophy

According to Van den Broeck et al. (2013), the population of interest refers to the target population that the researcher aims to study through his research. In this study, the population is Egyptian Middle to upper class youth and young adults *(age 16-34) who use social media on a daily basis.* The justifications for choosing this

segment are as follows: the largest users of social media are youth and young adults. The majority of Egypt's Instagram users is people aged 18-24; and the largest group in Facebook users is people aged 25-34 (Napoleoncat, 2020); millennials are considered to be a consumption-oriented generation (Bucic et al., 2012) and more engaged in the process of consumptions than non-millennials (Barton et al., 2012) in other words they tend to spend more money; fast fashion are cheap fashionable clothes, made on the basis of design taken from fashion designers, and sold in the shops for mass middle class consumers (Rauturier, 2018); most fast fashion is designed to appeal to young, on-trend shoppers (Orendorff, 2018).

This study uses administrated questionnaire contains Six main sections. Section one is the introduction that explains the aim of the research, what is required from the participants, how to complete the questionnaire, and the reassurance of confidentiality. Section two contains several introduction questions to know the respondents' behaviors towards social media and fast fashion. Section three of the questionnaire contains scales that measure the variables related to the social media content antecedents: (1) Interaction, (2) Sharing, (3) Presence, (4) Credibility (5) Relationship and (6) Customization. Section four assesses brand equity. Section five contains a scale that measure the respondents purchase intention towards fast fashion. The final section contains questions that relate to the respondent's socio-demographic traits, such as: age, gender, income, marital status, education, city of residence, and average monthly household income.

Before finalizing the questionnaire for distribution, the researcher conducted a pilot test with 50 respondents. The researcher believed it is important to test the questionnaire before using it to collect data- in order to develop reliable data to assess and test the hypotheses. A pilot test helps identify questions that don't make sense to respondents, or problems with the questionnaire that might lead to biased answers. Based on the pilot test, the questionnaire took around 15 minutes to fill out online. Some statements were adjusted for further clarification in wording. Once the final version of the questionnaire was confirmed, the researcher starter the online distribution.

Once the needed data is complete, this research uses the SPSS program (version 20) to conduct the analysis of the collected data. This study conducts several analyses. These analyses are as follows: reliability analysis, validity analysis, correlation and multiple

regression analysis. The following paragraphs explain in details the analysis that will be conducted.

4. Research Findings

Out of 400 questionnaires distributed, 14 were eliminated due to the questionnaire incompletion. As a result, only 386 questionnaires were usable and analyzed. This study had 96.5 % response rate. The following analysis illustrates the outcomes that emerged from the - reliability, validity, frequency, correlation and multiple regression.

4.1 Sample Description Analysis

The sampling used in this study is non-probability sampling. Non-probability sampling is a sampling method in which not all members of the population have an equal chance of participating in the study, unlike probability sampling. Each member of the population has a known chance of being selected (Saunders, et al., 2009). Since this study was not able to find a sampling frame, the usage of non-probability sampling is understandable. In this research, online surveying is done due to the era of COVID-19 and how individuals are seeking to maintain social distancing. Therefore, non-probability sampling approaches for an online survey include convenience sampling. Convenience sampling occurs where a survey is posted on a website and all visitors to that site are invited to respond, or when an invitation to participate is circulated via an email.

The frequency analysis illustrates that the youth and young adults in the Middle-Income Class came from different socio-demographic traits. Table 1 illustrates the participants' portfolio.

Table 1: The Participants' Socio-Demographic Trait

Socio-Demographic Trait	Frequency	Number	Socio-Demographic Trait	Frequency	Number
1-Age			2- City of residence		
- Under 20	54	14.0	- Cairo	25	6.5
- 20 – Less than 35	219	56.7	- Alexandria	346	89.6
- 35 – Less than 50	92	23.8	- Other	15	3.9
- 50 – Less than 65	18	4.7			
- Above 65	3	.8			
3-Marital status			4-Currenr job status		
- Single	214	55.4	- Student	106	27.5
- Married	160	41.5	- White collar	140	36.3
- Divorced or separated	6	1.6	- Blue collar	46	11.9
- Widowed	6	1.6	- Other	94	24.4
5-Highest Completed level			6- Gender		

of Education					
- Elementary school	11	2.8	- Female	227	58.8
- High School	35	9.1	- Male	159	41.2
- College Degree	237	61.4			
- Postgraduate Degree	96	24.9			
- Other	7	1.8			
7-Number of Children			8- Average Monthly Household income in Egyptian Pounds		
- None	238	61.7	- Less than 2000	73	18.9
- One	31	8.0	- 2000_5000	162	42.0
- Two	72	18.7	- 5000_10000	126	32.6
- More than two children	45	11.7	- over 10000	25	6.5

The frequency analysis was also conducted on several introduction questions that illustrate consumers social media behaviors and fast fashion behaviors. According to table 2, the majority of respondents (83.7%) said yes for enjoying shopping for clothing. And the remaining respondents (16.3%) said no. When it comes to purchasing products online, the majority of respondents according to the sample purchase clothing occasionally (61.1%). The remaining respondents purchase clothing monthly (22.3%), and (12.7%) of respondents purchase on yearly basis and (3.4%) of respondents purchase weekly and finally only (.5%) purchase clothing daily. The majority of respondents (49.2%) use social media content more than 4 hours. the second majority of respondents (24.4%) use social media between 3 hours and less than 4 hours. The remaining respondents were (20.2%) for people who use social media between a hours and less than 3 hours and (6.2%) for respondents who use social media within one hour. These respondents when asked do they research clothing online, the majority of respondents (56.5%) said "yes" and the remaining of respondents said "no" (43.5%).

Table 2:   The Participants' Description Analysis Towards Social Media Usage and Online Shopping.

Question	Frequency	Number	Question	Frequency	Number
1- Do you enjoy shopping for clothing?			2- How often do you purchase clothing?		
- Yes	323	83.7	- Daily	2	.5
- No	63	16.3	- Weekly	13	3.4
			- Monthly	86	22.3
			- Yearly	49	12.7
			- Occasionally	236	61.1

3- How frequent do you use social media content a day?			4- Do you research clothing brands online before purchase?		
- Within one hour	24	6.2	- Yes	218	56.5
- Between 1 hour -3 Hours	78	20.2	- No	168	43.5
- Between 3 hour - 4 hours	94	24.4			
- More than 4 hours	190	49.2			

4.2 Reliability and Validity Analysis

Cronbach's alpha is the most common measure of internal consistency ("reliability"). According to the analysis, all the scales were reliable as shown in table 3. so, according to Cronbach, the scale alpha must be 0.65 or above.

Table 3: Reliability Analysis

Variable	Value of Cronbach Alpha
Awareness	.759
Association	.757
Perceived Quality	.739
Loyalty	.810
Brand Equity	.823
Credibility	.898
Interaction	.879
Customization	.859
Presence	.920
Sharing	.818
Relationship	.907
Purchase Intention	.863

In this study the research conducted *Face validity*. The researcher made academics look over the questionnaire to give their opinion and make adjustments to confirm the instrument effectiveness.

In this study the researcher conducted another approach to validity as well. Accordingly, the maximum level of validity is equal to the square root of the reliability coefficient. What this means is that the validity of a test is constrained by how reliable it is.

Table 4: Validity Analysis

Variable	Validity Current Study
Awareness	0.675*
Association	0.634*
Perceived Quality	0.612*
Loyalty	0.662*

Brand Equity	**0.593***
Credibility	**0.486***
Interaction	**0.752***
Customization	**0.752***
Presence	**0.744***
Sharing	**0.730***
Relationship	**0.776***
Purchase Intention	**0.661***

r: Pearson coefficient
*: Statistically significant at p ≤ 0.05

4.3 Correlation Analysis

In this research the correlation analysis was used to describe the relationship between the variables in an isolated manner. However, the multiple regression will be conducted to test the hypotheses. According to Table 4, social media antecedent content interaction has a positive, significant, and weak relationship with brand equity (0.243**); social media antecedent content sharing has a positive, significant, and weak relationship with brand equity (0.291**); social media antecedent content brand presence has a positive, significant, and weak relationship with brand equity 9.271**); social media antecedent content credibility has a positive, significant, and weak relationship with brand equity (.228**); social media antecedent content relationship has a positive, significant, and weak relationship with brand equity (.297**); social media antecedent content customization has a positive, significant, and weak relationship with brand equity (.243**); brand equity has a positive, significant, and weak relationship with purchase intention (.262**)

Table 4:   Correlation Analysis Social Media Antecedents and Brand Equity

		Credibility	Interaction	Customization	Presence	Sharing	Relation
Brand Equity	**Pearson Correlation**	.228**	.243**	.243**	.271**	.291**	.297**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	386	386	386	386	386	386
Credibility	**Pearson Correlation**	1	.344**	.344**	.274**	.352**	.323**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	386	386	386	386	386	386
Interaction	**Pearson Correlation**	.344**	1	1.000**	.732**	.651**	.725**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	386	386	386	386	386	386
Customization	**Pearson Correlation**	.344**	1.000**	1	.732**	.651**	.725**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	386	386	386	386	386	386
Presence	**Pearson Correlation**	.274**	.732**	.732**	1	.680**	.771**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	386	386	386	386	386	386
Sharing	**Pearson Correlation**	.352**	.651**	.651**	.680**	1	.804**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	386	386	386	386	386	386
Relation	**Pearson Correlation**	.323**	.725**	.725**	.771**	.804**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	386	386	386	386	386	386

r: Pearson coefficient
*: Statistically significant at p ≤ 0.05
**. Correlation is significant at the 0.01 level (2-tailed).

According to Table 5, there is a positive, significant and weak relationship between brand equity and purchase intention of fast fashion (0.262**);

Table 5: Brand equity and Purchase Intention

Correlations		Brand Equity	Purchase intention
Brand Equity	**Pearson Correlation**	1	.262**
	Sig. (2-tailed)		.000
	N	386	386
purchase intention	**Pearson Correlation**	.262**	1
	Sig. (2-tailed)	.000	
	N	386	386

**. Correlation is significant at the 0.01 level (2-tailed).

4.4 Multiple Regression Analysis

The researcher used the multiple regression to test the research hypothesis. Multiple regression also allows the researcher to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained. In order to justify the statistical significance of the model the researcher used the ANOVA (analysis of variance). ANOVA tests whether the overall regression model is a good fit for the data. In order to justify the statistical significance of the model the researcher used the ANOVA (analysis of variance).

So according to the following table, table.6 (phase 1) shows that the model significantly predicts the outcome variable at $F(5,380) = 7.398$, P<0.05. this means the regression model is a good fit of the data. This also means, the antecedents (Interaction, sharing, presence, credibility, relationship, customization) significantly impact on brand equity. And according to phase 2 in table.6 the model significantly predicts the outcome variable at $F(5,380) = 7.674$, P<0.05. this means the regression model is a good fit of the data and brand equity significantly impact on purchase intention towards fast fashion.

Table 6: Multiple Regression – ANOVA

	Model Summary of phase 1					
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	36.990	5	7.398	9.854	.000[b]
	Residual	285.281	380	.751		
	Total	322.271	385			

a. Dependent Variable: Brand Equity
b. Predictors: (Constant), Relation, Credibility, Customization, Presence, sharing

	Model Summary of phase 2					
	Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	38.368	5	7.674	11.741	.000[b]
	Residual	248.358	380	.654		
	Total	286.726	385			

a. Dependent Variable: purchase intention
b. Predictors: (Constant), Brand Equity

The researchers used the multiple regression adjusted R square value to illustrate how much of the variances of the antecedents (Interaction, sharing, presence, credibility, relationship, customization) lead and explain Brand Equity as a whole.so, the antecedents have positive and statistically significant impact on Brand Equity as evident in the Regression coefficient 0.339 and also the researcher examines and noticed the R square value was 0.103 (illustrated in table 7) this means the antecedents in the proposed model explains 10% of Brand Equity. Furthermore, the researcher found in the phase 2, Brand Equity have positive and significant impact on Purchase Intention as evident in the Regression coefficient 0.366 and the R square value was .122 this means Brand Equity in the proposed model explains 12% of Purchase Intention.

Table 7: Multiple Regression Adjusted R squared

	Model Summary of phase 1			
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.339[a]	.115	.103	.86645

a. Predictors: (Constant), Relation, Credibility, Customization, Presence, sharing
b. Dependent variable: Brand Equity

	Model Summary of phase 2			
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.366[a]	.134	.122	.80844

a. Predictors: (Constant), Brand Equity
b. Dependent variable: purchase Intention

In this study, the hypotheses test uses multiple regression Sig Value. When the analysis indicates that the emerged coefficient has the sig value (p value) of less than alpha 0.05, this would be statistically significant, indicating that the hypothesis is supported in this study. Those that have sig value (p value) of more than alpha 0.05 is insignificant, meaning that the hypothesis is not supported. As shown in Table 8, the result showed that social media interaction content was significant and positively related to Brand Equity (sig value=.000) so H1 was supported. And also, Table 8 illustrated that social media customization content and social media sharing content were insignificant and not positively related to Brand Equity (sig value=0,777-0.236) so H2 and H3 were not supported. When it comes to social media credibility content, it showed that there is a positive and significant relationship with Brand Equity (sig value=0.009) so, H4 was supported. furthermore, social media relationship content and social media presence content were insignificant and not positively related to Brand Equity (sig value=0.223-0.275) so, H5 and H6 were not supported. It is also assumed that the brand equity impact purchase intention towards fast fashion. And finally, Table 8 showed that Brand Equity is significant and positively related to Purchase Intention (sig=0.011) so, H7 was supported.

Table 8: Multiple Regression Sig Value

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Hypothesis Supported/ Not Supported
		B	Std. Error	Beta			
1	(Constant)	1.615	.235		6.878	.000	
	Credibility	.167	.064	.137	2.625	.009	✓ Hypothesis Supported
	Customization	-.026	.091	-.022	-.284	.777	Not Supported
	Interaction	.110	.093	.099	1.187	.000	✓ Hypothesis Supported
	Presence	.106	.097	.091	1.092	.275	Not Supported
	Sharing	.110	.093	.099	1.187	.236	Not Supported
	Relation	.136	.112	.119	1.222	.223	Not Supported
	a. Dependent Variable: Brand Equity						
	Brand Equity	.111	.043	.171	2.556	.011	✓ Hypothesis Supported
	a. Dependent Variable: Purchase Intention						

5. Conclusions

Social media has a significant impact on brand equity and the relationship has been verified (Julia et. al., 2020). Nevertheless, there was insufficient insights regarding what social media insights are necessary to empower brand equity. Thus, the aim of this research was to measure the impact of social media content antecedents on brand equity and online fashion purchase intention. This study in order to achieve its aim had to address three main research objectives: to review prior studies to comprehend and recognize how social media content is a significant tool for organizations to impact brand equity; to recognize the significant social media content antecedents and its impact on the brand equity; and to determine the brand equity that impact main consumers' purchase intention towards fast fashion online.

In order to achieve research objective one, to review prior studies to comprehend and recognize which social media content is a significant tool for organizations to impact brand equity, the literature review had to be conducted. According to the literature review, social media marketing is one of the most efficient tools to enhance customer interaction and helps to arouse positive response from customer by conveying reliable information (DrLokesh Arora et al.,2021). Thus, fast fashion brands looking to increase brand equity, have to plan competent social media marketing strategies to get in touch with their targeted customer (Jayasuriya and Azam,2017). Social media marketing consists of six antecedents related to social media content that are necessary to help brands build its equity. These dimensions are interaction, sharing, presence, credibility, relationship, and customization (Kim and Ko, 2012; Smith ,2007).

In order to achieve research objective two and three, to recognize the significant social media content antecedent and its impact on the brand equity, the research analysis had to be conducted. When the analysis and hypothesis testing was completed, when it comes to social media content, the antecedents that plays a role in the brand equity development is social media interaction and credibility. The remaining social media content is insignificant. Thus, the hypotheses are not supported. In order to achieve research objective three, to determine the brand equity dimension that impact main consumers' purchase intention towards fast fashion online, the research analysis had to be conducted. When the analysis and hypothesis testing was completed,

based on the analysis in this study, brand equity does lead to purchase intentions.

This study developed various theoretical and managerial implications. This study outcomes shows that social media interaction and social media credibility are the significant antecedents that drive brand equity development online. This implies that social media communication is participatory, collaborative, personal, and simultaneously communal between the brand and the consumers, so consumers get to become aware and knowledgeable about the brand. Social media is considered a tool to mediate the firm-consumer brand engagement practices. Fashion brands can capitalize on long-term and trustworthy customer relationships to create value-enhancing marketing and branding strategies therefore can generate competitive advantages and lead to superior performance. Nevertheless, the content should be correct insights about the brand and not based on rumors or false claims. If so, it can impact the brand reputation negatively.

When conducting this study, several limitations were faced in which future studies could improve.

When developing the research model, six social media content antecedents were taken into consideration and further tested. According to Kim and Ko (2012) and Smith (2007), the dimensions needed by social media in order to develop brand equity are: (1) social media interaction (2) social media sharing (3) social media credibility (4) social media relationship (5) social media customization and (6) social media presence. These factors came from the honeycomb model, which was introduced to the world by Smith (2007). These antecedents were taken into consideration and neglected other potential social media content.

Only a fast fashion industry was chosen to observe the role of social media marketing in building brand equity from a huge eateries industry, which will also restrict the results in terms of outcomes. This study neglected other different industries such as FMCG sector, telecom industry, and apparel industry.

This study was quantitative research. It did not use any qualitative approaches. Therefore, the insights that emerged did not

reflect to understand how and why individuals subjectively perceive and gives meaning to the studied phenomenon and topic reality.

This study was investigated during covid-19 pandemic. Therefore, in order to maintain social distancing, data collection was conducted online using non-probability sampling. This may affect the final results and the generalizability of the results.

Data was collected cross-sectionally time-horizon. The proposed model was tested with a limited sample size due to this timeframe. Thus, the results may impact generalizability.

The findings of this study are restricted to major cities of Egypt (majority of the population were from Cairo and Alexandria), neglecting other cities in Egypt.

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