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The Impact of Consumer Experience on Women's Clothing Brand Equity and Influencer Partnership on Consumer Behaviour

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ABSTRACT
Digital transformation has reshaped the global fashion industry through the rise of e-commerce, social media marketing, and strategic influencer partnerships. In Denpasar City, women entrepreneurs leverage digital marketing to overcome social and gender-related challenges while enhancing competitiveness and customer loyalty through personalized consumer experiences. This study examines the effects of consumer experience, brand image, brand equity, and influencer partnership on consumer behaviour among women who have purchased women's clothing products. A total of 102 female respondents participated in this quantitative study. Data were collected via questionnaires and analyzed using SmartPLS 3, including measurement model testing (outer model), structural model evaluation (inner model), and hypothesis testing. The results show that consumer experience and brand image positively and significantly influence brand equity. Both consumer experience and brand image also positively affect consumer behaviour, while brand equity further strengthens consumer behaviour. Additionally, influencer partnership moderates the relationship between brand equity and consumer behaviour, and brand equity mediates the effects of consumer experience and brand image on consumer behaviour. These findings suggest that women entrepreneurs in the women's fashion industry should focus on maintaining consistent visual communication, improving social media content, and delivering enjoyable offline and online shopping experiences to enhance brand equity and consumer behaviour. Future research could explore additional variables and broader contexts to gain a more comprehensive understanding of the factors shaping consumer behaviour in the women's fashion sector.

Keywords: Consumer Experience, Brand Image, Brand Equity, Influencer Partnership, Consumer Behaviour.

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INTRODUCTION
The fashion industry has grown rapidly worldwide and is driven by fast trends, consumer needs through online shopping and the need for innovation in design and trend development in the market segment (Adeola et al., 2024). The dominance of social media in marketing is the main channel for the fashion industry for digital marketing such as Tiktok, Instagram, Pinterest. In addition, marketing through influencers or other celebrities is the main part of marketing that is very functional for business people through the content and ideas of these influencers that can attract consumers (Basit et al., 2021). Digital transformation used to use marketing through mouth to mouth therefore have an impact on social media using Facebook or Whatsapp Messenger through COD goods on the spot, so in this digital era it can be involved in the era of transformation to be more effective and instant.

Every year E-Commerce develops and innovates, which used to only use mouth to mouth until now it can make online digital purchases and transactions through E-Commerce such as Shopee, Tokopedia, Lazada and others. By shopping through E-Commerce, consumers will be more interested because they are keeping up with the age of online shopping with the presence of several reviews on content on social media or E-Commerce along with a showcase link. By collaborating with influencers or celebrities, it will benefit both parties to the credibility and success

of their brands (Geyser, 2023). E-commerce is one of the main forms of consumer needs to find goods or services instantly and accurately. For clothing brands run by women entrepreneurs must keep competing with global or large and well-established brands to allow local brands to thrive in the fashion world (Arifin, 2024). Through the explanation of digital marketing, it is recognized that digital marketing is crucial for enhancing brand visibility, building relationships with consumers, and expanding market reach.

In addition to general digital marketing strategies, influencer partnership has emerged as a crucial element in the modern fashion business landscape. Influencer partnership refers to collaborations between brands and social media figures who possess significant online influence to promote products in a more authentic and engaging way (Abidin et al., 2025). In the fashion industry, influencers often act as trend makers forming consumer perceptions and purchasing behaviour, especially among Gen Z and Millennials that are high engaging on social media platforms. Women Entrepreneurs are able to thrive in their businesses among competing sectors that are often dominated by men through digital transformation and bring SME businesses forward globally. Through social norms and gender, digital marketing by women entrepreneurs may also be influenced by social norms in the fashion and business community. There are several barriers associated with women entrepreneurs, for example in various business circles many sectors are dominated by male entrepreneurs, therefore women who run businesses independently and are supported by their own consistency will understand the culture and market segment they will reach. Another impact is that the utilization of social media during working hours and the balance between personal and professional life for women entrepreneurs significantly affects business equilibrium. If women entrepreneurs are not able to manage their time effectively, this will result in a disrupted schedule and potentially lead to early business failure (Alkhlifat et al., 2023). Although doing digital marketing can provide great opportunities, women entrepreneurs in developing countries often face challenges such as social barriers, technological limitations and difficulties in obtaining capital to support the digital strategy (Basit et al., 2021). Women Entrepreneurs must understand the gender stigma that will affect perceptions and opinions of their ability to run a business, especially in the field of clothing brands that are very competitive and have many competitors at any time. Assisted by social media tools and digital platforms will further accelerate strong knowledge to empower women in entrepreneurship and create opportunities to build the brand of Women Entrepreneurs by accessing markets from SMEs to a wider global market later (Dewi and Hidayat, 2024; Joshi et al., 2025). For Women Entrepreneurs, working with influencers not only enhances brand awareness and consumer engagement but also helps communicate brand values such as creativity, empowerment, and authenticity. Moreover, data-driven influencer collaborations allow women-led brands to measure marketing effectiveness through reach, engagement, and conversion rates, making it a strategic approach to build emotional connections and long-term loyalty with consumers (Basit et al., 2021; Geyser, 2023). Thus, influencer partnership serves as a vital instrument that bridges creativity, data analytics, and consumer trust helping Women Entrepreneurs strengthen their market presence in an increasingly competitive digital environment.

Women Entrepreneurs are able to thrive in their businesses among competing sectors that are often dominated by men through digital transformation and bring SME businesses forward globally. Through social norms and gender, digital marketing by women entrepreneurs may also be influenced by social norms in the fashion and business community. There are several barriers associated with women entrepreneurs, for example in various business circles many sectors are dominated by male entrepreneurs, therefore women who run businesses independently and are supported by their own consistency will understand the culture and market segment they will reach. Another impact is that the utilization of social media during working hours and the balance between personal and professional life for women entrepreneurs significantly affects business equilibrium. If women entrepreneurs are not able to manage their time effectively, this will result in a disrupted schedule and potentially lead to early business failure (Alkhlifat et al., 2023). Although doing digital marketing can provide great opportunities, women entrepreneurs in developing countries often face challenges such as social barriers, technological limitations and difficulties in obtaining capital to support the digital strategy (Basit et al., 2021). Women Entrepreneurs must understand the gender

stigma that will affect perceptions and opinions of their ability to run a business, especially in the field of clothing brands that are very competitive and have many competitors at any time. Assisted by social media tools and digital platforms will further accelerate strong knowledge to empower women in entrepreneurship and create opportunities to build the brand of Women Entrepreneurs by accessing markets from SMEs to a wider global market later (Dewi and Hidayat, 2024).

By using creativity and innovation, Women Entrepreneurs will excel by utilizing creativity in creating content, building relationships with consumers and researching market segments according to fashion trends every day. In this case, social media will take an active part of digital marketing to provide a platform that provides an edge in highlighting uniqueness compared to other competitors and may also attract consumers to become long-term consumers (Alkhlifat et al., 2023). The importance of brand identity and product uniqueness is to develop a strong brand identity that is different from competitors (product design, material quality, price). With the help of consumer reviews, displaying testimonials and responding to feedback are able to build consumer confidence in products and services to build emotional consumer relationships and increase consumer loyalty (Arifin, 2024). Consumer loyalty is highly effective when women entrepreneurs have the capacity to reward consumers who consistently support the brand while creating a more personalized and engaging experience. This is because loyalty helps consumers feel valued, whether through discounts, exclusive offers, or other gifts that they get to enjoy first-hand. As Women Entrepreneurs, having a loyalty program also provides an opportunity to build a stronger community around the brand. Consumers are more connected to the business and interact directly with the brand, and feel part of the brand's journey from past to future.

In this rapidly evolving digital age, competition in the fashion industry is getting more and more competitive (Van et al., 2024). In the past, product quality and attractive prices may have been enough to attract consumers. But now, that alone does not cut it in this era. Today's consumers, especially Gen Z, want more than just good clothes. They are looking for a fun, personalized and memorable experience every time they interact with a brand. Consumer experience is very important in today's digital business world. A positive consumer experience can result in consumer satisfaction, while a negative experience can result in dissatisfaction (Arifin, 2024; Jeon and Yoo, 2021). Therefore, market researchers need to measure consumer experience before and after service use and take into account direct and indirect contact and peer influence. The consumer experience will run smoothly if we as owners are wise in language and as employees can serve well and be friendly (Arifin, 2024). In clothing business to get consumer attention, women entrepreneur must pay attention to the aesthetics of their business not only selling prices but being able to maintain the aesthetics of the product, special designs that only each clothing business has and therefore we can sell experiences to consumers and consumers will enjoy it not only thinking about prices but the aesthetics and experience they get if they shop.

Experience is the main component of experiential marketing and one of the key directions of marketing development, the experience economy is both a scientific and managerial concept that deals with activities leading to the satisfaction of the human need for experiences with draw attention to social trends that have contributed to the development of an experience-based economy it can increase the knowledge of understanding consumer experience (Kencebay and Ertugan, 2025). Among women entrepreneurs who are new to running their businesses, many of them have not fully identified the micro and macro factors that affect consumer experience in more detail such as the influence of cultures that are still developing in certain regions, new technologies, or changes in consumer behaviour and thinking habits.

The study of consumer experience involves various aspects, such as consumer interactions with consumer service, product ease of use, speed of delivery, and how companies communicate with consumers through various channels (Kasman and Tahir, 2025). All of these contribute to consumer satisfaction and ultimately, to their loyalty to the brand. Understanding and improving consumer experience is very important for women entrepreneurs. With a good consumer experience, consumers will feel valued and more likely to return, as well as recommend the product or service to others. By understanding the importance of consumer experience and the challenges and opportunities that Women Entrepreneur will face, we will be able to develop the proper

strategy to create a memorable experience for our consumers to keep them loyal to spend their money and experience shopping for example, listening to consumers, giving free gifts on special days for every purchase and helped by interesting content as the trend goes on. Women entrepreneurs will have the biggest challenge in creating a superior consumer experience such as limited resources, be it in terms of time, funds, or labor. However, with the right approach and smart use of technology, Women Entrepreneurs have the ability to create experiences that not only fulfill, but exceed consumer expectations.

Every interaction a consumer has with a brand or business will influence how Every interaction a consumer has with a brand or business will influence the way they evaluate the product or service (Dewi and Hidayat, 2024). With better consumer experiences, businesses have a greater chance of building loyalty, increasing retention, and gaining valuable word-of-mouth recommendations. In the clothing industry, consumer experience plays an important role since it is not only about selling products, but also about selling the values, lifestyle, and identity that consumers demand (Alkhlifat et al., 2023). For Women Entrepreneurs in the clothing business, creating a positive and memorable shopping experience is vital to differentiate themselves from their competitors, especially in a highly competitive market like fashion SMEs.

Digital marketing and its role in the business of small and medium-sized enterprises (SMEs) in emerging markets is an important pillar in the economy for new businesses (Lopes and Casais, 2022). To engage in the world of global market economies that as the years go by will develop in developed countries, SMEs need to face the challenges of accessing global markets along with managing resources using advanced technological access. New businesses must keep up with economic growth, employment and innovation (Van et al., 2024). In the clothing brand business, by utilizing digitalization has changed the way new business people who are just starting and managing businesses, the digital transformation does not only cover the use of technology for daily operations instead changes the way entrepreneurship practices and utilizes digital platforms. With this goal, there will be several new entrepreuners who can serve as a role model and inspire other new women entrepreuners.

The use of data analytics helps women entrepreneurs identify the right market segments, target potential consumers, and improve operational efficiency. Data analysis also drives innovation through the expansion of business networks and the introduction of new products. Digital transformation has changed how women entrepreneurs manage their businesses by integrating digital marketing strategies with various management tools to create a more unified system. In addition, digitalization enables the implementation of real-time marketing strategies and quick adjustments to market trends and consumer feedback. This condition underscores the importance of studying how digital transformation empowers women entrepreneurs to enhance business sustainability, competitiveness, and inclusivity in the modern era.

METHOD

This research was conducted in Denpasar and targeted women in the city who have experience as consumers of women's clothing. Using purposive sampling, a minimum of 102 respondents were required. The study employed quantitative data collected primarily through online questionnaires via Google Forms. Secondary data included references from books, journals, and other relevant sources. Respondent answers were measured using a Likert scale. Data analysis was performed using the PLS approach, with testing methods including the Outer Model (convergent validity, discriminant validity, composite reliability), Inner Model (R^2), and hypothesis testing using SmartPLS and Structural Equation Modeling (SEM).

FINDING AND DISCUSSION

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristic	Category	Total	Percentage
Frequency of Social Media Use	Everyday	68	67%
	3 - 5 times per week	26	25%

	1 - 2 times per week	8	8%
	Total	102	100%
Age Group	17 - 24 Years Old	35	34%
	25 - 32 Years Old	48	47%
	More than 33 Years Old	19	19%
	Total	102	100%

The results indicate that most respondents are frequent social media users, with 68 women (67%) using it daily, 26 (25%) using it 3–5 times per week, and 8 (8%) using it 1–2 times per week. In terms of age, the largest group of respondents is 25–32 years old (47%), followed by 17–24 years old (34%), and those over 33 years old (19%). These findings suggest that women in early to mid-adulthood are the most engaged in purchasing women's clothing and interacting with influencer content.

Descriptive Statistical Analysis

Table 2. Respondent Answers on Consumer Experience Statements

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I can easily access online platforms to explore women's clothing on any device I use.	0	1	6	51	44	4,35	Very Good
2	The online platform provides accurate and reliable information about women's clothing, meeting my expectations.	0	1	4	47	50	4,43	Very Good
3	I can find guidance or assistance easily when I need help navigating women's clothing platforms.	0	2	3	48	49	4,41	Very Good
4	The platform quickly resolves any issues I encounter while browsing or purchasing women's clothing.	0	0	3	48	51	4,47	Very Good
	Average						4,42	Very Good

The descriptive analysis of the Consumer Experience variable shows that all four statements fall into the "Very Good" category, with an overall average of 4.42. Respondents rated platform accessibility across devices at 4.35, information accuracy at 4.43, ease of finding guidance at 4.41, and quick resolution of issues at 4.47. These results indicate that consumers have a very positive and seamless experience when exploring or purchasing women's clothing online.

Table 3. Respondent Answers on Brand Image

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I perceive the company behind women's clothing products as having a trustworthy and professional reputation.	0	0	8	42	52	4,43	Very Good
2	The women who wear these clothing products are generally seen as having a modern lifestyle and a confident personality.	0	0	4	42	56	4,51	Very Good
3	The women's clothing products are perceived as offering reliable quality and functional benefits for users.	0	0	5	44	53	4,47	Very Good
	Average						4,47	Very Good

The descriptive analysis of the Brand Image variable shows that all three statements fall into the "Very Good" category, with an overall average of 4.47. Respondents rated the company's trustworthiness at 4.43, the perception of users as modern and confident at 4.51, and product quality and functionality at 4.47. These results indicate that both the brand and its women's clothing products are perceived very positively by consumers.

Table 4. Respondent Answers on Brand Equity

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I can easily recognize and recall women's clothing brands when I see or hear about them in different situations.	0	0	5	40	57	4,51	Very Good
2	I perceive women's clothing products to be of high quality,	0	0	4	44	54	4,49	Very Good

	which makes me feel confident when choosing to buy them.							
3	I tend to repurchase women's clothing from brands I trust and recommend them to others.	0	0	7	42	53	4,45	Very Good
	Average						4,48	Very Good

The descriptive analysis of the Brand Equity variable shows that all three statements fall into the "Very Good" category, with an overall average of 4.48. Respondents rated brand recognition highest at 4.51, product quality and confidence at 4.49, and repurchase intention and recommendation at 4.45. These findings indicate that consumers view brand awareness, perceived quality, and loyalty very positively.

Table 5. Respondent Answers on Influencer Partnership

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I am more likely to trust recommendations from influencers who share honest experiences with women's clothing.	0	0	6	46	50	4,43	Very Good
2	I notice that influencers with high interaction rates on their posts about women's clothing create content that is relevant and interesting to their audience.	0	0	6	56	40	4,33	Very Good
3	I feel more connected to women's clothing brands when influencers share content that matches the brand's values and style.	0	0	7	49	46	4,38	Very Good
	Average						4,38	Very Good

The descriptive analysis of the Influencer Partnership variable shows that all three statements fall into the "Very Good" category, with an overall average of 4.38. Respondents rated trust in authentic influencers at 4.43, engagement-driven influencer content at 4.33, and brand alignment with influencer content at 4.38. These results indicate that influencer credibility, audience engagement, and alignment with the brand significantly shape positive consumer responses.

Table 6. Respondent Answers on Consumer Behaviour

No	Statement	Responden Answers					Average Score	Description
		1	2	3	4	5		
1	I am consciously aware of how women's clothing influences my thoughts and emotions when making purchase decisions.	0	1	6	45	50	4,41	Very Good
2	I sometimes feel conflicted when my desire to follow fashion trends in women's clothing does not match my personal needs or values.	0	1	4	46	51	4,44	Very Good
3	I try to integrate my personal style with the women's clothing I choose so that it reflects a balanced version of myself.	0	1	3	47	51	4,45	Very Good
4	Wearing women's clothing that aligns with my authentic self helps me feel more emotionally balanced and complete.	0	0	3	54	45	4,41	Very Good
	Average						4,43	Very Good

The descriptive analysis of the Consumer Behaviour variable shows that all statements fall into the "Very Good" category, with an overall average of 4.43. Respondents scored emotional and cognitive awareness at 4.41, conflict with mismatched fashion trends at 4.44, efforts to integrate personal style at 4.45, and alignment with authentic self at 4.41. These results indicate that emotional awareness, personal alignment, and self-expression strongly influence consumer behavior in women's clothing.

Evaluation of the Measurement Model (Outer Model)

Table 7. Average Variance Extracted (AVE) Values

Variable	*Average Variance Extracted* (AVE)
Consumer Experience (X_1)	0,780
Brand Image (X_2)	0,775
Brand Equity (Z)	0,763
Influencer Partnership (M)	0,788
Consumer Behaviour (Y)	0,775

Based on Table 7, it can be observed that the AVE values for the variables Consumer Experience (X_1), Brand Image (X_2), Brand Equity (Z), Influencer Partnership (M), and Consumer Behaviour (Y) all exceed the threshold value of 0,50. Therefore, the measurement model can be considered to have good convergent validity.

Table 8. Composite Reliability Test Results

Variable	*Composite Reliability*	*Cronbach's Alpha*	Description
Consumer Experience (X_1)	0,918	0,865	Reliabel
Brand Image (X_2)	0,934	0,906	Reliabel
Brand Equity (Z)	0,912	0,855	Reliabel
Influencer Partnership (M)	0,932	0,903	Reliabel
Consumer Behaviour (Y)	0,906	0,860	Reliabel

The composite reliability and Cronbach's alpha output for the variables Consumer Experience (X_1), Brand Image (X_2), Brand Equity (Z), Influencer Partnership (M), and Consumer Behaviour (Y) all exceed the threshold value of 0,60. Therefore, it can be concluded that all variables demonstrate good reliability.

Evaluation of the Structural Model (Inner Model)

Table 9. R-Square Test Results

Variable	*R-Square*
Brand Equity (Z)	0,642
Consumer Behaviour (Y)	0,707

Table 9 shows that the Brand Equity (Z) variable has an R^2 value of 0.642, indicating that 64.2% of its variation is explained by the independent variables in the model, likely Consumer Experience and Brand Image, while 35.8% is influenced by other factors. The Consumer Behaviour (Y) variable has an R^2 value of 0.707, meaning that 70.7% of its variation is explained by variables such as Consumer Experience, Brand Image, Brand Equity, and Influencer Partnership, with the remaining 29.3% affected by factors outside this study.

Hypothesis Testing

Table 10. Direct Effect Test Result

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
Influencer Partnership (M) -> Consumer Behaviour (Y)	0,196	0,182	0,083	2,366	0,018	Positive and Significant
Consumer Experience (X_1) -> Consumer Behaviour (Y)	0,416	0,420	0,099	4,181	0,000	Positive and Significant
Consumer Experience (X_1) -> Brand Equity (Z)	0,172	0,149	0,196	3,878	0,003	Positive and Significant
Brand Image (X_2) -> Consumer Behaviour (Y)	0,337	0,355	0,094	3,593	0,000	Positive and Significant
Brand Image (X_2) -> Brand Equity (Z)	0,341	0,052	0,147	2,488	0,003	Positive and Significant
Brand Equity (Z) -> Consumer Behaviour (Y)	0,614	0,035	0,062	2,992	0,002	Positive and Significant

The analysis of the path coefficients, t-statistics, and p-values in Table 10 demonstrates that all proposed hypotheses are supported. Customer Experience has a positive and significant effect on Brand Equity, indicating that better consumer interactions with the brand enhance perceived brand value. Similarly, Brand Image positively influences Brand Equity, showing that a favorable perception of the brand strengthens its overall equity. In terms of Consumer Behaviour, both Customer Experience and Brand Image exert significant positive effects, suggesting that engaging experiences and a strong brand image encourage desired consumer actions. Furthermore, Brand Equity itself significantly impacts Consumer Behaviour, highlighting that higher brand value leads to increased consumer loyalty, purchase intention, and overall engagement with women's clothing products. Collectively, these findings emphasize the interconnected role of experience, brand perception, and brand value in shaping consumer behaviour in the fashion industry.

Table 11. Indirect Effect Test Result

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Description
Brand Equity (Z) -> Influencer Partnership (M) -> Consumer Behaviour (Y)	0,302	0,196	0,062	4,033	0,000	Positive and Significant
Consumer Experience (X_1) -> Brand Equity (Z) -> Consumer Behaviour (Y)	0,311	0,311	0,179	3,589	0,001	Positive and Significant
Brand Image (X2) -> Brand Equity (Z) -> Consumer Behaviour (Y)	0,442	0,355	0,222	4,361	0,000	Positive and Significant

The mediation and moderation analysis presented in Table 11 indicates significant indirect and moderating effects among the study variables. The results show that Influencer Partnership positively and significantly moderates the relationship between Brand Equity and Consumer Behaviour, with a t-statistic of 4.033 and a p-value of 0.000, confirming that influencer involvement strengthens the impact of brand equity on consumer actions. Additionally, Brand Equity serves as a significant mediator in the relationships between both Customer Experience and Consumer Behaviour ($t = 3.589$, $p = 0.001$) and Brand Image and Consumer Behaviour ($t = 4.361$, $p = 0.000$). These findings suggest that enhanced brand value not only transmits the effects of customer experiences and brand image to consumer behaviour but also that influencer partnerships amplify the influence of brand equity on consumer engagement.

Discussion

The Influence of Consumer Experience on Brand Equity

The results of this study indicate that Consumer Experience (X1) has a positive and significant effect on Brand Equity (Z) in women's clothing products in Denpasar City, as shown by a path coefficient of 0.172, $t = 3.878$, and $p = 0.003$ (<0.05). This suggests that better consumer experiences—covering accessibility, competence, helpfulness, and problem-solving—enhance perceptions of brand value, credibility, and future purchase intention. These findings are consistent with previous research emphasizing the critical role of consumer experience in shaping brand equity (Sohaib et al., 2022), including evidence from studies on Apple showing that positive experiences strengthen brand power (Sohaib et al., 2022). Therefore, improving consumer experience is a key strategy for women entrepreneurs in Denpasar's clothing industry to strengthen brand equity.

The Influence of Brand Image on Brand Equity

The results of this study show that Brand Image (X2) has a positive and significant effect on Brand Equity (Z) in women's clothing products in Denpasar City, with a path coefficient of 0.341, $t = 2.488$, and $p = 0.003$ (<0.05). A strong brand image, shaped through reputation, user identity, and consistent messaging, enhances perceived trustworthiness, product quality, and differentiation, encouraging loyalty and repeat purchases. This finding aligns with previous research highlighting the strategic role of brand image in strengthening brand equity (Irvan et al., 2022), showing that positive

brand perceptions, reinforced through consistent communication and digital marketing, improve consumer attitudes, emotional connections, and purchase intentions. Therefore, building a strong brand image is essential for women entrepreneurs in Denpasar's competitive fashion industry to elevate brand equity.

The Influence of Consumer Experience on Consumer Behaviour

The results of this study indicate that Consumer Experience (X1) has a positive and significant effect on Consumer Behaviour (Y) in women's clothing products in Denpasar City, with a path coefficient of 0.416, t = 4.181, and p = 0.000 (<0.05). Enhanced consumer experiences—through ease of access, reliable information, available assistance, and fast problem resolution—encourage purchases, repeat interest, and brand preference. These findings align with previous research showing that consumer experience, encompassing functional, emotional, sensory, and cognitive interactions, is a key determinant of consumer behavior (Arifin, 2024). Therefore, providing high-quality experiences is essential for women entrepreneurs in Denpasar's fashion industry to positively influence consumer behavior and foster loyalty.

The Influence of Brand Image on Consumer Behaviour

The results of this study show that Brand Image (X2) has a positive and significant effect on Consumer Behaviour (Y) in women's clothing products in Denpasar City, with a path coefficient of 0.337, t = 3.593, and p = 0.000 (<0.05). A stronger brand image—through reputation, perceived quality, visual symbols, and trust—enhances consumer behaviour, including purchase, repurchase, and recommendation intentions, by creating trust and psychological comfort. These findings are consistent with prior research demonstrating that brand image significantly influences consumer behaviour by strengthening perceptions of quality, credibility, and emotional connection (Trimurti, 2024). Therefore, developing a positive brand image is a strategic approach for women's clothing businesses in Denpasar City to drive consumer engagement and loyalty.

The Influence of Brand Equity on Consumer Behaviour

The results of this study indicate that Brand Equity (Z) has a positive and significant effect on Consumer Behaviour (Y) for women's clothing products in Denpasar City, with a path coefficient of 0.614, t = 2.992, and p = 0.002 (<0.05). Higher brand equity—reflected in brand awareness, perceived quality, brand associations, and loyalty—enhances consumer trust, confidence in purchasing decisions, and preference for the brand over competitors. These findings align with prior research showing that positive perceptions of brand equity shape consumer attitudes and behaviours, influencing evaluation, purchase, and post-purchase actions (Fitriyani & Rosiana, 2025). Therefore, brand equity serves as a strategic asset and a key determinant of consumer behaviour, particularly in the competitive women's fashion market in Denpasar City.

The Moderating Effect of Influencer Partnership on the Relationship Between Brand Equity and Consumer Behaviour

The results of this study indicate that Influencer Partnership (M) positively and significantly moderates the relationship between Brand Equity (Z) and Consumer Behaviour (Y), with a t-statistic of 4.033 and p = 0.000 (<0.05). Strong brand equity is more effective in shaping consumer behaviour when reinforced by credible, relevant influencers who engage their audience and align with the brand's values. Questionnaire indicators—such as trust in honest influencer recommendations, engagement with high-interaction content, and perceived closeness to the brand through influencer messaging—demonstrate how influencers strengthen brand equity's impact on purchase intentions, brand engagement, and repurchase tendencies. These findings align with prior studies highlighting the strategic role of influencer marketing in enhancing brand equity and consumer behaviour (Yong et al., 2024) and are supported theoretically by social influence and social capital theories, showing that influencer credibility and authenticity amplify brand-driven consumer responses in Denpasar's women's clothing industry.

The Effect of Consumer Experience on Consumer Behaviour Mediated by Brand Equity

The results of this study indicate that Brand Equity (Z) positively and significantly mediates the relationship between Consumer Experience (X1) and Consumer Behaviour (Y) for women's clothing products in Denpasar City, with a t-statistic of 3.589 and p = 0.001 (<0.05). This shows that positive consumer experiences—such as service quality, shopping comfort, and emotional or sensory impressions—first enhance perceived brand value, which in turn encourages favourable consumer behaviours, including purchase intention, brand loyalty, and repeat purchases. These findings support prior research emphasizing brand equity as a strategic mediator in translating experience into behaviour (Nguyen, 2024), highlighting that strong brand associations, perceived quality, and loyalty are essential mechanisms through which consumer experience influences actual consumption. Therefore, brand equity serves as a critical bridge between consumer experience and behaviour in Denpasar's women's clothing industry.

The Effect of Brand Image on Consumer Behaviour Mediated by Brand Equity

The results of this study indicate that Brand Equity (Z) positively and significantly mediates the relationship between Brand Image (X2) and Consumer Behaviour (Y) for women's clothing products in Denpasar City, with a t-statistic of 4.361 and p = 0.000 (<0.05). This suggests that a positive brand image—through reputation, perceived quality, visual identity, and strong brand associations—first strengthens brand equity, which then promotes favourable consumer behaviours such as trust, purchase intention, loyalty, and repeat purchases. These findings align with previous studies highlighting brand equity as a key mediator in translating brand image into actual behaviour (Kencebay & Ertugan, 2025), demonstrating that enhancing brand image is crucial for building brand equity and driving consumer engagement in Denpasar's women's clothing industry.

CONCLUSIONS

Based on the findings of this study, several conclusions can be drawn regarding women's clothing products in Denpasar City. Consumer experience positively and significantly affects both brand equity and consumer behaviour, indicating that better experiences enhance perceived brand value and encourage purchasing actions. Similarly, brand image positively influences brand equity and consumer behaviour, showing that a strong and consistent brand image fosters trust, loyalty, and engagement. Brand equity itself also has a significant positive effect on consumer behaviour, serving as a key driver of trust, preference, and purchase decisions. Furthermore, Influencer Partnership strengthens the effect of brand equity on consumer behaviour, highlighting the strategic role of credible and engaging influencers. Finally, brand equity acts as a mediator between both consumer experience and brand image on consumer behaviour, functioning as a crucial pathway through which positive experiences and perceptions translate into actual consumption actions.

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