



The Moderating Role of Brand Attachment in the Relationship between Brand Awareness and Brand Engagement on Apparel Purchase Retention on TikTok Shop among Generation Z

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Received Oct 17, 2025
Revised Apr 19, 2026
Accepted Apr 27, 2026
Published May 6, 2026

DOI [10.35917/tb.v26i2.638](https://doi.org/10.35917/tb.v26i2.638)



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Abstract

This study is conducted in the context of the growing use of social media-based e-commerce platforms, particularly TikTok Shop, by Generation Z for purchasing apparel products. This phenomenon highlights the need to understand the factors influencing consumer loyalty, especially those related to brand awareness, consumer engagement, and emotional attachment to brands. The aim of this research is to analyze the influence of Brand Awareness and Brand Engagement on Purchase Retention, as well as to evaluate the moderating role of Brand Attachment in strengthening these relationships. The study employs a correlational quantitative research design using a survey method. The population consists of Generation Z consumers who have previously purchased apparel products via TikTok Shop. A purposive sampling technique was used, resulting in 150 respondents. Data were analyzed using SmartPLS software to examine both the direct relationships and the moderating effects among variables. The findings reveal that both Brand Awareness and Brand Engagement positively affect Purchase Retention. Moreover, Brand Attachment is proven to moderate these relationships, indicating that emotional attachment to the brand strengthens the influence of brand awareness and engagement on purchase loyalty. This research contributes theoretically by reinforcing the model of relationships among awareness, engagement, attachment, and purchase retention within the context of social media-based e-commerce. Practically, the findings offer valuable insights for marketers in designing strategies to enhance consumer loyalty by increasing awareness, fostering engagement, and building emotional attachment to brands on digital platforms.

Keywords: brand, awareness, engagement, attachment, purchase, retention.

Introduction

The rapid advancement of digital technology and social media has significantly transformed the way consumers interact with brands, particularly in the context of apparel purchasing. Platforms such as TikTok Shop, which offer an integrated in-app shopping experience, have reshaped consumer decision-making processes. This study specifically focuses on Generation Z consumers in Indonesia aged 18–28 years, particularly those residing in Klaten Regency, with diverse educational backgrounds and active engagement in social media-driven shopping activities, such as searching for product information, interacting with brand content, and consuming reviews. The respondents also demonstrate varying levels of purchase frequency, brand interaction, and brand perception, providing a contextualized understanding of apparel

purchase retention behavior on TikTok Shop within the Indonesian market. As a digitally native cohort, Gen Z prefers shopping through applications that combine entertainment and commerce. According to data released by Wolff (2025), TikTok has emerged as one of the most popular social media platforms among Gen Z, with over 60% of its monthly active users belonging to this age group. This trend indicates that TikTok Shop is not merely a content discovery platform but a primary channel influencing purchase decisions.

This study focuses on several key variables to understand their influence on purchase retention within TikTok Shop. Brand awareness refers to the extent to which consumers can recognize or recall a brand, serving as the first step in the purchasing process (Keller, 2023). Research has shown that higher brand awareness increases the likelihood of consumers choosing a familiar brand (Barreda et al., 2023). Brand engagement is defined as the emotional and active interaction between consumers and brands, which fosters stronger relationships and enhances purchase intentions (Brodie et al., 2023; Goyal & Verma, 2024; Sharma & Singh, 2023). Brand attachment represents the emotional bond formed between consumers and a brand, which can significantly boost long-term loyalty and purchase retention (Chankoson & Thabhiranrak, 2019; Thomson et al., 2023). Finally, purchase retention refers to a brand's ability to maintain returning customers over time (Chaudhuri & Holbrook, 2023; Sharma & Singh, 2023).

The urgency of this research is further underscored by recent statistics on Gen Z's digital shopping behavior. A report by McKinsey & Company (2022) indicates that Gen Z consumers are more likely to purchase products to which they feel emotionally connected, rather than being influenced solely by advertisements or promotional offers. TikTok, with its dynamic and interactive video format, facilitates the development of such emotional bonds. However, the role of emotional attachment in moderating the relationship between brand awareness, brand engagement, and purchase retention remains underexplored. Therefore, it is important to investigate the moderating role of brand attachment in strengthening these relationships within the TikTok Shop context.

The research gap addressed in this study lies in the limited understanding of how the interaction between brand awareness and brand engagement—commonly studied in traditional marketing contexts—is influenced by the more emotionally driven nature of social media platforms like TikTok. Existing studies often emphasize technical aspects such as algorithms or media consumption behaviors, while paying insufficient attention to the psychological dimensions that shape long-term purchase decisions. Moreover, although extensive research has been conducted on brand attachment, few studies have linked it to purchasing dynamics within emerging platforms such as TikTok Shop. The primary objective of this article is to analyze how brand attachment moderates the relationship between brand awareness and brand engagement toward purchase retention in the context of apparel purchases by Generation Z on TikTok Shop. This study aims to fill the identified research gap and offer deeper insights into how emotional factors influence purchasing decisions on social media-based platforms. Theoretically, this article seeks to enrich the literature on the intersection of marketing elements and consumer psychology in the digital era. Practically, the findings are expected to provide valuable guidance for marketers in developing more effective strategies to attract and retain Gen Z customers on TikTok Shop.

Literature Review and Hypotheses

The Influence of Brand Awareness on Purchase Retention

Brand awareness is one of the fundamental variables in the consumer decision-making process (Azzari & Pelissari, 2020). Theoretically, a consumer's level of brand awareness plays a crucial role in influencing brand loyalty and purchase retention (Azzari & Pelissari, 2020). In the context of apparel purchases on TikTok Shop by Generation Z, brand awareness has a

significant impact on purchase retention, as it facilitates brand recognition and selection in a highly dynamic market environment. According to Keller (2023), brand awareness is the first step in establishing consumer-brand relationships. The higher the consumer's awareness of a brand, the greater the likelihood of repeat purchases from that brand. TikTok Shop's video-based and visual content features can substantially enhance brand awareness, offering a more interactive and engaging experience. Consumer-brand interactions on the platform occur through videos, challenges, and influencer collaborations—formats that carry strong visual and emotional appeal (Kim & Ko, 2023). Consumers who are continuously exposed to a brand via TikTok videos or advertisements tend to develop higher levels of awareness, which subsequently increases their intention to repurchase (Barreda et al., 2023). Studies by Azzari & Pelissari (2020) and Chaudhuri & Holbrook (2023) reveal that brand awareness not only influences initial purchase decisions but also plays a key role in purchase retention, as consumers are more likely to repurchase from brands they recognize and trust. The exposure that TikTok Shop provides through algorithmically tailored videos and advertisements allows brands to remain top-of-mind, thereby increasing the likelihood of repeat purchases. TikTok's social media platform operates with an algorithm that efficiently presents content based on user preferences and behavior, which further boosts brand visibility and awareness. Moreover, TikTok Shop creates a supportive environment for sustaining brand awareness, ultimately influencing repeated purchase decisions (Hollebeek et al., 2023). Strong brand awareness is often accompanied by positive perceptions of brand credibility, which enhances consumer trust. As Chaudhuri & Holbrook (2023) explain, trust in a brand—developed through consistent awareness—is one of the key determinants of brand loyalty and purchase retention. This trust is particularly important in e-commerce and social media platforms, where consumers need to feel confident in the products they buy.

***H1:** Brand awareness has a significant influence on purchase retention among Generation Z consumers purchasing apparel on TikTok Shop.*

The Influence of Brand Engagement on Purchase Retention

Brand engagement refers to the emotional and cognitive interaction between consumers and brands, which contributes to the development of stronger relationships and influences purchasing behaviour (Goyal & Verma, 2024; Sharma & Singh, 2023). According to Brodie et al., (2023), brand engagement encompasses various forms of consumer interaction, including likes, comments, content sharing, and participation in deeper activities such as challenges or influencer collaborations. In the context of TikTok Shop, engagement is cultivated through entertaining, informative, and often emotionally resonant video content, enabling the formation of emotional bonds with users. Customer engagement theory posits that the greater the consumer's involvement with a brand, the more likely they are to exhibit loyalty and purchase retention behaviours (Goyal & Verma, 2024). Brand engagement offers a deeper experience beyond mere brand recognition or awareness (Hollebeek et al., 2023). Consumers who actively engage with a brand—whether through direct content interaction or participation in brand-created communities—are more likely to feel emotionally connected and maintain long-term relationships with the brand (Sharma & Singh, 2023). Empirical studies by Barreda et al., (2023), Sharma & Singh (2023), and Goyal & Verma (2024) confirm that brand engagement has a direct and positive effect on consumer loyalty and purchase retention by fostering emotional ties. On TikTok Shop, engagement is frequently driven by personalized and interactive video content, allowing consumers to experience a deeper connection with the brand (Sharma & Singh, 2023). For instance, when users participate in a brand's challenge or engage with content posted by their influencers, they tend to feel more emotionally involved, which can encourage repeat purchases (Goyal & Verma, 2024; Kim & Ko, 2023). Moreover, TikTok enables brands to engage in direct, two-way conversations with their audiences. Features such

as comment sections, direct messaging, and live streams offer consumers a greater sense of involvement and presence in brand conversations—not merely as passive recipients of information (Brodie et al., 2023). This fosters a stronger sense of brand ownership and closeness, ultimately enhancing loyalty toward the brand's offerings. High levels of engagement significantly influence purchase retention, as emotionally involved and valued consumers are more likely to return and repurchase products they feel connected to. Relationship Marketing Theory further supports the importance of brand engagement in building long-term connections between brands and consumers. According to Morgan & Hunt (2023), relationships formed through frequent and emotionally resonant interactions tend to be more enduring and lead to greater customer loyalty. In the TikTok Shop environment, brand engagement plays a vital role in establishing these relationships, as consumers feel closer to the brand and perceive themselves as part of a broader community. This suggests that strong engagement not only enhances consumer loyalty but also extends the customer lifecycle and increases long-term purchase retention.

***H2:** Brand engagement has a significant influence on purchase retention among Generation Z consumers purchasing apparel on TikTok Shop.*

The Moderating Role of Brand Attachment on the Relationship between Brand Awareness and Purchase Retention

Brand attachment refers to a strong emotional bond between consumers and a brand, which develops through consistent and positive experiences with the brand (Thomson et al., 2023). Within the TikTok Shop context, brand attachment acts as a moderating factor that can either strengthen or weaken the impact of brand awareness on purchase retention (Chankoson & Thabhiranrak, 2019). This emotional bond plays a critical role in consumer loyalty, as individuals with strong brand attachment are more likely to repurchase and remain loyal to a brand with which they feel emotionally connected. According to attachment theory introduced by Bowlby (1969), emotional bonds between individuals and specific objects (including brands) significantly influence long-term behavior. This explains why consumers with high levels of brand attachment tend to continue purchasing from the same brand, even when faced with more attractive or lower-priced alternatives. As highlighted by Chaudhuri & Holbrook (2023), brand attachment strengthens the links between various marketing variables and consumer behavior. In this regard, higher brand awareness can serve as a foundation for building emotional attachment, which in turn enhances the likelihood of long-term purchase retention (Chankoson & Thabhiranrak, 2019). While brand awareness is vital for attracting consumer attention and fostering recognition, it is through emotional attachment that enduring loyalty and retention are established. TikTok Shop, as a social media-based e-commerce platform, enables brands to build personal and emotional relationships with consumers. Brands can share stories and values through entertaining and authentic content, creating emotionally resonant connections. This form of engagement supports brand love theory, which posits that deep emotional attachment is a primary driver of consumer loyalty (Batra et al., 2023). Consumers who are emotionally attached to a brand are more likely to retain high awareness and repeatedly purchase from that brand due to elevated levels of trust and loyalty.

***H3:** Brand attachment moderates the relationship between brand awareness and purchase retention among Generation Z consumers purchasing apparel on TikTok Shop.*

The Moderating Role of Brand Attachment on the Relationship between Brand Engagement and Purchase Retention

Brand engagement represents the level of emotional and cognitive interaction between consumers and a brand, often involving participatory behaviors such as sharing, commenting, or actively interacting with brand content (Brodie et al., 2023). This engagement is crucial for

building relationships, especially on platforms like TikTok Shop, which offer highly visual and interactive shopping experiences (Sharma & Singh, 2023). While brand engagement directly influences purchase retention, brand attachment plays an essential moderating role in this relationship. Brand attachment is the emotional bond developed through consistent positive experiences with the brand (Thomson et al., 2023). Consumers who feel emotionally connected to a brand are more likely to remain loyal and continue purchasing, even as engagement increases (Chankoson & Thabhiranrak, 2019). As Brodie et al., (2023) note, brand engagement centers on creating motivating brand experiences. However, engagement that is merely transactional or entertainment-driven may not sustain long-term loyalty unless supported by deeper emotional involvement. Brand attachment provides a solid emotional foundation for engagement to result in sustained purchase behavior. When consumers are emotionally attached, they are not only more active in brand-related interactions but also more committed to remaining loyal to the brand (Sharma & Singh, 2023). The concept of brand love (Batra et al., 2023) further emphasizes that emotional attachment strengthens the connection between engagement and loyalty. Emotionally bonded consumers are more inclined to participate in brand engagement activities that ultimately enhance purchase retention. This is supported by customer engagement theory, which asserts that deeper involvement—achieved through interactive and emotionally engaging content—increases the likelihood of consumers repurchasing from the same brand (Hollebeek et al., 2023). Emotional attachment enhances the effectiveness of brand engagement, making it more likely to convert into repeat purchases and long-term loyalty.

H4: Brand attachment moderates the relationship between brand engagement and purchase retention among Generation Z consumers purchasing apparel on TikTok Shop.

Research Method

This study employs a Structural Equation Modelling (SEM) approach using SmartPLS as the analytical tool, which allows for the examination of complex relationships among variables involved in the apparel purchasing behaviour of Generation Z on TikTok Shop. In this study, all variables were measured using a 5-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree, to assess respondents' perceptions, attitudes, and behaviours toward each construct. All measurement indicators were adapted and modified from previously validated and reliable instruments widely cited in the literature on digital marketing and consumer behaviour (Ghozali & Latan, 2015; Hair et al., 2019), ensuring consistency and validity of measurement. Brand Awareness (X1) was measured using five indicators covering brand recognition, brand recall, and consumer familiarity with apparel brands on TikTok Shop. These indicators assess the extent to which consumers are aware of and recognize the brand before making a repeat purchase, and were adapted from Azzari & Pelissari (2020) and Chaudhuri & Holbrook (2023). Brand Engagement (X2) was measured with five indicators evaluating consumers' interaction with brand content, including liking, commenting, sharing content, following brand accounts, and participating in brand activities or campaigns. These indicators reflect the cognitive and emotional engagement of consumers with brands on TikTok Shop and were adopted from Hollebeek et al., (2023) and Goyal & Verma (2024). Brand Attachment (M), serving as the moderating variable, was assessed using five indicators measuring emotional connection, sense of brand ownership, and consumer loyalty and affection toward the apparel products they purchase. This measurement aims to capture the extent to which emotional attachment strengthens the effect of Brand Awareness and Brand Engagement on Purchase Retention. Indicators were adapted from Chankoson & Thabhiranrak (2019) and Chaudhuri & Holbrook (2023). Purchase Retention (Y) was measured through five indicators including repeat purchase frequency, brand loyalty, and intention to repurchase

products from the same brand. These indicators assess repeat buying behavior and consumer loyalty toward brands on TikTok Shop, adopted from Chaudhuri & Holbrook (2023) and Sharma & Singh (2023). Data analysis in this study was conducted using Smart PLS software, encompassing the assessment of both the measurement model (construct validity and reliability) and the structural model (tests of direct and mediating relationships). Mediation analysis was performed using the bootstrapping approach. The analysis followed two main stages: the evaluation of the outer model and the evaluation of the inner model. In the first stage, construct validity was assessed through convergent validity (with Average Variance Extracted ≥ 0.50), indicator reliability (factor loadings ≥ 0.70), and construct reliability (Cronbach's Alpha and Composite Reliability values ≥ 0.70). In the second stage, structural relationships between variables were tested by examining path coefficients, t-statistics, and p-values derived from the bootstrapping procedure. This analytical strategy ensured a robust examination of both measurement quality and the hypothesized causal relationships within the structural model. The measurement instruments used for each variable are not only relevant to the research objectives but are also appropriate for capturing the dynamics of consumer-brand relationships within the context of TikTok Shop and Generation Z apparel consumers. The respondents in this study exhibited diverse demographic characteristics, as shown in the table below:

Table 1. Respondent Characteristics

Category	Sub Category	Count	Percentage
Age	18–28 years old	150	100
Gender	Male	59	39.3
	Female	91	60.7
Education	High School	60	40
	University	90	60
Purchase Frequency	Once a month	50	33.3
	Twice a month	70	46.7
	More than twice	30	20
Brand Interaction	Like	60	40
	Comment	30	20
	Share	40	26.7
	Follow Brand Account	20	13.3
Social Media Use	Search product information	65	43.3
	Read Reviewers	45	30
	Watch Reviewers	40	26.7
Brand Perception	High	80	53.3
	Medium	60	40
	Low	10	6.7

Results and Discussion

Convergent Validity

Based on the measurement model analysis, all variables in this study met the requirements for convergent validity, as recommended by Ghazali & Latan (2015), who suggest that construct indicators demonstrate convergent validity when the Average Variance Extracted (AVE) value exceeds 0.50 and when each indicator's factor loading shows a significant contribution to its respective construct. The results show that: Brand Attachment has an AVE of 0.785, Brand Awareness has an AVE of 0.818, Brand Engagement has an AVE of 0.792, and Purchase Retention has an AVE of 0.764. All AVE values are well above the minimum threshold of 0.50, indicating that the indicators used for each construct adequately capture the variance of the underlying latent variables. Although some individual indicator loadings were relatively

low, the high AVE values confirm that, as a whole, the constructs are able to explain a sufficient amount of variance from their indicators. Therefore, these findings affirm that the measurement model in this study achieves convergent validity, and the constructs are appropriate for further structural model analysis and hypothesis testing, consistent with the guidelines proposed by Ghozali & Latan (2015). These results are presented in below.

Table 2. Results of Hasil Convergent Validity

Variable	Indicator	Factor Loading	AVE	Remark
Brand Attachment	BAtc1	0.234	0.785	Valid
	BAtc2	0.240		Valid
	BAtc3	0.210		Valid
	BAtc4	0.228		Valid
	BAtc5	0.218		Valid
Brand Awareness	BAwr1	0.219	0.818	Valid
	BAwr2	0.257		Valid
	BAwr3	0.208		Valid
	BAwr4	0.241		Valid
	BAwr5	0.181		Valid
Brand Engagement	BEng1	0.228	0.792	Valid
	BEng2	0.201		Valid
	BEng3	0.227		Valid
	BEng4	0.236		Valid
	Beng5	0.230		Valid
Purchase Retention	PRtt1	0.241	0.764	Valid
	PRtt2	0.221		Valid
	PRtt3	0.235		Valid
	PRtt4	0.213		Valid
	PRtt5	0.234		Valid

Discriminant Validity

Discriminant validity can be evaluated by comparing the square root of the Average Variance Extracted (AVE) for each construct with the correlations between that construct and other constructs in the model, using the Fornell-Larcker Criterion. The standard rule of thumb is that the square root of AVE for a given construct should be greater than its correlations with any other construct. Based on the table below, all Fornell-Larcker Criterion values exceed the 0.50 threshold, indicating that each manifest variable appropriately reflects its corresponding latent construct.

Table 3. Results of Fornell-Larcker Criterion

	Brand Attachment	Brand Awareness	Brand Engagement	Mod. Effect 1	Mod. Effect 2	Purchase Retention
Brand Attachment	0.886					
Brand Awareness	0.149	0.904				
Brand Engagement	0.455	-0.012	0.890			
Moderating Effect 1	-0.008	-0.111	0.341	1.000		
Moderating Effect 2	-0.037	0.261	-0.298	-0.464	1.000	
Purchase Retention	0.692	0.287	0.602	0.218	-0.002	0.874

Discriminant validity in this study was also assessed using the Heterotrait-Monotrait Ratio of Correlations (HTMT), which has been proposed as a more sensitive method compared

to conventional approaches. HTMT evaluates the extent to which a construct is empirically distinct from other constructs within the model. Discriminant validity is considered acceptable when the HTMT values between constructs are below the threshold of 0.90, indicating that each construct represents a unique concept and does not overlap significantly with others. The findings in this study support the conclusion that all constructs in the model possess sufficient distinction, thereby justifying the continuation to the structural model analysis.

Table 4. Ratio of Heterotrait-Monotrait (HTMT)

	Brand Attachment	Brand Awareness	Brand Engagement	Moderating Effect 1	Moderating Effect 2
Brand Attachment					
Brand Awareness	0.161				
Brand Engagement	0.487	0.069			
Moderating Effect 1	0.031	0.113	0.352		
Moderating Effect 2	0.045	0.271	0.309	0.464	
Purchase Retention	0.743	0.303	0.646	0.228	0.023

Composite Reliability

All Composite Reliability (CR) values exceeded the recommended threshold of 0.70, as suggested in the literature (Ghozali & Latan, 2015). This indicates that the indicators used to measure each construct demonstrate high internal consistency. These results affirm that each indicator consistently reflects its associated latent construct, ensuring reliability for further analysis, including structural model evaluation using SEM. Thus, the reliability assessment confirms that the measurement model is both valid and reliable, supporting the robustness of the study's findings regarding the relationships among Brand Awareness, Brand Engagement, Brand Attachment, and Purchase Retention.

Table 5. Reliability Test Results

	Cronbach's Alpha	rho A	Composite Reliability
Brand Attachment	0.931	0.932	0.948
Brand Awareness	0.945	0.953	0.957
Brand Engagement	0.934	0.936	0.950
Purchase Retention	0.922	0.924	0.942

Structural Model Analysis (Inner Model)

The evaluation of the structural model, or inner model, aims to predict the relationships between latent variables. The assessment of the structural model involves examining the proportion of variance explained by the model, primarily through the analysis of R-Square (R^2) values, model fit test, and hypothesis testing.

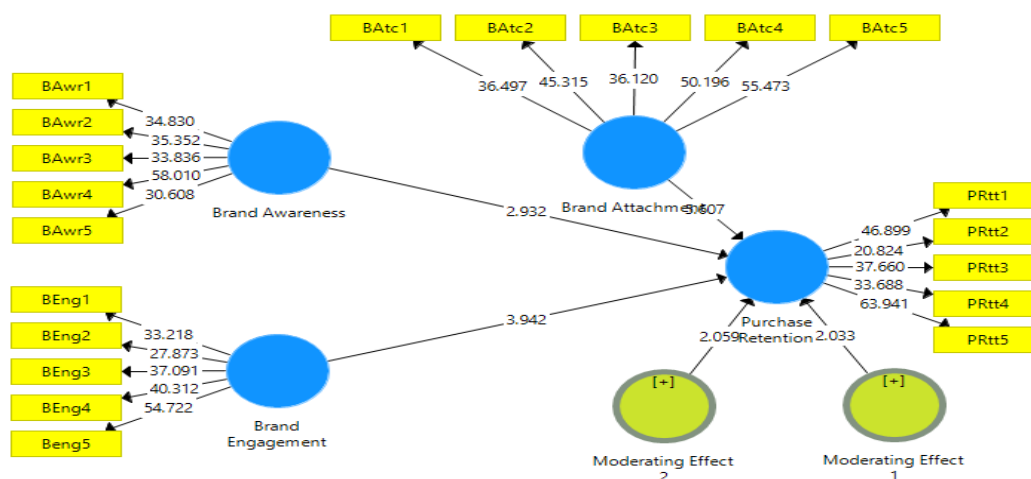


Figure 1. Structural Model Testing (Inner Model)

R-Square (R²) Analysis

The coefficient of determination (R-Square) is used to explain the influence of specific exogenous latent variables on endogenous latent variables. It also serves to assess the explanatory power of the structural equation model. A higher R-square value indicates a stronger ability of exogenous variables to explain the variance in endogenous variables. The results of the R-square analysis for each endogenous variable are presented in table below:

Table 6. R² Values for Endogenous Variables

	R Square	R Square Adjusted
Purchase Retention	0.664	0.652

The results of the structural model analysis show that the R-Square (R²) value for the Purchase Retention variable is 0.664, while the Adjusted R-Square is 0.652. This indicates that approximately 66.4% of the variance in Purchase Retention can be explained by the independent variables examined in this study, namely Brand Awareness, Brand Engagement, and the moderating effect of Brand Attachment. The slightly lower Adjusted R-Square value accounts for the number of predictors and the sample size, yet still reflects a strong predictive capability of the model, explaining 65.2% of the variation in Purchase Retention after adjustment. This relatively high R² value suggests that the structural model is robust and relevant for understanding the key determinants of Purchase Retention among Generation Z consumers on TikTok Shop. It supports the conclusion that the combination of awareness, engagement, and emotional attachment constructs offers significant explanatory power in predicting repeat purchase behavior in a social media-based e-commerce context.

Model Fit Test

The analysis results indicate that the Standardized Root Mean Square Residual (SRMR) value is 0.059 for both the saturated and estimated models. This value is well below the recommended threshold of 0.08, indicating low residuals and suggesting that the model exhibits a good fit to the empirical data. Furthermore, the d_{ULS} and d_G values are also within acceptable ranges. For the saturated model, d_{ULS} = 0.729 and d_G = 0.550; for the estimated model, d_{ULS} = 0.728 and d_G = 0.548. These small distances between the empirical and model-implied covariance matrices reflect a strong alignment between the model and the observed data. The Chi-Square statistic was 451.587 for the saturated model and 449.187 for the estimated model. While these values may appear relatively high, this is expected in models with a substantial

number of indicators and moderate sample sizes. Therefore, Chi-Square results should be interpreted in conjunction with other fit indices rather than in isolation. Additionally, the Normed Fit Index (NFI) values are 0.850 for the saturated model and 0.851 for the estimated model. Although these values fall slightly below the ideal threshold of 0.90, they are still considered to reflect an acceptable model fit, particularly in the context of PLS-SEM, which tends to be more flexible in terms of fit thresholds. Taken together, the combination of SRMR, d_ULS, d_G, Chi-Square, and NFI values suggests that the proposed structural model demonstrates an adequate fit with the empirical data. As such, the SEM results can be interpreted with a reasonable degree of confidence regarding their reliability and validity.

Table 7. The Model Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.059	0.059
d_ULS	0.729	0.728
d_G	0.550	0.548
Chi-Square	45.,587	449.187
NFI	0.850	0.85

Hypothesis Testing

Hypothesis testing is employed to determine the influence of each exogenous variable on the endogenous variable using the bootstrapping method. The criteria for hypothesis acceptance or rejection are based on the t-statistic value being greater than 1.96 and the p-value being less than 0.05 (5%). The results of the hypothesis testing are presented in Table 8 below:

Table 8. Hypothesis Testing Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Brand Awareness -> Purchase Retention	0.194	2.932	0.004
Brand Engagement -> Purchase Retention	0.353	3.942	0.000
Brand Awareness*Brand Attachment -> Purchase Retention	0.184	2.033	0.043
Brand Engagement*Brand Attachment -> Purchase Retention	0.116	2.059	0.040

Effect of Brand Awareness on Purchase Retention

The analysis results reveal that Brand Awareness has a positive and significant influence on Purchase Retention, with an Original Sample (O) value of 0.194, T-statistics of 2.932, and a P-value of 0.004. Since the T-statistics exceed the threshold of 1.96 and the P-value is below 0.05, the relationship is statistically significant at the 5% level. Thus, Hypothesis 1 is supported. Theoretically, this finding is consistent with previous studies, which suggest that consumers with higher brand awareness are more likely to exhibit loyalty and engage in repeat purchases (Azzari & Pelissari, 2020; Barreda et al., 2023; Keller, 2023). Brand awareness increases familiarity and trust, which in turn enhances consumers' comfort in repurchasing products from brands they recognize. In the context of TikTok Shop, continuous brand exposure—through videos, advertisements, and influencer promotions—reinforces brand recognition and positively impacts repurchase decisions. Practically, this result implies that increasing brand awareness through creative video content, influencer collaborations, and digital campaigns can serve as an effective strategy to boost purchase retention. However, to maximize the impact of brand awareness, marketers should also focus on building brand attachment, such as through emotionally engaging and interactive content.

Effect of Brand Engagement on Purchase Retention

Brand Engagement also shows a positive and significant influence on Purchase Retention, with an Original Sample (O) of 0.353, T-statistics of 3.942, and a P-value of 0.000. The high T-statistics and low P-value confirm the statistical significance of the relationship at the 5% level. Therefore, Hypothesis 2 is accepted. This aligns with prior research indicating that high consumer engagement—through active interaction on social media or participation in brand activities—increases loyalty and repeat purchase intention (Brodie et al., 2023; Goyal & Verma, 2024; Hollebeek et al., 2023). On TikTok Shop, brand engagement occurs through likes, comments, content sharing, following brand accounts, and participation in brand campaigns or challenges. These interactions foster both cognitive and emotional engagement and strengthen brand perception (Sharma & Singh, 2023). From a practical standpoint, this finding underscores the importance for apparel marketers on TikTok Shop to not only build brand awareness but also foster active engagement through entertaining, creative, and participatory content. Effective strategies may include influencer collaborations, creative challenges, and community-driven content that go beyond passive exposure and deepen emotional bonds with the brand.

Moderating Effect of Brand Attachment on the Relationship between Brand Awareness and Purchase Retention

The analysis reveals that Brand Attachment significantly moderates the relationship between Brand Awareness and Purchase Retention, with a moderating effect of 0.184, T-statistics of 2.033, and a P-value of 0.043. These results support Hypothesis 3. This indicates that while brand awareness positively influences purchase retention, the strength of this effect increases when consumers also have a strong emotional attachment to the brand. Consumers who both recognize a brand and feel emotionally connected to it are more likely to remain loyal and make repeat purchases. Emotional bonds contribute to consumer trust and commitment, which are essential for long-term retention (Azzari & Pelissari, 2020; Chankoson & Thabhiranrak, 2019; Chaudhuri & Holbrook, 2023; Thomson et al., 2023). In the context of TikTok Shop, this moderation effect is particularly relevant. The platform allows brands to foster emotional connections through interactive, personal, and entertainment-rich content. Creative videos, storytelling, and influencer-led campaigns help build emotional ties that enhance the impact of brand awareness on consumer retention. Practically, this emphasizes the need to integrate brand recognition efforts with brand attachment strategies. Brands that combine recognizability with emotional resonance are better positioned to drive loyalty and long-term purchasing behavior.

Moderating Effect of Brand Attachment on the Relationship between Brand Engagement and Purchase Retention

Brand Attachment also plays a significant moderating role in the relationship between Brand Engagement and Purchase Retention, with a moderating effect of 0.116, T-statistics of 2.059, and a P-value of 0.040. This supports Hypothesis 4. This result suggests that while consumer engagement with a brand already contributes to purchase retention, this effect becomes stronger when the consumer also has a high level of emotional attachment (Chankoson & Thabhiranrak, 2019). Consumers who interact with brand content—through likes, comments, content sharing, or following brand accounts—are more likely to repurchase when they feel emotionally bonded with the brand (Brodie et al., 2023; Goyal & Verma, 2024; Thomson et al., 2023). In essence, emotional attachment amplifies the positive effect of engagement on consumer loyalty (Sharma & Singh, 2023). TikTok Shop provides a conducive environment for building such bonds through interactive and emotionally resonant content. Examples include creative challenges, storytelling videos, and influencer collaborations that make consumers feel personally connected to the brand. From a managerial perspective, these

findings highlight the importance of combining engagement-driven strategies with emotional branding. Brands that succeed in creating not just interactive but also emotionally meaningful content will be better positioned to enhance purchase retention and foster long-term consumer loyalty.

Conclusion

The findings of this study indicate that both Brand Awareness and Brand Engagement have a significant positive impact on Purchase Retention. Consumers who are more familiar with a brand or actively engaged with brand-related content tend to be more loyal and more likely to make repeat purchases. Furthermore, Brand Attachment has been proven to moderate and strengthen the influence of both Brand Awareness and Brand Engagement on Purchase Retention, underscoring the importance of emotional attachment in fostering long-term consumer loyalty. From a theoretical perspective, this study contributes to the existing literature by reinforcing the relationships among brand awareness, engagement, and attachment within the domain of consumer behaviour in social media-based e-commerce. The findings support the brand attachment theory and customer engagement theory, emphasizing the role of emotional moderation in enhancing purchase retention. Practically, the study offers valuable insights for apparel marketers operating on digital platforms such as TikTok Shop, highlighting that strategies aiming to boost consumer loyalty should not only focus on increasing brand awareness and engagement but also prioritize the development of strong emotional connections. This can be achieved through interactive, personalized, and creative content that fosters deeper brand relationships. Despite offering meaningful insights, this study is subject to several limitations. First, the research sample was limited to Generation Z users of TikTok Shop, which may restrict the generalizability of the findings to other age groups or platforms. Second, the study employed a quantitative survey-based design, which may not fully capture the depth of emotional experiences and individual motivations underlying consumer behaviour.

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