

The Influence of Influencer Credibility, Message Personalization, and Brand Trust on Viral Marketing Intention of Local Fashion Brands on Social Media

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Abstract

Local fashion companies need to adopt viral marketing techniques because digital market competition requires them to build their brand presence through natural methods. The study tests the effect of three variables which are influencer credibility message personalization and brand trust on local fashion brands' social media viral marketing operations. The study used a quantitative approach which followed an explanatory research design. The researchers conducted a survey to gather data from 210 social media users who followed local fashion brand accounts and engaged with influencer content. The research team applied multiple linear regression analysis to test the data after conducting all necessary validity reliability and classical assumption tests. The findings reveal that users who trust brands from social media platforms together with their personalized messages. The research found that people trusted influencers who displayed credibility which increased their acceptance of messages and content, and personalized messages made users more relevant to the audience while building emotional connections, and brand trust functions as the key element that drives people to support companies. The success of viral marketing in local fashion brands depends on how well they implement influencer communication strategies and personalize content and build trust with customers. The study results create strategic value for local fashion businesses by demonstrating how to develop successful and lasting social media marketing programs.

Keywords: influencer credibility, message personalization, brand trust, viral marketing intention.

INTRODUCTION

The marketing industry has experienced major shifts because social media platforms now exist which specifically affect local fashion markets that depend on visual content and current fashion trends and customer behavior patterns (Handayani et al., 2020). Brands achieve promotional success in the digital age through their ability to create content that fans will share which functions as the primary promotional method for businesses to reach their marketing objectives (Farizky et al., 2022). Consumers who share viral marketing content use their social networks to distribute brand information according to their sharing intentions.

Local fashion brands can use viral marketing as their primary method to build brand recognition while entering new markets and establishing strong brand identity with minimal advertising expenses (Hendratni et al., 2021). Social media platforms enable marketing messages to achieve massive distribution because they combine two features: interactive content and user-generated materials. The establishment of viral intention depends on specific psychological elements which require particular communication tools that assist individuals in forming their views and emotional reactions about different topics (Sudirjo et al., 2024). Local fashion brands need to understand the factors which drive their customers to share their content through viral marketing because they compete in the fashion industry (Dharta et al., 2024).

The audience uses an influencer's expertise together with their honesty and attractive qualities to assess their credibility (Ausat et al., 2025). Social media marketing uses influencers as opinion leaders because their followers respond to their content (Karyono et al., 2024). The audience will trust the message more when its credibility level increases. Marketers use message personalization to create marketing content which matches specific audience traits and their individual preferences and requirements (Setiawan et al., 2021). The current social media algorithm system will show users content which contains personalized and relevant messages (Rachmat et al., 2023). The audience will engage more with personalized content because it establishes emotional bonds. People share social network messages when they perceive these messages as relevant to their personal identity and lifestyle (Majid et al., 2022). Local fashion brands can use personalized messages to recommend products which match customers' style preferences and use demographic segmentation and storytelling that connects with their audience's values. Consumers establish brand trust when they perceive a brand to possess integrity and deliver consistent product quality while dedicating itself to satisfying customers (Sarjana et al., 2022). The main factor that determines consumer behavior in digital environments which provide excessive information and multiple risks to users is trust (Taufik et al., 2022). Consumers share or recommend brands only when they trust those brands because their social network actions display their personal reputation. Customer reviews together with user experience and product quality establish the brand reputation for businesses operating in the local fashion industry (Kusnadi et al., 2022). High trust increases the sense of confidence in recommending a brand to others (Karnowati et al., 2024; Risdwiyanto et al., 2023).

The study examines the relationship between influencer credibility and personalized messaging together with brand trust to determine their impact on local fashion brands' social media advertising success. The research will develop digital marketing knowledge through its investigation of how influencer communication and personalization strategies together with trust elements lead to content sharing behavior. The research establishes a framework for understanding how local brands influence consumer behavior through their social media presence. The research findings will help local fashion companies develop successful marketing campaigns which use influencers and create personalized marketing content. Local fashion brands develop customer connections and strengthen their market presence through their understanding of viral marketing elements which also enhance their digital market competitiveness.

METHOD

The research used a quantitative research method with an explanatory design to study how influencer credibility and message personalization and brand trust affect local fashion brands' social media viral marketing performance. The study involved social media users who

follow local fashion brand accounts and had seen or interacted with promotional content that featured influencers. The sampling approach used purposive sampling which required respondents to meet specific criteria about their minimum age and their social media activity and their experience with local fashion brand promotional content and their fashion content sharing behavior. The research team collected information from 210 participants. The researchers developed a research instrument which consisted of a structured questionnaire that used a five-point Likert scale which extended from strongly disagree until strongly agree. The instrument quality test used validity testing which implemented item-total correlation to determine validity through an r value threshold of 0.30 and a significance level of less than 0.05. The researchers conducted a reliability test through Cronbach's Alpha which showed value results that met or exceeded the 0.70 threshold for every variable in the study. The researchers used classical assumption tests to assess the regression model by conducting normality tests and multicollinearity tests and heteroscedasticity tests. The researchers conducted multiple linear regression analysis to test their hypothesis which studied how independent variables affected viral marketing intention through their single and combined effects.

RESULT AND DISCUSSION

The F-test results showed a significance level of 0.000 which demonstrated that influencer credibility and message personalization and brand trust established a direct connection to local fashion brands' social media viral marketing intentions. The research model shows that its three independent variables explain 79 percent of viral marketing intention variation because their coefficient of determination (R^2) value equals 0.79 while 21 percent of the variation results from factors beyond the model. The t-test results show that all independent variables create a positive effect which reaches statistical significance for viral marketing intention at the 5 percent significance level.

Research demonstrates that social media influencers who maintain trustworthy reputations among their followers increase local fashion brands' likelihood to launch viral marketing initiatives. The study shows that audiences need to see influencers as competent and honest and attractive to their educational materials before they will share the promotional materials. Followers develop stronger trust in fashion influencers who display their industry expertise through authentic message delivery. People who have faith in their message will more likely transmit it to their social contacts. The definition of influencer credibility in local fashion extends beyond follower count to include personal brand values that match business values. Local fashion brands gain advantages when influencers present their authentic fashion style through real fashion demonstrations. The audience establishes social identification through the experience of sharing content because it shows their personal identity and their social preferences. The combined credibility of influencers boosts actual trustworthiness which causes promotional content to resemble genuine recommendations more than traditional advertisements.

The research demonstrates that individual messages provide local fashion companies with their social media viral marketing campaigns which generate positive results. Through message personalization, the content becomes more relevant to the audience because it matches their individual preferences and characteristics, which results in increased emotional connection. When brands create promotional messages that match specific audience lifestyles and interests and demographic groups, audiences develop a stronger connection to the brand. The fashion industry enables personalization through three methods: offering personalized

style suggestions which match individual preferences and using market-specific language and creating brand narratives which match the values of specific communities. High relevance increases the likelihood of audiences sharing content as a form of self-expression. People use social media to share fashion content because they want to show their personal identity and distinctive style to others. According to consumer perception, message personalization increases the worth of promotional content. Consumers perceive that the brand understands their unique needs instead of delivering a general message. The sharing behavior arises from emotional connections which develop through this process. The practice of message personalization functions as an effective communication method which enhances the probability of viral marketing.

The research findings demonstrate that brand trust establishes a powerful positive effect on social media viral marketing success for local fashion brands. Trust serves as a measure of how much consumers believe a brand will maintain its trustworthy image and provide stable product quality and complete customer satisfaction. Consumers share brand content only if they trust the brand because sharing content affects their social reputation within their community. Local fashion brands establish trust through positive customer experiences and their product quality and through customer reviews. Consumers recommend brands to others when they experience satisfying interactions with the brand and they trust the brand's reputation. The presence of trust allows consumers to talk about their brand experiences in a secure space. Trust functions as a psychological element that enhances customer commitment to the brand. The loyalty of customers to a brand increases the chances that they will promote the brand to others without being paid. Brand trust functions as a vital element that determines viral marketing intention because it establishes both emotional and rational foundations for sharing social media content.

CONCLUSION

The research demonstrates that both influencer credibility and message personalization together with brand trust create a favorable effect on local fashion brands who want to implement viral marketing through social media platforms. The study shows that consumers decide to share promotional content based on the content's appeal and the factors of communication and message relevance and brand trust. Local fashion brands need to select influencers who fit their brand identity and brand values because they need to establish real relationships. The process of improving message personalization must use consumer insights together with accurate market segment identification. The approach requires companies to maintain product and service standards because this practice builds trust with their customers. The three proposed strategies will improve viral campaign performance while their combination will lead to natural market growth through social media platforms.

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