



Relationship between Social Media Marketing Activities and Consumer Response: A Comparative Study between Generations Y and Z with Reference to Retail Fashion Wear

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Abstract

The study was conducted to identify the relationship between social media marketing activities (SMMA) and consumer response between Generation Y and Z. Although research has been done to determine the relationship between SMMA and customer response, there is a gap in the Sri Lankan context when comparing Generation Y and Generation Z in terms of retail fashion wear. Therefore, the objective of this study is to determine the relationship between SMMA and consumer response among generations Y and Z, concerning retail fashion wear in Sri Lanka. A deductive approach was adopted and the study was conducted as a survey by collecting data from 320 residents of the Colombo district who ranged in age from 10 to 25 (Generation Z) and from 26 to 41 (Generation Y) years old using a convenience sampling technique. The results of the independent sample t-test showed that Generations Y and Z had considerably different responses for entertainment and customization. The findings of the correlation analysis showed a positive relationship between consumer response and SMMA aspects: entertainment, interaction, trendiness, customization, and electronic word of mouth (e-WOM) among the two generations. It was found that there is a stronger correlation between SMMA and consumer response for Generation Y than for Generation Z. Therefore, it is suggested to build a strong relationship with Generation Y to draw more customers from them via social media. These findings are crucial for fashion retailers to select the best generation to target when marketing their products on social media.

Keywords: *Customer response, Retail Fashion Wear, Social Media Marketing Activities*

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Introduction

With the introduction of the Internet in the last few years of the twentieth century, both the role of businesses and consumers underwent a significant change. The rapid advancement of digital technology has impacted consumers' daily lives. As the internet enables social networks to form a place much more quickly among people, digital marketing is recognized as one of a company's primary marketing strategies for advertising products and increasing awareness. Among the various channels of digital marketing, SMMA is recently regarded as the most crucial component used by businesses. The prevalence of social media platforms has resulted in a significant shift in how people interact, communicate, and shop with each other.

According to the social media usage statistics, the global count of social media users stands at 4.89 billion and it is expected to increase to approximately 5.85 billion by the year 2027 (Sproutsocial, 2023). Recent research findings highlight that 74% of consumers worldwide favor utilizing social media platforms to purchase goods and among this group, 71% are more prone to making purchasing decisions based on reviews found on social media platforms. Therefore, in light of the pervasive influence of social media in people's lives, organizations and businesses are leveraging these platforms to foster relationships between customers and brands. They actively employ SMMA to prompt prospective consumers to engage and interact with their brands, creating a dynamic and participatory

connection (McClure & Seock, 2020). In the Sri Lankan setting, as well social media has become a highly effective tool for marketers to promote their products and services. Among the Sri Lankan population, 66.06% of the population has Facebook accounts, 22.61% are YouTube users, 3.27% engage on Instagram, and 2.59% are active on Twitter (Statcounter, 2023). These statistics underscore the significant role of social media platforms in reaching and engaging with the target audience for advertising purposes.

This is particularly significant for industries such as fashion wear, which have witnessed remarkable growth and financial success on a global scale. According to reports from the Fashion United Group in 2023, the fashion wear industry boasts a staggering 1.7 trillion-dollar market share, representing approximately 2% of the global GDP. In Sri Lanka, fashion wear retailing accounts for 40% of the entire retail industry, which indicates a significant part of the retail sector (Oxford Business Group, 2022). The forecasted revenue generated from online fashion retail in Sri Lanka is poised to reach US\$714.60 million in 2023, and by 2027, the user penetration for online fashion shopping is anticipated to reach 33.5% (Statista, 2022). This demonstrates the potential for the industry to grow in the future.

Ahmad, Salman, and Ashiq (2015), identified this industry as full of glitz and glamour making it inherently attractive to customers. Recognizing the industry's intrinsic appeal, SMMA is deemed particularly impactful in

this context (Ahmad et al., 2015). Godey et al. (2016) complement this perspective by defining SMMA as a pivotal technique for not only creating but also preserving brand value, especially for fashion brands.

Therefore, fashion wear retailers must consider SMMA as a sophisticated and reliable channel for connecting customers to their goods and services (Rishi and Sharma, 2017).

However, despite the potential advantages, scholars have consistently identified common pitfalls in SMMA over the years that hinder its success. Kamburugamuwa (2015) identified ignoring the proper usage of SMMA as one of the reasons for its failure. In Sri Lanka, it has been reported that fashion businesses have a lower online presence because of people's ignorance of the usage of SMMA (Kodippili et al., 2016). This leads to a significant loss of money wasted by adopting pricey media for industrial marketing (Kamburugamuwa 2015). Cook et al. (2021) identified poor targeting as another basic error in SMMA failures. With social media posts, effective marketers can communicate with a specific target audience. If marketers do not have a good understanding of their target markets, they must create audience personas. This requires a thorough examination of their interests, anxieties, desires, and actions. By understanding their target audience, marketers can efficiently contact customers who are most interested in what they have to offer (Hill et al., 2006). Marketers can categorize and target consumers according to their generation. As marketers, it is essential to understand how different

generations behave and update their marketing plans accordingly. This enables marketers to target an audience based on the similarities and differences between them. Further, for marketing to be successful, it is crucial to comprehend each generation and its preferences (William & Page, 2011). In this regard, it is important to include members of generations Y and Z in the target audience, since they have been identified as the group with the most access to the internet and are actively present online.

Although research has been conducted to determine the relationship between Social Media Marketing Activities (SMMA) and customer response (Khan, Yang, Shafi, & Yang, 2019; Sandunima, Bandara, Viduranga, Kodagoda, & Jayasooriya, 2019) in the context of Sri Lanka's fashion industry, none of the studies have aimed to identify which generation is most effectively targeted through SMMA. Studies indicate that SMMA has been successful in persuading individuals from Generation Y and Z to make purchases in various industries, but this has not been specifically explored in the fashion industry (Separamadu et al., 2021). Since there is a knowledge gap regarding the relationship between SMMA and customer response between Generation Y and Z considering retail fashion wear the current study seeks to close that gap. Therefore, the research was conducted to investigate the below-mentioned problem.

What is the relationship between SMMA and consumer responses among Generation Y and Z regarding

retail fashion wear?

Research Objective

To determine the difference between the relationship between SMMA and consumer response among Generations Y and Z regarding retail fashion wear.

Empirical and Theoretical Review Social Exchange Theory

The study is based on social exchange theory. According to the social exchange theory, the receiving party must repay the favor when one party serves another well (Kurtessis, Eisenberger, & Adis, 2015). Understanding the target for consumer involvement in social media marketing is the essence of this approach. Zhao and Chen (2022) assert that when customers are pleased with the brand and its marketing efforts, they tend to form stronger psychological bonds. Participating in social media activities results in perceived benefits and satisfaction from customers. Kim and Baek (2022) stated that influencers can interact with customers and create a network of connections through social media activity.

Social Media Marketing Activities

Social media refers to virtual communities and networks that promote the exchange of ideas, opinions, and information (Carr & Hayes, 2015). When it comes to social media, there may be an owner for that specific social media platform, but all of the material shared on that social media platform is generated by the community without the intervention of a controlled organization. The

evolution of social media has influenced many generations to seek important and useful information regarding brands or products (Phan et al., 2011). Many generations have been influenced by the emergence of social media to seek crucial and valuable information about a brand or product. Social media users place a high value on the responses provided by their friends, family, and coworkers on social media and tend to blindly believe what social media displays to them. Consequently, in the modern era of technology, it has created a trusting impression on social media, which has ultimately become an effective marketing method (Vasudevan et al., 2020). Therefore, scholars and academics have investigated a wide range of SMMA topics in the current scenario, identifying social media as a critical factor for businesses to survive in a highly competitive market. Kim and Ko (2012) examined SMMA through five dimensions: customization, entertainment, interaction, trendiness, and electronic word of mouth (e-WOM).

Customization

Customization is an activity in which customers' perspectives are vital to preparing the product or service itself. Customization can be defined as the extent to which a social media platform provides customized and personalized services. Customer satisfaction is the primary goal of customization (Schmenner 1986). A brand's social media platform can be easily modified to meet the needs of its customers and should reflect distinctiveness. This will ultimately result in a loyal customer base for a particular brand (Martin & Todorov,

2013).

Entertainment

Entertainment, a dimension of social media marketing, has gained prominence in recent research. Scholars have found that incorporating entertainment elements into social media content can motivate and engage users (Nambisan, 2017). For example, humorous and creative content tends to grab users and enhance their overall experience (Shao et al. 2020). They spend time on social networks for entertainment. Hence, users also consume brand-related content on social media platforms for refreshment and entertainment (Muntinga et al., 2011).

Interaction

Interaction on social media platforms has been recognized as a critical factor in enhancing customer engagement and response (Phan, Thomas, & Heine, 2021). Muntinga et al., (2011) defined social media interaction as a platform where users interact with one another, contribute to the discussion, make recommendations on specific services or products, and meet with others to express their opinions on specific issues. When companies actively engage with their audience through comments, responses to queries, and user-generated content sharing, it fosters a sense of community and trust (Fang, Chan, & Zhang, 2019).

Trendiness

Trendiness in social media marketing refers to the alignment of content with current trends and cultural phenomena. Research indicates that tapping into trends and pop culture references can boost customer

engagement (Naylor et al. 2012). Content that resonates with the current zeitgeist is more likely to be shared and discussed, leading to increased exposure and customer response (Stokes et al., 2020). Customers who need to follow the most recent industry trends may find inspiration from trending information.

Electronic Word of Mouth

E-WOM is a medium that is used by individuals to obtain information about goods and services not only from their friends, colleagues, and family on a personal level but also from other people who are unknown to them but have had experience with the relevant services or products via Internet-based social media platforms (Hennig & Walsh, 2004). It involves customers sharing opinions, reviews, and recommendations about products and brands on social platforms (Hennig-Thurau et al. 2013). The e-WOM dimension is crucial in shaping customer responses by linking loyalty and trustworthiness to a product or service.

Consumer Response

Kim and Ko (2012) identified the features of social media platforms that build brand value in customer minds, and these platforms' marketing initiatives serve as the primary engine for generating consumer demand. Consumers then respond favorably to these marketing strategies because these activities assist the brand in positively influencing consumers' intention to purchase a specific brand. A brand with a higher BE will have a higher brand preference by customers, a willingness to pay a higher price, and a more devoted customer base to the

brand (Aaker, 1991; Keller, 1993, 2013).

Social Media Marketing Activities and Consumer Response

SMMA has a significant positive impact on consumer behavior when it comes to purchasing any service or product. Brand marketers should talk about these marketing activities on social media platforms because they can influence potential customers to purchase a service or product. Moreover, entertainment on social media platforms has been linked to increased user participation, sharing, and positive brand perceptions (Duffett 2015). Thus, it is evident that the entertainment dimension of social media marketing has a positive and significant relationship with customer responses. Research suggests that higher levels of interaction positively correlate with increased customer loyalty, satisfaction, and purchase intentions (Phan et al., 2021; Zhang, Wang, & Yu, 2020). Thus, the interaction dimension of social media marketing plays a pivotal role in influencing customer response. Moreover, trendiness can be instrumental in enhancing brand perception and attracting a younger trend-conscious audience (Naylor et al., 2012). Studies have shown that positive e-WOM can significantly influence customer purchase intentions and decisions (Cheung et al., 2018). Moreover, e-WOM has been identified as a crucial factor in shaping customer responses (Cheung et al., 2018). Based on these findings, the research hypotheses are as follows:

H1: There is a significant difference between the relationship between

entertainment and customer response among Generation Y and Z

H2: There is a significant difference between the relationship between interaction and customer response among generations Y and Z

H3: There is a significant difference between the relationship between trendiness and customer response among Generation Y and Z

H4: There is a significant difference between the relationship between customization and customer response among Generation Y and Z

H5: There is a significant difference between the relationship between e-WOM and customer response among Generation Y and Z

Generational Cohorts

The influence of social media marketing activities on consumer behavior is a dynamic area of study, and researchers have increasingly recognized the significance of considering different generational cohorts, particularly Generation Y and Generation Z. These two generations have grown up in a digital age surrounded by social media platforms, which have significantly shaped their consumer habits and responses.

The literature offers a variety of categories for generational groups. Lyons et al. (2015) put forth one of the substitute classifications which was adopted by the study as follows,

- a) Generation Y (also known as millennials) - born in 1981–1994,
- b) Generation Z - born in 1995 and

onwards

Generation Y, often referred to as millennials, has been the subject of extensive study regarding their interactions with social media marketing activities. They became the first digital generation to enter the technological world and were extremely competent in digital awareness. Research indicates that this cohort tends to be more receptive to personalized content (Lee & Kim, 2021). They appreciate interactive campaigns and engagement with brands through social media platforms (Tondari and Kanupriya 2021). Moreover, the influence of peer recommendations and electronic word of mouth (eWOM) on Generation Y, purchase decisions is well-documented (Wen, Kang, & Liu, 2020). These findings highlight the importance of tailored social media marketing strategies to engage and influence Generation Y consumers effectively. Generation Z, the cohort following millennials, exhibits unique characteristics in its response to social media marketing activities. Generation Z must be surrounded by a technologically advanced environment because they are raised in one environment and feel comfortable there. They virtually never stopped online on any technological device. This can also be seen in their behavior, which is related to their technical surroundings and can be a tool or setting in their daily lives. Recent studies have emphasized their preference for authentic and visually appealing content (Khodakarami & Di Pietro, 2020). Generation Z consumers are also more likely to

engage with brands that align with their values and demonstrate social responsibility on social media platforms (Vukasović and Manhart 2021). Furthermore, this cohort is highly influenced by social media influencers and user-generated content (Laroche et al. 2019).

In conclusion, understanding the distinct preferences and behaviors of Generation Y and Generation Z in response to social media marketing activities is crucial for marketers. While Generation Y tends to favor personalized and interactive content, Generation Z values authenticity and social responsibility for brands. Acknowledging these generational differences, the following hypothesis was constructed,

H6: Response to SMMA of Generation Y differs from that of Generation Z

The conceptual model of the study is shown in Figure 1

Methods

Research Design

This study is based on positivism and uses a deductive approach to examine the research objectives. This research was conducted as a cross-sectional study using a survey as the research strategy. The unit of analysis was individual customers who use social media. Primary data were collected using a structured questionnaire.

Population, Sample Size, and Method

The population of the study comprised individuals who belong to Generation Y, ages 26-41, and Z, ages 10-25, who

use social media in the Colombo district to purchase retail fashion wear. Dalol, Islam, and Sardar (2021) outlined social media is continuously increasing among Generation Y and Z and they spend more time on social media. Bennett, Maton, and Kervin (2008); and Euajarusphan (2021) explored that information technology has had a huge influence on the individuals who live in Generation Y and Z regarding how they live and work as they were ranked as the highest social media users.

Convenience sampling was employed due to the unknown size of the population that utilizes social media for purchasing retail fashion wear in the Colombo district, particularly among Generation Y and Z. This method was chosen for its ease of accessibility, allowing for a rapid outreach to a substantial number of individuals. The sample size was determined using the Krejcie and Morgan table. The sample comprised 384 individuals who belonged to generations Y and Z and used social media in the Colombo district to purchase retail fashion wear. The Colombo district served as the study sample because it has Sri Lanka's greatest population and highest population density (Department of Census and Statistics, 2022). However, only 320 questionnaires were received, reporting an 83.3% response rate.

Measurement Scales of Study

SMMA activities:

Using Kim and Ko's (2012) survey, SMMA activities were evaluated. The survey consisted of 13 items,

including the measurement scales for the five subscales of entertainment, interaction, trendiness, customization, and e-WOM. The alpha coefficient for entertainment, interaction, trendiness, customization, and e-WOM were 0.639, 0.679, 0.689, 0.714, and 0.652 respectively. Every response was evaluated using a Five-Point Likert scale ranging from "Strongly disagree" to "Strongly agree."

Customer response:

The dependent variable was evaluated by employing Godey, et al., (2016) survey with 10 question items. The alpha coefficient for the original measurement scale was 0.880. The assessment was done on a Five-Point Likert scale ranging from "Strongly agree" to "Strongly disagree."

Data Evaluation, Analysis, and Presentation

The primary data was analyzed using Microsoft Excel and the Statistical Package for Social Sciences (SPSS) version 23.0. The data was presented using frequency tables. Cronbach's Alpha coefficient was used to establish the consistency of the variables. To examine the hypotheses and get a conclusion, correlation analysis and independent sample t-test were used.

Results

Reliability Analysis

The Cronbach's Alpha values, which measure the data's internal consistency, were used to assess the data's reliability. If the alpha value is more than 0.7, the instrument is

considered to have strong internal consistency. The internal reliability of each instrument was therefore satisfactory as Cronbach's Alpha Coefficient was above 0.7 as shown in Table 1.

Participants Characteristics

Individuals who use social media platforms to buy retail fashion wear in the Colombo district of Sri Lanka comprise the study's sample, and they range in age from 41 to 26 and 25 to 10 years. Further, the majority of respondents in generations Y and Z were females. The majority of respondents in Generation Y were government-employed (50%) and in Generation Z majority were non-employed (53.1%). In Generation Y the majority's average monthly income was between 50000-100000 rupees (36.3%) and in Generation Z the majority earned below 20000 (51.9%) as the average monthly income. The results are elaborated in Table 2.

Relationship between SMMA and Customer Response between Generation Y and Z

The results in Table 3, indicate that customer response is significantly correlated with SMMA ($r = .731$, $p < .01$) concerning generation Y, and SMMA has reported a strong positive relationship. The relationship between SMMA and customer response is significant concerning Generation Z since the p-value is below .001 and indicates a strong positive ($r = .504$) relationship. The relationship between customer response and entertainment is significant as the p-value is below 0.001 ($p < .000$) about Generation Y

and the relationship was high ($r = .581$). Moreover, the relationship between entertainment and customer response to Generation Z is also considered significant ($r = .666$, $p < .000$). According to the results customer response is significantly correlated with interaction ($r = .731$, $p < .01$) regarding Generation Y and showed a strong positive relationship. Further, the relationship between interaction and customer response is significant regarding Generation Z since the p-value is below .001 and indicates a strong positive ($r = .776$) relationship with customer response. Customer response is statistically correlated with customization ($p < .000$) about Generation Y. The results review that there is a high positive correlation ($r = .536$) between the two variables. Customer response is also significantly correlated with trendiness ($p < .001$) about Generation Z and as per the study there is a strong positive relationship ($r = .698$) between the two variables. The relationship between customization and customer response is significant as the p-value is below 0.001 ($p < .000$) about generation Y and the relationship was high ($r = .718$). Moreover, the relationship between customization and customer response to Generation Z is also considered significant ($r = .777$, $p < .000$). The results indicate that customer response is significantly correlated with WOM ($r = .720$, $p < .01$) with reference to Generation Y. Further, WOM has a strong positive relationship with customer response ($r = .720$). The relationship between WOM and customer response is significant with reference to Generation Z since the p-value is below .001. The results

indicate that WOM has a strong positive ($r = .759$) relationship with customer response.

Comparison of the Response to SMMA by Generation Y and Z

Table 4 indicates, that there is a statistically significant difference between Generation Y and Generation Z concerning entertainment ($F = 12.154, p < .01$). In this case, the value of the mean difference was 0.83 in favor of Generation Z ($M_Y = 3.58, SD_Y = .480; M_Z = 4.41, SD_Z = .647$). Concerning the customization, there was also a mean difference of 0.70 in favor of Generation Y ($M_Y = 4.30, SD_Y = .630; M_Z = 3.60, SD_Z = .503$). This difference can be considered statistically significant ($F = 16.589, p = .000$). No statistically significant differences were found for the remaining three SMMA activities. According to Table 4, Generation Z liked entertainment and WOM the most ($M_Z = 4.41, M_Z = 3.65$) in contrast to Generation Y. Generation Y liked interaction, trendiness, and customization more than Generation Z ($M_Y = 4.40, M_Y = 3.71$), and ($M_Y = 4.30$). Both generations preferred WOM the least ($M_Y = 3.57; M_Z = 3.65$). According to the means and contrary to the preference customers respond to nearly the same extent by Generation Y and Generation Z, except the entertainment and customization. Therefore, the hypothesis was partially supported.

According to the results hypothesis 1, hypothesis 2, hypothesis 3, hypothesis 3, and hypothesis 5 are indicated in Table 5.

Discussion

According to the results of the independent sample t-test, there is a significant difference in entertainment and customization between the Z and Y generations. The average scores indicate that the Z generation ($m=4.41$) prefers entertainment in SMMA activities more than the Y generation ($m=3.58$) and generation Y ($m=4.30$) prefers customization more than generation Z ($m=3.60$). No statistically significant differences were found for trendiness, interaction, and e-WOM between generations Y and Z. In contrast to Generation Y, Generation Z preferred entertainment and WOM more ($M_Z = 4.41, M_Z = 3.65$). Compared to Generation Z, Generation Y preferred interaction, trendiness, and customization more ($M_Y = 4.40, M_Y = 3.71$, and $M_Y = 4.30$). Except for entertainment and customization, Generations Y and Z respond to customers in the same ways.

According to the results of the correlation analysis, the relationship between entertainment, interaction, trendiness, customization, and e-WOM and customer response was high and positive in Generation Y. However, e-WOM was reported to have the strongest relationship with customer response about Generation Y. As individuals of the Y generation are considered to seek more information before making a purchase, they like to visit online communities and consumer review sites, to gather information about the products. Reading comments, writing own ideas, and reading others'

experiences are the most common methods of WOM (Cheung et al., 2008). The results of the study were relevant to some previous studies. According to Jalilvand & Samiei (2012), e-WOM has a significant influence on consumer response and reported a higher relationship. Additionally, they pointed out that both real-world experience and others' opinions (positive or negative) can greatly influence how people respond to a product or service. Additionally, they have found that e-WOM is vital for boosting intentions, fostering a positive image, and cutting back on promotional expenses. Mehryar, Saeed, and Baroom (2020) also demonstrated the positive impact of e-WOM on buyer intentions to purchase a product and emphasized that the clarity of the message and the volume of the message distributed via social media platforms will be capable of influencing the response of potential customers. When considering Generation Z, all the SMMA efforts reported a significant impact on customer response and the relationship between the SMMA efforts and customer response was high. However, customization has the strongest impact on customer response in Generation Z. Generation Z is regarded as smart and always demands new products, yet they typically want customization (Desai & Lele, 2017). Because of this, businesses may offer a more individualized experience through social media, to create brand affinity, and increase client loyalty (Martin & Todorov, 2010).

According to the findings, the relationship between customer response and SMMA of Generation Y

was stronger than the relationship between customer response and SMMA of Generation Z. Therefore, it can be concluded that SMMA can impact customer response of Generation Y more than Z. According to the results of the personal characteristics more of generation Y individuals are private and government employed and more of them earn an average monthly income more than fifty thousand rupees. However, the majority of the individuals of Generation Z reported as non-employed and earned an average monthly income below twenty thousand rupees. Thus, it can be concluded that the purchasing power of Generation Y is higher than Generation Z. As a result of that, the relationship between customer response and SMMA of Generation Y is stronger than the relationship between customer response and SMMA of Generation Z. This finding is further proved by Separamadu, et al., (2021) where they have identified that the purchasing power of Generation Y is greater than the purchasing power of generation Z.

Conclusion

The objective of the study was to identify the relationship between SMMA and customer response between Generation Y and Z about fashion retail wear. Correlation analysis and independent sample t-test were used to achieve the objective. The sample of the study was the individuals who are in generations Y and Z in the Colombo district, using social media to purchase retail fashion wear in Sri Lanka. The results of the study indicated that SMMA

significantly impacts customer response. The driving factors of SMMA including entertainment, interaction, trendiness, customization, and WOM also had a significant positive relationship between customer response between both generations. However, the relationship between customer response and SMMA of Generation Y was stronger than the relationship between customer response and SMMA of Generation Z.

However, the results reveal that all the driving factors of SMMA can be used as effective tools to promote retail fashion wear through different social media platforms for both generations Y and Z. Independent sample t-test was used to identify whether there is a difference in the response for SMMA activities between generation Y and generation Z. The mean difference revealed that Generations Y and Z interact with clients in essentially the same manner, except for entertainment and customization. To attract more customers from Generation Y through social media, it is advised to maintain good connections with them, such as by offering a chat box, to gain insight into both existing and potential customers' preferences. Further, employing a brand ambassador to spread the word about the products, motivate happy customers to provide reviews, set up feedback channels, and offer incentives to consumers (discounts, gift cards, etc.) can be used to boost the influence of e-WOM. This study carries significant theoretical implications for the academic community and offers practical insights for scholars. Earlier studies

have given limited attention to exploring the relationship between SMMA and customer responses, particularly in the context of comparing Generation Y and Z. Importantly, the study not only addresses this gap but also identifies the specific generation that should be a primary focus in the retail fashion wear sector.

On a practical level, the research demonstrates that SMMA plays a substantial role in influencing consumer responses and affecting their likelihood to purchase retail fashion wear. These findings provide concrete insights into how SMMA shapes consumer perceptions and drives their intentions to make purchases. These results offer valuable and relevant information for researchers investigating the nuanced interplay between social media strategies and consumer responses, particularly within the retail fashion wear industry. However, in conducting the research, the researcher faced some difficulties including a limited sample size and a limited number of variables. Future studies can be conducted by taking more variables and taking gender as a moderating variable. In addition, future studies can follow one gender identity to carry out this study because there is a considerable difference between males and females towards fashion wear choices.

Author Contributions

In terms of conception, design, data gathering, analysis, and interpretation, both writers have significantly contributed.

Figures and Tables

Figure 1: Conceptual Framework

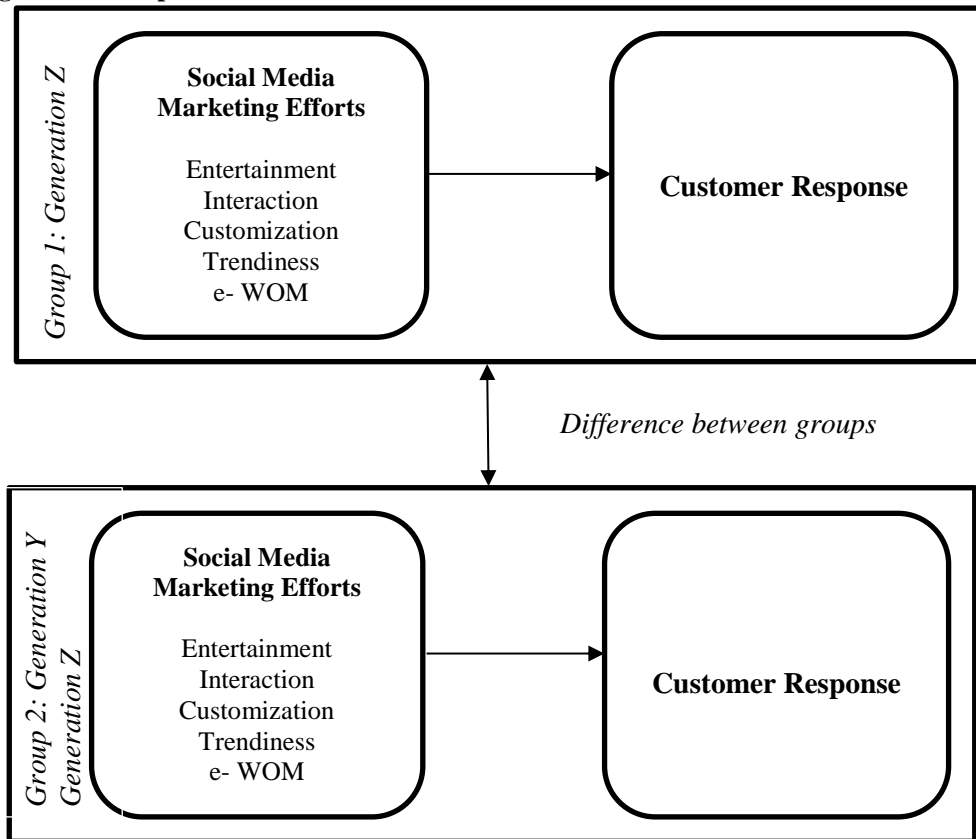


Table 1: Results of reliability tests

	Generation Y	Generation Z
Variable	Cronbach's Alpha Value	Cronbach's Alpha Value
SMMA	0.918	0.903
Customer Response	0.854	0.787

(Source: Survey Data)

Table 2 : Results of participant's characteristics

	Characteristic	Generation Y		Generation Z	
		Frequency	Percentage	Frequency	Percentage
Gender	Male	35	28.9%	52	32.5%
	Female	125	78.1%	108	67.5%
Occupation	Non employed	2	1.2%	85	53.1%
	Private employed	72	45%	55	34.3%

	Self-employed	6	3.8%	19	11.9%
	Government employed	80	50%	1	0.7%
Average Monthly Income	Below 20000	2	1.3%	83	51.9%
	20000-49999	55	34.4%	75	46.9%
	50000-100000	58	36.3%	2	1.2%
	Above 100000	45	28%	0	0

(Source: Survey Data)

Table 3 : Results of the correlation between SMMA dimensions and customer response between generations y and z

	Variable / Dimensions		Customer Response
Generation Y	Entertainment	Person Correlation	.581
		Sig (2-tailed)	.000
Generation Z		Person Correlation	.731
		Sig (2-tailed)	.000
Generation Y	Interaction	Person Correlation	.666
		Sig (2-tailed)	.000
Generation Z		Person Correlation	.776
		Sig (2-tailed)	.000
Generation Y	Trendiness	Person Correlation	.536
		Sig (2-tailed)	.000
Generation Z		Person Correlation	.698
		Sig (2-tailed)	.000
Generation Y	Customization	Person Correlation	.718
		Sig (2-tailed)	.000
Generation Z		Person Correlation	.777
		Sig (2-tailed)	.000
Generation Y	WOM	Person Correlation	.720
		Sig (2-tailed)	.000
Generation Z		Person Correlation	.759
		Sig (2-tailed)	.000
Generation Y	SMMA	Person Correlation	.731
		Sig (2-tailed)	.000
Generation Z		Person Correlation	.504
		Sig (2-tailed)	.000

(Source: Survey Data)

Table 4 : Comparison of SMMA of generation Y and Z

Variables	Generations	N	Means	Standard Deviation	F	Sig
Entertainment	Y Gen	160	3.58	.480	12.154	.000
	Z Gen	160	4.41	.647		
Interaction	Y Gen	160	4.40	.645	.256	.458
	Z Gen	160	4.39	.643		

Trendiness	Y Gen	160	3.71	.440	.389	.368
	Z Gen	160	3.52	.360		
Customization	Y Gen	160	4.30	.630	16.589	.000
	Z Gen	160	3.60	.503		
WOM	Y Gen	160	3.57	.629	.569	.225
	Z Gen	160	3.65	.692		

(Source: Survey Data)

Table 5: Results of hypothesis testing

H1	H2	H3	H4	H5	H6
Accepted	Accepted	Accepted	Accepted	Accepted	Partially Accepted

(Source: Survey Data)

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