

# Does Social Media Content Quality and Engagement Influence Consumer Satisfaction in the Apparel Industry?

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## Abstract

*This study examines the influence of social media marketing on consumer satisfaction in the apparel industry, with a focus on key factors such as engagement and content quality. The rapid growth of social media has reshaped the way consumers interact with brands, making it essential to understand how these platforms influence consumer behavior. The research problem centers on determining the impact of social media engagement and the quality of social media content on consumer satisfaction. The study aims to explore these relationships and provide insights into effective social media marketing strategies for apparel brands. Using a descriptive research design, the study was conducted in Coimbatore district with a sample size of 139 respondents identified through convenience sampling. Data was collected using structured questionnaires, and relevant statistical tools, including ANOVA, Correlation Analysis, and Multiple Linear Regression, were used to analyze the data. The findings reveal that frequent interaction with brands and engaging visual content are key drivers of consumer satisfaction. Findings of the study reveals that social media marketing plays a crucial role in shaping consumer behavior in the apparel industry, and brands must refine their strategies to meet consumer needs and enhance satisfaction through consistent, high-quality content.*

**Keywords:** Social Media, Consumer Satisfaction, Apparel Industry, Marketing Impact, Engagement Quality

## Introduction

The rapid evolution of digital technology has profoundly transformed the way businesses and consumers interact. Among the most significant developments in recent years is the rise of social media as a dominant force in marketing. Social media platforms, such as Facebook, Instagram, and Twitter, have not only become spaces for social interaction but also vital channels for businesses to promote their products and services. The apparel industry, in particular, has been deeply impacted by this shift. As consumers increasingly spend more time on social media, brands have recognized the importance of utilizing these platforms to engage with their audience and influence purchasing decisions. The emergence of social media marketing has enabled apparel brands to create personalized connections with their customers, build brand loyalty, and ultimately enhance consumer satisfaction.

Social media marketing is characterized by its ability to foster direct and interactive communication between brands and consumers. Unlike traditional advertising, which often involves one-way communication, social media marketing encourages a two-way dialogue where consumers can respond, share opinions, and engage in conversations with brands. This interactivity allows brands to receive immediate feedback and adapt their strategies to meet consumer needs more effectively. In the apparel industry, where trends

and consumer preferences shift rapidly, staying connected with the target audience through social media is crucial for maintaining relevance and competitiveness.

The problem addressed in this study stems from the growing reliance on social media marketing by apparel brands and the need to better understand its impact on consumer satisfaction. While many brands have successfully adopted social media marketing strategies, the effectiveness of these strategies in driving consumer satisfaction varies widely. This study seeks to explore how various factors, such as social media engagement, content quality, and interactivity, influence consumer satisfaction in the apparel industry. By examining the relationship between these factors, the study aims to provide insights that will help brands optimize their social media marketing efforts to achieve higher levels of consumer satisfaction.

Consumer satisfaction is a critical measure of success for any business, especially in the apparel industry where competition is fierce, and customer preferences are diverse. A satisfied customer is more likely to engage in repeat purchases, recommend the brand to others, and remain loyal over time. Therefore, understanding the factors that contribute to consumer satisfaction in the context of social media marketing is essential for apparel brands seeking long-term success. This study aims to fill the gap in existing research by analyzing the specific elements of social media marketing that impact consumer satisfaction, offering practical recommendations for improving marketing strategies in the apparel industry.

### **Objectives of the Study**

1. To explore the influence of the quality of social media content on consumer satisfaction in the apparel industry
2. To analyze the impact of social media engagement on consumer satisfaction in the apparel industry

### **Review of Literature**

The influence of social media marketing on consumer satisfaction in the apparel industry has been extensively studied, with findings pointing to the transformative role social media plays in shaping consumer behavior and brand perception.

(Yang et al.) emphasize that social media marketing activities (SMMAs) significantly enhance perceived value and customer satisfaction, particularly in the apparel sector. Their study found that strategic use of social media marketing is vital for building strong customer-brand relationships, which in turn boosts consumer satisfaction.

Further supporting this, (Sharma et al.) explore how social media marketing strengthens customer-brand relationships in the apparel industry. Their research indicates that SMMAs not only enhance consumer engagement but also drive purchase intention, making social media a critical component of modern marketing strategies. The study highlights that social media allows brands to connect with consumers in a personalized way, encouraging interaction and promoting brand loyalty. This aligns with the findings of (Liu and Qureshi), who suggest that social media marketing has a direct impact on brand image and purchase intention, with brand image serving as a mediator in this relationship.

The importance of personalized and visually appealing content is also emphasized in the literature. (Bhowte et al.) found that social media helps fashion brands create a distinct personality and build trust with consumers, thereby influencing their purchase decisions. The study reveals that social media enhances top-of-mind brand awareness and reinforces consumer satisfaction by making brands more present and accessible. Likewise, (Chowdhury et al.) stress that authenticity, platform-specific strategies, and influencer collaborations are crucial in capturing consumer attention and driving engagement in the competitive fashion retail industry.

The reviewed literature underscores the significant impact of social media marketing on consumer satisfaction in the apparel industry. From enhancing perceived value and strengthening brand relationships to influencing purchase intention and loyalty, social media marketing has become a powerful tool for apparel brands. The studies collectively point to the importance of engagement and content quality as key factors in driving consumer satisfaction, aligning with the objectives of this research to analyze these dimensions in the context of the apparel industry.

## Research Methodology

The research methodology for this study is designed to analyze the influence of social media marketing on consumer satisfaction in the apparel industry, with a specific focus on respondents in Coimbatore district. This section outlines the approach used to collect, analyze, and interpret the data to meet the objectives of the research. This study utilizes a Descriptive Research Design to explain the existing relationship between social media marketing and consumer satisfaction in the apparel industry. Even though the study's sample size of 139 respondents is significant, a more thorough explanation would be helpful. Whether the sample size is indicative of the district of Coimbatore's overall population is an important question to answer. The robustness of the research design would be improved by providing an explanation for the selection of 139 respondents, possibly taking into account time, resource, or predicted population diversity limits. A power analysis or comparison with related research in the field may also shed light on whether the sample size has enough statistical power to identify meaningful effects. Primary data for the study is collected directly from the target respondents through structured questionnaires. This method provides direct insights into the perceptions and behaviors of consumers regarding social media marketing in the apparel industry, helping to draw meaningful conclusions from the gathered data. The study employs Simple Percentage Analysis, Descriptive Statistics, ANOVA (Analysis of Variance), Correlation Analysis, and Multiple Linear Regression Analysis.

## Research Scope and Limitation of Sampling

While the study effectively concentrates on social media engagement and content quality, it would benefit from a wider examination of other variables, such as brand loyalty or user-generated material. In the clothing sector, several factors may have an impact on customer satisfaction. For example, sustained social media involvement that cultivates brand loyalty may increase customer happiness and retention. In a similar vein, peer-driven validation of brand quality provided by user-generated content, such as reviews and testimonials, can increase

satisfaction and confidence. Convenience sampling is an effective and useful technique for consumer research, but it has drawbacks that need to be recognized. Convenience sampling may not fully reflect the population, which increases the risk of sampling bias and reduces the study's external validity. A more nuanced assessment of the results and a better knowledge of the study's limitations and scope might be obtained by discussing how this sampling strategy might impact the findings' generalizability.

## Analysis and Interpretation

This Section deals with the analysis and interpretation of primary data collected through questionnaire.

**Table 1 Demographic Profile of the Respondents**

Demographic Factor	Options	N	%	Total %
Age Group	Upto 25 years	37	26.6	100.0
	26 to 35 years	48	34.5	
	36 to 45 years	30	21.6	
	Above 45 years	24	17.3	
Educational Level	School Level	28	20.1	100.0
	UG	52	37.4	
	PG	42	30.2	
	Ph.D	17	12.2	
Locality of living	Urban	67	48.2	100.0
	Suburban	39	28.1	
	Rural	33	23.7	

Table 1 provides insights into the demographic profile of the respondents. In terms of age, the majority of the respondents (34.5%) fall within the 26 to 35 years age group, followed by 26.6% who are up to 25 years old. The remaining respondents are distributed across the 36 to 45 years group (21.6%) and those above 45 years (17.3%). Regarding educational levels, the highest proportion of respondents have completed an undergraduate degree (37.4%), followed by those with postgraduate qualifications (30.2%). Respondents with a school-level education make up 20.1% of the sample, while those with a Ph.D. represent the smallest group at 12.2%. When examining the locality of the respondents, nearly half (48.2%) live in urban areas, while 28.1%

reside in suburban regions. The remaining 23.7% of respondents are from rural areas.

**Table 2 Social Media Engagement**

Factors	Mean	Rank
I communicate with apparel firms on social media quite a bit	3.446	1
I follow up with a few apparel companies on social media to get the most recent updates	3.223	2
They share content from brands that manufacture clothing on my social media pages	2.993	8
I usually take part in social media competitions and promotions like apparel companies do	3.187	4
It seems that social networking is a good place to find new clothing products.	3.194	3
On social media, I frequently watch live sessions and stories from apparel companies.	2.957	9
I like to include hash tags related to brands of apparel in my posts.	2.928	11
I involve leaving suggestions on posts from clothing brands.	3.122	5
I can't wait to see what my favorite apparel brands are posting on social media!	3.072	6
I like to reach out to apparel brands through social media , messaging to chat regarding their products directly.	3.036	7
We regularly look through social media for opinions and remarks regarding clothing items.	2.993	8
For fashion recommendations, I look to social media influencers that support apparel tags.	2.993	8
Clothing companies that are active on social media make me feel more connected.	2.942	10
Brands that are quick to respond on social media are my choice.	2.914	12
I like engaging with interactive social media content from clothing businesses, such as surveys and quizzes	2.993	8
Average Score	3.066	

**Source:** Computed from Primary data

From Table 2, Social Media Engagement Factors are Ranked as follows Frequently interacting with apparel brands on social media was ranked first (3.446), followed by following several apparel brands for updates (3.223). The factor considering social media as a reliable source for discovering new apparel products was ranked third (3.194). Next, participating in contests and promotions was ranked fourth (3.187). The factors actively commenting on posts and 'looking forward to new posts' were ranked fifth (3.122) and sixth (3.072), respectively.

**Table 3 Quality of Social Media Content**

Factors	Mean	Rank
The content posted by apparel brands on social media is informative	3.576	4
Social media visual content from clothing brands - pictures and videos - is visually appealing	3.640	1
Social media posts from clothing companies are pertinent and current	3.561	5
Social media user-generated content concerning clothing brands is reliable, in my opinion	3.446	13
Social media posts from clothing companies have a good impact on my opinion	3.597	2
The current fashion trends are reflected in the social media material produced by clothing businesses	3.482	12
I enjoy customized social media material from clothing companies	3.583	3
Clothing companies post original and imaginative material on social media	3.554	6
I like the frequency with which high-quality content from clothing businesses appears on social media	3.489	11
A decent balance of instructional and promotional elements is provided in the content	3.597	2
The plot of apparel brands' content speaks to me	3.547	7
I feel a sense of belonging to the brand's community from the content	3.518	8
Videos are more interesting to me than pictures when it comes to apparel companies	3.504	10

The content motivates me to visit the brand’s website or physical store	3.504	10
The frequency with which clothing brands post is ideal	3.511	9
Average Score	3.541	

**Source:** Computed from Primary data

From Table 3, The Quality of Social Media The content factors are ranked as follows: ‘The visual content from clothes brands is appealing’ takes the top with a mean score of 3.640. ‘The content positively influences my impression’ and ‘The content delivers a nice blend of promotional and instructive material’ are tied for second place (3.597 each). ‘I value individualized material’ is close behind at 3.583, with ‘The content is informative’ coming in fourth at 3.576. ‘Updates are timely and relevant’ receives 3.561 points.

**Table 4 Consumer Satisfaction**

Factors	Mean	Rank
I am satisfied with my purchases from apparel brands influenced by social media	3.626	1
Social media interactions with apparel brands enhance my satisfaction with the brand	3.626	1
I feel more loyal to apparel brands I engage with on social media	3.597	3
I am likely to recommend apparel brands I like on social media to others	3.612	2
My expectations are often met when I purchase based on social media recommendations	3.511	8
Social media has introduced me to apparel brands I now, love	3.547	6
I trust the product quality of brands promoted effectively on social media	3.482	10
I am satisfied with the customer service of apparel brands mediated by social media	3.489	9
Social media marketing makes me feel valued as a customer	3.561	5

The overall shopping experience is enhanced by social media interaction	3.583	4
I am satisfied with the ease of transaction influenced by social media	3.518	7
I feel informed about the sustainability practices of apparel brands through social media	3.518	7
Social media helps me make better purchasing decisions	3.612	2
I appreciate the exclusive offers I receive through social media channels	3.453	11
Social media interactions lead to higher satisfaction due to tailored recommendations	3.482	10
Average Score	3.548	

**Source:** Computed from Primary data

From Table 4, The Consumer Satisfaction criteria are scored in the following order: ‘I am satisfied with my purchases from apparel brands influenced by social media’ and ‘Social media interactions boost my satisfaction’ both have a mean score of 3.626. Second place is shared by ‘I am inclined to promote clothes brands on social media’ and ‘Social media helps me make better shopping decisions,’ both with 3.612. ‘I feel more connected to apparel businesses I engage with’ ranks second at 3.597, while ‘The whole purchasing experience is enhanced by social media’ ranks fourth at 3.583. ‘Social media marketing makes me feel valued’ ranks seventh with 3.561.

**Relationship between Social Media Content, Social Media Engagement vs Customer Satisfaction**

To analyse the relationship between Quality of Social Media Content, Social Media Engagement and consumer satisfaction the following hypothesis is formulated

H0: Quality of Social Media Content, and Social Media Engagement does not have a significant influence on the consumer satisfaction.

**Table 5(a) Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.639 <sup>a</sup>	.409	.400	6.87461	.409	46.975	2	136	.000	1.778
<b>ANOVA<sup>a</sup></b>										
Model		Sum of Squares		df	Mean Square	F	Sig.			
1	Regression	4440.133		2	2220.066	46.975	.000 <sup>b</sup>			
	Residual	6427.393		136	47.260					
	Total	10867.525		138						
a. Dependent Variable: Consumer Satisfaction										
b. Predictors: (Constant), Quality of Social Media Content, Social Media Engagement										

Source: Computed from Primary data

Table 6(a) reveals that the model summary reports an R square of .409, indicating that Quality of Social Media Content and Social Media Engagement explain approximately 40.9% of the variance in Consumer Satisfaction. The ANOVA results further support this with an F-value of 46.975 and a significant p-value of .000, confirming that there

is a significant linear relationship between Quality of Social Media Content, Social Media Engagement, and Consumer Satisfaction. These findings support the Alternative Hypothesis (Ha), indicating that these factors have a substantial impact on consumer satisfaction in the apparel industry.

**Table 5(b) Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	10.155	5.300				
	Social Media Engagement	.249	.113	.155		2.193	.030
	Quality of Social Media Content	.595	.075	.566		7.983	.000

Source: Computed from Primary data

Table 6(b) reveals that both Social Media Engagement and Quality of Social Media Content significantly contribute to Consumer Satisfaction. The coefficient for Social Media Engagement is .249 with a t-value of 2.193 and a p-value of .030, while the coefficient for Quality of Social Media

Content is .595 with a t-value of 7.983 and a p-value of .000. These results suggest that both factors are key drivers in influencing consumer satisfaction in the apparel industry, with Quality of Social Media Content having a stronger impact.

**Table 5(c) Residuals Statistics<sup>a</sup>**

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	41.0409	65.0695	53.2158	5.67229	139
Residual	-19.90471	23.95914	.00000	6.82461	139
Std. Predicted Value	-2.146	2.090	.000	1.000	139
Std. Residual	-2.895	3.485	.000	.993	139

Source: Computed from Primary data

Table 6(c) residuals statistics indicate that the predicted values of Consumer Satisfaction range

from 41.04 to 65.07, with a mean of 53.22 and a standard deviation of 5.67, suggesting a consistent

estimation across the data points. The residuals, which represent the differences between observed and predicted values, range from -19.90 to 23.96, with a mean of 0 and a standard deviation of 6.82. This indicates a good model fit, as the residuals are centered around zero, and the distribution shows no significant systematic errors.

## Conclusion

In conclusion, this study highlights the significant role that social media marketing plays in influencing consumer satisfaction in the apparel industry. The findings reveal that frequent interactions with apparel brands, engaging visual content, and reliable social media platforms are key factors driving consumer engagement and satisfaction. Consumers are drawn to personalized and informative content, which not only enhances their brand perception but also influences their purchasing decisions and loyalty.

The suggestions derived from the study emphasize the importance of leveraging visual content and fostering meaningful interactions through personalized, creative, and consistent content. By targeting specific demographic groups and offering content that resonates with their preferences, apparel brands can significantly improve consumer satisfaction and loyalty. Additionally, enhancing the quality of social media content is crucial, as it has a more substantial impact on satisfaction. Overall, apparel brands must continue refining their social media strategies to meet consumer needs, ensuring that their marketing efforts contribute to a positive and engaging consumer experience. Although the results are briefly summarized in the conclusion, the practical implications of the findings would be strengthened if more specific recommendations for enhancing social media marketing in the garment business were included. To increase customer satisfaction, firms could concentrate on employing aesthetically appealing material, communicating with their audience more frequently, and engaging customers through personalized updates. In addition, initiatives such as influencer partnerships, user-generated campaigns, and customized advertisements may be suggested as efficacious means of augmenting customer involvement and allegiance.

## Scope of Future Research

It would be helpful to discuss potential future study directions in order to give the conclusion more depth. Prospective research endeavors may delve into the long-term consequences of social media marketing on customer behavior, examine the function of nascent platforms like TikTok, or examine the influence of augmented reality (AR) on social media marketing. Furthermore, comparing cultures across various businesses or geographical areas may provide light on the differing effects that social media marketing tactics have on customer satisfaction.

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