

Investigating the Impact of Perceived Elements of Social Media Marketing on Consumer Brand Interaction and Brand Knowledge in the Fashion Industry

Reza Rostamzadeh (*corresponding author*)

E-mail: Reza.Rostamzadeh@iau.ac.ir

ORCID:

Affiliation: Department of Management, Artificial Intelligence, Automation, Big Data Research Center, Iran

ROR:

Evrin Ildem Develi

E-mail: evrim.develi@istinye.edu.tr

ORCID: <https://orcid.org/0000-0003-3842-8611>

Affiliation: Faculty of Economics, Administrative and Social Sciences, Istinye University, Turkey

ROR: <https://ror.org/03081nz23>

Shahryar Ghorbani

E-mail: shahryar.ghorbani@istinye.edu.tr

ORCID:

Affiliation: Faculty of Economics, Administrative and Social Sciences, Istinye University, Turkey

ROR: <https://ror.org/03081nz23>

Justas Streimikis

E-mail: Justas.streimikis@gmail.com

ORCID: <https://orcid.org/0000-0003-2619-3229>

Affiliation 1: Lithuanian Centre for Social Sciences, Institute of Economics and Rural Development, Lithuania

ROR:

Affiliation 2: Faculty of Management and Finances, VIZJA University, Poland

ROR: <https://ror.org/00523a319>

Michal Kot

E-mail: michal.kot@pcz.pl

ORCID: <https://orcid.org/0000-0002-5449-593X>

Affiliation: The Faculty of Management, Czestochowa University of Technology, Poland

ROR: <https://ror.org/046awyn59>

Annotation. In the digital economy of today, social media has transformed marketing functions in most consumer-oriented businesses, such as fashion. This research examines the impact of the leading social media marketing features – “entertainment”, “customization”, “electronic word of mouth” (EWoM), and “trendiness” – on “consumer brand engagement” and “brand awareness” in the fashion industry. Based on a systematic survey conducted among 384 active social media users, the study uses partial least squares structural equation modeling (PLS-SEM) to analyze the interrelatedness of the variables. The study reveals that “consumer engagement” with brands is highly influenced by EWoM, interactivity, and “fashion trends”, which consequently increase “brand awareness” and “brand image”. However, the influence of “entertainment” and “customization” on consumer participation was statistically insignificant. Through offering a strict examination of the determinants of “brand knowledge” in social media contexts, this research provides fresh insights into digital marketing strategies and offers pragmatic implications for practitioners who wish to maximize consumer participation in fashion-based brand communities.

Keywords: social media marketing, consumer engagement, brand awareness, fashion industry, brand image.

JEL classification: M15, M21, O14, L16, L86.

Introduction

The Internet has become a prominent platform for conducting various business transactions in today's society. With the evolving needs of customers in the virtual world, traditional methods are no longer sufficient. As a result, marketing through “social networks” has become a crucial aspect for organizations striving to meet the demands of their customers. Consequently, leveraging “social media” for marketing purposes has become a significant competitive advantage. Therefore, it is essential for e-businesses to comprehend the dynamics of social networks and assess their impact on organizational outcomes. The brick-and-mortar business philosophy is now surrounded by a virtual skeleton where social media plays a vital role in shaping the consumer mindset. In the business environment, a new type of marketing strategy has been formed based on social media. Social media offers solutions to build and strengthen interpersonal relationships through information exchange platforms (Coelho *et al.*, 2020). Information technology gives the opportunity to all people of the world to do virtual business through the Internet, and also enables them to communicate with people around the world (Park, Yoo, 2020). Social media can influence customer buying behavior (Ogilvie *et al.*, 2018) and economic growth (Weinberg, Pehlivan, 2011). They also provide a communication platform for marketers and consumers, where existing and potential customers can exchange their opinions about brands (Schivinski, Dabrowski, 2016). Therefore, marketers use social networks to determine the obvious needs of actual and potential consumers. Social media enhances the ever-growing skills of customers and helps customers create new ideas and tactics in searching, evaluating, choosing and purchasing products and services (Albors *et al.*, 2008). Social network marketing is a term used to describe the market position in the technologically developed world (Wang *et al.*, 2019). Understanding the role of social media in the field of marketing is crucial for researchers and managers (Kumar *et al.*, 2016). Existing research empirically examines the specific objectives of social media marketing, for example Ashley and Tuten (2015) including stimulating sales, increasing “brand awareness”, improving brand image, generating traffic for online software platforms, reducing marketing costs, and creating engagement with User on the Platforms by prompting users to post or share content. Along with these main goals, companies can use social media marketing in a more responsive way. For example, companies can monitor and analyze conversations on social media to understand how consumers perceive their behaviors and actions (Shandwick, 2014). Many companies also try to reduce the risks of improper use of social media by employees by establishing rules on how to use social media in work-related contexts. In fact, specific marketing goals and challenges in specific social networks may depend on factors such as industry and company size (Felix *et al.*, 2017). Activists in the fashion industry have all realized the importance of the role of social media for marketing their products and are trying to make the most of this capability for business growth and development. Therefore, successful marketing campaigns of the fashion industry can be very practical and effective for getting ideas. Consumers today expect more personalized and fun experiences interacting with their favorite style brands. Content strategy in the fashion industry requires innovative methods. This content should engage and be loyal to the audience through the adoption and implementation of the appropriate strategy and increase the sales of this industry. One of the successful ways to do this is to use interactive content. Brands in the fashion industry can increase their reputation

by creating interactive content, influence purchasing behaviors, and retain and develop customers. Considering the importance of the role of social media in the fashion and fashion industry, the question arises whether the perceived elements of social media marketing can influence consumer interaction and brand knowledge in the fashion and fashion industry or not? Our innovation in this article is to add new literature to the existing literature regarding brand knowledge and branding using the conceptual model taken from (Cheung *et al.*, 2020).

1. Theoretical Foundations and Background

Consumer interaction with the brand: As a psychological state that the customer is interested in the brand, this is due to the strength of the relationship between the consumer and the brand, therefore, consumer interaction with the brand is an emerging concept in marketing, which is both practical and academic. It refers to the level of specific cognitive, emotional and behavioral activities of consumers in commercial interactions and plays a vital role as an influencing factor in consumer behavior (Bowden, 2009), which is related to brand name, purchase intention and brand loyalty (Harrigan *et al.*, 2017).

Social media marketing: In recent decades, the development and expansion of new communication technologies has caused tremendous changes in all aspects of social life and its effects are increasing day by day. According to many researchers, the development of new information and communication technologies that includes the use of computer and telecommunication technologies to collect, organize, store and publish information, including audio and video, text, and numbers (Millard, 2002); It has caused human life to enter a new era. The virtual space created by these technologies contains a lot of diverse information and as a part of the social reality of the new era, it has more or less taken over the main space of social interactions. Social media is a group of Internet-based applications built on the ideological and technological foundations of Web 2, and allows user-generated content to be created and shared (Kaplan, Haenlein, 2010), which is defined as online technologies and practices that people use to share knowledge and opinions. Social networks have a huge potential to reach customers, which by doing this will increase revenue, reduce costs and efficiency (Heller Baird, Parasnis, 2011). Social networks have become a domain for investing in interested businesses, which are recognized as a way to maintain lasting relationships with their customers (Trainor, 2012). Therefore, social networks are a two-way interaction space where consumers can offer their suggestions very quickly. Therefore, social networks are a situation where a brand can find out what consumers think and what they want from a brand, and this helps customers trust the brand (Khadim *et al.*, 2018). Also, social networks are defined as a group of Internet-based programs that are built on the ideological and technological foundations of Web 2.0 and allow the creation and exchange of user-generated content. Social networks allow users to communicate with people through online platforms such as Facebook (Yadav, 2017). Social networks provide huge business potential and have emerged as a new means of expression and interaction that allows individuals and companies to initiate and maintain new and genuine relationships (Apenteng *et al.*, 2020). Social media presents marketers with significant opportunities to reach consumers on social media and have more personal relationships with them (Kelly *et al.*, 2010). Social media have changed the direction, distribution and consumption of brand content, and are transferring power in the form of brand images from marketers to online communications, consumers and image content (Tsai, Men, 2013). Kim and Ko (2012) stated that brands' social media marketing efforts include entertainment, up-to-datedness, personalization and word-of-mouth advertising.

Brand knowledge: From the point of view of economics, a brand is considered a strategic and long-term asset for companies and it can be used in cases such as communication with customers and

maintaining them and profitable behaviors of customers. The brand is an important communication tool that is part of the company's communication management system. Based on Erdem and Swait (2001), research, this research moves, which is based on economic sample data, is applied to the product and it is recommended that brands are considered valuable to consumers for two reasons: 1) They are reducing perceived risk of the consumption and also, 2) make the costs of the decision-making process more affordable. This is because the brand name represents the efficiency of the market and the company uses them to focus on the inconsistent data in the market. In this regard, the customers know less about the company's products and services than the company itself, so they are in an unfavorable situation and this leads to the customer's uncertainty about the product. While such an argument is not applicable in the field of services, information inconsistency can still exist among service customers. Considering the fact that customers have a limited interaction with their service provider and that interactions take place after the occurrence of problems in the case of receiving services or even service failures. Such issues make it possible for customers to realize that their current opinion about the organization was wrong. Therefore, they reach a degree of uncertainty regarding two things: first, the promises made by the company and the willingness and ability to fulfill them, and second, the existence of benefits for the customer in maintaining a long-term relationship with the supplier (Stupina et al., 2024). This inconsistency puts the relationship between the customer and the company in an unfavorable situation. Consequently, the company conducts incentive activities to compensate for the doubt that arose among customers, and by timely fulfilling the promises it made, it leads to an increase in the desire of customers to communicate with the company (Sweeney, Swait, 2008).

2. Literature Review

Subhani and Osman (2011) conducted a study on the correlation between brand awareness and consumer/brand loyalty within the packaged milk industry in Pakistan. Brand awareness plays a crucial role in the lives of consumers as it serves as the initial point of interaction with brands. The research explores the impact of brand awareness on consumer/brand loyalty specifically within the urban areas of Pakistan. The study considers various aspects of brand equity such as brand awareness, consumer/brand loyalty, and image (perceptions/associations) among a sample of consumer households. The findings of the study suggest that there is no significant relationship between brand awareness and consumer/brand loyalty among packaged milk brands in Pakistan. Furthermore, the results remain consistent even when perceptions are considered as a mediating variable between brand awareness and consumer/brand loyalty. Kim and ko (2012) identified the characteristics of social media marketing activities and investigated the relationships between perceived activities, equity value, relationship value, brand equity, customer value, and purchase intention. The five constructs of perceived social media marketing activities of luxury fashion brands are: entertainment, interaction, fashion trend, customization and word of mouth. The results showed that their effects on brand equity, relationship value and brand equity are significantly positive. For the relationship between customer equity activists and brand equity, it has a significant negative effect on customer equity, while equity value and relationship value do not show a significant effect. Regarding purchase intention, equity value and relationship value had significant positive effects, while stock value did not have a significant relationship. Finally, the relationship between purchase intention and customer equity is important. Their findings can enable luxury brands to more accurately predict their customers' future purchasing behavior, as well as guide their asset management and marketing activities. In another study, Godey *et al.* (2016) examined social media marketing efforts for luxury brands and the impact on brand equity and consumer behavior. They analyze pioneer brands in the luxury sector Burberry, Dior, Gucci, Hermès and Louis

Vuitton. Based on a survey of 845 brand consumer chapters (Chinese, French, Indian, and Italian) that followed the five studied brands on social media, this study develops a SEM that addresses a gap in previous social marketing literature. Specifically, this study shows the relationship between social marketing efforts and their outcomes (“brand preference”, “price premium”, and “loyalty”). This study measures social media marketing efforts as a holistic concept, which includes five aspects (entertainment, engagement, “timeliness”, customization, and word-of-mouth). Their results show that social media marketing efforts have a positive and significant effect on brand equity and the two main dimensions of brand equity, namely brand awareness and brand image.

Osei-Frimpong *et al.* (2020) conducted a study titled “social media brand engagement practices”: investigating the role of “consumer brand knowledge,” “social pressure”, “social connection” and “brand trust”. The findings show a significant relationship between the investigated antecedents (brand knowledge, perceived social pressure and brand trust) and social media brand interaction. Investigating the moderating role of perceived social connection showed significant interaction effects on the relationship between brand knowledge and social media brand interaction, as well as perceived social pressure and social media brand interaction. The findings also show the lack of interaction effect of perceived “social connectedness” on the relationship between brand trust and social media brand engagement. Alosaimi *et al.* (2020) in a study investigated Saudi consumers' perception of international luxury fashion and social media marketing activities. The results of their study show that the social media marketing activities of luxury fashion brands are composed of four factors, and they are labeled as fashion, social role and image, anger, and value corruption. Participants behaviorally express a negative response to content when it is not appropriate for Saudi society by deleting the content, preventing purchases from the brand, stopping following the brand on social media, or sharing negative word-of-mouth. Dabbous and Barakat (2020) conducted research on the impact of brands' social network content quality on brand awareness and purchase intention, focusing on bridging the online offline gap. The study highlights the significance of social media in shaping consumer-company interactions, especially among Millennials. By utilizing structural equation modeling, the researchers aimed to comprehend how content quality and brand interactivity on social media influence consumers' brand awareness and purchase intentions. Furthermore, the study delves into the mediating role of hedonic motivation, consumer interaction, and brand awareness in the relationship between social media stimuli and offline purchase intention. The findings underscore the crucial role of content quality and brand interactivity in enhancing Millennials' hedonic motivation, online interaction, and brand awareness. This heightened online consumer interaction, in conjunction with increased brand awareness, ultimately leads to a rise in offline purchase intention for these brands. Samsudeen and Kaleel (2020) conducted a study titled the effect of social media marketing elements on consumer interaction with a brand. Findings show that consumer-brand interaction is directly influenced by interaction elements, EWoM and fashion, which then enhance brand awareness and knowledge. In contrast, consumer interaction with the brand is not significantly affected by entertainment and customization elements. As a cross-sectional study, this work focuses on one product, smartphones, and one location, Hong Kong. The empirical investigation of the theoretical model confirms that the social media marketing elements of interaction, EWoM and trendiness significantly drive the brand building process in the Sri Lankan context. Wu *et al.* (2020) investigated the social media strategy and performance of fashion brands in a study. According to the resource-based perspective, they examine the influence of entrepreneurial orientation, innovation orientation, and market orientation on social media strategy and performance. The analysis was done using data on 207 Taiwanese fashion brands. These data were collected from a postal survey. Structural equation modeling and qualitative comparative analysis were applied using empirical relationship

analysis proposed in the research hypotheses. Entrepreneurial orientation, innovation and market were the independent variables of this research, and social media strategy and its performance were the dependent variables of the research. The results show that social media strategy affects performance; Entrepreneurial orientation and innovation orientation influence social media strategy; Entrepreneurial orientation has a positive effect on performance; and innovation orientation and market orientation affect performance.

In a study, Quelhas-Brito *et al.* (2020) identified the consequences of publishing fashion information by fashion influencers in social networks. The results show that intrinsic motivation can develop the fashion leadership of social media fashion influencers, while the performance of social media fashion influencers in using fashion blogs is not. The authors also find a selfish bias among fashion influencers on social networks. Choedon and Lee (2020) conducted a study titled the impact of social media marketing activities on brand equity purchase intention and social brand engagement: empirical evidence from Korean cosmetics companies. The purpose of this paper is to investigate the effect of social media marketing activities on purchase intention in Korean cosmetics companies with brand equity and social brand interaction. Factors of social media marketing activities were identified based on previous literature review that affect social media marketing activities. The results show that all five elements of social media marketing activity are related to brand equity, social brand involvement and purchase intention. This study allows cosmetics brands to more accurately predict the future purchasing behavior of their customers and to clarify their asset management and marketing activities. Vinerean and Opreana (2021) conducted a study titled measuring customer interaction in social media marketing: a higher order model. The results confirm customer interaction as a multidimensional construct and support all the hypotheses of the conceptual model. As key contributions, this study shows interaction as the strongest antecedent of customer interaction and emphasizes the importance of customer interaction in predicting and fostering customer loyalty. This paper adds to the existing body of knowledge on customer-brand relationships by establishing key drivers for customer interaction in digital settings, with valuable theoretical and practical perspectives. Finally, our findings provide managerial recommendations regarding the development of social media marketing strategies designed to increase customer interaction. Santos *et al.* (2022) conducted a study titled consumer participation in social media brand communities: a literature review. Their analysis shows that previous studies have adopted different research approaches and methods to study consumer participation in social media brand communities. In addition, researchers adopted different definitions and studied consumer participation using attitudinal, behavioral and motivational dimensions. Their analysis also shows that the theory of uses and gratifications and the theory of social identity have been the most references in previous studies. Finally, they conclude their study by proposing an integrative framework and suggesting research opportunities and future research directions. Abid *et al.* (2023) conducted a comprehensive analysis of political social media marketing through a systematic review of academic journal articles. The review covered sixty-six articles from 2011 to 2020 across six databases, providing an overview of the current state of literature in this field. The study categorized and analyzed the variables explored in these articles, leading to the development of an integrative framework. Research themes were identified and discussed, highlighting the growth of the field. However, the review also pointed out the fragmented nature of the literature, its heavy focus on the US, and conceptual/theoretical gaps. Contemporary topics like co-creation, influencer marketing, and political advertising on social media were found to be overlooked. Despite these limitations, political social media marketing was recognized as a burgeoning area with significant practical implications, offering numerous opportunities for further research as outlined in the study. Ashar *et al.* (2024) conducted a thorough retrospective analysis of the literature on

social media marketing, utilizing data mining and bibliometric analysis. The study focused on publications from 2007 to 2022, using the VOS viewer application and Biblioshiny to analyze data from the Scopus database. The analysis uncovered publication trends and emerging themes in the field of social media marketing research, providing valuable theoretical and practical insights. The study also identified top journals, authors, countries, documents, most frequently used words, social and intellectual structures, and emerging research trends. The findings highlighted the central role of social media marketing research on a global scale, while also pointing out the lack of studies from the perspective of small retailers and the need for further exploration of the impact of disruptive technologies such as AI, ML, and blockchain.

2.1 Development of Hypotheses

Entertaining content and consumer interaction with the brand: As an element of social media marketing, entertainment occurs when marketers create experiences that consumers find entertaining when using social media platforms (Agichtein *et al.*, 2008). Fun activities such as games, video sharing, and participating in contests can lead to consumers enjoying social networks, so their participation in social media-based business is formed (Ashley, Tuten, 2015). Entertainment can strengthen the customer's sense of intimacy with the brand and strengthen the consumer's purchase intention (Dessart *et al.*, 2015). Therefore, in the context of social media, entertainment indicates the extent to which social media systems provide interesting, exciting and funny content to consumers (Gallaughier, Ransbotham, 2010). Marketers use social media as a means to entertain consumers and satisfy their need for enjoyment by sharing product photos and news, for example, on Facebook pages with video clips, images and stories to attract customers effectively (Merrilees, 2016). Various studies have introduced entertainment as a strong motivation to use social media, also the creation of entertaining content and the quality of that content created by brands in social media can be seen as the consumer's perception of completeness, relevance, accuracy and defined the timeliness of brand-related information on brand-related websites. According to the conducted researches, what attracts attention to the brand and the interaction of consumers with the brand is the content, attractive, different and up-to-date, which is a necessary thing as an environmental sign to determine the behavior of online consumers (Dabbous, Barakat, 2020). According to the explanations of the hypothesis of this section, the content of entertainment has a positive and significant effect on consumer interaction with the brand. As illustrated in Figure 1, the conceptual model of the study outlines the relationships between the perceived elements of social media marketing, consumer interaction, and brand knowledge.

Customization and consumer interaction with the brand: Customization refers to the number of appropriate services, marketing efforts and messages to satisfy consumers personally (Godey *et al.*, 2016), so that customized services and information search make it easy to use them, and in this way, it creates value for a specific consumer (Zhu, Chen, 2015). Customization also facilitates reaching the target audience, building trust in the minds of consumers and strengthening their purchase intention (Martin, Todorov, 2010). For example, customization may include allowing consumers of luxury brands to design products according to their preferences, and using social media platforms to provide customized information and instant answers to consumers' personal questions and get customer satisfaction (Cheung *et al.*, 2020). One of the factors that causes the consumer to continuously interact with a brand is the customization of the company's goods and services, in this case, the consumer orders his own goods or services to the company and creates a constant interaction of consumers with the brand. Customization explains the degree to which a service is customized to obtain an individual's satisfaction, and by customizing brands can get a stronger response and interaction from consumers (Martin, Todorov,

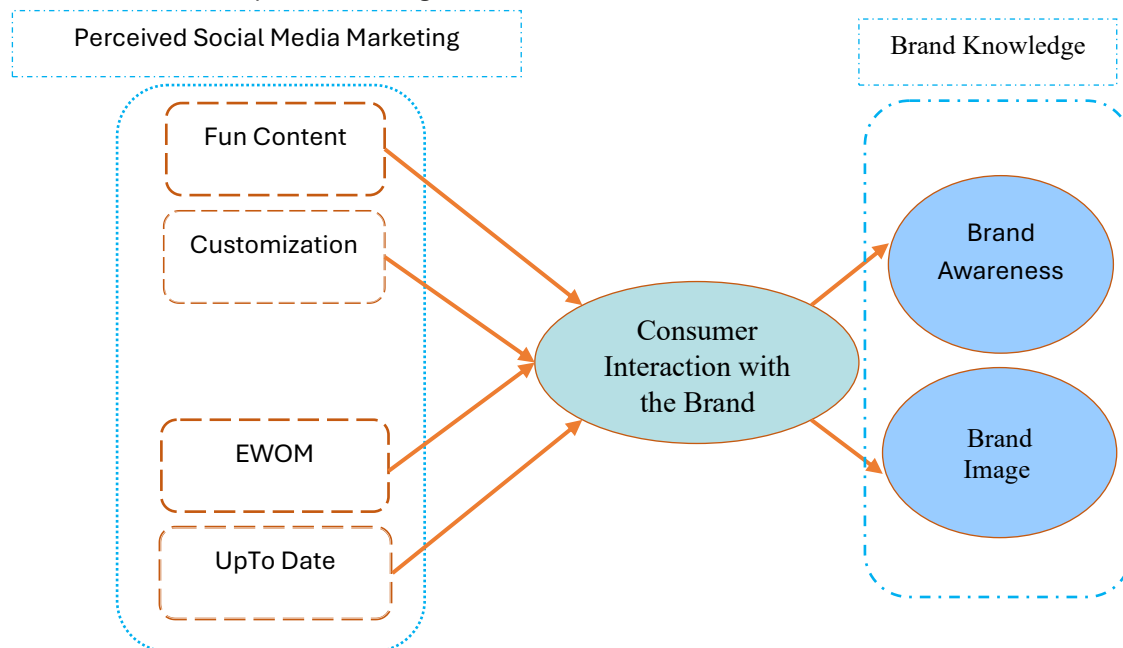
2010). According to the explanation of the hypothesis of this section, customization has a positive and significant effect on consumer interaction with the brand.

EWoM advertising and consumer interaction with the brand: Word-of-mouth advertising refers to the communication made by potential, actual or former customers about a product, brand or company using social media (Hennig-Thurau *et al.*, 2004). The level of EWoM advertising refers to the amount of exchange, dissemination and uploading of information using social media by consumers (Kudeshia, Kumar, 2017). This includes communicating information about brands, uploading content from a brand to their blog, and sharing opinions with peers (Chae *et al.*, 2015). Due to the reliability of EWoM advertising, consumers increasingly share information about brands with other social media users, including friends, peers, and the general public. Positive EWoM advertising creates a positive perception of consumers towards brands and strengthens their purchase intention (Kudeshia, Kumar, 2017). On the contrary, negative word-of-mouth advertising leads to less favorable results about the brand, which will have detrimental effects on consumer trust, attitude about the brand, and ultimately brand equity (Santos *et al.*, 2022). The unique feature that can be seen in social networks is the possibility of sharing information and liking the posts written by others. Usually, 70% of consumers refer to these networks in order to obtain information from a brand and to interact with the company (Kim, Johnson, 2016). According to the explanations of the hypothesis of this section, EWoM advertising has a positive and significant effect on consumer interaction with the brand.

Up-to-datedness and consumer interaction with the brand: Up-to-datedness refers to the degree of brand communication with the newest, most up-to-date and trending information about the brand (Naaman *et al.*, 2011). Consumers increasingly obtain product information through social media because this information becomes more useful and up-to-date compared to traditional channels (Ashley, Tuten, 2015). This application can help marketers provide consumers with the latest information on hot topics, thus creating value for consumers by reducing the effort to search for information (Laroche *et al.*, 2013). Information in the fashion domain includes brand information updates, product reviews, and new ideas about brands initiated by marketers and consumers, which strengthen customer trust and reinforce their positive perception of the brand (Manthiou *et al.*, 2016). Since social media always informs the latest news and up-to-date discussions, and as product search channels, and consumers interact a lot with social media to get updated information, a brand should in addition to regular consumers, they should always increase the number of new consumers, they should always seek to be updated in social media (Mangold, Faulds, 2009). Being up-to-date makes consumers always follow the brand and increase their interaction with the company, and new consumers are added to the brand and a brand reaches the global level. According to the explanation of the hypothesis of this section, being up-to-date has a positive and significant effect on consumer interaction with the brand.

Consumer Interaction with the Brand and Brand Awareness: Brand awareness constitutes a fundamental dimension of brand knowledge and is defined as the extent to which potential consumers can recognize or recall a brand name (Keller, 2016). It serves as a cognitive mechanism that links products to their associated brands (Aaker, Equity, 1991) and functions as a prerequisite in consumers' consideration of commercial brands during the decision-making process (Langaro *et al.*, 2018). Brand awareness is typically shaped through repeated and memorable exposure to the brand (Kim *et al.*, 2018). As consumers become more familiar with a brand, they are more likely to perceive it as prestigious or superior and are thus inclined to engage with it more actively. Furthermore, brand awareness influences consumers' perceptions and preferences; individuals tend to develop favorable attitudes towards brands they are familiar with and are more willing to ascribe positive attributes to such brands (Subhani, Osman,

2011). In line with this theoretical foundation, the present hypothesis posits that consumer interaction with the brand exerts a positive and significant influence on brand awareness.



Source: created by the Cheung et al. (2020).

Figure 1. Conceptual Model of the Study

Consumer interaction with the brand and brand image: Brand image is another component of brand knowledge. Brand image refers to the set of communications attached to the brand in the memory of consumers, which indicates the understanding of the brand in the minds of consumers and its difference from competitors' brands (Webster Jr., Keller, 2004). Strong brands have a positive effect on the mental image of customers and influence their purchase decision. The mental image of a brand name and brand is the ratio of consumer interaction with that brand and plays an indirect role. The results show that the level of acceptance of the mental image and the favorable or un-favorableness of the mental image is very effective on the consumer's trust in the company and his inference from public relations motives. According to the explanation of the hypothesis of this section, the interaction of the consumer with the brand has a positive and significant effect on the brand image. So research model is proposed as follows in Figure 1 (Cheung et al., 2020).

3. Research Methodology

The present study is classified as applied research in terms of its objective, as it seeks to offer practical solutions grounded in theoretical knowledge. From the perspective of data collection methods, the study adopts a descriptive-survey approach. Descriptive research encompasses a range of methods aimed at systematically describing the characteristics or conditions of the phenomenon under investigation. The statistical population of this research comprises active users in the Iranian fashion industry. To determine the appropriate sample size, Cochran's formula for an unlimited population was employed, assuming a 5% margin of error. Based on this formula, a total of 384 participants were selected as the representative sample from individuals who had received services from the fashion sector. These individuals were identified through virtual social networks and were invited to participate by responding to an online questionnaire. The sampling technique used in this study was simple random sampling. Of

the 384 questionnaires distributed electronically, 363 completed responses were received and subsequently prepared for analysis. Data collection was conducted in two stages. Initially, secondary data related to the research topic were gathered through a review of relevant books, scholarly articles, theses, and credible internet sources. In the second stage, primary data were obtained through a structured questionnaire, designed in alignment with the study's objectives. The questionnaire utilized a five-point Likert scale, where 1 indicated "strongly disagree," 2 "disagree," 3 "neutral," 4 "agree," and 5 "strongly agree." The items in the questionnaire were developed based on the study's independent and dependent variables, as presented in *Table 1*.

Table 1. Questionnaire Design and Dimensions Based on Prior Research

Dimensions	Questions	Source
Fun content	1-4	Kim and Ko (2012)
Customization	5-8	
EWoM advertising	9-12	
Up to date	13-15	
Consumer interaction with the brand	16-21	Islam <i>et al.</i> (2018), Leckie <i>et al.</i> (2016)
Brand awareness	22-25	Godey <i>et al.</i> (2016), Langaro <i>et al.</i> (2018)
Brand image	26-30	Jalilvand and Samiei (2012)

Source: created by the authors.

In this study, taking into account that the research model is a model that is in the early stages of its development, therefore, the PLS approach was used.

3.1 Data Analysis Method

The data analysis involves two stages, namely descriptive and inferential statistics. To begin, descriptive statistics are utilized to describe the characteristics of the statistical population. Following this, inferential statistics are employed to analyses and test the research hypotheses. To conduct these analyses, SMART PLS software and SPSS utilized. This software utilizes a component-based approach to assess the reliability, validity, and associations between variables. The PLS method is often used as an alternative to SEM. The analysis process involves two stages. The first stage entails the analysis of model and questionnaire reliability, as well as convergent and divergent validity. The second stage involves confirming study assumptions through tests conducted using the software. The results of the descriptive statistics section, including the gender, education, and age of the selected research samples, are presented separately in *Table 2*.

Table 2. Demographic Characteristics of Survey Respondents

Data	Frequency	Percent	Cumulative Percent
Sex			
Male	60	16.5	16.5%
Female	303	83.5	100%
Age			
Less than 30	22	6.61	6.1%
30-35	113	31.1	37.2%
35-45	191	52.6	89.8%
Above 45	37	10.2	100%
Education level			
Associate Degree	12	3.3	3.3%
Bachelor	114	31.4	34.7%
Master	197	54.3	89%
PhD	40	11	11%
Total	363	100%	

Source: own calculations.

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The data presented in *Table 2* shows that among the 363 respondents in the study, 16.5% were male and 83.5% were female. Furthermore, the breakdown of educational qualifications revealed that 3.3% held associate degrees, 31.4% had bachelor's degrees, 54.3% held master's degrees, and 11% had PhDs.

Table 3. Validity and Reliability for the Measurement Model

Variable	CR	Rho-A	Alfa	AVE
Brand awareness	0.868	0.819	0.797	0.624
Up to date	0.891	0.825	0.817	0.732
EWOM	0.897	0.858	0.845	0.686
Brand image	0.933	0.912	0.910	0.737
Consumer interaction with the brand	0.863	0.829	0.810	0.515
Customization	0.891	0.859	0.831	0.677
Fun content	0.836	0.744	0.739	0.561

Source: own calculations.

Based on the data presented in the *Table 3*, it can be observed that Cronbach's alpha values for all research variables exceed 0.7, suggesting a high level of reliability. Furthermore, the composite reliability scores for all variables in the research conceptual model are above 0.7. Lastly, the statistical analysis reveals that the average variance extracted for all variables is higher than 0.5.

Table 4. Reliability assessment through Fornell-Larcker Test

Indicators	Brand awareness	Up to date	EWOM	Brand image	Consumer interaction with the brand	Customization	Fun content
Brand awareness	0.790						
Up to date	0.619	0.855					
EWOM	0.607	0.703	0.828				
Brand image	0.661	0.631	0.502	0.858			
Consumer interaction with the brand	0.671	0.694	0.618	0.684	0.717		
Customization	0.603	0.697	0.593	0.531	0.672	0.823	
Fun content	0.659	0.647	0.625	0.626	0.653	0.537	0.749

Source: own calculations.

The findings presented in *Table 4* provide an analysis of divergent validity within the measurement model, based on the Fornell-Larcker criterion. The table outlines the correlations between each construct and the average variance extracted (AVE) for each variable. According to this criterion, for divergent validity to be achieved, the AVE for each construct should exceed the squared correlations between the construct and all other constructs in the model. The results from *Table 4* demonstrate that each construct meets this requirement, indicating that the variables adequately discriminate from each other. For example, the AVE values for Brand awareness (0.790), Up to date (0.855), EWOM (0.828), Brand image (0.858), Consumer interaction with the brand (0.823), Customization (0.749), and Fun content (0.749) are higher than the correlations with other constructs, confirming acceptable divergent validity. These findings indicate that the constructs are sufficiently distinct from one another, thereby supporting the validity of the measurement model. This analysis strengthens the overall structural model by demonstrating that the constructs are valid and reliable. The results suggest that the measurement model accurately reflects the theoretical framework and supports the validity of the relationships between the variables.

under study. To further assess the overall fit of the model, the Goodness of Fit (GoF) index is calculated. The GoF index is a crucial measure for evaluating the adequacy of the model, as it combines the average variance extracted (AVE) and the coefficient of determination (R^2) across all constructs. The formula for calculating the GoF index is given below:

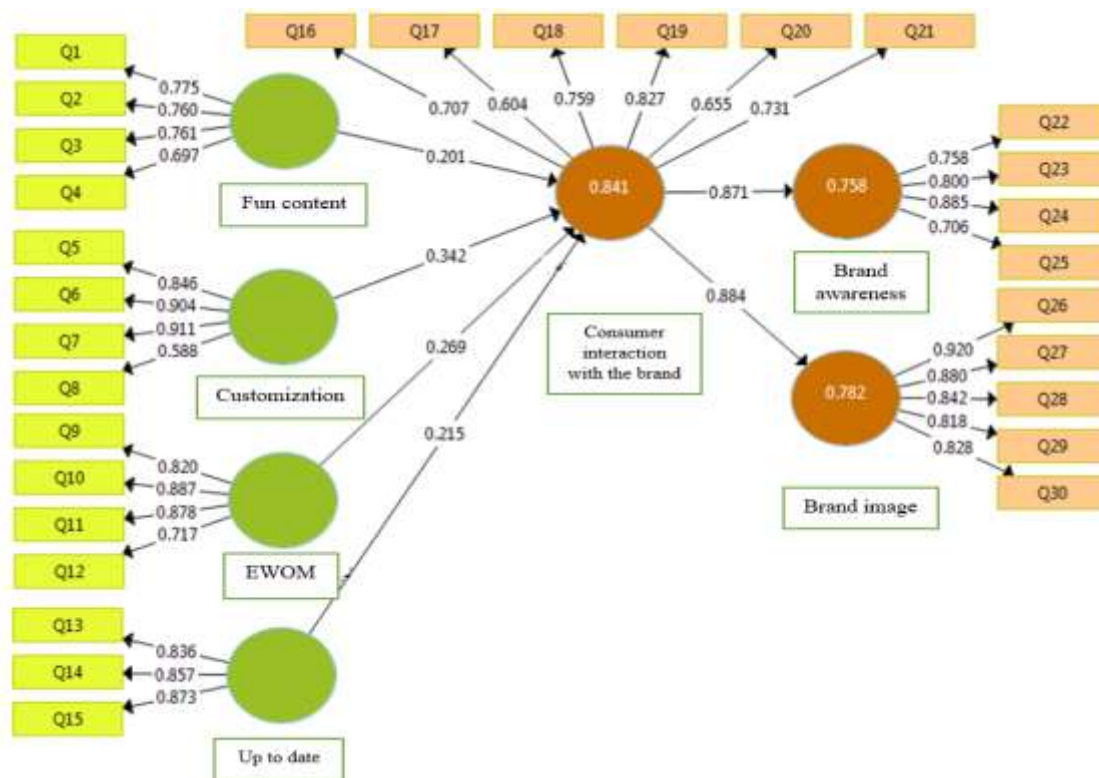
$$GOF = \sqrt{AVE \times R^2} \quad (1)$$

In this study the average values for AVE and R^2 are calculated as follows:

$$\overline{AVE} = 0.647 \quad (2)$$

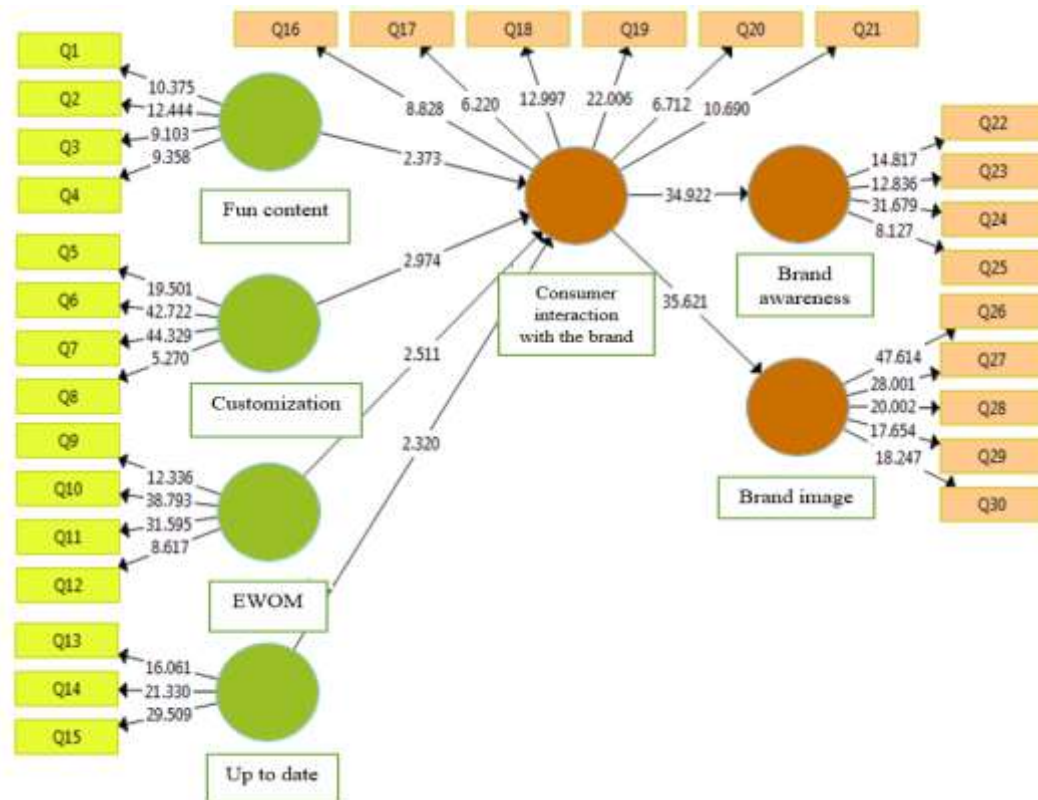
$$\overline{R^2} = 0.794 \quad (3)$$

Substituting these values into the GoF formula, the calculated value of GoF is 0.717. This value exceeds the threshold of 0.36, indicating that the model demonstrates a good fit and the structural model's overall quality is at an acceptable level.



Source: created by the authors.

Figure 2. Factor Load and Path Factor Values



Source: created by the authors.

Figure 3. Test of Significant Coefficients

The path coefficient value between entertainment content and consumer interaction with the brand was 0.201, and the significance coefficient value was 2.373, indicating a positive but statistically significant effect of entertainment content on consumer interaction with the brand. For the second hypothesis, the path coefficient between customization and consumer interaction with the brand was 0.342, with a significance coefficient of 2.974, confirming that customization positively influences consumer interaction with the brand. In line with the third hypothesis, the path coefficient between EWOM advertising and consumer interaction with the brand was 0.269, with a significance coefficient of 2.511, suggesting that EWOM advertising has a positive and statistically significant effect on consumer interaction with the brand. The fourth hypothesis tested the relationship between up-to-datedness and consumer interaction with the brand, resulting in a path coefficient of 0.215 and a significance coefficient of 2.320, confirming that up-to-datedness also has a significant positive effect on consumer interaction with the brand. The fifth hypothesis, which explored the effect of consumer interaction with the brand-on-brand awareness, yielded a path coefficient of 0.871 and a significance coefficient of 34.922, showing a strong positive and significant relationship. Finally, the sixth hypothesis tested the relationship between consumer interaction with the brand and brand image, where a path coefficient of 0.884 and a significance coefficient of 35.621 were found, indicating a very strong positive and significant effect. These results confirm that all proposed hypotheses were supported. The results show that the overall model has an acceptable fit, and the path coefficients and significance coefficients for each relationship support the hypotheses proposed in the study.

4. Discussion

The rise of social media has created a new trend for all companies and brands, and using them to find new ways to reach their customers. Therefore, social media are a new generation of internet tools that provide more opportunities for mutual relations, negotiation, and two-way communication in general. Considering that social media has provided new opportunities and benefits for brand management, however, one of the most lasting challenges, despite the growing scientific interest, is the difficulty of measuring the impact of social media on measuring the key success criteria of brands. Therefore, considering that the formation of economic crises in recent decades has encouraged companies to examine the relationship between consumers and brands in more depth, it is therefore the focus of this study to discuss the effect of the perceived elements of social media marketing on consumer brand interaction and brand knowledge in the fashion industry, and its results are presented in this section. In this work, according to the proposed model, we identified six main relationships of hypotheses, which are, respectively, the relationship between entertainment content and consumer interaction with the brand, customization and consumer interaction with the brand, EWoM advertising and consumer interaction with the brand, up-to-datedness and consumer interaction with the brand, consumer's interaction with the brand based on brand awareness, and finally, consumer's interaction with the brand based on the brand's image. Now, according to the analysis performed regarding the research hypotheses, the results of this research for each of the hypotheses are as follows: In the first hypothesis, it was predicted that entertaining content has a positive and significant effect on consumer interaction with the brand. The results showed that the effect of entertainment in consumer interaction with the brand is significant; the findings show that entertaining content in social media is a factor in creating a brand name for a product with high involvement. Although brand communication with social media and with entertainment elements may be attractive, the entertainment value of reading such social media brand communication comes from a passive reception. Therefore, the results show that the value of entertainment may be a self-centered, passive pleasure, which is known as passive consumption in the information search process. The findings of this research about the second hypothesis also confirm that customization has a positive and significant effect on consumer interaction with the brand. The results show that customized and standardized experiences have similar effects on consumer satisfaction, as both are useful in creating positive consumer perceptions, and help explain our findings that customized content is effective in building consumer interaction with the brand. The third hypothesis stated that being up-to-date has a positive and significant effect on consumer interaction with the brand. The findings show that being up-to-date is important for creating consumer brand interaction and brand knowledge for high-involvement products, such as the fashion industry. Therefore, marketers should benefit from the inclusion of interactive and up-to-date content. According to our prediction in the fourth hypothesis, electronic word-of-mouth (EWoM) advertising has a positive and significant effect on consumer interaction with the brand. The results showed that brand equity has many advantages for the fashion and fashion industry; for example, if a brand has a high equity value, then the consumer will have a positive attitude towards the brand, and as a result, he or she is willing to pay a high price for the product, purchase it, and repeat and do word-of-mouth advertising for the product. Repeat and do word-of-mouth advertising for the product. Therefore, all this behavior and consumer responses will increase the competitive position of the fashion industry. The fifth hypothesis stated that consumer interaction with the brand has a positive and significant effect on the brand image. In general, the findings of this study show that social media marketing elements play a significant role in creating brand interaction with consumers and brand knowledge. This study shows that interaction, word-of-mouth advertising, and brand knowledge are the main factors in enhancing brand interaction with consumers, which increases

brand awareness and brand image. Therefore, interaction, word-of-mouth advertising, and up-to-datedness should be considered as tools for customer recognition, consumer interest, and brand awareness. The sixth hypothesis expressed the claim that consumer interaction with the brand has a positive and significant effect on brand awareness. These findings show that consumer interaction with the brand has a strong and positive effect on brand awareness and brand image, and confirm the importance of consumer interaction with the brand in creating brand knowledge. In addition, the findings show the indirect effects of interaction, EWoM, and up-to-datedness on brand awareness and brand image.

4.1 Practical suggestions

In line with the hypothesis, it is recommended to create as many creative serial entertainments as possible on the social media of their brands in order to attract customers and make them last longer. Marketers can create short-term games and contests with prizes to increase the appeal of their social media. In line with the second hypothesis, it is suggested that the level of customization be done in such a way that it meets people's preferences. Therefore, it is suggested to increase the enthusiasm and loyalty of the customers by personalizing the sites to lead to repeat purchases. In line with the third hypothesis, it is suggested that social media, which are engaged in marketing activities to attract customers, should offer products that are subject to fashion trends. In line with the fourth hypothesis, it is suggested that the channels should be designed in such a way that leads to more interaction between the contacts, so that word-of-mouth advertising increases and can affect the customer's reaction. In line with the fifth hypothesis, it is suggested that marketers adjust their advertising programs to improve the brand performance status of their product, so that the promotion of the brand's special value leads to positive reactions from consumers and to earn more income in this way. In line with the sixth hypothesis, it is recommended that marketers inform customers about the distinguishing features of their own products and create a positive image in the minds of their customers (through advertisements and real claims), leading to an increase in their brand preference over competitors, and increasing the willingness to pay more and become loyal to their customers. and become loyal to their customers. By choosing an appropriate strategy, the marketing mix should be considered as a related set so that the marketing mix efforts are understood by the consumers. Because paying attention to a marketing mix factor independently of other factors has an effect on consumers, but this effect is temporary and will not affect all consumers. For example, a low price may increase the value of the brand in a consumer, but it has no effect on consumers who care about quality, or if a consumer cares about both quality and advertising and the place of the competition, the price may be important to them. In this way, the conditions and characteristics of the total of four marketing mix factors can affect the brand equity and consumer responses, and marketing managers should pay attention to all marketing mix elements.

Conclusions

The world has undergone significant changes, and fashion and clothing have also evolved accordingly. Today's fashion is influenced by various factors and issues, such as music, movies, books, television, and so on, which generate new ideas for fashion design. In fact, these kinds of issues also affect the type of clothing people wear and the trends of the day. The fashion industry is a completely visual industry, and customers communicate through what looks beautiful to their eyes and want to interact with a brand, so it is essential to promote products in a creative way on social media. Show that it is completely different from other brands. Creativity is very important in the fashion industry, and it doesn't matter if we are talking about a luxury fashion brand or a fast fashion brand; creativity is used and important at all

levels of the fashion industry. However, it is crucial to remember that creativity and business sense should be combined in clothing design. Fashion without creativity has no meaning, and on the other hand, fashion without sales and profitability is also meaningless. In the course of this research, we consulted fashion and industry experts and came up with 12 practical applications to follow the latest news and designs widely used in this industry, which we felt could be useful to followers and enthusiasts of the fashion industry to improve quality and sales. These applications include: Hypebeast – News, Garment Textile Fashion News, Fashion in Bits – Lifestyle Retail News, Fashion Now, Vogue World, Fashion Design Flat Sketch, JS – Fashion Design & Pattern Maker, Sketchbook, Adobe Fresco:

In general, the information available in the fashion industry is extensive. A part of this basic and significant information is available to the general public, and the other part contains specialized content and is mostly for use by people active in this field. Of course, each of these two categories covers other areas. If we consider news agencies and news related to this colorful world to be in the first category, the specialized analysis of these news is placed under the title of the second category, i.e., specialized content. Additionally, creating content related to fashion can be interdisciplinary. That is, by using news, analysis, different styles, and combining it with other topics, you can cover another topic (such as advertising topics or even psychology) in a decentralized manner. It will also depend on your creativity and analytical power how to take the reins of the text and direct it in the direction you want. Finally, every study has a series of limitations, and this study is no exception. This study is a cross-sectional study, and the data was collected from a single location, which limits the ability to generalize. In future research, to increase generalizability, it is better to consider longitudinal and comparative studies between countries. The focus of this study is only on the fashion industry, which is related to a specific age group, which limits the applicability of the findings to other age groups. Future research could expand the number of product categories and control for products with different levels of involvement to facilitate generalizations to broader contexts. In addition, future research may consider the impact of other theoretical constructs or potential moderators (such as consumer experience) on social media marketing elements and/or on the constructs examined in this study.

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ĮMONIŲ VALDYMAS (CG) IR APLINKOSAUGOS ATSKAITOMYBĖ (ER): KINIJOS FINANSŲ IR NEFINANSINIŲ SEKTORIŲ DUOMENYS

Reza Rostamzadeh, Evrim Ildem Develi, Shahryar Ghorbani, Justas Štreimikis, Michał Kot

Santrauka. Šiame straipsnyje empiriškai tiriamas įmonių valdymo (CG) ir aplinkosaugos atskaitomybės (ER) ryšys Kinijos finansų ir ne finansų sektoriuose 2015–2021 metais. Pasitelktas savarankiškai sukurtas aplinkosaugos ataskaitų teikimo indeksas (ERI), susijęs su rankine turinio analize. Be to, taikytas ataskaitų teikimo dažnumo palyginimas (RFC) ir porinės imties T-testas. Jais siekta palyginti abiejų sektorių aplinkosaugos ataskaitų teikimą ir pranešti apie galimus pokyčius, įvykusius prieš ir po Kinijos vertybinių popierių reguliavimo komisijos (CSRC) 2018 m. atliktą įmonių valdymo gairių peržiūrą. Šis straipsnis nauju požiūriu prisideda prie egzistuojančių tyrimų, susijusių su įmonių valdymu ir aplinkosauga, taikant savarankiškai sukurtą ERI, kad būtų galima įvertinti aplinkosaugą tiek Kinijos finansų, tiek ne finansų įmonėse iš suinteresuotųjų šalių teorijos perspektyvos. Politikos formuotojai ir reguliavimo institucijos Kinijoje ir užsienyje, norėdami patenkinti suinteresuotųjų šalių poreikius ir pagerinti įmonių aplinkosaugos atskaitomybę, turėtų sutelkti dėmesį į siūlomą valdymo sistemą.

Reikšminiai žodžiai: socialinių tinklų rinkodara; vartotojų įsitraukimas; prekės ženklo žinomumas; mados industrija; prekės ženklo įvaizdis.