

Impact of Social Media Analytics on Consumer Engagement in the Fashion Industry

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Abstract:

In the rapidly evolving landscape of the fashion industry, the integration of social media analytics has emerged as a pivotal force shaping consumer engagement. As social media platforms continue to evolve as powerful tools for communication and interaction, businesses in the fashion sector increasingly leverage analytics to understand and enhance their relationship with consumers. This research investigates the dynamic relationship between social media and consumer engagement within the fashion industry.

The growth of social media platforms has transformed the way consumers interact with fashion brands, influencing their purchasing decisions and brand loyalty. The study aims to provide a comprehensive understanding of the mechanisms through which social media shapes consumer engagement in the context of fashion. Specifically, the study will explore how platforms like Instagram, Facebook, Twitter, and TikTok impact consumer decision-making processes, brand loyalty, and overall satisfaction within the dynamic landscape of fashion consumption.

The research employs a mixed-methods approach, combining quantitative and qualitative methodologies. By combination of both qualitative and quantitative findings, this research aims to offer actionable recommendations for fashion brands seeking to enhance their online presence and engage effectively with their target audience. The primary objective of this research is to provide a comprehensive understanding of the role social media plays in shaping consumer engagement in the fashion industry.

Keywords: Social media, Consumer Engagement, Fashion Industry, Brand Loyalty.

Introduction:

The rapid evolution of social media has significantly transformed how individuals interact and share information. Simultaneously, the fashion industry has witnessed a notable shift in consumer engagement strategies. An essential factor driving this change is the integration of social media analytics. This research

paper aims to examine the significant impact that social media analytics has on consumer engagement in the fashion industry. Social media platforms, such as Instagram, Facebook, and Twitter, have become widespread in people's daily lives. These platforms not only serve as avenues for socializing but also as influential spaces where individuals discover, discuss, and express their preferences in the field of fashion. As consumers increasingly turn to these platforms for inspiration and advice, fashion brands recognize the need to adapt their engagement strategies.

Social media analytics, a powerful tool in this digital age, enables brands to decoding complex patterns within the vast sea of social media data. By analysing user interactions, sentiments, and trends, fashion companies can gain valuable insights into consumer behaviour. Understanding these patterns facilitates the creation of targeted and in-depth content, enhancing the brand-consumer connection. The paper will explore the many-sided ways in which social media analytics contributes to the enhancement of consumer engagement. From identifying popular trends to tailoring marketing campaigns, this technology provides a more understanding about consumer preferences. As a result, fashion brands can select thoughtfully content that aligns seamlessly with their target audience, fostering a sense of relatability and authenticity.

Moreover, the impact of social media analytics extends beyond content creation. It plays an important role in refining customer communication strategies. By analysing user feedback and sentiment, brands can adapt their messaging to align with the evolving expectations and values of their audience. This two-way communication fosters a sense of community and loyalty, vital elements in the highly competitive fashion landscape. The research will also look into the challenges and ethical considerations associated with the use of social media analytics in the fashion industry. As brands increasingly rely on data-driven insights, questions regarding privacy, consent, and the responsible use of consumer information arise. Investigating these aspects is crucial for understanding the broader implications of integrating analytics into consumer engagement strategies.

This paper symbolizes the relationship between social media analytics and consumer engagement in the fashion industry. This research paper seeks to exploring the transformative impact of analytics on content creation, communication strategies, and overall brand-consumer dynamics. As technology continues to shape the future of the fashion industry, understanding the role of social media analytics becomes imperative for businesses aiming to thrive in the digital age.

Literature Review:

Prof. Nawaz Ahmad (2015): This study is an attempt to investigate the impact of social media on fashion industry as social media is getting very much in and within the past decade a remarkable development has been witnessed. Fashion industry is one of the businesses where frequent changes occur and social media is the most convenient and cheapest mean to communicate. Further, the results obtained through regression shows that social media is a significant predictor of fashion industry.

Gkikas, Dimitris C (2021): Among other industries, fashion industry seems to be benefited, taking advantage of social media global and direct communication reach capability, to track user's intention to spend a quite big amount of money for fashion products and services by configurating the factors which impact user's engagement. Those factors refer to the performance of the description text in an image post and include post text readability and education level required to read it, and numbers of post's text hashtags, words, and characters which are the independent variables.

Alqutub, K. (2024): This study explores the adoption of social media marketing activities by the fashion industry, examining context through The Theory of Planned Behaviour. As social media continues to dominate as a pivotal marketing arena, understanding consumers' engagement across various platforms becomes imperative for marketers and researchers alike. This research aimed to ascertain if the Theory of

Planned Behaviour could effectively elucidate as well as predict consumers' engagement with social media marketing activities beyond a single platform. The implications suggest a strategic focus for social media marketers: influencing attitudes and subjective norms to heighten engagement across diverse social media platforms.

Objective of the Study:

The general objective of this study was:

- To study the how social media analytics helps in engagement of users in social media platforms
- To analyse of the engagement of users in social media through fashion related brands

Scope of the Study:

This research explores how analysing the social media data influences consumer interaction with fashion brands. Investigating the impact of social media analytics on consumer engagement, the study aims to uncover trends and insights that can help the fashion industry enhance marketing strategies and strengthen relationships with customers in the digital age.

Research Methodology:

This Research Aims to examine the impact of social media analytics on consumer engagement in fashion industry. The study employed the Primary data collection to gather the information from the Local Population. This study will adopt a quantitative research design. It aims to obtain the views of population mainly a Students, Employed people through a structured questionnaire.

Data Collection:

Primary data will be collected through Structured questionnaires, The questions are simple, concise and easily understandable to ensure maximum responses and to minimize confusion.

Data Analysis:

1.Age Interpretation:

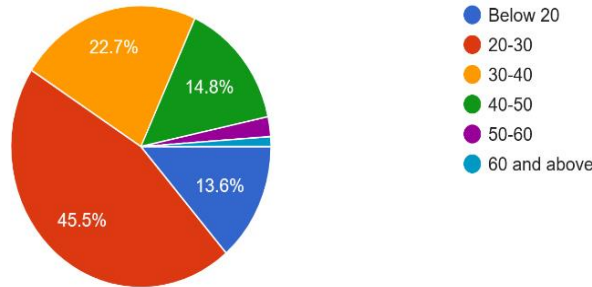
Table 1:

Distribution of respondents according to their age

Particulars	Responses	Percentage
Below 20	12 responses	13.6%
20 - 30	40 responses	45.5%
30 - 40	20 responses	22.7%
40 – 50	13 responses	14.8%
50 - 60	2 responses	2.3%
60 and below	1 response	1.1%

The majority of respondents (45.5%) fall within the 20-30 age range, indicating that younger demographics are actively participating in the survey and 22.7% of them are falls under 30-40 age range and 14.8% comes under 40-50 range respectively. Notably, 13.6% are below 20, suggesting a significant presence of teenagers.

Age
88 responses

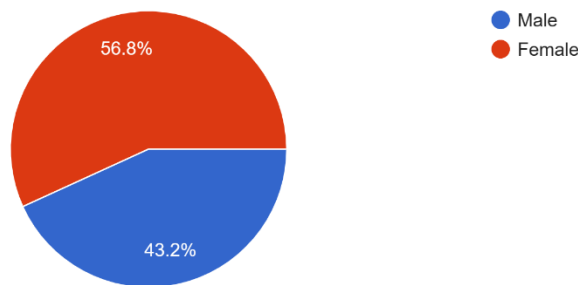


2. Gender Interpretation:

Table 2:
Distribution of respondents according to their Gender

Particulars	Responses	Percentage
Male	38 responses	43.2%
Female	50 responses	56.8%

Gender
88 responses



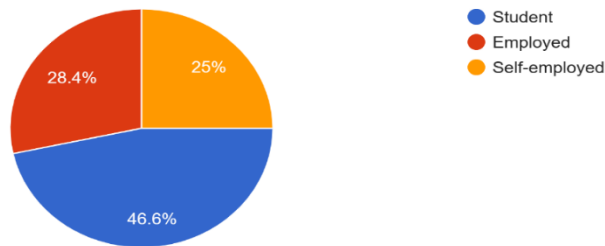
Female respondents (56.8%) outnumber males (43.2%), revealing a slightly higher female representation in the survey. This gender distribution is crucial for understanding diverse perspectives on social media analytics in the fashion industry.

3. Occupation Interpretation:

Table 3:
Distribution of respondents according to their Occupations

Particulars	Responses	Percentage
Student	41 responses	46.6%
Employed	25 responses	28.4%
Self-employed	22 responses	25%

Occupation
88 responses



In occupational group, Students constitutes a more (46.6%), emphasizing the significance of engaging with younger, potentially trend-setting individuals. Employed and self-employed participants are 28.4% and 25%, respectively.

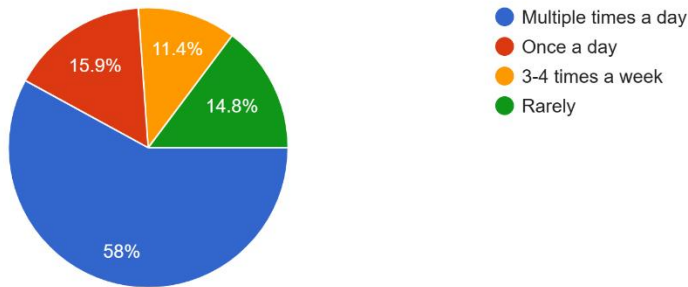
4. Social Media Engagement Frequency:

Table 4:
Percentage Distribution of respondents according to their social media engagement.

Particulars	Responses	Percentage
Multiple times a day	51 responses	58%
Once a day	14 responses	15.9%
3-4 times a week	10 responses	11.4%
Rarely	13 responses	14.8%

How often do you engage in Social media platforms?

88 responses



A 58% of people opinions that they use social media multiple times a day, highlighting the pervasive role of these platforms. Those who rarely engage (14.8%) represent a minority, Overall, most of them uses social media platforms in a large extent.

5. Influence on Purchasing Decisions:

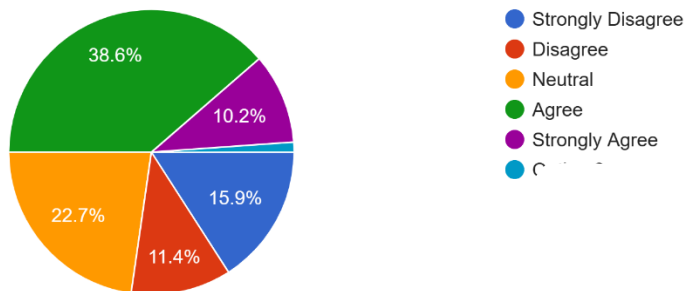
Table 5:

Distribution of respondents according to their Influence on purchasing decision.

Particulars	Responses	Percentage
Strongly Disagree	14 responses	15.9%
Disagree	10 responses	11.4%
Neutral	20 responses	22.7%
Agree	34 responses	38.6%
Strongly Agree	9 responses	10.2%

To what extent do you believe that social media influences your purchasing decisions related to fashion products & accessories.

88 responses



The majority of them (38.6%) agree that social media strongly influences their fashion-related purchasing decisions. Then, 22.7% of them gave biased opinion and 27.3% of them combinedly disagrees that social media would influence their purchasing decisions. While, 10.2% would strongly agrees to that

6. Preferred Social Media Platforms:

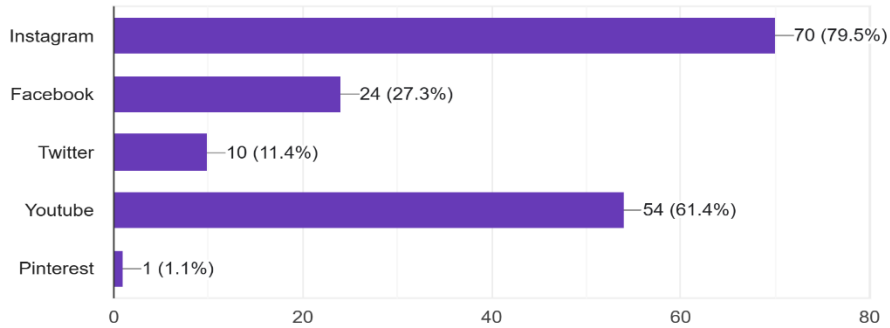
Table 6:

Percentage Distribution of respondents according to their preferred social media platforms.

Particulars	Responses	Percentage
Instagram	70 responses	79.5%
Facebook	24 responses	27.3%
Twitter	10 responses	11.4%
Youtube	54 responses	61.4%
Pinterest	1 response	1.1%

Which social media platforms do you use for fashion-related content?

88 responses



Instagram dominates as the preferred platform for fashion-related content (79.5%), followed by YouTube (61.4%). 27.3% of them are uses Facebook and Twitter had got 11.4% respectively.

7. Awareness of Social Media Analytics:

Table 7:

Percentage Distribution of respondents according to their awareness of social media analytics

Particulars	Responses	Percentage
Aware of it	43 responses	48.9%
Partially aware of it	34 responses	38.6%
Not aware of it	11 responses	17%

Nearly half of respondents (48.9%) are aware of social media analytics, while 38.6% are partially aware and 12.5% are opinions that they were not aware of social media analytics.

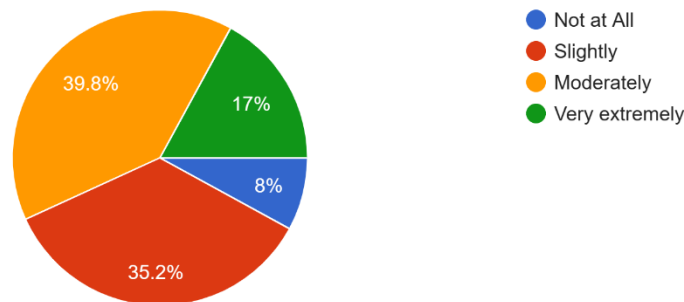
8. Instagram's Impact on Perception:

Table 8:
Percentage Distribution of respondents according to their Instagram's impact on perceptions.

Particulars	Responses	Percentage
Not at all	7 responses	8%
Slightly	31 responses	35.2%
Moderately	35 responses	39.8%
Very extremely	15 responses	17%

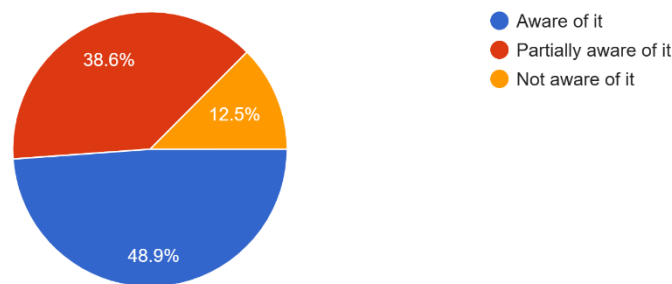
To what extent does the content on Instagram impact your perception of fashion brands?

88 responses



Are you aware of social media analytics? (Social media analytics is the process of gathering and analyzing the data from social networks)

88 responses



A significant 39.8% feel that content on Instagram moderately impacts their perception of fashion brands. This suggests that these platforms play important role in shaping brand image and consumer perception.

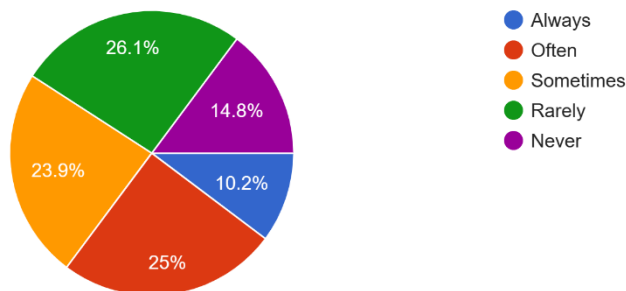
9. Facebook's Influence on Fashion Decisions:

Table 9:
Percentage Distribution of respondents according to their Facebook's influence on fashion decisions.

Particulars	Responses	Percentage
Always	9 responses	10.2%
Often	22 responses	25%
Sometimes	21 responses	23.9%
Rarely	23 responses	26.1%
Never	13 responses	14.8%

How often do you find yourself making fashion-related decisions based on content you see on Facebook?

88 responses



The responses indicate a varied influence of Facebook on fashion decisions, with 26.1%, "rarely", 25% of "often", 23.9% of sometimes and being close.

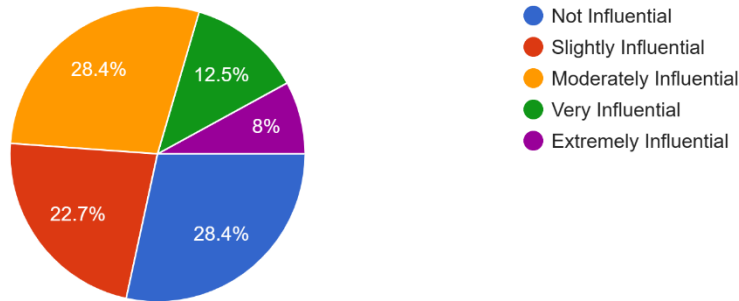
10. Twitter's Influence on Fashion Trends:

Table 10:
Percentage Distribution of respondents according to their Twitter's influence on Fashion trends.

Particulars	Responses	Percentage
Not Influential	25 responses	28.4%
Slightly Influential	20 responses	22.7%
Moderately Influential	25 responses	28.4%
Very influential	11 responses	12.5%
Extremely Influential	7 responses	8%

In your opinion, how influential is Twitter in shaping trends and opinions within the fashion industry?

88 responses



Twitter's influence on creating trends is diverse, with responses spread across categories. Notably, a significant portion (28.4%) finds it moderately and not influential, 22.7% agrees that slightly influential, 12.5% of them opinions that very influential and 8% agrees as extremely influential respectively.

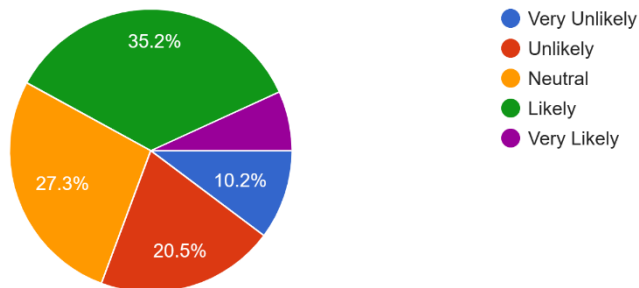
11. Recommendation of Engaging Brands:

Table 11:
Percentage Distribution of respondents according to their recommendation of engaging brands.

Particulars	Responses	Percentage
Very Unlikely	9 responses	10.2%
Unlikely	18 responses	20.5%
Neutral	24 responses	27.3%
Likely	31 responses	35.2%
Very Likely	6 responses	6.8%

How likely are you to recommend fashion brands that actively engage with consumers on social media?

88 responses



A considerable 35.2% are likely to recommend fashion brands actively engaging on social media, while neutral as 27.3%, unlikely as 20.5% and very likely as 6.8% respectively.

12. Impact of Social Media Analytics on Content:

Table 12:

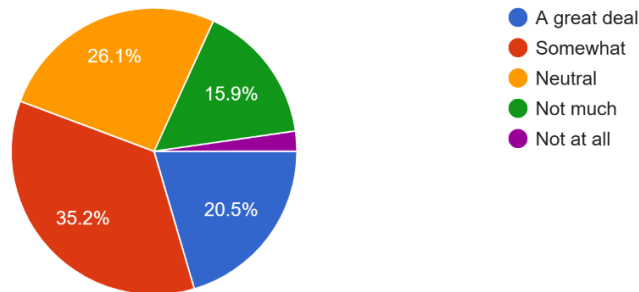
Percentage Distribution of respondents according to their impact of social media analytics on content.

Particulars	Responses	Percentage
A great deal	18 responses	20.5%
Somewhat	31 responses	35.2%
Neutral	23 responses	26.1%
Not much	14 responses	15.9%
Not at all	2 responses	2.3%

Social media analytics somewhat influences the content seen by respondents (35.2%), while 26.1% remain neutral and 20.5% of them opinions that it's a great deal and 15.9% of opinions that it will not affect much and 2.3% of them gives as not at all respectively.

How much do you think social media analytics influence the content you see from fashion brands?

88 responses



13. Overall Impact of Social Media Analytics:

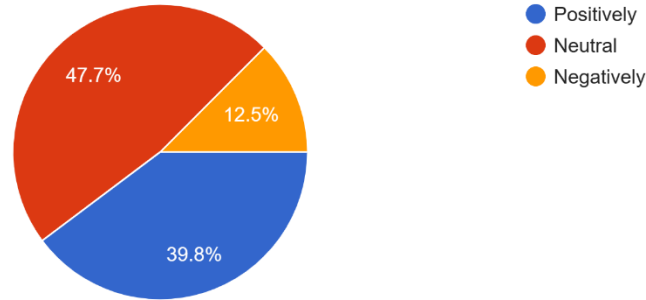
Table 13:

Percentage Distribution of respondents according to their overall impact of social media analytics.

Particulars	Responses	Percentage
Positively	35 responses	39.8%
Neutral	42 responses	47.7%
Negatively	11 responses	12.55

Do you think social media analytics positively or negatively impact your overall experience with fashion brands on social media?

88 responses



A balanced response is observed, with 39.8% perceiving a positive impact, 47.7% of them opinions as neutral, and 12.5% of them agrees as negative. This indicates both diverse perspectives on the role and effectiveness of social media analytics in the fashion industry.

14. Enhancement of Experience with Fashion Content:

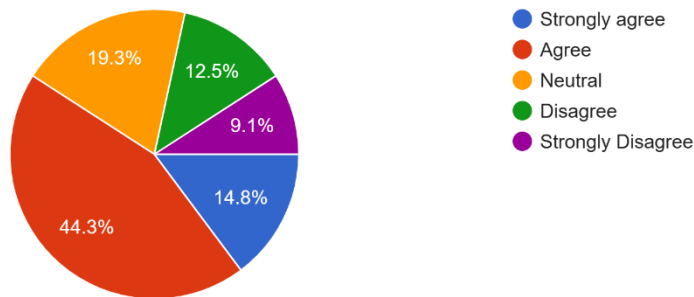
Table 14:

Percentage Distribution of respondents according to their enhancement of experience with Fashion Content.

Particulars	Responses	Percentage
Strongly Agree	13 responses	14.8%
Agree	39 responses	44.3%
Neutral	17 responses	19.3%
Disagree	11 responses	12.5%
Strongly Disagree	8 responses	9.1%

Do you feel that social media analytics enhances your overall experience with fashion-related content?

88 responses



The majority (44.3%) agree that social media analytics enhances their overall experience with fashion-related content, emphasizing its potential to enrich consumer engagement. While,19.3% opinions as neutral and 14.8% agrees that it as neutrally.

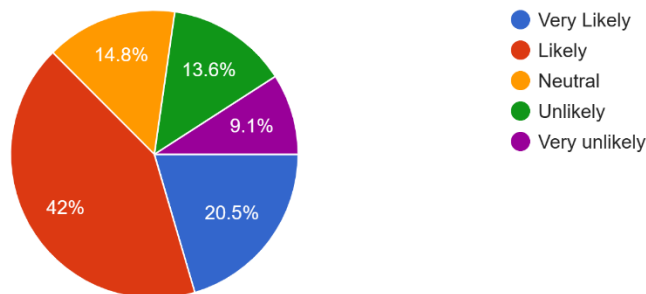
15. Likelihood of Purchase from Analytics Recommendations:

Table 15:
Percentage Distribution of respondents according to their likelihood of Purchase from Analytics recommendations.

Particulars	Responses	Percentage
Very likely	18 responses	20.5%
Likely	37 responses	42%
Neutral	13 responses	14.8%
Unlikely	12 responses	13.6%
Very unlikely	8 responses	9.1%

How likely are you to make a purchase based on personalized recommendations from social media analytics?

88 responses



A combined 62.5% are likely or very likely to make purchases based on personalized recommendations from social media analytics. But at the same time 14.8% of them opinions as neutral and combinedly 21.7% were opinions as unlikely respectively.

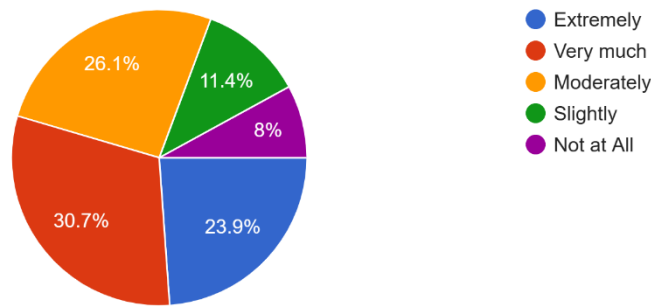
16. Contribution of Social Media Analytics to Meeting Consumer Expectations:

Table 16:
Percentage Distribution of respondents according to their contribution of social media analytics to meeting consumer expectations.

Particulars	Responses	Percentage
Extremely	21 responses	23.9%
Very much	27 responses	30.7%
Moderately	23 responses	26.1%
Slightly	10 responses	11.4%
Not at all	7 responses	8%

To what extent do you believe that social media analytics contribute to fashion brands' ability to understand and meet consumer expectations?

88 responses



A notable 54.6% believe social media analytics contributes either extremely or very much to fashion brands understanding and meeting consumer expectations, indicating its perceived importance in aligning with consumer preferences. 26.1% has a biased opinion towards it, while 11.4% of them slightly believes that it helps to meet consumer expectations and rest opinions as not at all respectively.

Inferential Analysis:

- To study how the social media analytics helps in engagement of users in social media platforms.**

Null hypothesis- social media analytics doesn't have a significant impact on its users. **Alternative**

hypothesis- social media analytics has a significant impact on its users.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.111	5	3.822	3.432	.007 ^b
	Residual	91.332	82	1.114		
	Total	110.443	87			

- a. Dependent Variable: Social Media Usage Frequency
- b. Predictors: (Constant), Contribution to Meeting Consumer Expectations, Overall Impact of Social Media Analytics, Twitter's Influence on Trends, Purchase Intent, Influence of Social Media Analytics on Content

The affirmation of the null hypothesis, suggesting that social media analytics lacks a significant impact on its users, prompts a thoughtful examination of the intricacies surrounding user engagement on these platforms. The multifaceted nature of social media interactions, coupled with the limitations inherent in analytics tools, may contribute to the validity of this assertion.

2. To analyse of the engagement of users in social media through fashion related brands

Null hypothesis- Fashion related brands doesn't have a significant impact on its users.

Alternative hypothesis- Fashion related brands have a significant impact on its users.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.405	7	3.915	3.788	.001 ^b
	Residual	81.652	79	1.034		
	Total	109.057	86			

- a. Dependent Variable: Social Media Usage Frequency
- b. Predictors: (Constant), Impact of Instagram Content, Preferred Platforms, Awareness of Social Media Analytics, Influence on Purchasing Decisions, Facebook's Impact, Enhancement of Experience, Recommendation Behaviour

The affirmation of the alternative hypothesis asserting that fashion-related brands have a significant impact on their users is a notable revelation with far-reaching implications. This assertion implies a profound understanding of the intricate dynamics between social media engagement and the influence wielded by fashion brands, transcending the realm of mere consumerism. In examining the ramifications of this hypothesis, several key aspects come to light, shedding light on the multifaceted relationship between users and fashion-related brands in the digital age.

Findings:

- The research on the "Impact of Social Media Analytics on Consumer Engagement in the Fashion Industry" has yielded insightful findings across various dimensions, shedding light on the detailed

interplay between social media, analytics, and consumer behaviour. With 88 responses, the study provides a detailed understanding of age distribution, gender representation, occupation, social media engagement patterns, purchasing decisions, platform preferences, awareness of social media analytics, and perceptions regarding the impact of analytics on the fashion industry.

- The age distribution of respondents reveals the presence of young individuals in a large extent. Notably, the inclusion of respondents below 20 underscores the Fashion industry's influence on even teenagers. This shows that the fashion industry's targets more on a youthful demographic than the other generations. Underscoring the industry's influence on even younger consumers.
- In terms of gender representation, the survey reflects a slight majority of female respondents (56.8%) than male. Understanding that gender dynamics is crucial for tailoring marketing strategies, as preferences and engagement patterns may differ between male and female consumers.
- Occupationally, students constitute the majority (46.6%), highlighting the significance of engaging with this demographic. Fashion industries are more focused on youths because they are the one who purchases more and sets the trends.
- This high level of activity underscores the pervasive role of social media platforms in the daily lives of respondents. On the flip side, 14.8% engage rarely, indicating a minority of them less involved in social media. The coexistence of both highly engaged and less engaged segments highlights the need for brands to consider diverse consumer engagement patterns.
- Significantly most of them agree that social media strongly influences their purchasing decisions related to fashion products and accessories. This finding shows the impact of these platforms have on consumer decision-making within the fashion industry. The interconnection between social media content and purchasing decisions suggests that brands should strategically put hold on these platforms to influence consumer preferences.
- Instagram emerges as the preferred platform for fashion-related content. These findings state the need for fashion brands to strategically focus on Instagram and YouTube to effectively reach and engage with their target audience. So, that the contents on these platforms are reaching more effectively to them.
- Nearly half of the respondent's express awareness of social media analytics, while 38.6% are partially aware. This suggests a reasonable level of familiarity with the concept of analytics, indicating that a significant portion of the audience understands the context of social media. However, the individuals who are only partially aware signa an opportunity for brands to enhance education and awareness regarding the benefits and implications of social media analytics.
- Instagram was moderately influencing the respondents to purchase the fashion products and accessories. This emphasizes that this platform role in shaping the perception of fashion brands. It needs to be attracted more customers through their effective marketing strategies and online presence.

- Facebook is relatively less influential to buy fashion related products and accessories in social media. Mainly the youths are not much using this platform, so the customers rarely take fashion-related decisions based on Facebook.
- Twitter also moderately influential to influence on shaping trends and opinions within the fashion industry through their online presence, although not as dominantly as other platforms.
- A significant 35.2% express a likelihood to recommend fashion brands that actively engage with consumers on social media. This finding underscores the requirement of brands building and maintaining a strong social media presence. Active engagement means through positive word-of-mouth, maintaining transparency and trustworthiness.
- Social media analytics somewhat influences the customers to purchase the fashion related products. The analytics what they seen are not that much influential. They purchase on the basis of their likes, comments, reviews, taste and preferences.
- About social media analytics impacting on the experience with fashion brands on social media majorly we get neutral opinions. This diverse perspective suggests that while some respondents recognize the value of analytics in shaping content and strategies, others may be more unaware of its potential. Brands should consider this spectrum of views when implementing and communicating the role of social media analytics.
- A majority of them agree that social media analytics enhances their overall experience with fashion-related content. This positive opinion signifies the potential for analytics to enrich consumer engagement. Through the effective and relevant content, informed by analytics, can contribute to a more satisfying and personalized user experience.
- A combinedly respondents express their view towards likelihood and very likelihood to make purchases based on personalized recommendations from social media analytics. This highlights the impact of analytics how it is influencing consumer behaviour positively. Brands that effectively utilize analytics to provide personalized recommendations stand a higher chance of converting user interest into actual purchases.
- A substantial portion of them believes that social media analytics contributes either extremely or very much to fashion brands' understanding and meeting consumer expectations. This acknowledgment highlights the critical role analytics play in aligning brands with consumer preferences. Utilizing analytics to decode evolving trends and consumer expectations is crucial for brands aiming to stay relevant and responsive in a dynamic market.

Conclusions and Suggestions:

The core objective of the present research was to examine and assess the research highlights the significant impact of social media analytics on consumer engagement within the fashion industry. Through the analysis of online data and, businesses can better understand and connect with their target audience, leading to improved marketing strategies and enhanced consumer relationships. Social media analytics not only provide valuable insights but also empower fashion brands to adapt and thrive in a dynamic digital landscape, ultimately fostering a more engaged and satisfied consumer base.

The study concluded that social media analytics has positive impact on the consumer engagement but there is always need for improvement. With reference to the results of the study and keeping in mind the field observations following suggestions have been made:

- Fashion brands should invest in advanced social media analytics tools to gather in-depth data about consumer interactions, sentiments, and preferences.
- Continuous monitoring of social media trends and consumer conversations allows brands to stay agile and responsive. Implement real-time analytics to promptly adapt to emerging trends and consumer feedback.
- Actively participate in conversations on social media platforms. Responding to consumer comments, addressing concerns, and acknowledging positive feedback enhances brand credibility and encourages ongoing engagement.
- Regularly assess the performance of social media engagement strategies through key performance indicators (KPIs).
- Provide training to marketing and social media teams on the effective use of analytics tools. Ensuring that the workforce is proficient in interpreting data will maximize the benefits of social media analytics in consumer engagement.

By implementing these suggestions, fashion brands can improve the power of social media analytics to build stronger relationships with consumers, stay competitive, and adapt to the dynamic landscape of the fashion industry.

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