

THE IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY AMONG FEMALE FASHION CONSUMERS IN COLOMBO DISTRICT SRI LANKA

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ABSTRACT

The present study is focused on analyzing the effects of social media marketing activities on brand loyalty among the female fashion consumers of Colombo in Sri Lanka. The theoretical model was constructed by combining the uses-and-gratifications theory with various aspects of social media marketing activities including entertainment, interaction, trendiness, and customization that has been revealed in previous empirical studies in digital and fashion industry. Quantitative analysis of survey responses from 384 females led to the determination of this research that all five social media marketing activities have a positive and significant influence on brand loyalty. The three factors in the order of strongest drivers were entertainment, interaction, and trendiness, while customization and electronic word-of-mouth were not too far behind. These findings impress upon the delivery of fun and interactive content, being updated about fashion trends, offering personal experience, and the use of positive word-of-mouth to reinforce brand loyalty among female fashion consumers of fashion goods. The insight herein provides valuable guidance to help fashion brands in improving their social media marketing initiatives and hence building relationships that will last long with their target audience.

Keywords: Social Media Marketing Activities, Brand Loyalty, Fashion industry, Female Fashion Consumers, Colombo District

1. INTRODUCTION

The fashion industry has changed drastically during the past few years, with the growth of the social media. Customer engagement, awareness of, and brand loyalty are considered major functions that a brand can derive from social media. This phenomenon is especially true in Sri Lanka, with the rapid growth of social media penetration among young people and adults. Social media defines as the online platforms which facilitate to create, share, view and engage within virtual networks and communication. In Sri Lanka has very high social media penetration, with over 7.5 million active Facebook users and more than 2.2 million users on Instagram (We Are Social & Hoot suite, 2023). These are some of the many opportunities given to any fashion brand in order to communicate effectively with the target audience. In previous researches in the field of Social Media Marketing and Brand Loyalty, there is a rich body of literature that established that there is a positive effect of Social Media Marketing Activities (SMMA) on brand loyalty. For example, Kim and Ko (2012) clearly established the link between SMMA and brand equity in the luxury hotel industry back in 2012. Fetais et al. (2022) further express this by showing how SMMA positively influences brand loyalty, brand image, and brand awareness all of which are constituents of brand equity of interest, especially within a fashion industry context. Fetais et al. (2022) reveal the online search attitude measurement as having a positive association between SMMA and brand involvement. Focus of Attention on Female Fashion Consumers of the Fashion Industry, previous studies have indicated solely on female fashion consumer categories since social media usage and online buying behavior have been taken to vary across females and males. Female fashion consumers are also more active on social medial sites; as such, they are easily influenced by influencer marketing and social media trends (Djafarova & Rushworth, 2017; Kumar & Ayedee, 2021). Accordingly, targeting female fashion consumers enables a much more focused and insightful exploration of the relationship between social media and brand loyalty within the fashion industry (Casaló et al., 2020).. This is further elaborated as a valuable segment, as Female fashion consumers are the demographic group with an increasing interest in fashion and high social media engagement. Since Sri Lanka's Colombo District, Western Province is considered the economic and commercial hub of this country, it could be assumed that the proportion of social media users may be higher here than in other districts. Accordingly, the consumer base becomes increasingly fashion-conscious, especially among females (Department of Census and Statistics, 2023). The percentage of social media penetration in urban centers like Colombo is quite significantly higher when compared to rural districts (We Are Social & Hootsuite, 2023), and the female fashion consumers in these urban areas are found to be quite enthusiastic about fashion products and trends. In essence, targeting female fashion consumers in Colombo provides an opportunity for a contextually relevant and demographically strategic research into the impact of social media marketing on brand loyalty in the Sri Lankan fashion industry. Knowing how social media marketing activities influence brand loyalty in this particular demographic and cultural setting would be invaluable information to fashion brands operating in Sri Lanka.

1.1 Problem Statement

Consumer behavior has been redesigned by the digital era since social media has become an inevitable tool for brand engagement. Although there is a positive relationship between the reports of these studies in regard to social media marketing activities and brand loyalty, a gap in understanding still prevails, explaining what actual activities are making the engagement taking place on the social media websites result in long-term customer loyalty. The five key aspects of social media marketing entertainment, interactivity, trendiness, customization, and electronic word of mouth (eWOM) are based on the theoretical framework by Kim and Ko (2012) and this has been adopted and validated in studies, which all have a bearing on brand loyalty, especially with female fashion consumers (Seo & Park, 2018). The challenge lies in the optimizing these social media activities to drive sustained loyalty. Though characteristics such as highly engaging content, two-way interactions, trend-focused updates, customized experiences, and influencer collaborations are expected to contribute greatly. Their individual and combined impact is still unclear, specially, in the context of Colombo District. This is complicated by the variety of social media platforms (Lee and Ra back in 2021). Behaviors on Instagram and Facebook are prominent in determining which platform's strength can be optimizing to build the brand loyalty. Social media adoption in the Sri Lankan's fashion industry is growing especially, among young adults in Colombo. However, previous studies have indicated which social media marketing activities most impact brand loyalty among female fashion consumers within this country context. This research attempts to fill this gap by observing the relationships between brand loyalty and social media marketing activities, including entertainment, interaction, trendiness, customization, and electronic word-of-mouth among female fashion consumers in Colombo District.

This research paper embraces the characterization of social media as web-based programs that enable the generation and distribution of user-generated content for virtual communities. The selected social media marketing activities—entertainment, interactivity, trendiness, customization, and electronic word-of-mouth (eWOM)—are based on the framework proposed by Kim and Ko (2012), which has been widely used and empirically accepted in fashion marketing literature (e.g., Seo & Park, 2018). These aspects collectively represent the theoretical basis to explain the manner in which social media facilitates the customer journey from brand recognition to commitment in the fashion industry. Research objectives of this research is:

1. To identify the impact of entertainment in social media marketing activities on brand loyalty among female fashion consumers in Colombo District.
2. To identify the impact of interaction in social media marketing activities on brand loyalty among female fashion consumers in Colombo District.
3. To identify the impact of trendiness in social media marketing activities on brand loyalty among female fashion consumers in Colombo District.
4. To identify the impact of customization in social media marketing activities on brand loyalty among female fashion consumers in Colombo District.

This study attempts to uncover the unknown power of social media for female fashion brands in Sri Lanka. Thus, this study will explore the relationship between social

media marketing activities and brand loyalty among female fashion consumers. Therefore, this relationship has foremost implications for several stakeholders within the Sri Lankan fashion industry (Lamkadem and Ouiddad 2021). This research emphasizes data-driven insight into fashion brands Sri Lanka for the development of effective strategies for social media.

Brands can use this knowledge in building long-term customer relationships and brand loyalty. This study empowers the creation of granular social media campaigns with a differential effect, hence enhancing brand awareness, customer acquisition, and market share. It gives insight into the online shopping behavior and what drives brand loyalty among female fashion consumers across Sri Lanka. And further can help to create a much more dynamic online environment for any female fashion brand in Sri Lanka. The findings of this research can be used in informing policy and practices relating to social media marketing within the Sri Lankan fashion industry. Hence the, overall significance of this only creates great value for the fashion industry in Sri Lanka due to the knowledge gap on how social media impacts brand loyalty among female fashion consumers. This research explores the influence of social media marketing activities on brand loyalty among female fashion consumers in the Colombo District, Western Province of Sri Lanka. The target sample includes only female fashion consumers in Colombo District, Sri Lanka's main commercial and cultural city who are very active on social media and fashion-conscious. The study will be represented by fashion related products. The research will be conducted on the influence of top social media platforms used by female fashion consumers here in Sri Lanka, including Instagram, Facebook, Ticktock, and YouTube. Brand loyalty is considered an important metric of businesses because it depicts the strength of relationships with customers and likely repeat buying behavior. The research will be focused on online social media only and exclude all other offline channels.

2. LITERATURE REVIEW

Prior studies posited that social media marketing activities produce an impact on brand loyalty; hence, the presence of social media marketing activities can help business actors increase brand loyalty which offered to their consumers. Another research, conducted by Lamkadem and Ouiddad (2021), on the other hand, pointed out that social media marketing has no direct effect on brand loyalty. Based on some partial views, the research by Fetais et al. (2022) argues that social media marketing activities have an impact on community engagement, whereas community engagement has an impact on brand loyalty, such that this variable for community engagement can serve as a mediating variable between the variables for social media marketing activities. Which also in line with the research done by Emini and Zeqiri (2021), which states that there is influence between social media marketing on brand engagement and research done by Morkunas (2022) states that brand engagement has an influence toward brand loyalty, the researcher proposed adding a mediating variable from the relationship between the two. Brand loyalty has two major dimensions; these are behavioral and attitudinal loyalty. Chaudhuri and Holbrook (2002) find that behavioral loyalty is a measure of continuous, repeated purchasing behavior and is an indication of customer retention. Attitudinal loyalty, on the other

hand, is customers' feelings and emotional connections to a brand. Bandyopadhyay and Martell (2007) true brand loyalty is only fully realized when both the behavioral and attitudinal dimensions are considered together since the two-affect brand performance considerably when taken together as opposed to considering them separately. Miller et al., (2017) argues that brand loyalty is ingrained in consumers' minds and therefore cannot be replaced, providing invaluable value to firms. Social media marketing is central in brand loyalty creation through social networks of friends, family, and coworkers. If consumers use the promoted brands, they share their experiences with friends on social media (Haudi et al.,2022). Zakaria (2019) argues that consumer brand loyalty is positively affected by the variety of platforms and services provided by companies through social media. Creating a strong emotional tie between the customers and a brand, based on consistency in quality, excellent customer service, and transparent communication, fosters brand loyalty. The resulting bond brings about advocacy, word-of-mouth promotion, and repeated purchases by loyal customers due to engagement strategies, value propositions, and community building (Godey et al., 2016).

Social media marketing has been defined as a form of online advertising that uses social networks. Marketing activities are also described as social processes in which individuals and groups get what they need and want (Khan, 2019). According to Khan (2019), social media marketing is a broader strategy and use of various social media platforms by brands to promote products and inculcate interests in potential customers. In contrast, social media marketing activities (SMMAs) are the actions or dimensions under this strategy that directly affect consumer engagement and brand outcomes. These activities include entertainment, interactivity, trendiness, customization, and electronic word-of-mouth (EWOM) (Kim & Ko, 2012), with each describing a different way in which brands engage with consumers via social media. As Park and Seo (2018) suggested, customization refers to how brands customize messages targeted at the consumers, while trendiness is the act of posting timely and relevant brand-related content (Godey, et al., 2016). With this in mind, SMMAs refer to the critical attributes or components wherein social media marketing is put into practice effectively.

In today's experience-driven world, the role of social media has been to act as an inlet gate towards newer experiences. This ranges from anything as basic as social interaction to entertainment. In light of this, the role that entertainment assumes in driving brand loyalty is well brought out by studies carried out by Wang et al. (2021) and Zhang et al. (2020), which have shown that entertainment highly enhances brand image and user engagement, ultimately resulting in enhanced brand loyalty. Interactivity is one key attribute that helps in creating trust in the brand and in engaging better with customers; this is what forms the backbone of brand loyalty. According to Khan et al. (2022) and Chen et al. (2019), interactivity is a strong driver of brand loyalty. Considering the experience-driven nature of today's world, social media serves as the doorway to incredible experiences, facilitating everything from social interaction to entertainment. Modern research returns to underscore the role of interaction in driving brand loyalty. Studies by Wang et al. (2021) and Zhang et al. (2020) reveal that interactive social media content is an operational way through

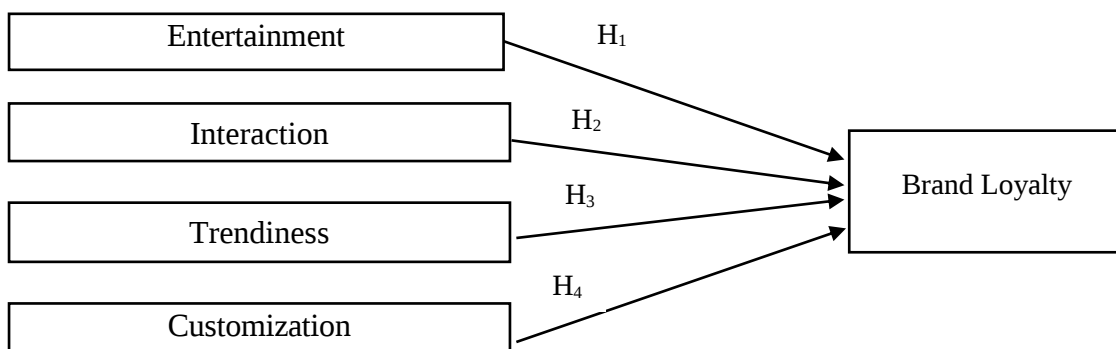
which one can enhance brand image and user engagement, which finally increases brand loyalty. Trendiness in social media marketing refers to the ability of a brand to provide the most recent and latest information about its products or services through the social media platforms. According to Seo and Park, research from 2018 and Fetais et al. (2022) defines trendiness as the ability to share the most recent information regarding brands. Trendiness on social media means sharing trending and relevant information on a brand. Brands should monitor and actively include fashion trends in their social media content if they want to be relevant for female fashion consumers in the district of Colombo. Customization, in particular, refers to the extent to which the service meets the various tastes and preferences of customers with regard to the individual demands of each customer (Seo & Park, 2018). It refers to the ability to customize the customer experiences based on the individual interactions with the business (Ding & Keh, 2016; Seo & Park, 2018). Social media allows businesses to communicate the uniqueness of their products and brands through peer-to-peer communication, answering each one's concerns, and dictating product and brand preferences with personalized touches based on customer importance. Moreover, according to Schau et al. (2009), customization is the provision of information, catering to individual customers' needs, answering their concerns, and providing them with a sense of support and helping tendency within an online community, especially towards new members.

The study finds support for the effect of generated by social media marketing activities. While positive online conversations and reviews can create a feeling of trust and credibility toward the brand, finally influencing the brand loyalty. These studies show that social media marketing is not simple but requires the realization of many activities, which when conducted strategically, can enhance brand loyalty among female. Hennig and Thureau et al., in 2004, defined e-WOM as the communication prospect, current, and past customers have with one another on a social networking site about a product, brand, or company. This is said to be a new type of tool for communication through which news and opinions are communicated using the internet. This is from businesses to consumers and then from consumer to consumer, as stated by Maulid et al., 2022. Informal communication between buyers and prospective buyers with each other, about brands, products, or services, whose objectives are not driven by advertisers. (Lamkadem & Ouidad, 2021). There are three main theories are using for this study to explore the theoretical grounds underpinning the relationship between the independent variables, social media marketing activities, and the dependent variable, brand loyalty, means these theories are of value to the researcher. The Social Cognitive Theory founded by Albert Bandura. SCT explains that people learn behaviors by observation of others and imitate them. On social media, consumers might observe influencers advertising brands or peers sharing positive experiences which result in their own brand loyalty. According to SCT, it is assumed that individuals learn behaviors through observation of others and imitate the same. In social media, customers might observe influencers advertising brands or peers sharing positive experiences which result in their own brand loyalty. Elaboration Likelihood Model (ELM) postulates that persuasion takes place through two routes: the central and peripheral routes. The central processing is

deep, while peripheral relies on superficial cues like attractiveness or authority. Social media marketing can work on both routes. Entertaining content-such as funny videos or memes, and striking images-can easily attract consumer attention and attribute positive perceptions to the brand in question (Smith & Lee, 2021). This confirms earlier findings in some studies on the efficiency of the use of humor and entertainment as social media marketing tools (Taylor et al., 2020). Social Identity Theory was developed in the 1970s by Henri Tajfel and John Turner. According to the tenets of the theory, people identify themselves from their membership in certain groups, and these memberships subsequently shape attitudes, behaviors, and perceptions. The application of this theory in social media marketing allows customers to identify themselves with brands and within communities, enhancing the loyalty drawn to these brands. Present research takes awareness of the fact that various studies accept the underlying assumption that social media plays a very significant role in influencing brand loyalty. On the other hand, however, it is not clearly understood how exactly these activities on social media go on to influence brand loyalty. The contribution of different activities in social media towards increasing brand loyalty among female fashion consumers within the Colombo District needs to be deeply explored. That means assessing how engagement through online brand communities enhances brand loyalty because of the notion of creating a sense of belonging and commitment.

2.1 Conceptualization

The theoretical framework of this study defines the independent variables and dependent variables, independent variables as Social Media Marketing Activities (SMMA) that includes of key dimensions, entertainment, interaction, trendiness, and customization (Kim & Ko, 2012). These dimensions are contained of social media marketing activities. Brand loyalty indicated as the dependent variable of the framework. Based on the above theoretical and empirical evidences researcher formulated the Conceptual framework.



Sources: Authors' constructed

Figure 01: Conceptual Framework

3. METHODOLOGY

This research study was the category of an explanatory study, as it had explained the determinants of social media marketing activities on brand loyalty among female fashion consumers in western province Sri Lanka. The researcher utilized primary data, since the study survey method was employed. The researcher employed a quantitative method, since the empirical assessments included numerical measurement and analysis. In this view, the research classified as cross-sectional, and the unit of analysis was one female fashion consumer in Colombo District, western province Sri Lanka. The researchers have followed a deductive approach since the research was conducted based on existing theories and research in testing a relationship between social media marketing activities (entertainment, interaction trendiness, customization, and brand loyalty).

While research Fetais et al. (2022) partly contends that the social media marketing activities have a bearing on community engagement, but vice versa, community engagement could affect brand loyalty. This study concerns mainly on direct impact on SMMA on brand loyalty. Whether it recognized as a mediator, however recommended for potential studies to explore the mediating effects. Currently many people use social media platforms to interact and share information with others, this is due to information technology which has changed. The target population for this research was the female fashion consumers between the ages of 18 to 55 years within the Colombo District of Sri Lanka since this category represents a portion of social media active users and fashion consumers. And also, this category is known have significant purchasing power and engagement with fashion trends in social media. This sample contained 384 female fashion consumers who could be potential consumers of fashion products and services. Residential areas in Colombo District: The enumeration of residential areas within Colombo District will provide a base for the sampling process. Fashion retail outlets: The customer database in fashion retail outlets in Colombo District could serve as a potential source of respondents. In this research, stratified random sampling used to ensure that different segments are proportionally represented in the target population. Stratification of the population based on age brackets: 18-25, 26-35, 36-45, and 46-55, and on income levels. This helped capture all sections of the target population and ensure it is representative. Using these considerations with sample size calculators, it estimated that a sample of 384 female fashion consumers would be required to attain the level of precision and representativeness set out above.

The data for this study gathered through a stratified sampling technique and the survey questions were created using information from earlier studies. There were two sections to the questionnaire. Data analysis was conducted using SPSS version The data reduced into a concise description and information with the aid of this analysis. While factor analysis was computed to analyze the questionnaire items and test the validity for inter-items from the data collection instrument, the respondents' personal or demographic information was calculated using a descriptive statistical method. Multiple linear regression, multicollinearity, were among the inferential analyses used. A statistical test called Pearson correlation evaluates the degree of association

between two numerical data variables. In the Pearson Correlation test, the significance level is set at 0.05, indicating a 95% confidence level.

4. DATA ANALYSIS AND FINDINGS

4.1 Demographic Profile

Table 01: Demographic Variables

Variable		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	384	100	100	100
	15–25	228	59.4	59.4	59.4
Age	26–35	113	29.4	29.4	88.8
	36–45	37	9.6	9.6	98.4
	45–60	6	1.6	1.6	100.0
Social Media Usage	Yes	379	98.7	98.7	98.7
	No	5	1.3	1.3	100.0
Fashion Conscious	Yes	361	94.0	94.0	94.0
	No	23	6.0	6.0	100.0
Clothing Purchase Online	Yes	288	75.0	75.0	75.0
	No	96	25.0	25.0	100.0
Spent on Social Media (Daily)	30 Minutes	36	9.4	9.4	9.4
	1–2 Hours	167	43.5	43.5	52.9
	3–4 Hours	135	35.2	35.2	88.0
	5–6 Hours	46	12.0	12.0	100.0
Prefer to Purchase Clothing via Social Media	Yes	275	71.6	71.6	71.6
	No	109	28.4	28.4	100.0

Source: Survey data. (2024)

4.2 Demographic Variables

Based on the table 01, the study comprised a total of 384 respondents, all of whom identified as female (100). The age distribution of the sample indicated that the majority of participants (59.4) were within the 15–25 age group, followed by 29.4 in the 26–35 age group. Respondents aged 36–45 constituted 9.6 of the sample, while only 1.6 were in the 45–60 age group. This age distribution suggests that the study predominantly reflects the perspectives of young adult females. In terms of social media usage, an overwhelming majority (98.7) reported using social media, highlighting its widespread adoption among the sample. Regarding fashion consciousness, 94.0 of the participants identified themselves as fashion-conscious, while only 6.0 did not consider themselves to be so. A significant proportion of respondents (75.0) indicated that they purchase clothing online, which underscores a strong inclination toward digital shopping behaviors. Furthermore, 71.6 of participants expressed a preference for purchasing clothing via social media platforms, reflecting a growing trend of using social networking sites as a medium for fashion-related e-commerce. When assessing daily time spent on social media,

the data revealed that 43.5 of respondents spent 1–2 hours per day on such platforms, followed by 35.2 who spent 3–4 hours, 12.0 who spent 5–6 hours, and 9.4 who spent approximately 30 minutes. This indicates a high level of daily engagement with social media among the respondents. Overall, the demographic characteristics illustrate a sample that is young, digitally active, fashion-conscious, and heavily influenced by online platforms in their clothing purchase decisions.

4.3 Reliability Testing

Table 02: Summary of the Reliability Test

Variables	Independent Variable					DV
	E	I	T	C	EW	BL
Croabach's Alpha Value	0.883	0.947	0.876	0.889	0.918	0.864
No. of Items	4	9	4	4	6	5
Decision	Accept	Accept	Accept	Accept	Accept	Accept

Source: Survey data. (2024)

Cronbach's Alpha Value measures the internal consistency or reliability of the scale for each variable value above **0.7** is generally considered acceptable. All values are above **0.7**, meaning that the variables have high reliability, with Interaction (0.947) being the most reliable. Based on Cronbach's Alpha values, the reliability of each variable is accepted, meaning the scales are consistent.

4.4 Validity Testing

Table 03: KMO (Kaiser-Meyer-Olken) & Bartlett's Test of Sphericity (BTS test)

Variables	E	I	T	C	EW	BL
KMO's Values	0.826	0.926	0.835	0.805	0.890	0.792
Approx. Chi-Square	830.87	3262.52	771.40	905.66	1719.23	1019
Value	6	36	6	6	15	10
Significance	0.000	0.000	0.000	0.000	0.000	0.000
Decision	Accept	Accept	Accept	Accept	Accept	Accept

Source: Survey data. (2024)

KMO's Values: The Kaiser-Meyer-Olkin measure checks sampling adequacy. A value above 0.8 is considered adequate. The KMO values are all above 0.8, meaning the sampling is sufficient for factor analysis, with Interaction having the highest value (0.926). Approx. Chi-Square values for Bartlett's Test of Sphericity. These high values indicate that the correlation matrices are not identity matrices, implying that the variables are related enough for factor analysis. The p-values for Bartlett's test

are 0.000 for all variables, meaning the test is statistically significant, further validating the results. Based on the results from both the KMO test and Bartlett's test, the decision is to accept the validity of the variables Descriptive Analysis.

4.5 Descriptive Analysis

Table 04: Descriptive Analysis

	Entertai nment	Interacti on	Trendi ness	Customi zation		Brand Loyalty
Valid	384	384	384	384	384	384
Missing	0	0	0	0	0	0
Mean	3.939	3.677	3.483	3.843	3.698	3.504
Median	4.000	4.000	3.750	4.000	3.833	3.400
Mode	4.00	4.00	4.00	4.00	4.00	4.00
Std. Deviation	.770	.899	.963	.791	.802	.769
Variance	.593	.809	.927	.627	.644	.592
Skewness	-1.127	-.607	-.881	-1.065	-.737	-.414
Std. Error Skewness	of	.125	.125	.125	.125	.125
Kurtosis	2.119	-.267	.472	1.743	.653	.583
Std. Error Kurtosis	of	.248	.248	.248	.248	.248
Minimum	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00	5.00

Source: Survey data. (2024)

The mean of 3.9395 suggests that the average rating given to Entertainment is about 4, while the median of 4 says 50% of respondents rated Entertainment at least 4. In Interaction the mean of 4 and median of 4, it can be said that the distribution is symmetric, and its central tendency is equal to 4. Trendiness-the mean value is 3.4837, but median is 3.7500. Since the mean is lower, this would indicate slight left-skewness with more extreme lows for Trendiness. Customization-mean is 4 and so is the median; such a fact suggests symmetry in distribution and centered at 4. The mean is 3.6984 while the median is 3.8333 again this would tend to indicate it is slightly left-skewed with more of an extreme low value. Brand Loyalty mean is a bit lower than the median of 3.4000. This would suggest that there is a slight right-skew for Brand Loyalty with higher extreme values.

4.6 Regression Analysis

Table 05: Model Summary

			Adjusted Square	R	Std. Error of the Estimate
Model	R	R Square			
1	.679 ^a	.462	.454		.56816

Source: Survey data. (2024)

R Square, the amount of variance of brand loyalty explained by the independent variables. In this case, 46.2 percent of the variation in brand loyalty can be accounted for by social media activities included in the model. Adjusted R Square: 0.45 This is an adjusted version of the R Square statistic that corrects on the number of independent variables in the model. Standard Error of the Estimate (0.56816): This represents the average error between the predicted brand loyalty values and the actual brand loyalty values. The lower the standard error, the better the fit of the model. The overall, the activities on social media under analysis are moderately strongly related to brand loyalty among female fashion consumers of Colombo District. However, there is still a significant amount of unexplained variation in brand loyalty.

4.7 ANOVA Test

Table 06: ANOVA^a

Model		Sum of	df	Mean	F	Sig.
	Squares			Square		
1	Regression	104.614	5	20.923	64.816	.000 ^b
	Residual	122.020	378	.323		
	Total	226.633	383			

Source: Survey data. (2024)

The ANOVA results confirm the overall significance of the regression model. The F-statistic (64.816) with a p-value of 0.000 indicates that the integrated social media activities significantly explain variations in brand loyalty. An R-squared value of 46.2% suggests that nearly half of the variation in brand loyalty is accounted for by the model. This highlights a strong and significant relationship between social media activities and brand loyalty among female fashion consumers in the Colombo District.

4.8 Regression Coefficient

Table 07: Coefficients^a

Model	Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.481		8.786	.000
	Entertainment	.221	.069	.221	.002
	Interaction	.241	.066	.282	.000
	Trendiness	.148	.034	.185	.000
	Customization	.264	.073	.272	.000
		.407	.068	.425	.000

Source: Survey data. (2024)

The table above provides the regression coefficients for the model predicting brand loyalty from entertainment, interaction, trendiness, customization, and social media activities. Unstandardized Coefficients represent the increase in brand loyalty for every one-unit increase in the independent variable, controlling for all other variables. Standardized Coefficients means the estimated coefficients, standardized to have a mean of zero and standard deviation of one, allow for comparing the relative importance of each independent variable in predicting brand loyalty. t value is the t-statistic testing the significance of each individual independent variable in the model. Sig. is the p-value of the t-statistic. A p-value less than 0.05 typically indicates that the independent variable is statistically significant; it has a significant effect on brand loyalty. Entertainment there is negative coefficient (-0.221) for the entertainment construct suggests that as the degree of entertainment provided by the fashion brands on social media escalates, so is the decrease in brand loyalty. However, looking at the level of significance (p-value = 0.002), the relationship is significant. Interaction shows positive coefficient (0.241) for interaction suggests that as the extent of interaction between the fashion brands and female fashion consumers about their offerings on social media increases, brand loyalty has the tendency to increase. The relationship is also statistically significant with a p-value of 0.000. Trendiness value is 0.148, therefore, the higher the perceived degree of trendiness of the fashion brands in social media, the lower the brand loyalty. The relation is statistically significant with a p-value of 0.000.

Customization, coefficient value is positive 0.264 implying that the more a fashion brand allows for customization options across its social media, the more likely an increase in brand loyalty will follow. The relationship is statistically significant with

a p-value of 0.000. The positive coefficient (0.407) for suggests that with an increased level of positive word-of-mouth generated regarding the fashion brands on social media, brand loyalty is likely to increase. This relationship is highly significant statistically with a p-value of 0.000. The regression analysis indicated that the social media activities listed above create the most significant effect on brand loyalty among female fashion consumers in the Colombo District: Interaction, through social media, customers are more easily connected, which can have a positive effect on brand loyalty. Customization: Individual experiences and content can help improve brand loyalty. eWOM communication through social media in a positive direction can enhance brand loyalty of customers to a great extent. While in this analysis, entertainment and trendiness did show a negative impact on brand loyalty, these relationships may be more complex, moderated by other factors. Further research is required to investigate these relationships in detail.

4.9 Testing of the Hypothesis

Table 08: Hypothesis Summary

Hypotheses	Slope Coefficient Value	P. Value (Sig. Value)	Decision
H1: Entertainment has a positive impact on brand loyalty among female fashion consumers in Colombo district.	0.221	0.002	Accepted
H2: Interaction has a positive impact on brand loyalty among female fashion consumers in Colombo district.	0.241	0.000	Accepted
H3: Trendiness has a positive impact on brand loyalty among female fashion consumers in Colombo district.	0.148	0.000	Accepted
H4: Customization has a positive impact on brand loyalty among female fashion consumers in Colombo district.	0.264	0.000	Accepted

Source: Survey data. (2024)

5. CONCLUSIONS AND RECOMMENDATIONS

Through data analysis, positive relationships between social media activities and brand loyalty were significant from the perspective of female buyers in the Colombo

District. Interaction, customization, and seemed to be the strong drivers of brand loyalty. This means that fashion brands can enhance brand loyalty through effective customer interaction and engagement on social media, offering personalized experiences, and encouraging positive Electronic word of mouth. The more customers interact with a fashion brand through social media, the higher the brand loyalty. This implies that increasing relationships and a sense of community through social media may have a strong influence on brand loyalty. Brands offering personalized experiences, such as tailored product suggestions or customized content, retain more loyal customers. That means each customer needs to be offered a different kind of experience. These positive words of mouths that can be created via social media may lead to considerable effects on brand loyalty also encouraging customers to share favorable word of mouth regarding the experiences or endorsements of the company. That will no doubt be a good promotional strategy. In contrast, entertainment showed a positive relationship with brand loyalty but was relatively less effective compared to the effects of interaction and customization.

This present study concludes that the social media activities among female fashion consumers in the Colombo District have a significant effect on brand loyalty, specifically through three variables interaction, customization, and eWOM . From these results, there is enough evidence to prove the hypotheses that interaction, customization, and positive are the critical drivers of rich brand relationships.

Reduce Over-Reliance on Entertainment. Focus more on meaningful content that engages consumers rather than just entertaining them. While keeping up with trends is important, brands should also focus on building value and authenticity to enhance loyalty. Therefore, the following recommendations are made based on the findings: **Prioritize Interaction.** Fashion brands should interact and build a relationship with customers through active interaction with them on various social networking platforms. This shall be done through comments and message response, discussions, and creating captivating content. Besides Brands should promote direct engagement through social media features like comments, polls, and Q&A sessions. Offer more customized experience: With time, Customization has become one of the key enablers regarding the satisfaction and loyalty of customers. The personal touch shall be in the form of customized product recommendations or customized content or the offers shall be customized to a customer's liking and tailored recommendations and content, to boost customer satisfaction and loyalty. Some of the ways to enhance in fashion brands include social media campaigns, influential persons, and giving incentives to customers for sharing positive experiences. Encourage and facilitate positive word of mouth through social media by working with influencers and promoting user generated content.

Sample Size and Representation, the sample size used, 384 respondents, may be relatively small and hence limit its generalization to a broader population of female fashion consumers in the Colombo District. Representativeness of the sample should be critically considered to ensure that the sample represents the target population. Some of the things to consider include age, income, education level, and cultural

background. The characteristics of the sample have to be representative of the population under study.

Respondents may give socially desirable answers or not be able to recall their behavior accurately. Cross-Sectional Design-The cross-sectional nature of the study has limited possibilities for determining whether there is actually a causal effect of social media activities on brand loyalty. Longitudinal studies, where changes are followed over a period of time, would provide a greater basis for establishing causality. Measurement Bias-The measurement bias could well be associated with the measurement instruments used in the study. Especially, the validity and reliability of the scales measuring social media activities and brand loyalty are to be critically assessed. Omitted Variable Bias-In such a case, the model may have missed some important variables that would have otherwise affected the relationship between social media activities and brand loyalty. Hence, these omitted variables might result in biased estimates of the actual effects of the variables included. Social Media Landscape Changes - social networks evolve fast and new sites and features pop up day in and day out. This study may therefore not apply to any trends and developments that might occur in social media in the future.

The investigation could be carried out on, how the relationship between social media activities and brand loyalty is moderated by factors such as age, income, and cultural background. Longitudinal effects of the use of social media activities on brand loyalty. Which of these social media platforms and strategies are more effective in eliciting brand loyalty, Possible negative effects brought about by excessive use of social media on brand loyalty. In view of the limitations identified herein, future studies will add to the knowledge on the relationship between social media and brand loyalty based on the following aspects.

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