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The Impact of Digital Marketing Strategies on Brand Equity and Generation Z Consumer Behavior in the Fast Fashion Industry

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Abstract

This research paper is about studying the Impact of Digital Marketing Strategies on Brand Equity and Generation Z Consumer Behavior in the Fast Fashion Industry. Indeed, it is a topic that seems relevant to me. Moreover, as a member of this generation myself, I thought it was good to even study at this generation level since they would be consumers of tomorrow. The essence of this investigation is to carry out a quantitative survey questionnaire of at least 12-27-year-olds respondents corresponding to Generation Z. Additionally, mono-methods in the form of a survey questionnaire were chosen. The respondents were cross-sectionally surveyed because data was collected at a single point in time. Furthermore, a deductive research approach with realism as its philosophical grounding was chosen.

The results reveal that not every concept utilized in the questionnaire impacts brand equity and consumer response significantly.

The regression analysis results reveal that Interaction ($p < 0.05$), Trendiness ($p < 0.001$), and WOM ($p < 0.05$) pose a highly significant positive effect on Brand Equity.

Meanwhile, the regression analysis reveals that Customization ($p < 0.05$), WOM ($p < 0.05$), and Brand Equity ($p < 0.05$) have a significant positive impact on Consumer Response.;

Future studies should highlight adequate participant diversity through broad platforms, incentives, and clear questionnaires. Improving reliability through polished questions and validated measurement scales, as well as delving deeper into central concepts, would be more beneficial in understanding their influence and variations in social groups.

Keywords/tags (subjects)

Digital Marketing Strategies, Brand Equity, Consumer Behavior, Fast Fashion Industry.

Miscellaneous (Confidential information)

No confidential information.

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1 Introduction

1.1 Background, motivation, and purpose

This study is driven by the evolving relationship between digital marketing techniques and the shopping behaviors of Generation Z. As this group becomes increasingly important in the marketplace, their tastes and buying habits significantly shape the marketing strategies of the fast fashion. With the emergence of digital platforms, unique, personal, and engaging retail experiences were created. An example of this would be influencer marketing-that relies on the credibility and connection[]that these people have with their audience-and shopping augmented reality, blending online and offline shopping into an innovative way making it possible for consumers to engage with products.

Amidst technological evolution and fa[r]st-paced consumer changes, there are opportunities and challenges faced by a brand. Grasping the roles these various digital marketing strategies play in attracting and retaining Generation Z shoppers is imperative. Such understanding is the heartbeat of developing effective marketing, building brand loyalty, and competitiveness in a crowded market.

Amid the ever-roving gaze of marketing and communication within society, an interest grew for the author, especially during the time of COVID-19 when digital media became an immediate line of communication to the rest of the world. In this context, his ambition of pursuing a career in Digital Marketing unfolded since he noted so much room for opportunity and growth in this context. There appeared to be an enormous market for opportunities and growth within this realm. This dream is reinforced with hands-on experience working as an intern that offered direct insight into the practical application of Digital Marketing and Communication.

The primary aim of this research is to study the array of digital marketing methods that have been applied into actual practice in the fast fashion industry. The study explores how these digital advancements affect Generation Z's buying choices, brand loyalty, and engagement, with the aim of providing marketers with actionable insights to refine their strategies to better match the needs and expectations of this tech-savvy generation.

Moreover, this thesis aims to add to the scholarly conversation on digital marketing by thoroughly investigating its success and impact on contemporary consumer behavior. Through this academic effort, the research intends to fill existing knowledge gaps, offering a solid foundation for further studies in this field.

1.2 Research objectives, questions and approach

The study wishes to delve deeper into those complicated processes whereby digital marketing practices in fast fashion may affect Generation Z's shopping behaviors and attitudes. They aim to discern Generation Z's opinions of digital marketing campaigns, how effective other digital campaigns may be, and their impacts on buying decisions and brand loyalty. The exploration also wishes to delve into the significance of the contributory factors of sustainability and ethical practices in those marketing tactics toward this age group and how technological advances may enhance the shopping experiences of Generation Z. The interaction through careful inquiry into these aspects will provide a more in-depth understanding of how digital marketing works in Generation Z consumption for the field to contribute meaningfully to academia and practice.

The main research question is the following:

RQ1. What is the Impact of Digital Marketing Strategies on Brand Equity and Generation Z Consumer Behavior in the Fast Fashion Industry?

RQ1.1 To find out, through quantitative questionnaire, what is the Impact of Digital Marketing Strategies on Brand Equity and Generation Z Consumer Behavior in the Fast Fashion Industry.

1.3 Thesis structure

The study examines The Impact of Digital Marketing Strategies on Brand Equity and Consumer Behavior in Fast Fashion-Gen Z. The first chapter includes a complete introduction and background for the study, as well as some motivation, objectives, and research questions answered.

The second chapter is about the literature review, which presents a critical review of different concepts such as the Social media marketing efforts, Entertainment, Interaction, Trendiness, Customization, Word of mouth, Social media marketing efforts and the creation of brand equity, Brand equity and consumer response, Brand Preference, Price premium, Brand loyalty, Influence of social media marketing efforts on consumer responses, Consumer behavior, Marketing Mix and The customer journey. These are all pertinent concepts for the successful completion of the study. As per the conclusion of the chapter, existing research gaps are spoken of and the proposed conceptual framework for executing this study is introduced.

The third chapter states the methodology for the empirical study. It explains various facets of the research design to establish the building of this study. This chapter explains my choices along with the justification of

their relevancy for my study. The following chapter is about the analysis of the survey results related to this study. In this section, survey outcomes are presented. In this survey, 151 participants responded. Chapter five elaborates on the limitations of this study, where we discussed several topics that were relevant to future papers as well as to my study. The next chapter of this thesis will be the conclusion, where we discuss the key findings of this empirical study and present several recommendations for future studies.

2 Literature review

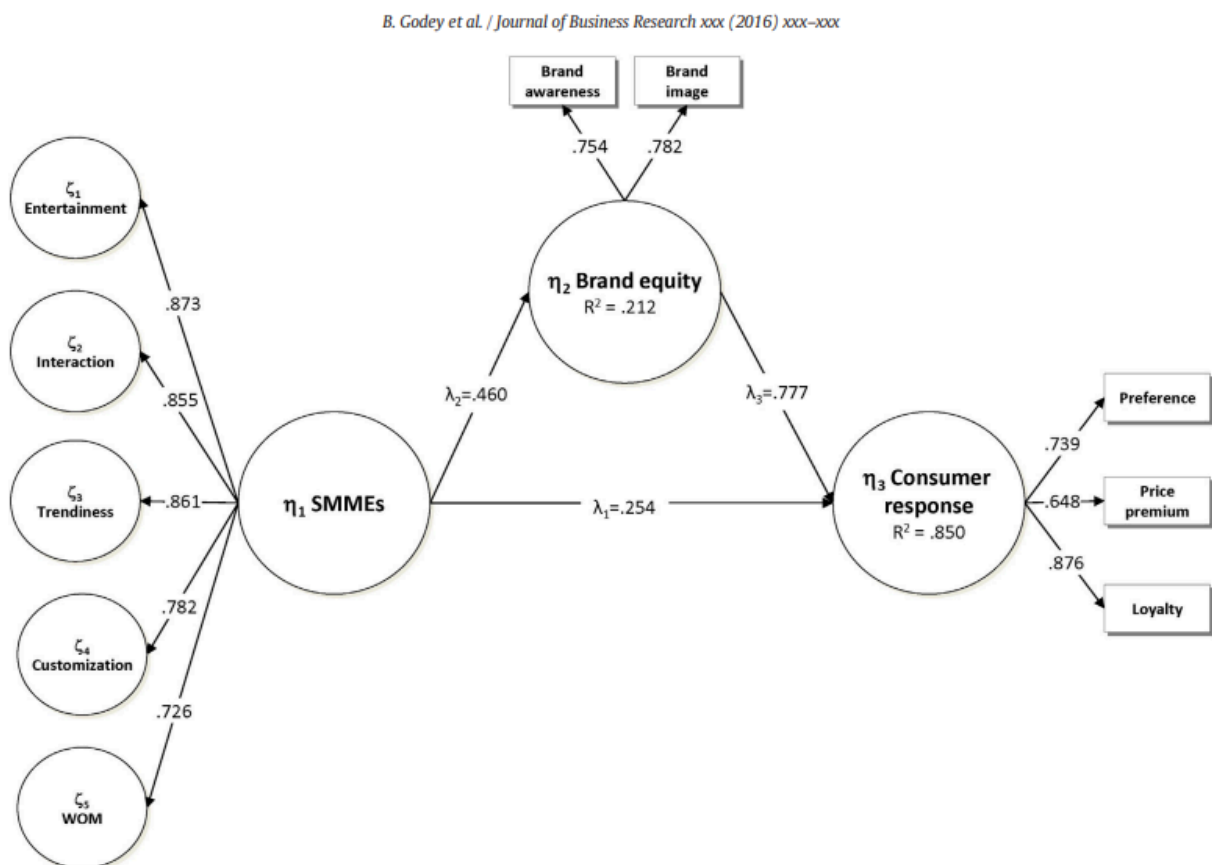


Figure 1. Research Framework adopted from Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*

2.1 Social media marketing efforts

Social media opens marketers to a new avenue toward consumers, enabling interaction with customers among their social circles and the development of more personalized relationships (Kelly, Kerr, & Drennan, 2010). With the advent of social media, the mode of creation, dissemination, and consumption of brand content has fundamentally changed.

Influenced by the development of brand awareness, positive brand attributes, and loyalty strategies, the impact of social media marketing on brand equity and consumer response is perhaps amongst the most substantial. There is empirical evidence to show that when a social media strategy is done correctly, it can directly engage brands with consumers and foster functional and emotional bonds necessary for the building of strong brand equity. And this can be seen throughout categories, from cosmetics to food, that have implemented targeted social media campaigns and, thus, increased engagement and purchase intentions on the part of consumers. Social media marketing activities offer a platform for the creation of an active community of brand enthusiasts, providing an online forum where customers learn more and interact with the brand, thereby helping to improve brand visibility. As social media marketing enables the establishment of real-time interactions between brand owners and customers, it drives customer loyalty and ensures customer satisfaction. Purchase intention rises as awareness of the brand, created through social media marketing, enhances.

Brand Awareness: Social media marketing activities have a very large positive impact on a brand by increasing the levels of awareness the consumer holds about the brands (Zaid et al., 2024; Miller, 2024).

Brand Image: The use of interactive communication strategies and engaging content improves brand perception, thus contributing to a more favorable brand image (Miller, 2024; Barlas, 2023).

Apart from that, an active and dynamic presence of the company in social media can be correlated with more perceived product or service quality, aiding in influencing the buying decisions of prospects (Zaid et al., 2024; Mariam & Defran, 2024).

Consumer Response

Greater Engagement: Social media has facilitated equal real-time discussions between consumers and brands, which may lead to heightened customer satisfaction and retention (Prayogi & Sugiat, 2024; Miller, 2024).

Purchase Intention: The purchase intention of customers increases as brand equity is increased by a good marketing strategy via social media (Mariam & Defran, 2024; Barlas, 2023).

Nevertheless, while social media marketing holds the potential to strengthen brand awareness, its effectiveness does not manifest uniformly across industries and demographic segments. Such disparities point to the imperative need for industry-specific and audience-centric marketing tactics for a one-size-fits-all approach might bear no fruit (Miller, 2024).

2.2 Entertainment

Entertainment comprises enjoyment and fun from using social media platforms (Agichtein et al., 2008). Social media users are hyped as hedonistic pleasure seekers in pursuit of entertainment elements and enjoyment derived from their interaction (Manthiou, Chiang, & Tang, 2013). Entertainment constitutes a main motive to go on using social media (Kaye, 2007; Muntinga, Moorman, & Smit, 2011; Park, Kee, & Valenzuela, 2009). For instance, Shao (2009) lists entertainment as one of the major factors motivating the use of user-generated content (UGC), while Park et al. (2009) talk about entertainment as a motivation for participating in social networking activities. Similarly, Muntinga et al. (2011) say social media users engage with brand-related contents for enjoyment, relaxing, and leisure reasons. The study by Courtois, Mechant, De Marez, and Verleye (2009) proposes that relaxation and escape-two critical determinants of entertainment-oriented behaviors-profoundly influence profiles of content consumption frequency on social media networks.

Entertainment is a potent general perception that is interesting to all users; it draws into mind the influence equity and consumer behavior through establishment of engagement, satisfaction, and loyalty. Introducing entertainment factors into brand experiences generates emotional aspects that are too powerful in enhancing brand equity. This can be analyzed over a variety of fields ranging from electronic branding experiences, interaction in social media communities, all the way to advertisement effectiveness.

E-Branding Experiences and Consumer Satisfaction

Online entertainment positively affects an e-satisfaction orientation that in turn influences the corresponding e-loyalty by the consumer (Suthianto, 2023). Participants in constructive experiences relate their loyalty toward brands with high-perceived quality and engage in stronger brand associations-basic building blocks of brand equity.

Social Ads and Brand Communities

The brand communities built on social media sites have the power to engender trust in a brand and build brand equity that leads to major consumer responses, such as an increased buying intention (Chavadi et al., 2023). These have an engine that powers the emotional connections made with brands, which in turn enhances customer loyalty and advocacy.

Advertising and Entertainment

Entertainment and advertising have merged in modern advertising strategies to mitigate consumer skepticism while enhancing interest within the audience towards a brand value (Kuhro et al., 2015). Engaging and relevant advertisements resonate more to the audience, which creates a positive brand image over an extended period.

Experiences in Entertainment Products

The context of entertainment experiences correlates highly with customer satisfaction and loyalty, especially in the entertainment industry (Wang, 2010). However, customer expectations about entertainment experiences do not always translate into loyalty; rather, a nuanced and multifaceted relationship exists.

While entertainment has the strength to build brand equity, keeping entertainment relevant and salient to minimize consumer skepticism and support communication is a delicate balance.

2.3 Interaction

The development of the interconnected nature of interaction among brands and consumers has fundamentally reshaped the landscape of communication (Gallaughier & Ransbotham, 2010; Kaplan & Haenlein, 2010). Daugherty, Eastin, and Bright (2008) suggest that the major driving force behind the creation of user-generated content is social interaction. Social media provides platforms for consumer support and offers avenues for dialogue and the exchange of ideas.

There are two distinct types of social media platforms: profile-based and content-based. Social interaction is defined, then, for Muntinga et al. (2011), as the participation of users on brand-related social media platforms aimed towards connecting with like-minded people or discussing particular items or brands. This classification is based on the nature of relationships and interactions between users.

On the one hand, profile-based social media are characterized by their orientation toward individual users. These media emphasize information and topics regarding personal profiles, which leads to relationships around the user identity. Examples include Facebook, Twitter, and WhatsApp, where the primary aim is to connect with the person behind the profile. Conversely, content-based platforms such as Flickr, Instagram, Pinterest, and YouTube privilege the content. Interaction takes place as a result of users' interest in the topics presented. This drives discussions and comments on published content.

Social media is an example of another customer dialogue via the 3-M framework defined by Gallagher and Ransbotham (2010). The three "M's" of the framework are Megaphone, Magnet, and Monitor. Megaphone defines firm-to-customer communication, Magnet interprets customer-to-firm feedback, and Monitor explains customer-to-customer interaction. Therefore, brands should aim to create relevant content, reflect their audience, become actively engaged in the discussion, and offer practical help. This can add to the trustworthiness of a brand and the audience's loyalty toward it (Manthiou et al., 2013).

For the purposes of this study, interaction is defined as the process of sharing information and exchanging opinions with others. The interaction between brands and consumers exerts a significant influence on brand equity and consumer behavior. Research indicates that diverse forms of interaction, such as influencer engagement and participation in brand communities, contribute to increased brand credibility, trust, and purchasing intent. This engagement enhances the bond between consumers and brands, engendering brand loyalty and triggering good consumer responses.

Influencer Interactivity

Influencer interactivity on social media, mainly TikTok, has a positive influence on brand credibility, subsequently open to customer engagement and purchase intentions (Ligaraba et al., 2024). Influencers nurturing a commensurately credible image for the brand are synonymous with stimulating trust and hence guarantee loyalty.

Social Media Brand Communities

Social media brand communities reinforce brand trust and equity through building customer relations and advocacy (Chavadi et al., 2023). These encourage consumer engagement, resulting in positive outcomes like willingness to pay more for products and services.

Relationship Interactions

Interaction-induced green brand equity comprising the elements of trustworthiness and satisfaction is considerably effective in creating brand loyalty (Li et al., 2019). Communication and interaction modes motivate consumers into emotional bonds with the brands to establish loyalty in return.

Consumer Interaction Quality

Quality of consumer interaction wields a mark on purchasing behavior, thus accentuating the importance of engagement quality in determining sales (Ge et al., 2020). If brands engage in a more meaningful and authentic interaction, it is less likely for them to experience degraded consumer responses and waning loyalty.

However, too much interaction may not be an answer; while interaction is very important, consumers can get exhausted or distrustful, which sometimes, if not resolved, can impede brand equity. Thus, it is also essential to maintain a checklist of balance on quality versus quantity.

2.4 Trendiness

According to Naaman, Becker, and Gravano (2011), social media are characterized by channels providing current and trending topics as primary sources of product discovery and consumer engagement. As a result, these media represent today one of the favorite access routes as consumers continue considering them more reliable than traditional company communications, public relations, and marketing activities (Mangold & Faulds, 2009; Vollmer & Precourt, 2008). Muntinga et al. identify four motivations for the consumption of trendy information on social media: surveillance, knowledge acquisition, pre-purchase information, and inspiration. Surveillance means monitoring the social environment on a continuous basis. Knowledge acquisition translates to the augmentation of expertise provided by another so as to understand a particular product. Pre-purchase information is the consumption of reviews and participation in online discussions for the purpose of obtaining the requisite information and transparency, hence creating the conditions for the informed purchasing decision. Inspiration means seeking out things that inspire answers for specific audiences, often using visuals such as clothing or interior design, and resulting in inspiration that influences consumer preferences and aspirations.

The Trendiness and Its Influence on Marketing through Social Media

Trendiness touches far-and-away upon both the brand equity and the response of consumers through social media and influencers. The influencer, while preying on trendjacking, takes advantage of the current trends to create brand awareness to drive more engagement from an audience, which then directs consumers to make a purchase. Statistically, in the words of Hendrayati et al. (2024), 70 percent of consumers who engage through trendjacking are more likely to consider since such commercialized goods.

The Role That Trendjacking Plays in Engaging Consumers

Trendjacking makes use of a trending product to notch brand consumer awareness into place and elicit interest on the part of the consumer. So much power this has in the hands of influencers shaping consumer perceptions as they create deeper engagement levels with branded content. Effects of trendjacking are mostly framed upon the aspects of authenticity and relevance of the content, as they manage extensively the credibility and response from consumers.

Brand Equity and Consumer Responses Vis-à-Vis Trendiness

Strong brand equity is closely linked to increased purchase intentions and heightened consumer loyalty (Umer et al., 2023). Using social media marketing can enhance brand equity by encouraging community participation and establishing trust (Chavadi et al., 2023). Preference for strong equity brands translates to loyalty from consumers. While trendiness might enhance brand visibility and thus equity, dependency on fleeting trends, and non-alignment to core brand values might expunge consumer interest into nothing but

a malaise of disappointment. Thus, balance is the key to a successful marketing campaign of sustaining a brand for the long term.

2.5 Customization

Customization and How It Influences Brand Equity and Consumer Efforts

Customizations are positively correlated with enriched brand experiences, emotional connections, bandword-of-mouth tendencies. Customization strategies enhance consumer loyalty toward a brand and its brand equity with respect to individual preferences.

Customization and Brand Experience

Customization allows consumers to adjust the products or services they receive to their particular needs, hence improving their complete experience (Petruzzellis & Winer, 2022). A higher brand experience improves emotional engagement with the brand that can escalate brand loyalty and equity (Petruzzellis & Winer, 2022).

Consumer Response and Word of Mouth

Customization meets the customers' expectations and therefore induces WOM that, in turn, reflects higher satisfaction levels as customers provide them with more continuous feedback, usually of a positive manner (Wang et al., 2022). Moderate customization draws favorable ratings resulting in an inverted "U" relationship between subsequent satisfaction and customization (Wang et al., 2022).

Aesthetic customization offers direct self-expressive value and positively connects with purchase intentions and consumer evaluations (Mugge et al., 2011). This visibility of the customization, however, has the potential of amplifying the value that consumers attach to it and, thus, reinforces the brand identity (Mugge et al., 2011).

Yet customization might enhance brand equity but at the same time would risk the brand identity in the event that personal tastes tend to overshadow core brand attributes (Petruzzellis & Winer, 2022).

Customization in Digital and Social Media Contexts

Level of customization reveals how fit a service is for an individual according to his preference (Schmenner, 1986). On these various digital platforms, brands achieve this through personalizing experiences to recognize individuality and, thereby, elicit greater brand loyalty (Martin & Todorov, 2010).

The greatest difference is that target-oriented customization on social media goes to the audience as opposed to mass broadcasts. There has been growing usage in precise personalization to generate greater consumer engagement (Zhu & Chen, 2015).

2.6 Word of mouth

Influencing Brand Equity

In this era of WOM, different contexts have shown how WOM enhances brand image and loyalty; for instance, evidence exists that WOM can cause increased brand preference when it is positive and recommends that consumers purchase it (Balogun & Oluwa, 2023).

Mediating Role of Brand Love

Brand love mediates the relationship between brand equity and electronic WOM. In other words, the relation perhaps infers that the emotional bond between brand equity and electronic WOM can serve to amplify the effect of WOM in an e-commerce context (Harisandi et al., 2023).

Amplified through Digital

The soaring popularity of social media quickly changes the dynamics around WOM with a clear amplification of the impact of WOM on brand equity via the platforms (Gruen, 2006).

While WOM is an effective asset for building brand equity, there is the risk that unfavorable WOM may result in negative implications for brand reputation and consumer trust. This leads to the need for adequate management of WOM in online and offline environments.

Social media: the link between eWOM, consumer-to-consumer brand interactions.

eWOM is more credible, empathetic, and relevant to customers than information created on the Web by marketers (Gruen, Osmonbekov, & Czaplowski, 2006). Social media are ideal tools for eWOM because consumers generate and spread brand-related information to their friends, peers, and other acquaintances without constraints (Kim & Ko, 2012; Vollmer & Precourt, 2008).

Jansen, Zhang, Sobel, and Chowdury (2009) examine WOM activity regarding brands on Twitter, finding that consumers' posts generate information dissemination processes, which include branding comments, sentiments, and opinions. According to Chu and Kim (2011), researchers can examine the use of eWOM on social media from three perspectives: opinion seeking, opinion giving, and opinion passing.

Consumers with a high level of opinion-seeking behavior tend to search for information and advice from others when making purchase decisions. Those with a high level of opinion-giving behavior, also called opinion leaders, significantly influence consumers' attitudes and behaviors. Finally, online forwarding is a specific characteristic of eWOM that facilitates the flow of information.

2.7 Social media marketing efforts and the creation of brand equity

The efforts being given by brands to strengthen their relations with consumers have intensified and undergone deep scrutiny due to the serious economic crises cropping up. First, products are purchased because they are needed for individual consumption, and mostly because they stand as indicators of status in social class. In most cases, brands can only survive if they are able to maintain an equilibrium between these motivations, which can be highly varied in their nature from one economy to another. For example, traditionally older nations in producing and consuming a class of products may show purchasing behaviors

that are distinct from those in newer countries. And also, the intended use-with regard to gifts-is yet another motivation for such purchasing. Yet throughout these varied modes of motivation, the brand is like the single channel through which a consumer can connect.

Barriers in consumer awareness, perception, and loyalty are greatly influenced by many factors associated with brand image, brand awareness, and brand preference. The concept of brand equity has undergone a huge metamorphosis, with Keller's (1993) model gaining particularly widespread recognition. The model outlines brand equity with two core dimensions: brand awareness and brand image. Brand awareness is the product's prominence that one shows in consumers' minds, reflecting their proclivity to recognize and recall a given product under various conditions (Rossiter & Percy, 1987). This recall probability has a certain ease, as indicated by Keller (1993). Brand image is defined as the set of actual perceptions associated with a brand, which are based in memory on the associations made by consumers.

Marketing activities in the context of social media help facilitate building customer-based brand equity (Bruhn, Schoenmueller, & Schafer, 2012; Kim & Ko, 2012). Mangold and Faulds (2009) argue that social media marketing forms an integral dimension of the promotional mix in modern brand communication. Research conducted by Bruhn et al. (2012) indicates the high impact of both traditional and social media communication on brand equity. Though traditional media strategies are said to impact brand awareness primarily, social media communication creates a more considerable impact in shaping brand image. Following these insights, the study posits that social media marketing affects brand equity positively.

The social media profoundly influences brand equity and patron behavior, as they elevate brand awareness, brand image, and brand loyalty. Social media, being cost-efficient and effective, allows brands to communicate directly and personally with consumers. Such forms of communication induce trust and emotional bonds necessary for the development of brand equity. Such an effect can be studied in different industries such as cosmetics and food, where targeted social media marketing strategies are resulting in a clear increase in consumer engagement and purchase intentions.

Effects on Brand EquityBrand awareness: It must accrue largely because of social media marketing activity, hence enhancing the consumer's familiarization with the brand further (Zaid et al., 2024; Miller, 2024). Such content, when made more engaging by interaction and dialogue with the consumer, builds more positive perceptions of the brand and, in turn, adds to its image (Miller, 2024; Barlas, 2023). Having a firm social media presence will often lead consumers to associate brands with higher quality, quite often influencing their buying behavior (Zaid et al., 2024; Mariam & Defran, 2024).

Effects on Consumer ResponseThe social platforms generally boost interaction in real time, leading to consumers' satisfaction and brand loyalty (Prayogi & Sugiati, 2024; Miller, 2024). viewed in ways where positive brand equity created through elaborate social media marketing bore a direct association with purchase intentions by consumers (Mariam & Defran, 2024; Barlas, 2023).

Social media marketing increases brand equity. Its effectiveness per certain industry factors and demographic target groups varies. This variability tells that it would not be correct to say one has a single standard that works everywhere (Miller 2024).

2.8 Brand equity and consumer response

The role and benefits of brand equity to the companies have been the center of discussion among the academic community, vehemently discussing the components of it and how it could be built up by means of distinct marketing initiatives (Christodoulides & De Chernatony, 2010). Differences in opinion about the relative importance and measured variables of brand equity have sprung up. Despite such differences, scholarly consensus exists concerning the proposition that strong brand equity is able to enhance brand preference and customer loyalty itself (Aaker, 1991; Keller, 1993, 2003; Keller & Lehmann, 2006). Kim and Ko (2012) established that, with respect to social media, brand equity that is built from social media

marketing is positively correlated with future purchase behavior and response from consumers. Therefore, this research attempts to measure the impact of brand equity on three predominant consumer responses-attitudes toward purchase intentions, brand loyalty, and willingness to pay.

Influences of brand equity on consumer responses are particularly proportionate in relation to social media environment. The development of the brand community on sites such as Facebook and Instagram is observed to bolster brand trust and equity, thus invoking behaviors amongst consumers that encourage them to remain loyal to purchase intentions (Chavadi et al., 2023). Another supporting evidence is here; strong brand equity creates a willingness to pay a price premium and an inclination towards brands (Umber et al., 2023). The user-generated content (UGC) increases its chances as a leverage for the growth of brand equity. Interacting with UGC boosts consumers' feelings of emotional ties to and identification with brands, thereby establishing their loyalty to the brand (Halim et al., 2022).

Brand equity can influence consumer buying behavior in three principal strategic ways. Higher brand equity entails greater prospects for purchasing, as selected brands express higher equity (Umber et al., 2023). Practically, brand equity compliance to such loyalty is via repeated purchase and via customer advocacy following satisfaction (Chavadi et al., 2023). Finally, consumers are ready to pay certain premium rates for such strong brands due to the perceived trust, added value, and in order to uphold their purchase in times of need (Umber et al., 2023).

Brand engagement is a primary driver of brand equity through the building of virtual brand communities, user-generated content in the internet age. Online brand communities build stronger consumer-brand relationships once established and enhance brand attachment, leading to positive consumer responses (Chavadi et al., 2023). Simultaneously, user-generated content has a significant impact on brand equity by shaping consumer perception and increasing brand engagement (Halim et al., 2022).

On the whole, while brand equity is widely thought to develop positively for consumer responses, the interface is still never free from the influence of external oscillations. Market dynamics and changing consumer desires may create instability of brand equity and therefore put a premium on brand management to maintain both brand equity and consumer engagement in the long run (So et al., 2023).

2.9 Brand Preference

A consumer's inclination toward a brand over one or more others in a competitive environment does denote brand preference in that context. This preference is formed based on all the knowledge and ideas the consumer feeds into the brand and any emotions associated with it (Keller, 2003). Within the empirical literature, there are several ways of assessing brand preference. It is typically common to question individuals and have them state their preference for a number of brands in a given product category or among competing options for brands. This construct is very important in building brand equity and further affecting consumer behavior as demonstrated by others empirically.

Brand equity positively influences consumer preferences as well as their purchase decisions. Brand equity refers to all things relating to the brand, such as awareness, perceived quality, and brand loyalty. Such a relationship is found in industries like luxury fashion and home appliances, where brand image and customer experience are the decisive factors in consumer choice. Brand equity builds preference, strengthens loyalty, and enhances the willingness to pay a premium for brands (Bernadus et al., 2023; Umber et al., 2023).

Brand equity also incites good consumer behavior, contributing to repeated purchases and brand advocacy, which allow a brand to thrive in the long run (Elfekair et al., 2024; Chavadi et al., 2023). In fact, this behavior feeds back into a virtuous cycle where an increase in brand preference further develops the brand equity-building variable, thus forming a sustainable competitive advantage for the brand in question.

Social media-en route for digital marketing-has also become a substantial brand equity and consumer preference influencer. Social media not only creates brand awareness but also promotes community engagement, both of which form important components of brand equity (Bernadus et al., 2023; Umber et al., 2023). In turn, these electronic brand communities strengthen relations with the consumer, instill trust in the process, strengthen brand preference, and develop purchase intentions (Chavadi et al., 2023).

Inasmuch as strong brand preference may be helpful for the companies themselves, it can more so bring about consumer complacency, where consumers tend to handicap newer brands and innovative products. Consequently, such situations can lead to the slow choking of market competition and diversity while stressing the need for ever brand innovation and that marketers balance brand loyalty with stimulating consumer acceptance toward new offerings into the market.

2.10 Price premium

Price premium is considered one of the immediate antecedents of consumer purchasing behavior. Willingness to pay a premium price is described by Netemeyer et al. (2004) as the extent to which consumers are willing to pay more for a brand they prefer instead of alternative options. This notion, therefore, is inextricably tied to the building of brand equity and consumer reactions, especially within luxury and niche markets. Empirical observations show that increased brand equity leads to increased willingness to pay premium prices by consumers, mainly because of some other factors such as brand trust, credibility, and self-connection. Thus, brand managers should have an understanding of this kind of behavior when working through a pricing strategy.

The brand equity-price premium relationship has been a very old take in research literature and plenty of evidence exists to support the idea that strong brand equity creates the appetite of the consumers to pay higher price offers; it is especially true for those markets where brand loyalty matters the most (Bernadus et al., 2023; Ni et al., 2024). Brand trust and perceived value are the mediating factors commonly cited to explain this relationship, exerting a significant influence on the consumer decision-making process (Oppong et al., 2022). In other words, quite simply, these factors indicate the importance of establishing a good brand image to facilitate the premium pricing strategy.

Social media marketing also strongly influences brand equity, which in turn affects consumers' willingness to pay a price premium. As social media is useful in establishing a brand image, it creates consumer loyalty, and the consumers, in turn, are more willing to pay premium prices (Ebrahimi et al., 2020). Brand-self connection becomes very important in a luxury area, as Ni et al. (2024) assert that this connection strengthens the bond between brand loyalty and willingness to pay more by enriching the whole brand experience.

While implementing price premiums may elevate brand equity, they may also alienate some consumers who might be price sensitive. This negative aspect brings forth the need for strategic market segmentation on which brands could balance the advantages of premium pricing with keeping their appeal for a broader consumer group.

2.11 Brand loyalty

Brand loyalty represents an orientation response toward one or more brands within a set of alternatives as determined by an underlying psychological process. This orientation response has a biased repeated-pattern behavior, which does not represent random behaviors, toward one or more brands. Such a response is exhibited by consumers or decision-making units over time based on purchases. This broadly defines brand loyalty as the extent to which consumers are willing to repeat purchase a designated brand and to declare intentions to continue doing so in the future. The actual conquest of brand loyalty goes beyond the limitation of purchasing habit, as it actually serves as the major pillar of all the elements that form brand equity as well as shape consumer responses. It acts as the most important bridge that relates consumer perception and the performance of the firm in business. Empirical evidence indicates that brand loyalty usually heightens the consumers' propensity towards repurchase, lowers the perceived risks in switching from one brand to another and, finally, stabilizes a company's share in the market. The whole relationship, however, is a function of many different moderators, including brand equity, customer satisfaction, and sustainable business practices.

These dimensions of brand equity include perceived quality and brand associations, which then directly affect customer satisfaction (Munir et al., 2023). Therefore, higher customer satisfaction leads to greater brand loyalty toward it; thus, brand equity assumes the role of strengthening long-term commitment of consumers toward it (Hasbiah, 2023).

In addition, social media marketing has now been recognized as a very important factor in creating brand experience, which in return positively influences brand loyalty. Very effective social media strategies help in

build much stronger relationships of the consumer with the brand, adding a much deeper emotional aspect to it and strengthening preference toward the brand (Novia & Loisa, 2024).

The inclusion of sustainable consumption strategies in frameworks of brand loyalty has the potential of increasing consumer trust and satisfaction. While it helps in fulfilling changing consumer needs with regard to environmental or social cause-linkages with brand values, it ensures the sustainability of the business itself in the long run (Yan, 2024). But importantly, as it is, loyalty though seems pretty high and promising, however, has its disadvantages in some cases. The organization may slow down in adjusting with the proactively modernized environment by relying too much on customers, which may keep it from producing new ideas that have a flexible touch with changing market needs. So the only way forward is by progressive change and an aggressive strategy in order to keep brand loyalty and relevant in the competition market.

2.12 Influence of social media marketing efforts on consumer responses

Social media are the right platforms to find information for developing preferences about products and brands (Naylor, Lamberton, & West, 2012). For instance, in the hotel industry, customer ratings have a strong effect on customers' preferences regarding which hotel to book (Verma, Stock, & McCarthy, 2012). A study published by eMarketer.com shows that 81% of teenage girls use their friends and peers as a source of trend information, while 45% seek the opinions of the same groups when deciding which clothes or footwear to purchase. These groups therefore influence consumer preferences (eMarketer, 2010). Social media are becoming social commerce platforms where consumers pay to buy products directly through these channels (Anderson, Sims, Price, & Brusa, 2011; Tuten & Solomon, 2015). For example, Dell Outlet has sold products worth \$6.5 million through its Twitter feed (Anderson et al., 2011). In addition to easy direct payments, social media activities strengthen customers' relationships with the brand, the product, the company, and other customers. According to Laroche, Habibi, and Richard (2013), these stronger relationships enhance loyalty.

2.13 Consumer behavior

Consumer behavior research essentially studies how consumers or groups decide about buying and using goods or services. This process is complex and influenced by a mix of factors: cultural, social, personal, and psychological. The knowledge of consumer behavior is essential for any business in selling their products or services and then satisfying consumer requirements. Relevant to this phenomenon are cultural elements such as collective beliefs, values, norms, and practices in a given society. The knowledge from this extensive literature about what scholars refer to as "the domestic country bias", i.e. consumers' tendency to prefer domestic over foreign offerings, is rife. These factors shape consumers' behavior through preferences and expectations with regard to product characteristics, brand names, and communication. For example, a fast-food service in a predominantly Muslim nation has to adapt its menu to the dietary limitations of its patrons. Social factors, as indicated above, also include family, friends, and other social networks. Thus, the social factor is one of the influences regarding family and his or her own social circles, which also influence consumer behavior. Studies suggest that people tend to conform with ideas and perceived values of their

social groups, which helps sway their purchase decisions (Zeugner Roth et al., 2015). Consumers will often conform to the norms and values present in their circles of social groups, affecting their purchasing choices with the voices of their peers or groups. For example, an individual may lean more toward buying a certain car brand if it is in line with what their friends or family prefer. Individual characteristics that are important for influencing personal behavior regarding buying, as in the case of age, gender, income, and so on, are termed personal factors. Personal factors also include: making consumers have different motivations for buying or even alter their buying power in perceiving the product value or even making the decision itself in approach. For example, a person with a higher salary would possibly select a luxury product compared to one who receives a lesser salary. Psychological factors include perception, motivation, learning, attitude, and it forms part of cognitive processes that help to make consumer behavior. These psychological factors, which involve cognitive processes like perception and motivation, have a very important role in shaping the consumer behavior. Earlier studies have shown that in actually understanding preferences toward domestic and foreign products, the very broad range of consumer traits beyond ethnocentrism should be considered (Zeugner-Roth et al., 2015). These aspects will also influence how a consumer perceives the value of a product as well as their decision-making on it, for example, an ecologist might decide to choose green products. This means that consumer behavior is a very complex concept, which considers many factors that influence an individual or a group decision-making process on obtaining-and-using products or services. Therefore it can provide the basis for any business concerning how it enhances marketing strategies toward shaping those strategies with the needs and wants of its customers.

2.14 Marketing Mix

The marketing mix refers to the various methods and strategies that companies employ through which their products or services are marketed into the public domain. This set of practices commonly referred to as the marketing mix consists of the four Ps- Product, Price, Promotion, and Place. According to Wu and Li (2018), marketing has evolved by the understanding that it is the process of interaction with consumers to understand and satisfy their demands-from mass marketing to niche marketing as informed by shifting consumer demands that came about from advancements in information and communication technologies (Wu & Li, 2018). The word "Product" indicates the goods or services being offered by a business. This includes design, features, packaging, and branding. The product should fulfill the needs and wants of the target market but must also have differences that set it apart from competitors. For example, a smartphone company could distinguish itself by introducing a unique camera feature such as or long battery life. "Price" means the monetary value assigned to the product or service. This should be competitive and value reflective given to the customer. Some pricing strategies are penetration pricing, where the product is priced lower than competitors' rates to capture market share, or skimming pricing, where one prices the product higher, targeting more to a specific market segment. "Promotion" encompasses the methods of

marketing communication to market the product or service. Wu and Li (2018) stated that "since the 1980s, this type of marketing means has slowly lost its edge because of the rapid progress of information and communication technologies, especially through the coming of the internet in the mid-1990s, to effect changes in consumer demands" (p. 74). Advertising, sales promotion, public relations, and personal selling are all included in this. The objective of promotional strategies is to create product awareness, generate interest, and persuade customers. For example, a company may choose to advertise on social media when launching a new product and give discounts within a particular period. The term "Place" refers to the distribution channels through which the product or service is made available to the end-users. This refers to the location of the product as well would include its accessibility, distribution channels, and even customer service level. Place strategies would ensure that the product or service is available to customers at the times and in the locations they require. For example, an online course provider may allow a customer to either download course materials or access the course online. Marketing mix is an essential marketing concept that coordinates the four Ps for a promotional purpose. The marketing mix encompasses an array of methods and strategies applied by businesses in their quest to promote their products or services in the market. This collection, commonly referred to as the marketing mix, consists of the four Ps: Product, Price, Promotion, and Place. By this definition, marketing constitutes a process in which consumers enact understanding and satisfying their demands. In this way, by treating product, price, promotion, and place carefully, a business can develop strong marketing strategies that attend to needs and tastes.

2.15 The customer journey

The customer journey starts with the sequence of touchpoints accumulated over time. At each stage, the customer interacts with the marketing system created by the company. A very important juncture happens first during 'Awareness,' when consumers mostly come to know about the brand via advertisements, social media, word of mouth, or any other performance marketing activity. Following this initial insight, the narrative turns to the 'Consideration' stage, where consumers search, compare, and engage with brand content. There follows 'Preference/Intent', which indicates that the consumer has a preference toward a certain brand/product and shares his thoughts on his intent to purchase the same. Gao (2020) states that the marketing mix has been widely researched in the literature on multi-channel marketing, focusing on various marketing mix elements across different channels. But, according to him, this is perhaps only a tiny touch in this under-researched area with respect to integrating the marketing mix across channels along the customer journey.

The end of the journey of a customer is at the stage of 'Purchase,' whereby a customer consummates the buying process over many channels, that is, online, offline, etc. It is critical since it is likely to be directly influenced by marketing, e.g., promotions, discounts, and ease of buy, comments Gao (2020). After the

buying process is the "Post-purchase Experience," where post-purchase experiences and impressions of the customers emerge, generating satisfaction, loyalty, and advocacy to some or great extent or generating dissatisfaction.

The maximum endpoint of the entire customer journey is the "Loyalty/Advocacy" stage. Customers enjoying the services become loyal customers by being loud and positive advocates of a customer through word-of-mouth, online reviews, and other forms of brand witnessing. The loyalty loop strengthens further the cyclic nature of customer journeys and the possible long-term consumer-brand relationship that can happen beyond transactions (Gao, 2020).

Thus, the paradigm of the customer journey captures deep insights into consumer behavior because it understands the intimate relationships that go with each interaction point and stage. In an increasingly complex interwoven environment, the marketers may take into account this very important tool to understand, plan, and optimize efforts geared towards building intimate and enduring relationships with consumers.

2.16 Identified Research Gap

Fanxi, Liu. (2022) used as the method Online survey completed by 168 consumers and Semi-structured interview with six Gen Z consumers. The Key concepts from the paper are Impact of generational roles on fashion consumption patterns and Ethical and environmental consequences of fast fashion. Gap wise the paper as Generation Z consumers have positive attitudes towards sustainable fashion and Influenced by environmental knowledge and brands' CSR through social media, Generation Z consumers are more likely to purchase sustainable fashion products.

2.17 Research Framework

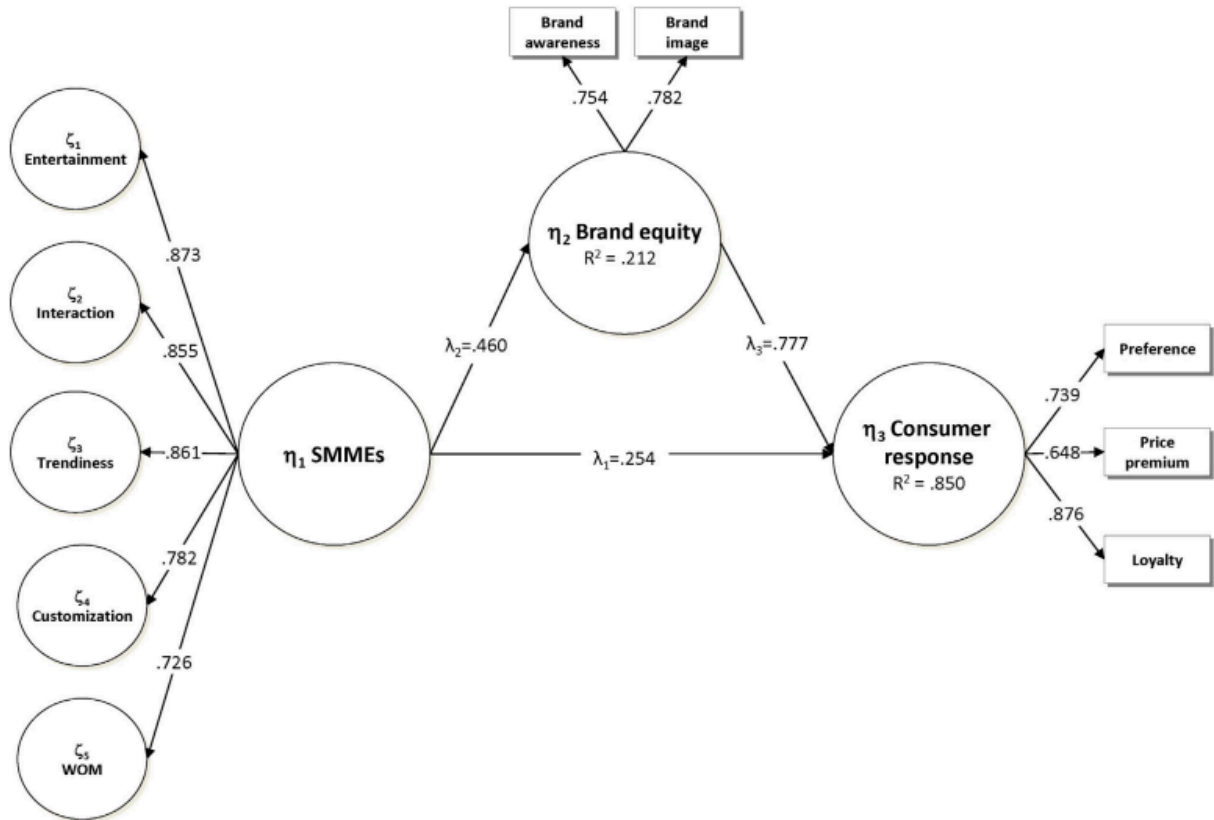


Figure 2. Research Framework adopted from Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. Journal of business research

3 Research methods and implementation

3.1 Research context

This study was conducted as part of my bachelor's degree at Jamk University of Applied Sciences in Jyväskylä, Finland. It focuses on the impact of digital marketing strategies on brand equity and the behavior of Generation Z consumers in the fast fashion industry. To carry out this research, I designed a survey that was completed by 150 international participants from Generation Z. The study was conducted in 2024, and the full survey can be found in Appendix 1.

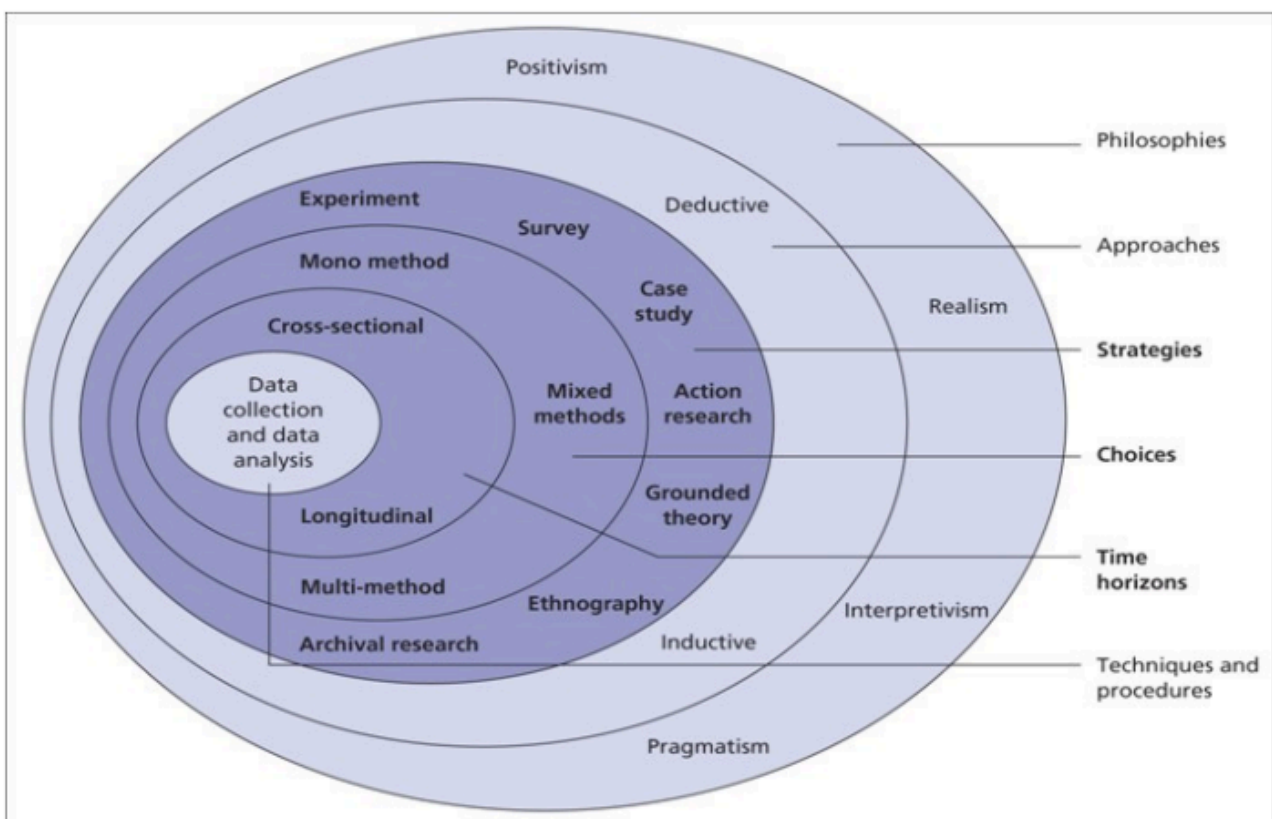
3.2 Research design

This thesis was developed in accordance with the research onion model created by Mark Saunders, Philip Lewis, and Adrian Thornhill in 2009. The model helped me towards the identification of the most suitable research philosophy, method, strategy, and techniques, which best fit this work. Below is a pictorial

representation of the research onion, with the specific choices I made highlighted. Each of these choices is discussed in detail in the upcoming sections.

The Saunders et al. way of approaching the research methodology in their textbook, *Research Method for Business Students* (2009), provided a semblance of a clear structure throughout the whole process. It assisted me from onward in all the key steps, clearly setting the course from identifying a methodology and approach to the selection of strategies, timeframe, and pragmatic techniques to conduct the study efficiently.

Figure 3. Onion Research Design (Saunders & al, 2009, p.108)



3.2.1 Research philosophy

Hence, realism has been chosen as the guiding research philosophy for this study, viewing it as extremely relevant in understanding how digital marketing strategies affect brand equity and Generation Z consumer behavior in fast fashion. According to realism, reality exists on its own and is observable and studyable through processes of empirical inquiry. The view stipulates that this world is not a mere construction of man, but whatever it's holding, there are real causalities detectable by systematic research.

Realism can be specifically divided into two main categories: direct realism and critical realism. Direct realism presumes that what we sense reflects the world exactly as it is. On the contrary, critical realism argues that what our senses show us is an indication or the representation of the world but not a direct picture. Drawing on the same fine line, critical realism proves quite handy into the dynamics of the changing world of digital marketing and how it can affect consumer behavior since this aspect acknowledges that perceptions, mainly during those times spent on social media platforms, can go miles in altering an individual's reality.

It acknowledged realism because it has been aligned to the goal of this type of investigation, which was really to find out the changing attitudes and behaviors of Generation Z consumers through adopting the influence of digital marketing strategies. This will be sought through use of a survey as the primary means of collecting data through which objective assessments of how those campaigns change brand equity and consumer behavior can be made. By approaching the analysis from a critical realist angle, the research will not only explore the visible effects of those strategies, but also analyze latent causations that propel consumers' responses, particularly in fast fashion. It would be critical because perceptions are presumably built and re-imagined by the influencers and marketing campaigns.

3.2.2 Research purpose

This is an explanatory research study which would be going to explain the causal relationship of digitized marketing strategies with brand equity for Generation Z consumer behavior in fast fashion. Explanatory research develops pathways for predicting relationships among the various constructs in the study, telling how things relate to one another or how they depend on each other. It thus uncovers the realities of the subject. For example, it may prove that brand trust, satisfaction, engagement, and the information shared by individuals by means of social media or even websites cast a spell on brand loyalty; all of these highlight the very complex interrelationships among all of these factors.

The other thing is that exploratory aspects are also included in this research so that one can fully elaborate on the complex picture of the problem being studied. Exploratory research really brings about the picture of the issues and possible related variables not completely understood. Leaving the process open-ended for exploration works wonders in analyzing the dynamics of evolving fashion identity influenced by influencers in consumerism. In addition, this will also assist in elaborating and creating fresh insights or hypotheses to be explored in coming studies, opening the territory or even charting the unexplored variables or factors identified toward better establishing engagement mechanisms by Generation Z with digital marketing and fast fashion brands.

3.2.3 Research approach

This research is deductive in orientation, in which hypotheses or theories are tested through a systematic collection and analysis of data. From the formulated hypotheses, theories and models can affirm their correctness or refutation, thus giving an orderly avenue through which the study is carried out.

This deduction in the thesis will highly apply, as it probes into a specific hypothesis: what is the Impact of Digital Marketing Strategies on Brand Equity and Generation Z Consumer Behavior in the Fast Fashion Industry? This methodology lends the research to making its own vital contribution to knowledge, as it imparts clarity, reason, and cogency to the whole process consistent with reliability of findings and through a reasonably deeper explanation of influencer marketing's role in establishing brand equity and consumer decisions.

3.2.4 Research strategy/method/s

To conduct this study, a survey in the form of a quantitative questionnaire was used. This method enabled the collection of essential data to test the hypotheses and validate the theories explored in the research.

3.2.5 Methodological choice

The adopted research method for this study would be a mono-method approach, which entails a quantitative survey questionnaire. In the sense that there is only one research method used throughout this study, data collection and analysis can be kept consistent and standardized. This adds to the study's reliability and ensures that possible variations in results arising from differing research methods are minimized.

In considering various research options, I decided that an exploratory single-method approach, that is, quantitative questionnaire survey, would be the most effective strategy for this research. It allows fast and efficient collection of data on a fairly large scale. Nonetheless, one has to acknowledge that using a single method alone imposes limitations on the results, especially with regards to their validity.

3.2.6 Time horizon

This study is a cross-sectional study, as data was collected from the respondents at a single point in time. The research focuses on a topic that was explored exclusively in 2024. Additionally, this approach typically involves the use of a survey to gather data.

3.3 Data collection

Survey Design

The data collection in this empirical study has been made through a survey in form of a quantitative questionnaire.

Survey : How do marketing strategies base on influencers and social media impact fast fashion brands' equity and consumer behavior?

Chers participants,

Je suis actuellement en double diplôme à Jamk University of Applied Sciences à Jyväskylä en Finlande, dans le cadre de mon échange avec Kedge Business School Bordeaux. J'ai réalisé ce questionnaire dans le but de comprendre les réponses clients les effets des stratégies marketing, sur les réseaux sociaux, sur l'attitude de clients des marques de fast fashion. En répondant à ce questionnaire, vous participerez directement à l'élaboration de ma thèse. Toutes les réponses recueillies seront reçues de façon anonyme et traitées de manière confidentielle. Ce questionnaire est anonyme. Il vous prendra moins de 10 minutes. Merci pour votre aide !

Dear participants,

I'm currently doing a double degree at Jamk University of Applied Sciences, Jyväskylä in Finland as part of my exchange in Kedge Business School Bordeaux. I carried out this questionnaire with the aim of understanding social media marketing strategies effects on fast fashion brand's consumer response. By answering this questionnaire you will directly contribute to my thesis. All responses will be received anonymously and treated as confidential. Only aggregated figures with no individual records will be published. It will take you less than 10 minutes. Thank you for your help !

Gender*

- Female

- Male

- Non-Binary

- Prefer not to say

Age*

- 12 – 27 (Gen Z)
- 28 – 43 (Millennials)
- 44 – 59 (Gen X)
- 60 – 69 (Boomers II)
- 70 – 78 (Boomers I)
- 79 – 96 (Post War)

Nationality*

- France
- Afghanistan
- Åland (Finland)
- Albania
- Algeria
- American Samoa (US)
- Andorra

- Angola
- Anguilla (BOT)
- Antigua and Barbuda
- Argentina
- Armenia
- Artsakh
- Aruba (Netherlands)
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium

- Belize
- Benin
- Bermuda (BOT)
- Bhutan
- Bolivia
- Bonaire (Netherlands)
- Bosnia and Herzegovina
- Botswana
- Brazil
- British Virgin Islands (BOT)
- Brunei
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon

- Canada
- Cape Verde
- Cayman Islands (BOT)
- Central African Republic
- Chad
- Chile
- China
- Christmas Island (Australia)
- Cocos (Keeling) Islands (Australia)
- Colombia
- Comoros
- Congo
- Cook Islands
- Costa Rica
- Croatia
- Cuba

- Curaçao (Netherlands)
- Cyprus
- Czech Republic
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- DR Congo
- East Timor
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Eswatini

- Ethiopia
- Falkland Islands (BOT)
- Faroe Islands (Denmark)
- Fiji
- Finland
- French Guiana (France)
- French Polynesia (France)
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Gibraltar (BOT)
- Greece
- Greenland (Denmark)
- Grenada

- Guadeloupe (France)
- Guam (US)
- Guatemala
- Guernsey (Crown Dependency)
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq

- Ireland
- Isle of Man (Crown Dependency)
- Israel
- Italy
- Ivory Coast
- Jamaica
- Japan
- Jersey (Crown Dependency)
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kosovo
- Kuwait
- Kyrgyzstan
- Laos

- Latvia
- Lebanon
- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands

- Martinique (France)
- Mauritania
- Mauritius
- Mayotte (France)
- Mexico
- Micronesia
- Moldova
- Monaco
- Mongolia
- Montenegro
- Montserrat (BOT)
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nauru

- Nepal
- Netherlands
- New Caledonia (France)
- New Zealand
- Nicaragua
- Niger
- Nigeria
- Niue
- Norfolk Island (Australia)
- North Korea
- North Macedonia
- Northern Cyprus
- Northern Mariana Islands (US)
- Norway
- Oman
- Pakistan

- Palau
- Palestine
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Pitcairn Islands (BOT)
- Poland
- Portugal
- Puerto Rico (US)
- Qatar
- Réunion (France)
- Romania
- Russia
- Rwanda

- Saba (Netherlands)
- Saint Barthélemy (France)
- Saint Helena, Ascension and Tristan da Cunha (BOT)
- Saint Kitts and Nevis
- Saint Lucia
- Saint Martin (France)
- Saint Pierre and Miquelon (France)
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- São Tomé and Príncipe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone

- Singapore
- Sint Eustatius (Netherlands)
- Sint Maarten (Netherlands)
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sri Lanka
- Sudan
- Suriname
- Svalbard and Jan Mayen (Norway)
- Sweden

- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Togo
- Tokelau (NZ)
- Tonga
- Transnistria
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos Islands (BOT)
- Tuvalu

- U.S. Virgin Islands (US)
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Vatican City
- Venezuela
- Vietnam
- Wallis and Futuna (France)
- Western Sahara
- Yemen
- Zambia

- Zimbabwe

Status*

- Student
- Employed
- Unemployed
- Taking care of family
- Retired
- Other

Veillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés ci-dessous, sur l'échelle de 1 à 5, où :

1 Fortement en désaccord

2 Plutôt en désaccord

3 Ni d'accord ni en désaccord

4 Plutôt d'accord

5 Tout à fait d'accord

Please indicate to which extent you agree with the statements below on the scale from 1 to 5, where :

1 Strongly disagree

2 Slightly disagree

3 Neither agree nor disagree

4 Slightly agree

5 Strongly agree

E1. Utiliser les réseaux sociaux de ma marque de Fast Fashion préférée est amusant. / Using my favorite Fast Fashion brand's social media is fun. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

E2. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est intéressant. / Content of my favorite Fast Fashion brand's social media seems interesting. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

E3. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est passionnant à suivre. / Content of my favorite Fast Fashion brand's social media is exciting to follow.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

E4. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est engageant. / Content of my favorite Fast Fashion brand's social media is engaging.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

I1. Les réseaux sociaux de ma marque de Fast Fashion préférée permettent le partage d'information avec d'autres utilisateurs. / My favorite Fast Fashion brand's social media enable information-sharing with others.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

I2. La conversation ou l'échange d'opinions avec d'autres personnes est possible via les réseaux sociaux de ma marque de Fast Fashion préférée. / Conversation or opinion exchange with others is possible through my favorite Fast Fashion brand's social media.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

I3. Il est facile de donner mon avis sur les réseaux sociaux de ma marque de Fast Fashion préférée. / It is easy to provide my opinion through my favorite Fast Fashion brand's social media.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4
- 5 Tout à fait d'accord / Strongly agree

I4. Les gens peuvent exprimer leur attitude à l'égard du contenu des réseaux sociaux de ma marque de Fast Fashion préférée. / People can express their attitude towards the content of my favorite Fast Fashion brand's social media. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

T1. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée offre les informations les plus récentes. / Content of my favorite Fast Fashion brand's social media offers the newest information.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

T2. L'utilisation des réseaux sociaux de ma marque de Fast Fashion préférée est très tendance. / Using my favorite Fast Fashion brand's social media is very trendy. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

T3. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est toujours à jour. / Content of my favorite Fast Fashion brand's social media is always up to date. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

T4. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est une bonne source d'informations sur ce qui est à la mode en ce moment. / My favorite Fast Fashion brand's social media content is a good knowledge source about what is fashionable at the moment. *

- 1 Fortement en désaccord / Strongly disagree

- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C1. Les réseaux sociaux de ma marque de Fast Fashion préférée offrent une recherche d'informations personnalisée. / My favorite Fast Fashion brand's social media offers a customized information search.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C2. Les réseaux sociaux de ma marque de Fast Fashion préférée offrent un service personnalisé. / My favorite Fast Fashion brand's social media provides customized service*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4

- 5 Tout à fait d'accord / Strongly agree

C3. Je peux facilement reconfigurer l'interface des réseaux sociaux de ma marque de Fast Fashion préférée.
/ I can easily reconfigure my favorite Fast Fashion brand's social media interface.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C4. Je peux facilement adapter les réseaux sociaux de ma marque de Fast Fashion préférée à mes attentes./
I can easily adapt my favorite Fast Fashion brand's social media to meet my expectations.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

WF1. Je souhaite transmettre à mes amis des informations sur la marque, le produit ou les services
provenant des réseaux sociaux de ma marque de Fast Fashion préférée. / I would like to pass information on
brand, product, or services from my favorite Fast Fashion brand's social media to my friends.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

WF2. J'aimerais télécharger du contenu provenant des réseaux sociaux de ma marque de Fast Fashion préférée sur mon blog ou mon micro-blog. / I would like to upload content from my favorite Fast Fashion brand's social media on my blog or micro blog. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

WF3. J'explore souvent le contenu des réseaux sociaux d'une marque de Fast Fashion connue lorsque d'autres personnes me le recommandent. / I often explore a famous Fast Fashion brand's social media content when recommended to do so by others. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

WF4. J'aime discuter avec d'autres personnes du contenu des réseaux sociaux de ma marque de Fast Fashion préférée. / I like to discuss my favorite Fast Fashion brand's social media content with others.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BA1. Je suis toujours informée sur ma marque de Fast Fashion favorite./ I am always aware of my favorite Fast Fashion brand. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BA2. Les caractéristiques de ma marque de Fast Fashion préférée me viennent rapidement à l'esprit. /
Characteristics of my favorite Fast Fashion brand come to my mind quickly.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BA3. Je peux me rappeler rapidement le symbole ou le logo de ma marque de Fast Fashion préférée. / I can
quickly recall the symbol or logo of my favorite Fast Fashion brand.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BI1. Ma marque de Fast Fashion préférée est une entreprise de Fast Fashion de premier plan. / My favorite
Fast Fashion brand is a leading Fast Fashion company.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI2. Ma marque de Fast Fashion préférée est sur le marché depuis longtemps. / My favorite Fast Fashion brand has been in the market for long time.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI3. Ma marque de Fast Fashion préférée est représentative de l'industrie du Fast Fashion . / My favorite Fast Fashion brand is a representative of the Fast Fashion industry. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI4. Ma marque de Fast Fashion préférée est une entreprise orientée vers le client. / My favorite Fast Fashion brand is a customer-oriented company. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BP1. Même si une autre marque présente les mêmes caractéristiques que ma marque de Fast Fashion préférée, je préférerais acheter auprès de ma marque de Fast Fashion préférée. / Although another brand has the same features as my favorite Fast Fashion brand, I would prefer to purchase from my favorite Fast Fashion brand. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BP2. Si une autre marque ne diffère pas de ma marque de Fast Fashion préférée, il semble plus judicieux d'acheter auprès de ma marque de Fast Fashion préférée. / If another brand does not differ from my favorite Fast Fashion brand, it seems smarter to purchase from my favorite Fast Fashion brand. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BP3. Même s'il existe une autre marque aussi performante que ma marque de Fast Fashion préférée, je préfère acheter à ma marque de Fast Fashion préférée./ Although there is another brand as good as my favorite Fast Fashion brand, I prefer to buy from my favorite Fast Fashion brand.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

W1. Il faudrait que le prix de ma marque de Fast Fashion préférée augmente considérablement pour que je passe à une autre marque./ The price of my favorite Fast Fashion brand would have to increase quite a bit before I would switch to another brand. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

W2. Je suis prêt à payer un prix plus élevé pour ma marque de Fast Fashion préférée que pour d'autres marques./ I am willing to pay a higher price for my favorite Fast Fashion brand than for other brands. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

W3. Je suis prêt à payer beaucoup plus cher pour ma marque de Fast Fashion préférée que pour d'autres marques./ I am willing to pay a lot more for my favorite Fast Fashion brand than for other brands. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BL1. Je recommanderai ma marque de Fast Fashion préférée à d'autres consommateurs./ I will suggest my favorite Fast Fashion brand to other consumers.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BL2. J'aimerais recommander ma marque de Fast Fashion préférée à mes amis./ I would love to recommend my favorite Fast Fashion brand to my friends.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BL3. Je visite régulièrement les comptes des réseaux sociaux de ma marque de Fast Fashion préférée./ I regularly visit social media account of my favorite Fast Fashion brand.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BL4. J'ai l'intention de visiter à nouveau le compte sur les réseaux sociaux de ma marque de Fast Fashion préférée./ I intend to visit social media account of my favorite Fast Fashion brand again. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BL5. Je suis satisfaite du compte social de ma marque de Fast Fashion préférée à chaque visite./ I am satisfied with my favorite Fast Fashion brand social media account with every visit. *

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

BL6. Ma marque de Fast Fashion préférée serait mon premier choix./ My favorite Fast Fashion brand would be my first choice.*

- 1 Fortement en désaccord / Strongly disagree

- 2

- 3

- 4

- 5 Tout à fait d'accord / Strongly agree

This questionnaire has been disseminated to young persons from the Generation Z. Collected one hundred fifty-one responses from a survey in Google Forms based on the above-presented survey design. This is the only data collection made for this study. (sample n=151)

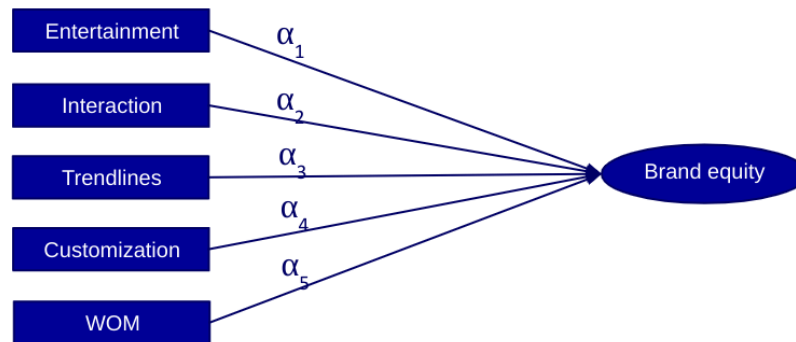
3.4 Data analysis

3.4.1 Quantitative data analysis

Linear regression and basic descriptive statistics with the help of SPSS software package

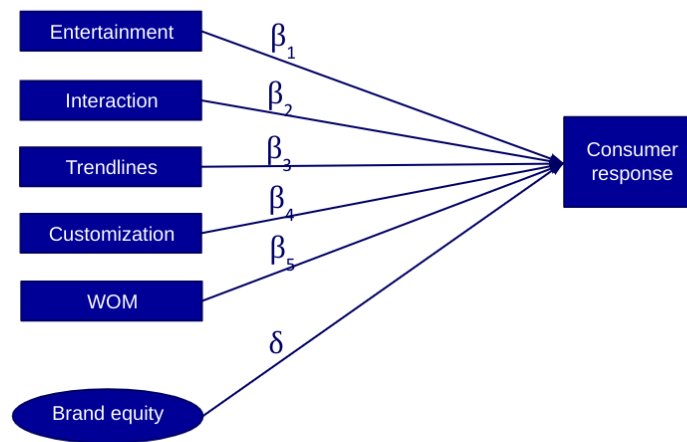
In order to allow a linear regression analysis, we decided to split the proposed conceptual model into two models. The first proposed sub-model aims to show the strength of the relationship between Entertainment, Interaction, Trendiness, Customization, WOM with Brand Equity. (Figure 4.) The second model is used in order to show the impact of Entertainment, Interaction, Trendiness, Customization, WOM, Brand Equity on Consumer response. (Figure 4.)

Figure 4. Regression model 1: Effects on Brand equity



$$\text{Brand_equity}_i = \alpha_0 + \alpha_1 \text{Entertainment}_i + \alpha_2 \text{Interaction}_i + \alpha_3 \text{Trendlines}_i + \alpha_4 \text{Customization}_i + \alpha_5 \text{WOM}_i + \varepsilon_i$$

Figure 5. Regression model 2: Effects on Consumer response



$$\text{Consumer_response}_i = \beta_0 + \beta_1 \text{Entertainment}_i + \beta_2 \text{Interaction}_i + \beta_3 \text{Trendlines}_i + \beta_4 \text{Customization}_i + \beta_5 \text{WOM}_i + \delta \text{Brand_equity}_i + \varepsilon_i$$

3.4.2 Qualitative data analysis

Qualitative data analysis is beyond the scope of this thesis

3.5 Ethical considerations

The results of data collection are presented only aggregatively, without individual records or responses. Special effort went into frank representation of all contributions through an exhaustive literature review that formed the basis for topic formulation, research designs, and appropriate references to source documents.

4 Research Results

4.1 Demographic Questions

Detailed information on the sample answering the survey is relevant to the research and the results. In addition Bryman & Bell, 2015 discuss that depending on the survey and the subject of research, gender differences can show up. We are looking at a sample of 152 respondents made up of 48% men and 47.4% women and 2.6% non-binary and 2% prefer not to say (Figure 5).

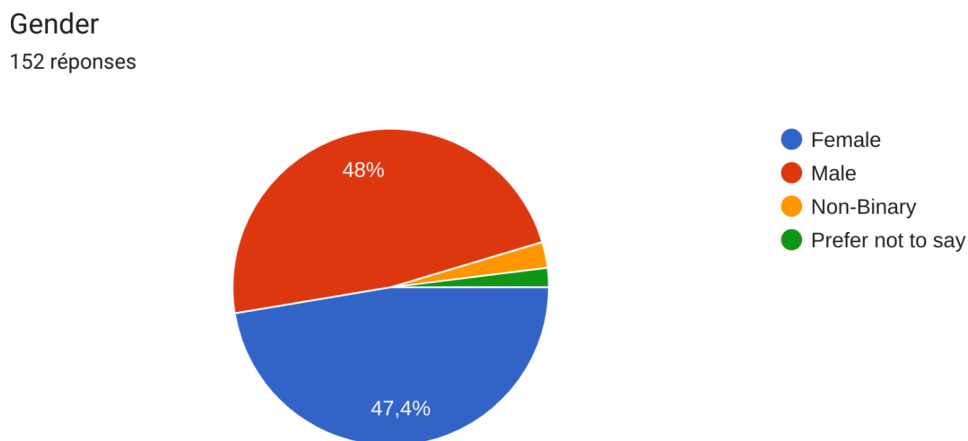


Figure 6. Gender

As this survey is having a look on the generation Z, most of the people in the survey are between 12 and 27 years old. There are 95,4% of the people who are between 12-27 years old, 2% are between 28-43 years old, 2% are between 44-59 years old and only 0,7% are between 60-69 years old (Figure 6).

Age

152 réponses

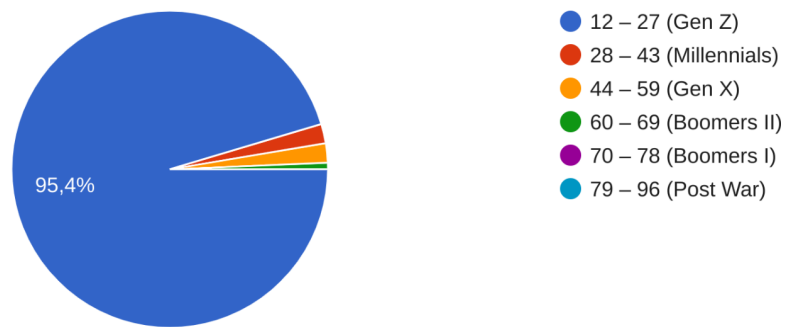


Figure 7. Age

The nationality of respondents was mostly French (84,2%), the United States represented 4,6% and Belgium represented 2%.

Nationality

152 réponses

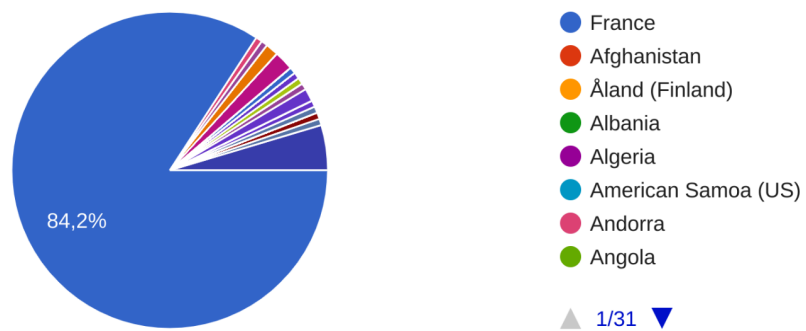


Figure 8. Nationality

For the Status of respondents 66,4% are Student, 25,7% are Employed, 6,6% are Unemployed.

Status

152 réponses

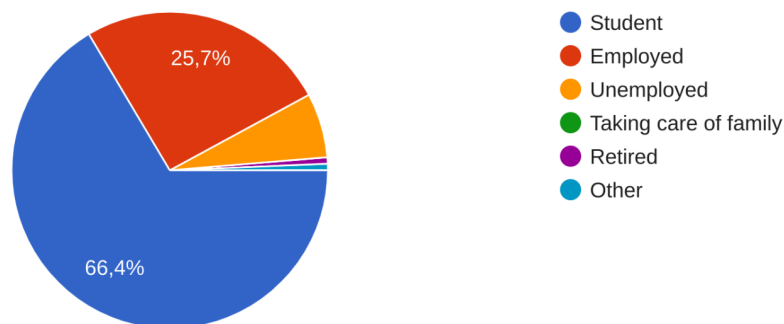


Figure 9. Status

4.2 Quantitative data

Quantitative data are numerical data that are analysed using statistical methods. Quantitative data can be used to test hypotheses and determine if a significant relationship between variables exists. This analysis was done in two stages, firstly effects on Brand equity and secondly effects on Consumer response using linear regression analysis on SPSS software. Constructs' scores were calculated as their items' averages.

My research hypotheses are:

- Regression model 1:

RH1.1: Entertainment has a positive effect on Brand Equity

RH1.2.: Interaction has a positive effect on Brand Equity

RH1.3: Trendiness has a positive effect on Brand Equity

RH1.4: Customization has a positive effect on Brand Equity

RH1.5: WOM has a positive effect on Brand Equity

- Regression model 2:

RH2.1: Entertainment has a positive effect on Consumer Response

RH2.2.: Interaction has a positive effect on Consumer Response

RH2.3: Trendiness has a positive effect on Consumer Response

RH2.4: Customization has a positive effect on Consumer Response

RH2.5: WOM has a positive effect on Consumer Response

RH2.5: WOM has a positive effect on Consumer Response

RH2.6: Brand Equity has a positive effect on Consumer Response

4.2.1 Brand Equity

Model Summary

Thanks to SPSS and the linear regression analysis we can see that the regression analysis produced an R square value of 0.544, indicating that 54.4% of the variance in Brand Equity (the dependent variable) is explained by the independent variables: Entertainment, Interaction, Trendiness, Customization, and Word of Mouth (WOM). This indicates that the expression is said to be moderately or strongly operative in terms of its energy weightage. The subsequent 45.6% of variance may be attributed to other factors that were not included in the model or to random variation.

Table 1. Model Summary table (Brand Equity)

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,738 ^a | ,544 | ,528 | ,57477 |

a. Predictors: (Constant), Trendiness, Customization, WOM, Interaction, Entertainment

ANOVA table

The analysis of variance (ANOVA) results reveal a significance value (ppp) less than 0.001 ($p < 0.001$). This indicates that the overall regression model is statistically significant at a 99.9% confidence level. In other words, the independent variables, as a collective group, have a statistically significant impact on the dependent variable, Brand Equity. Thus, the null hypothesis, which posits that the model has no explanatory power, can be rejected.

Table 2. ANOVA table (Brand Equity)

| | | ANOVA^a | | | | |
|-------|------------|--------------------------|-----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 57,526 | 5 | 11,505 | 34,826 | <.001 ^b |
| | Residual | 48,233 | 146 | ,330 | | |
| | Total | 105,759 | 151 | | | |

a. Dependent Variable: BE

b. Predictors: (Constant), Trendiness, Customization, WOM, Interaction, Entertainment

Coefficients table

Thanks to SPSS and the linear regression analysis we can see the impact of Entertainment, Interaction, Trendiness, Customization, WOM on our dependent variable which is Brand Equity. According to the results in the Table ?, and in Appendix ?, we can observe that on the significance level 0.05 Interaction and Trendiness have a significant impact on Brand Equity as their value are <.001. The others, Entertainment, WOM and Customization are not significant impact as their value is respectively 0.505, 0.021 and 0.107

Table 3. Coefficients table (Brand Equity)

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------|-----------------------------|------------|---------------------------|--------|-------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,792 | ,245 | | 3,228 | ,002 |
| | Entertainment | ,053 | ,080 | ,050 | ,668 | ,505 |
| | Interaction | ,255 | ,056 | ,329 | 4,523 | <,001 |
| | WOM | ,178 | ,076 | ,167 | 2,331 | ,021 |
| | Customization | -,089 | ,055 | -,109 | -1,621 | ,107 |
| | Trendiness | ,373 | ,080 | ,355 | 4,670 | <,001 |

a. Dependent Variable: BE

The findings suggest that the predictors included in the model play a critical role in explaining variations in Brand Equity. This aligns with the research objective of assessing the influence of Entertainment, Interaction, Trendiness, Customization, and WOM on Brand Equity. The statistically significant model provides a solid foundation for evaluating the specific contributions of each independent variable.

4.2.2 Consumer Response

Model Summary

Thanks to SPSS and the linear regression analysis we can see that the regression analysis produced an R square value 0.610 indicates that approximately 61% of the variance in the dependent variable, Consumer Response, is explained by the independent variables included in the regression model. The variables mentioned above include Entertainment, Interaction, Trendiness, Customization, WOM, and Brand Equity. This implies that the model would have a moderate to very strong explanatory power as the more than half of the variation from Consumer Response could be attributed to the predictors. The remaining 39% of the variance is not explained by the model as it could result from the influence of other factors not analyzed or inherent randomness of the data. However, it must be noted that even though the R square value of 0.610 denotes a fit relatively strong, but at the same time, there would still be some factors which influence the Consumer Response that were not taken care of by the current model as indicated by the unexplained variance.

Table 4. Model Summary table (Consumer Response)

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,781 ^a | ,610 | ,594 | ,41083 |

a. Predictors: (Constant), BE, Customization, WOM, Entertainment, Interaction, Trendiness

ANOVA table

The ANOVA test assesses the overall significance of the regression model. The Sig value is less than 0.001 suggests that the regression model as a whole is statistically significant. Specifically, the probability that the observed relationship between the independent variables and Consumer Response occurred by chance is less than 0.1%.

It shows that at least one of the predictors (Entertainment, Interaction, Trendiness, Customization, WOM, or Brand Equity) significantly contributes to explaining the Consumer Response. The strong significance of the model reassures that the independent variables are relevant to influence the dependent variable.

Table 5. ANOVA table (Consumer Response)

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 38,298 | 6 | 6,383 | 37,818 | <,001 ^b |
| | Residual | 24,473 | 145 | ,169 | | |
| | Total | 62,772 | 151 | | | |

a. Dependent Variable: Customer_Response

b. Predictors: (Constant), BE, Customization, WOM, Entertainment, Interaction, Trendiness

Coefficients table

In Table 6., we can observe the results of the linear regression analysis of the impact of Entertainment, Interaction, Trendiness, Customization, WOM and Brand Equity on the Consumer Response. As we can see in the following table, Customization, WOM and Brand Equity have a significant impact on Consumer Response as their values are $<.001$. We can also see that Entertainment, Interaction and Trendiness don't have a significant impact on the Consumer Response.

Table 6. Coefficients table (Consumer Response)

| | | Coefficients^a | | | | |
|-------|---------------|---------------------------------|------------|---------------------------|-------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,429 | ,182 | | 2,363 | ,019 |
| | Entertainment | ,091 | ,057 | ,112 | 1,593 | ,113 |
| | Interaction | ,016 | ,043 | ,027 | ,375 | ,708 |
| | Trendiness | -,028 | ,061 | -,034 | -,453 | ,651 |
| | Customization | ,202 | ,040 | ,319 | 5,074 | <,001 |
| | WOM | ,296 | ,056 | ,360 | 5,336 | <,001 |
| | BE | ,268 | ,059 | ,348 | 4,529 | <,001 |

a. Dependent Variable: Customer_Response

Summary of Research Hypotheses Testing

Based on the results of the regression analysis, the following conclusions can be drawn regarding the support for the research hypotheses:

- Regression Model 1: Brand Equity

RH1.1: Entertainment has a positive effect on Brand Equity: This hypothesis is not supported. The p-value for Entertainment is 0.505, which is greater than the typical significance level of 0.05, indicating that Entertainment does not significantly influence Brand Equity.

RH1.2: Interaction has a positive effect on Brand Equity: This hypothesis is supported. The p-value is less than 0.05, suggesting a statistically significant positive relationship between Interaction and Brand Equity.

RH1.3: Trendiness has a positive effect on Brand Equity: This hypothesis is supported. The p-value is less than 0.001, indicating a statistically significant positive effect of Trendiness on Brand Equity.

RH1.4: Customization has a positive effect on Brand Equity: This hypothesis is not supported. The p-value of 0.107 is greater than 0.05, suggesting that Customization does not have a significant effect on Brand Equity.

RH1.5: WOM has a positive effect on Brand Equity: This hypothesis is supported. The p-value is less than 0.05, the variable significant.

- Regression Model 2: Consumer Response

RH2.1: Entertainment has a positive effect on Consumer Response: This hypothesis is not supported. The p-value for Entertainment is greater than the threshold 0.05 indicating that Entertainment does not significantly impact Consumer Response.

RH2.2: Interaction has a positive effect on Consumer Response: This hypothesis is supported. The p-value is greater than the threshold 0.05 showing that Interaction does not have a significant effect on Consumer Response.

RH2.3: Trendiness has a positive effect on Consumer Response: This hypothesis is supported. The p-value is greater than the threshold 0.05 suggesting that Trendiness does not significantly influence Consumer Response.

RH2.4: Customization has a positive effect on Consumer Response: This hypothesis is supported. The p-value is less than 0.05, confirming a statistically significant positive effect of Customization on Consumer Response.

RH2.5: WOM has a positive effect on Consumer Response: This hypothesis is supported. The p-value is less than 0.05, indicating a statistically significant positive relationship between WOM and Consumer Response.

RH2.6: Brand Equity has a positive effect on Consumer Response: This hypothesis is supported. The p-value is less than 0.05, providing strong evidence of a positive effect of Brand Equity on Consumer Response.

The analysis provides partial support for the proposed hypotheses:

Supported Hypotheses: RH1.2 (Interaction → Brand Equity), RH1.3 (Trendiness → Brand Equity), RH1.5 (WOM → Brand Equity), RH2.4 (Customization → Consumer Response), RH2.5 (WOM → Consumer Response), RH2.6 (Brand Equity → Consumer Response), RH2.2 (Interaction → Consumer Response), RH2.3 (Trendiness → Consumer Response).

Not Supported Hypotheses: RH1.1 (Entertainment → Brand Equity), RH1.4 (Customization → Brand Equity), RH2.1 (Entertainment → Consumer Response).

These findings highlight the significant roles of Interaction, Trendiness, Customization, WOM, and Brand Equity in shaping Brand Equity and Consumer Response, while Entertainment and some other variables were found to have negligible or no significant effects.

5 Discussion

5.1 Limitations, reliability and validity

Most importantly, the limitation of the current study is the sample size (n=152), as one-time data collection is from a target group comprising individuals aged 12-27, representing Gen-Z. That is why the other age groups, which may as well include fast-fashion consumers, are not represented. The other part of the reliability and validity in this study is a simplified conceptual model for statistical analysis through logistic regression, which restricts the accuracy of results and, therefore, only partial validity. One important step toward achieving more precise results and greater validity will be to carry out a Structural Equation Modelling (SEM) analysis.

5.2 Answering the research questions

This study endeavors to investigate the multifaceted processes through which the digital marketing strategies in the fast fashion business impact Generation Z shopping behavior and attitudes. This study was performed to find answers to the research questions with a research framework drawn from literature review to allow answering RQ1 and collected data through quantitative survey for answering RQ1.

RQ1. What is the impact of digital marketing strategies on brand equity and Generation Z consumer behavior in the fast fashion industry?

RQ1.1 To find out, through quantitative questionnaire, what is the impact of digital marketing strategies on brand equity and Generation Z consumer behavior in the fast fashion industry?

Digital marketing strategies on brand equity and consumer response to generation Z in the fast fashion industry, this was a study undertaken to trace any impact that the different digital marketing strategies would have on both brand equity and consumer response. Within this framework, the fast fashion industry was considered in terms of its effect on these two crucial aspects regarding the income-generating consumer segment, generation Z. The mode of research was quantitative, in trying to collect survey data. The data was gathered predominantly from 151 respondents' ages between 12-27 years mostly French, as said.

A linear regression analysis was done to assess the influence of Entertainment, Interaction, Trendiness, Customization, and WOM on Brand Equity, attaining an R^2 of 0.544, signifying these variables explain 54.4% of the variance in Brand Equity, suggesting Interaction ($p < 0.001$), Trendiness ($p < 0.001$), and WOM ($p < 0.05$) has a considerably positive impact, whereas Entertainment ($p = 0.505$) and Customization ($p = 0.107$) did not. This means that encouraging interaction, maintaining trendiness, and stimulating word-of-mouth recommendations contributes significantly to strengthening Brand Equity, while entertainment and customization might not significantly drive such behavior that strengthens Brand Equity.

A second set of regression analysis was carried out to study the impact of five digital marketing strategies and Brand Equity on Consumer Response with R^2 equals to 0.610, implying these factors explain 61% of the variation in Consumer Response. It was found that Customization ($p < 0.05$), WOM ($p < 0.05$), and Brand Equity ($p < 0.05$) have a significant positive impact while others i.e. Entertainment, Interaction, and Trendiness do not have a significant impact. It suggests that customizing experiences, leveraging word of mouth, and strengthening Brand Equity are the drivers of Consumer Response, while entertainment, interaction, and trendiness on their own may not wield any power over influencing consumer behavior.

The research findings reveal that marketing strategies concerning interaction, trendiness, and WOM had significant contributions to Brand equity while customization, WOM, and Brand equity were of great influence on Consumer Response. However, entertainment is insignificant in the context of Brand equity and Consumer Response, which is totally contrary to the expectations.

These insights will provide a way to adapt seamlessly digital marketing strategies for fast fashion brands for positioning in consumer minds while wooing Generation Z.

5.3 Dialogue between key results and knowledge base

The first model's results tell us that our different variables, that is, Entertainment, Interaction, Trendiness, Customization, WOM do not equally affect Brand Equity. The results of the second model suggest that our different variables, that is, Entertainment, Interaction, Trendiness, Customization, WOM, Brand Equity, do not equally affect Consumer response.

Further into the analysis would go to co-relate the above finding with the earlier information given. There are three possible interpretations of the answer, the first is "In Agreement," which means that one's results affirm the discovery of other researchers; "In Disagreement," which is its contrary, indicates that one's results differ from the result of the literature review; and finally, "Something New," which refers to something which had not been discovered yet, or not viewed from this perspective.

Brand Equity, Customization, and WOM are found to be influencing determinants for Consumer Response, whereas Entertainment, Interaction, and Trendiness have little role to play herein. This conclusion amplifies Fanxi, Liu. (2022) finding the importance of brand trust and corporate responsibility in influencing Gen Z fashion consumption, other than marketing by entertainment. Our results agree with Fanxi's results.

Brand Equity, Customization, and WOM affect Consumer Response. Entertainment, Interaction, and Trendiness were found not to influence engagement significantly. According to Fanxi, Liu. (2022), Gen Zs' fashion consumption behaviors are rooted in trust in a brand and social responsibilities, ignoring marketing through entertainment. Our study concurs with Fanxi's findings.

Previously, Trendiness was perceived as a major basis of marketing and potentially affects consumers' purchasing behavior. Our findings however expand that perspective, which would indicate that Trendiness and Interaction could mainly engage and relate closely to brand awareness and much less to Consumer Response.

5.4 Compliance with research ethics guidelines

The anonymity of respondents has been strictly maintained according to guidelines, so that data was not disclosed; ethical codes were respected, which is essential for the credibility of the research. Participants were thoroughly informed prior to responding to the survey, and careful attention was given to credit the authors of original sources utilized in this publication. This thesis only includes aggregated figures without any individual record or information, thus protecting the privacy and confidentiality of all respondents.

6 Conclusions

The present situation now opens the gate for more studies. The sample may still be extended to respondents older than Generation Z and perhaps include a wider scope on digital marketing strategies across the generation. This also opens up using qualitative approaches such as in-depth interviews or focus group discussions so that an even deeper understanding of what causes consumer behavior and perception can be achieved. Equally important is how studying digital marketing will affect brand equity and what changes will emerge from new technological innovations such as AI and virtual Reality comparing them with respect to consumer engagement in fast fashion.

Like this should be the ruling party establishment beyond which the division ceases to draw and offer the event now for leap into more research. Beyond Generation Z, the sample can now be extended to include respondents of other ages and broaden the scope on digital marketing strategies. It also invites qualitative methods in depth interviews or focus group discussions to further enhance understanding about the factors that influence consumer behavior and perception. Another equally crucial aspect would be to study how in the future, digital marketing will influence brand equity and compare the emerging technologies such as AI and virtual reality in terms of enhancing consumer engagement in the field of fast fashion.

These strategic components shall empower fast fashion brands both in strengthening its brand equity as well as promoting consumer participation, while this argumentative basis will serve to guide them along the road toward sustained success beyond an ever-multiplying competition and digital setting.

Another way, this investigation emphasizes the effect of digital marketing strategies on brand equity and how it influences consumer behavior towards fast fashion among Generation Z. The findings suggest that, indeed, brand equity is most pertinent along the different consumer responses specifically in purchase intention and brand loyalty. Out of the different factors investigated in the study, interactivity and trendiness were identified as the major determinants of brand equity, thus revealing the importance of engaging content in real time to the minds of Generation Z. Truly personalization and word-of-mouth (WOM) response are equally a factor in generating consumer excitement; therefore, tailoring marketing efforts and weight with which peer recommendations are given is also indicated.

Entertaining is important, and indeed it was found in this research not much bearing on brand equity-in-term-of-entertaining, but whether or not that entertaining raises the issue of building trust and loyalty in the consumer realm depends significantly on factors associated with the industry. This adds to the understanding that brand equity actually mediates the effect that digital marketing strategies have on

consumers' behavior, supporting the argument that brand equity is relevant for decision-making in fast fashion.

Thus, managers should recommend that strategic orientation to fast fashion brands involve activity, trend content, and authentic messaging. Interactivity in campaigns and real-time content with user-generated content (UGC) will help promote a strong brand image. AI-based personalization and peer recommendations through influencer marketing are critical to building consumer trust and brand loyalty. Entertainment-based content should not be dismissed, but considered in light of the bigger marketing picture.

This touches closely to events now and states the very strong potential scope through further researchers to elaborate the sample to include older respondents than Gen Z such that the topic of digitally marketing strategies across the age divide is reached. This would also open the door to qualitative designs such as in-depth interviews or focus group discussions for understanding better the push and pull of consumer sticking points shaping behavior and perception. Equally important, investigations into digital marketing effects on emerging concepts of brand equity must do so in light of forthcoming comparisons between emerging technologies (e.g., AI and virtual reality) to enhance consumer engagement within fast fashion industries.

6.1 Key Findings

In the fast fashion industry, the research highlights how digital marketing strategies influence brand equity and consumer behavior of Generation Z. It is seen that brand equity is important in consumer response mainly in the purchase intention and brand loyalty discourse. Among these, interaction and trendiness are perceived to influence brand equity the most, especially stressing the need for engaging content that's real-time and trendy. Personalization and WOM also play positive roles in consumer responses, implying that marketing communications are in need of personalization and peer recommendations. The findings reveal that entertainment-oriented material carries a thinner level of impact on brand equity and suggest that these may be characteristics dependent on the industry in which the brands operate.

In addition, it has been proved that brand equity mediates the effect of digital marketing strategies on consumer behavior; thus, it reiterated the significant role of brand equity in the process of decision making. To engage and retain consumers, fast fashion brands should build initiatives that allow interactivity, trend inspired content, and legitimacy to the consumer voices.

6.2 Managerial implications

The main findings of this study provide further strategic implications for fast fashion brand managers. To begin, brand perception should be a focus of managerial efforts given that brand equity is found to be a significant predictor of brand loyalty and purchase intention. Hence, this involves enforcing credibility for their brands, consistent messaging, and delivering high-quality interactions with consumers across digital touchpoints. The second element is interactivity and trendiness, both of which are important determinants of brand equity itself. Fast fashion brands, therefore, need to adopt some nimbleness in their content strategies to capture consumer engagement through timely trends. These should include interactivity from campaigns, live content, and customer-generated content (UGC) that then is able to promote deeper engagement. Thirdly, personalization and word-of-mouth (WOM) are key drivers of consumer responses. To this end, brands should support deeper relevancy and enhanced customer experience through investments in highly personalized data techniques, whether it be through AI-assisted recommendations or personalized promotions. In fact, peer recommendations through partnerships with celebrities and advocacy programs should also be heavily encouraged. Fourth, it can contain entertainment based on content that is less likely to affect brand equity contextually. Therefore, brands should assess how entertainment fits into their marketing mix and find out whether it matches with the diverse preferences of their target audience. Linking entertainment indirectly is likely to be more effective than promoting it outright, that is, merging it with interactivity and trend-driven elements for maximum impact.

Lastly, brand equity is a vital mediator between digital marketing strategies and consumer behavior. Therefore, this emphasizes the need for a harmonious brand strategy that integrates all forms of digital marketing—social media, influencer partnerships, content marketing, and e-commerce optimizing—on the axis of building brand perception and consumer trust.

By emphasizing interactivity, trend-driven content, personalization, and genuine consumer advocacy, fast fashion brands will be able to engage consumers and create loyalty, which will fuel long-term success in an already competitive digital landscape.

6.3 Recommendations for future research

For future studies, recommendations can be made that would lift the present limitations. First, to cement the realistic avenue of the findings, the sample size of 151 should be increased. This could be done through broadening recruitment across several platforms, providing incentives for participation, using targeted advertising, collaborating with others, and establishing the clarity and relevance of every questionnaire template to the study topic. Secondly, additional research would establish the reliability of the research, which at the moment stands to be only partially reliable. Refinements would include, but not be limited to:

designing the questionnaire with clear and unambiguous questions; steering away from language/bias and redundancies; using credible, commonly accepted measurement scales; and testing for validity. Finally, future studies should highlight a deeper exploration of these concepts studied in the literature review and foster a better understanding of their impacts and why they socially vary across groups.

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Appendices

Appendix 1. Quantitative questionnaire

Survey : How do marketing strategies based on influencers and social media impact fast fashion brands' equity and consumer behavior?

Chers participants,

Je suis actuellement en double diplôme à Jamk University of Applied Sciences à Jyväskylä en Finlande, dans le cadre de mon échange avec Kedge Business School Bordeaux. J'ai réalisé ce questionnaire dans le but de comprendre les réponses clients les effets des stratégies marketing, sur les réseaux sociaux, sur l'attitude de clients des marques de fast fashion. En répondant à ce questionnaire, vous participerez directement à l'élaboration de ma thèse. Toutes les réponses recueillies seront reçues de façon anonyme et traitées de manière confidentielle. Ce questionnaire est anonyme. Il vous prendra moins de 10 minutes. Merci pour votre aide !

Dear participants,

I'm currently doing a double degree at Jamk University of Applied Sciences, Jyväskylä in Finland as part of my exchange in Kedge Business School Bordeaux. I carried out this questionnaire with the aim of understanding social media marketing strategies effects on fast fashion brand's consumer response. By answering this questionnaire you will directly contribute to my thesis. All responses will be received anonymously and treated as confidential. Only aggregated figures with no individual records will be published. It will take you less than 10 minutes. Thank you for your help !

Gender*

- Female
- Male
- Non-Binary
- Prefer not to say

Age*

- 12 – 27 (Gen Z)
- 28 – 43 (Millennials)
- 44 – 59 (Gen X)
- 60 – 69 (Boomers II)
- 70 – 78 (Boomers I)
- 79 – 96 (Post War)

Nationality*

- France
- Afghanistan
- Åland (Finland)
- Albania
- Algeria
- American Samoa (US)
- Andorra
- Angola
- Anguilla (BOT)
- Antigua and Barbuda
- Argentina
- Armenia
- Artsakh
- Aruba (Netherlands)
- Australia
- Austria
- Azerbaijan
- Bahamas
- Bahrain
- Bangladesh
- Barbados
- Belarus
- Belgium
- Belize
- Benin
- Bermuda (BOT)
- Bhutan
- Bolivia
- Bonaire (Netherlands)
- Bosnia and Herzegovina
- Botswana
- Brazil
- British Virgin Islands (BOT)
- Brunei
- Bulgaria
- Burkina Faso
- Burundi
- Cambodia
- Cameroon
- Canada
- Cape Verde
- Cayman Islands (BOT)
- Central African Republic
- Chad
- Chile
- China
- Christmas Island (Australia)
- Cocos (Keeling) Islands (Australia)
- Colombia
- Comoros
- Congo
- Cook Islands

- Costa Rica
- Croatia
- Cuba
- Curaçao (Netherlands)
- Cyprus
- Czech Republic
- Denmark
- Djibouti
- Dominica
- Dominican Republic
- DR Congo
- East Timor
- Ecuador
- Egypt
- El Salvador
- Equatorial Guinea
- Eritrea
- Estonia
- Eswatini
- Ethiopia
- Falkland Islands (BOT)
- Faroe Islands (Denmark)
- Fiji
- Finland
- French Guiana (France)
- French Polynesia (France)
- Gabon
- Gambia
- Georgia
- Germany
- Ghana
- Gibraltar (BOT)
- Greece
- Greenland (Denmark)
- Grenada
- Guadeloupe (France)
- Guam (US)
- Guatemala
- Guernsey (Crown Dependency)
- Guinea
- Guinea-Bissau
- Guyana
- Haiti
- Honduras
- Hong Kong
- Hungary
- Iceland
- India
- Indonesia
- Iran
- Iraq
- Ireland
- Isle of Man (Crown Dependency)

- Israel
- Italy
- Ivory Coast
- Jamaica
- Japan
- Jersey (Crown Dependency)
- Jordan
- Kazakhstan
- Kenya
- Kiribati
- Kosovo
- Kuwait
- Kyrgyzstan
- Laos
- Latvia
- Lebanon
- Lesotho
- Liberia
- Libya
- Liechtenstein
- Lithuania
- Luxembourg
- Macau
- Madagascar
- Malawi
- Malaysia
- Maldives
- Mali
- Malta
- Marshall Islands
- Martinique (France)
- Mauritania
- Mauritius
- Mayotte (France)
- Mexico
- Micronesia
- Moldova
- Monaco
- Mongolia
- Montenegro
- Montserrat (BOT)
- Morocco
- Mozambique
- Myanmar
- Namibia
- Nauru
- Nepal
- Netherlands
- New Caledonia (France)
- New Zealand
- Nicaragua
- Niger
- Nigeria

- Niue
- Norfolk Island (Australia)
- North Korea
- North Macedonia
- Northern Cyprus
- Northern Mariana Islands (US)
- Norway
- Oman
- Pakistan
- Palau
- Palestine
- Panama
- Papua New Guinea
- Paraguay
- Peru
- Philippines
- Pitcairn Islands (BOT)
- Poland
- Portugal
- Puerto Rico (US)
- Qatar
- Réunion (France)
- Romania
- Russia
- Rwanda
- Saba (Netherlands)
- Saint Barthélemy (France)
- Saint Helena, Ascension and Tristan da Cunha (BOT)
- Saint Kitts and Nevis
- Saint Lucia
- Saint Martin (France)
- Saint Pierre and Miquelon (France)
- Saint Vincent and the Grenadines
- Samoa
- San Marino
- São Tomé and Príncipe
- Saudi Arabia
- Senegal
- Serbia
- Seychelles
- Sierra Leone
- Singapore
- Sint Eustatius (Netherlands)
- Sint Maarten (Netherlands)
- Slovakia
- Slovenia
- Solomon Islands
- Somalia
- South Africa
- South Korea
- South Sudan
- Spain
- Sri Lanka

- Sudan
- Suriname
- Svalbard and Jan Mayen (Norway)
- Sweden
- Switzerland
- Syria
- Taiwan
- Tajikistan
- Tanzania
- Thailand
- Togo
- Tokelau (NZ)
- Tonga
- Transnistria
- Trinidad and Tobago
- Tunisia
- Turkey
- Turkmenistan
- Turks and Caicos Islands (BOT)
- Tuvalu
- U.S. Virgin Islands (US)
- Uganda
- Ukraine
- United Arab Emirates
- United Kingdom
- United States
- Uruguay
- Uzbekistan
- Vanuatu
- Vatican City
- Venezuela
- Vietnam
- Wallis and Futuna (France)
- Western Sahara
- Yemen
- Zambia
- Zimbabwe

Status*

- Student
- Employed
- Unemployed
- Taking care of family
- Retired
- Other

Veuillez indiquer dans quelle mesure vous êtes d'accord avec les énoncés ci-dessous, sur l'échelle de 1 à 5, où :

- 1 Fortement en désaccord
- 2 Plutôt en désaccord
- 3 Ni d'accord ni en désaccord

- 4 Plutôt d'accord
- 5 Tout à fait d'accord

Please indicate to which extent you agree with the statements below on the scale from 1 to 5, where :

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Neither agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

E1. Utiliser les réseaux sociaux de ma marque de Fast Fashion préférée est amusant. / Using my favorite Fast Fashion brand's social media is fun. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

E2. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est intéressant. / Content of my favorite Fast Fashion brand's social media seems interesting. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

E3. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est passionnant à suivre. / Content of my favorite Fast Fashion brand's social media is exciting to follow. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

E4. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est engageant. / Content of my favorite Fast Fashion brand's social media is engaging. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

I1. Les réseaux sociaux de ma marque de Fast Fashion préférée permettent le partage d'information avec d'autres utilisateurs. / My favorite Fast Fashion brand's social media enable information-sharing with others. *

- 1 Fortement en désaccord / Strongly disagree
- 2

- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

I2. La conversation ou l'échange d'opinions avec d'autres personnes est possible via les réseaux sociaux de ma marque de Fast Fashion préférée. / Conversation or opinion exchange with others is possible through my favorite Fast Fashion brand's social media.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

I3. Il est facile de donner mon avis sur les réseaux sociaux de ma marque de Fast Fashion préférée. / It is easy to provide my opinion through my favorite Fast Fashion brand's social media.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

I4. Les gens peuvent exprimer leur attitude à l'égard du contenu des réseaux sociaux de ma marque de Fast Fashion préférée. / People can express their attitude towards the content of my favorite Fast Fashion brand's social media. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

T1. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée offre les informations les plus récentes. / Content of my favorite Fast Fashion brand's social media offers the newest information.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

T2. L'utilisation des réseaux sociaux de ma marque de Fast Fashion préférée est très tendance. / Using my favorite Fast Fashion brand's social media is very trendy. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

T3. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est toujours à jour. / Content of my favorite Fast Fashion brand's social media is always up to date. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

T4. Le contenu des réseaux sociaux de ma marque de Fast Fashion préférée est une bonne source d'informations sur ce qui est à la mode en ce moment. / My favorite Fast Fashion brand's social media content is a good knowledge source about what is fashionable at the moment. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C1. Les réseaux sociaux de ma marque de Fast Fashion préférée offrent une recherche d'informations personnalisée. / My favorite Fast Fashion brand's social media offers a customized information search.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C2. Les réseaux sociaux de ma marque de Fast Fashion préférée offrent un service personnalisé. / My favorite Fast Fashion brand's social media provides customized service*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C3. Je peux facilement reconfigurer l'interface des réseaux sociaux de ma marque de Fast Fashion préférée. / I can easily reconfigure my favorite Fast Fashion brand's social media interface.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

C4. Je peux facilement adapter les réseaux sociaux de ma marque de Fast Fashion préférée à mes attentes. / I can easily adapt my favorite Fast Fashion brand's social media to meet my expectations. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

WF1. Je souhaite transmettre à mes amis des informations sur la marque, le produit ou les services provenant des réseaux sociaux de ma marque de Fast Fashion préférée. / I would like to pass information on brand, product, or services from my favorite Fast Fashion brand's social media to my friends. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

WF2. J'aimerais télécharger du contenu provenant des réseaux sociaux de ma marque de Fast Fashion préférée sur mon blog ou mon micro-blog. / I would like to upload content from my favorite Fast Fashion brand's social media on my blog or micro blog. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

WF3. J'explore souvent le contenu des réseaux sociaux d'une marque de Fast Fashion connue lorsque d'autres personnes me le recommandent. / I often explore a famous Fast Fashion brand's social media content when recommended to do so by others. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

WF4. J'aime discuter avec d'autres personnes du contenu des réseaux sociaux de ma marque de Fast Fashion préférée. / I like to discuss my favorite Fast Fashion brand's social media content with others.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BA1. Je suis toujours informée sur ma marque de Fast Fashion favorite./ I am always aware of my favorite Fast Fashion brand. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BA2. Les caractéristiques de ma marque de Fast Fashion préférée me viennent rapidement à l'esprit. / Characteristics of my favorite Fast Fashion brand come to my mind quickly.*

- 1 Fortement en désaccord / Strongly disagree
- 2

- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BA3. Je peux me rappeler rapidement le symbole ou le logo de ma marque de Fast Fashion préférée./ I can quickly recall the symbol or logo of my favorite Fast Fashion brand.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI1. Ma marque de Fast Fashion préférée est une entreprise de Fast Fashion de premier plan./ My favorite Fast Fashion brand is a leading Fast Fashion company.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI2. Ma marque de Fast Fashion préférée est sur le marché depuis longtemps. / My favorite Fast Fashion brand has been in the market for long time.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI3. Ma marque de Fast Fashion préférée est représentative de l'industrie du Fast Fashion . / My favorite Fast Fashion brand is a representative of the Fast Fashion industry. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BI4. Ma marque de Fast Fashion préférée est une entreprise orientée vers le client. / My favorite Fast Fashion brand is a customer-oriented company. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BP1. Même si une autre marque présente les mêmes caractéristiques que ma marque de Fast Fashion préférée, je préférerais acheter auprès de ma marque de Fast Fashion préférée./ Although another brand has the same features as my favorite Fast Fashion brand, I would prefer to purchase from my favorite Fast Fashion brand. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BP2. Si une autre marque ne diffère pas de ma marque de Fast Fashion préférée, il semble plus judicieux d'acheter auprès de ma marque de Fast Fashion préférée./ If another brand does not differ from my favorite Fast Fashion brand, it seems smarter to purchase from my favorite Fast Fashion brand. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BP3. Même s'il existe une autre marque aussi performante que ma marque de Fast Fashion préférée, je préfère acheter à ma marque de Fast Fashion préférée./ Although there is another brand as good as my favorite Fast Fashion brand, I prefer to buy from my favorite Fast Fashion brand.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

W1. Il faudrait que le prix de ma marque de Fast Fashion préférée augmente considérablement pour que je passe à une autre marque./ The price of my favorite Fast Fashion brand would have to increase quite a bit before I would switch to another brand. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

W2. Je suis prêt à payer un prix plus élevé pour ma marque de Fast Fashion préférée que pour d'autres marques./ I am willing to pay a higher price for my favorite Fast Fashion brand than for other brands. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

W3. Je suis prêt à payer beaucoup plus cher pour ma marque de Fast Fashion préférée que pour d'autres marques./ I am willing to pay a lot more for my favorite Fast Fashion brand than for other brands. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4

- 5 Tout à fait d'accord / Strongly agree

BL1. Je recommanderai ma marque de Fast Fashion préférée à d'autres consommateurs./ I will suggest my favorite Fast Fashion brand to other consumers.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BL2. J'aimerais recommander ma marque de Fast Fashion préférée à mes amis./ I would love to recommend my favorite Fast Fashion brand to my friends.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BL3. Je visite régulièrement les comptes des réseaux sociaux de ma marque de Fast Fashion préférée./ I regularly visit social media account of my favorite Fast Fashion brand.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BL4. J'ai l'intention de visiter à nouveau le compte sur les réseaux sociaux de ma marque de Fast Fashion préférée./ I intend to visit social media account of my favorite Fast Fashion brand again. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BL5. Je suis satisfaite du compte social de ma marque de Fast Fashion préférée à chaque visite./ I am satisfied with my favorite Fast Fashion brand social media account with every visit. *

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3
- 4
- 5 Tout à fait d'accord / Strongly agree

BL6. Ma marque de Fast Fashion préférée serait mon premier choix./ My favorite Fast Fashion brand would be my first choice.*

- 1 Fortement en désaccord / Strongly disagree
- 2
- 3

- 4
- 5 Tout à fait d'accord / Strongly agree

Appendix 2. SPSS DATA

Table 1. Model Summary table (Brand Equity)

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,738 ^a | ,544 | ,528 | ,57477 |

a. Predictors: (Constant), Trendiness, Customization, WOM, Interaction, Entertainment

Table 2. ANOVA table (Brand Equity)

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 57,526 | 5 | 11,505 | 34,826 | <,001 ^b |
| | Residual | 48,233 | 146 | ,330 | | |
| | Total | 105,759 | 151 | | | |

a. Dependent Variable: BE

b. Predictors: (Constant), Trendiness, Customization, WOM, Interaction, Entertainment

Table 3. Coefficients table (Brand Equity)

| Coefficients^a | | | | | | |
|---------------------------------|---------------|-----------------------------|------------|---------------------------|--------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,792 | ,245 | | 3,228 | ,002 |
| | Entertainment | ,053 | ,080 | ,050 | ,668 | ,505 |
| | Interaction | ,255 | ,056 | ,329 | 4,523 | <,001 |
| | WOM | ,178 | ,076 | ,167 | 2,331 | ,021 |
| | Customization | -,089 | ,055 | -,109 | -1,621 | ,107 |
| | Trendiness | ,373 | ,080 | ,355 | 4,670 | <,001 |

a. Dependent Variable: BE

Table 4. Model Summary table (Consumer Response)

| Model Summary | | | | |
|----------------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | ,781 ^a | ,610 | ,594 | ,41083 |

a. Predictors: (Constant), BE, Customization, WOM, Entertainment, Interaction, Trendiness

Table 5. ANOVA table (Consumer Response)

| ANOVA^a | | | | | | |
|--------------------------|------------|----------------|-----|-------------|--------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 38,298 | 6 | 6,383 | 37,818 | <,001 ^b |
| | Residual | 24,473 | 145 | ,169 | | |
| | Total | 62,772 | 151 | | | |

a. Dependent Variable: Customer_Response

b. Predictors: (Constant), BE, Customization, WOM, Entertainment, Interaction, Trendiness

Table 6. Coefficients table (Consumer Response)

| Coefficients^a | | | | | | |
|---------------------------------|---------------|-----------------------------|------------|---------------------------|-------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | ,429 | ,182 | | 2,363 | ,019 |
| | Entertainment | ,091 | ,057 | ,112 | 1,593 | ,113 |
| | Interaction | ,016 | ,043 | ,027 | ,375 | ,708 |
| | Trendiness | -,028 | ,061 | -,034 | -,453 | ,651 |
| | Customization | ,202 | ,040 | ,319 | 5,074 | <,001 |
| | WOM | ,296 | ,056 | ,360 | 5,336 | <,001 |
| | BE | ,268 | ,059 | ,348 | 4,529 | <,001 |

a. Dependent Variable: Customer_Response