

ABSTRACT

In the digital era, the fashion industry faces increasing pressure to adapt to rapidly evolving consumer behaviours and the pervasive influence of social media. This study investigates how key dimensions of social media marketing—entertainment, interaction, trendiness, and electronic word-of-mouth (eWOM) affect brand loyalty among Generation Z consumers in the fashion sector. Grounded in a quantitative methodology, data was collected through an online survey of 104 Gen Z participants who actively engage with fashion brands on social platforms. Statistical analysis using SPSS revealed that while all four dimensions were positively correlated with brand loyalty, only interaction and eWOM emerged as significant predictors. These findings underscore the importance of authentic engagement and peer influence over aesthetic or trend-driven content in cultivating lasting consumer loyalty. The study contributes both theoretically and practically to understanding consumer-brand relationships in the context of social media, offering actionable insights for marketers seeking to strengthen loyalty within the highly competitive and visually driven fashion industry.

Keywords: Social Media Marketing, Entertainment, Interaction, Trendiness, Electronic Word-Of-Mouth, Brand Loyalty, Gen Z.

