ANALYZING THE IMPACT OF BRAND SUSTAINABILITY PRACTICES ON BRAND LOYALTY

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ABSTRACT

This study delves into the impact of sustainability practices on brand loyalty, particularly within the fast-fashion industry. It addresses the growing consumer awareness of how fast-fashion brands manage their environmental and ethical responsibilities and how such practices influence consumer loyalty. The research posits that effective communication of sustainability initiatives via social media can significantly enhance consumer trust, satisfaction, and engagement, thereby fostering greater brand loyalty. However, the challenge lies in managing these digital platforms to prevent the dissemination of content that could damage the brand's reputation. Utilizing a quantitative research method, a cross-sectional survey was distributed across multiple social media channels to analyze the interconnections between sustainability practices and their effect on brand loyalty, alongside variables such as satisfaction, trust, and engagement. The analysis, conducted using SPSS, employed various statistical tools and demonstrated a positive link between transparent sustainability practices and brand loyalty. The findings reinforce the importance of sustainability in strengthening brand loyalty in the fast-fashion industry. This study, while providing valuable insights, acknowledges limitations due to its specific demographic focus and the concentration on a single industry sector.

Keywords: Sustainability, Fast-Fashion Brand, Customers' Satisfaction, Engagement.

SOSYAL MEDYA PAZARLAMASININ MARKA BAĞLILIĞI ÜZERİNDEKİ ETKİSİNİN ANALİZİ

ÖZET

Bu çalışma, özellikle hızlı moda endüstrisinde sürdürülebilirlik uygulamalarının marka sadakati üzerindeki etkisini incelemektedir. Tüketicilerin hızlı moda markalarının çevresel ve etik sorumluluklarını nasıl yönettiklerine ve bu tür uygulamaların tüketici sadakatini nasıl etkilediğine dair artan farkındalığı ele alır. Araştırma, sosyal medya aracılığıyla sürdürülebilirlik girişimlerinin etkili bir şekilde iletişiminin, tüketici güvenini, memnuniyetini ve katılımını önemli ölçüde artırabileceğini ve böylece marka sadakatini daha da güçlendirebileceğini öne sürmektedir. Ancak, markanın itibarına zarar verebilecek içeriklerin dijital platformlar üzerinden yayılmasını önleme konusunda bir zorluk bulunmaktadır. Nicel bir araştırma yöntemi kullanarak, sürdürülebilirlik uygulamaları ile marka sadakati arasındaki ilişkileri, memnuniyet, güven ve katılım gibi değişkenlerle birlikte analiz etmek için çapraz bir anket, birden fazla sosyal medya kanalı aracılığıyla dağıtılmıştır. SPSS kullanılarak yapılan analiz, çeşitli istatistiksel araçlar kullanmış ve şeffaf sürdürülebilirlik uygulamaları ile marka sadakati arasında pozitif bir bağlantı göstermiştir. Bulgular, sürdürülebilirliğin hızlı moda endüstrisinde marka sadakatini güçlendirmedeki önemini pekiştirmektedir. Bu çalışma, değerli içgörüler sunmasına rağmen, belirli bir demografik odağa ve tek bir endüstri sektörüne yoğunlaşma nedeniyle sınırlılıklarını kabul etmektedir.

Anahtar Kelimeler: Sürdürülebilirlik, Hızlı Moda Markası, Müşteri Memnuniyeti, Etkileşim.

ACKNOWLEDGEMENTS

To my family…

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CHAPTER 1

1. INTRODUCTION

This chapter commences with an extensive examination of satisfaction with the brand, loyalty to the brand, and sustainability communication in the context of the fast-fashion industry, investigating their origins and influences. It then addresses the complexities inherent to these concepts, delineates the objectives of the research, poses the pivotal research questions, and defines the boundaries of the study. Concluding with a synthesis of the research design and methodological approach, the chapter sets the stage for the subsequent investigation, mapping out the research's direction and scope.

1.1 Background

To effectively engender customer intentions for repeat purchases, marketers must forge and cultivate enduring connections between the brand and its consumers. When consumers consistently choose products from the same brand, they exhibit brand loyalty, which Aaker (1991) articulates as a sentimental bond to a brand. This recurring purchase behavior, driven by customer devotion and a favorable brand perception, is a testament to brand loyalty. The pivotal role of brand loyalty in the fiscal and strategic triumphs of organizations is well-documented (Anderson et al., 1994; McIlroy & Barnett, 2000; Palmatier et al., 2007; Armstrong & Kotler, 2011; Molinillo et al., 2017), and with market competition intensifying, the retention of loyal customers has become a paramount goal (Ou et al., 2017).

Long-standing relationships with customers can influence their propensity to make repeat purchases (Armstrong & Kotler, 2011; Solomon et al., 2016). Trust in the

brand, described as the consumer's reliance on the brand to fulfill its promised utility (Chaudhuri & Holbrook, 2001), and engagement with the brand, which involves customers' active and enthusiastic participation in co-creating value through their brand interactions (Zhang et al., 2017), are foundational to satisfaction and precede brand loyalty.

Satisfaction with the brand hinges on customer perception and the brand's ability to meet or surpass expectations (Vega-Vazquez et al., 2013; Limpasirisuwan & Donkwa, 2017). Products are gauged against prior expectations, and meeting these anticipations can lead to positive product and brand evaluations (Grubor & Milovanov, 2017). However, the narrative does not culminate with satisfaction alone; it extends to include sustainability communication, previously termed 'brand information'. This encompasses announcements, data, and resources disseminated by the brand, which have surged in importance as consumer interest in sustainable practices has grown (Chow & Shi, 2015; Grubor & Milovanov, 2017).

Sustainability – the adoption of products, services, or processes beneficial to both the environment and society (Kim et al., 2015; Garcia-Torres et al., 2017) – is becoming increasingly critical to consumer decision-making. Informed by sustainability communication, consumers not only seek quality products but also expect brands to partake in sustainable endeavors (Meise et al., 2014; Grubor & Milovanov, 2017). The commitment to sustainability not only bolsters public recognition but is also pivotal to cultivating dedicated customers, who are integral to a brand's growth and success (Kotler & Lee, 2005).

The fast-fashion industry, notorious for its significant environmental footprint, is under scrutiny as consumers become more environmentally conscious and socially responsible (McKinsey, 2016; Yang et al., 2017). Fast fashion's traits, such as rapid production cycles and challenging labor conditions, contribute to the industry's sustainability dialogue (Garcia-Torres et al., 2017). The industry has been critiqued for fostering a culture of disposable fashion, prompting a need for sustainable evolution to maintain relationships with sustainability-conscious consumers (Markkula & Moisander, 2012).

In this digital age, social media serves as a conduit for brands to engage with customers and promote sustainability. Characterized by web-based applications that facilitate communication, content sharing, and social networking (Ryan & Jones, 2009), social media has become a primary information source for many individuals.

Sustainable fashion brands leverage this platform to inform their audience about environmental initiatives, benefiting from the transparency, influence, and interactive opportunities it provides (de Lenne & Vandenbosch, 2017).

1.2 Problem Discussion

Interactions with consumers on digital platforms are increasingly vital in the fast-paced world of fast fashion, where competition is fierce, and an online presence is not just an asset but a necessity. Fast-fashion brands are expected to leverage platforms such as Facebook, Instagram, and Snapchat not only to showcase the latest trends but also to communicate their commitment to sustainable practices, including environmental initiatives and social responsibility efforts (Henninger et al., 2017; de Lenne & Vandenbosch, 2017; Joy et al., 2012; Kim et al., 2015).

Engagement with the brand on social media, particularly in the context of sustainability communication, offers numerous benefits. It provides an avenue for targeted marketing and promotion of sustainability efforts, which can enhance awareness and fortify relationships with consumers while optimizing marketing expenditures (Nisar & Whitehead, 2016; Grubor & Milovanov, 2017; Limpasirisuwan & Donkwa, 2017). However, navigating social media can be a double-edged sword, necessitating careful content management to avoid potential damage to the brand's image (Rialti et al., 2017). Despite these challenges, the strategic engagement on these platforms is essential for cultivating long-term consumer relationships—a cornerstone in the competitive landscape of fashion (Henninger et al., 2017).

The nature of social media allows for direct dialogue between the brand and consumers, especially when content related to sustainability communication is shared. Such transparency can subject firms to varied feedback, potentially altering the intended message and impacting reputation management. Understanding consumer contentment with these digital interactions is critical for a brand's success (Chow & Shi, 2015; Yang & Peterson, 2004). Additionally, brands must be adept at addressing issues and engaging in customer discussions on these platforms (Simon et al., 2016).

Social media followership alone does not equate to brand loyalty; rather, it indicates potential market reach. It is important for managers to recognize the value of potential and non-engaged consumers, not just focusing on retaining the already loyal customer base (Manika et al., 2017). With a rise in eco-conscious consumers, there is

a growing demand for sustainable products and transparent marketing of such practices (Arrigo, 2013; Meise et al., 2014; McNeill & Moore, 2015; Garcia-Torres et al., 2017; Grubor & Milovanov, 2017). Consumers seek to make sustainable purchases but often face challenges in accessing information on a brand's sustainability policies (de Lenne & Vandenbosch, 2017). Thus, businesses must facilitate informed decision-making and foster a culture of sustainability among consumers (Pickett-Baker & Ozaki, 2008). In this digital era, utilizing social media platforms to enhance consumer contentment and loyalty is crucial, and managers must curate relevant content to effectively engage consumers (Nisar & Whitehead, 2016).

However, trust in the brand should not be presumed; loyalty requires ongoing efforts to nurture and maintain (Fornell, 1992; McIlroy & Barnett, 2000). Focusing solely on satisfaction may not suffice, as brands must strive to exceed basic expectations to foster true loyalty (Clarke, 2001; McIlroy & Barnett, 2000). Utilizing social media as a tool for delivering sustainability communication and creating a space for consumer interaction is imperative for enhancing satisfaction and, subsequently, loyalty (Chow & Shi, 2015).

Addressing brand loyalty has shifted from observing consumer behavior to fostering partnerships with consumers, especially in the context of sustainability. Yet, the literature has often prioritized consumer perceptions and purchase intentions over loyalty within the sustainability discourse (Grimmer et al., 2016; Wang, 2017; Papista et al., 2018). The dearth of research on the effects of sustainability communication on social media calls for further exploration into this vital area. This study aims to bridge the gap by examining how sustainability actions on social media influence consumer satisfaction and brand loyalty, delving into the nuances of consumer trust and engagement with sustainability communication (Andersson & Öhman, 2017; Deng et al., 2010; Laroche et al., 2013; Chow & Shi, 2015; Jin et al., 2016; Simon et al., 2016; Limpasirisuwan & Donkwa, 2017; Nisar & Whitehead, 2016; Huang, 2017).

1.3 Purpose

The purpose of this research is to examine the relationships between consumers' awareness of fast-fashion brands' sustainability communication and their levels of satisfaction with the brand, brand loyalty, trust in the brand, and engagement with the brand. Additionally, the study will investigate the extent to which engagement with the

brand and trust in the brand are associated with increased satisfaction with the brand. It will further assess the association between satisfaction with the brand and the strength of brand loyalty. This exploration intends to clarify the potential causal links that bind these consumer perceptions and behaviors within the context of fast-fashion retailing.

1.4 Research questions

i. Do customers believe that a fast-fashion brand should share information about its sustainable efforts on social media?

ii. How does transparency in sustainability communication on social media influence consumer trust in fast-fashion brands?

iii. What is the relationship between satisfaction with the brand and consumer loyalty within the fast-fashion industry?

1.5 Limitation

In contemporary research, the elements that contribute to satisfaction with the brand, such as sustainability communication, trust in the brand, and engagement with the brand, have been extensively explored. While there is evidence suggesting that factors like entertainment value and economic advantage may also impact satisfaction with the brand, the present study will concentrate on sustainability communication, trust in the brand, and engagement with the brand. The study will not include the investigation of entertainment value and economic advantage due to the lack of clearly established definitions and the broad nature of these concepts (Chow & Shi, 2015).

1.6 Study outline

The design of the study will be as follows: Initially, a comprehensive literature review will be conducted to examine the themes of brand loyalty, satisfaction with the brand, trust in the brand, engagement with the brand and sustainability communication within the fast-fashion industry. An overview of the fast-fashion industry's sustainability activities will also be included in this analysis. Following the literature study, the conceptual framework which includes a model built based on the proposed

hypotheses and theoretical findings will be presented. The methodology chapter will address the chosen study plan, research design, data sources, sample, and data collection methods. Additionally, a presentation on the operationalization of variables will be given, containing both modified and original research items. This chapter will cover pre-tests, data analysis techniques, quality standards, and ethical issues. The obtained data will then be shown and examined in the findings and analysis chapter. The discussion and conclusion section will come next. The study will conclude by discussing the limits, consequences, and recommendations for more research projects.

CHAPTER 2

2. LITERATURE REVIEW

2.1 Social Media Marketing Literature Framework

A summary of the literature that was used for this work opens this chapter. The chosen concepts and sub-chapters that highlight current writing and research in the fields of sustainability, social media, and fast fashion are then presented.

2.2 Social Media Marketing: Building Brand Loyalty Through Conversational Media and Online Community Engagement

Safko and Brake (2009, p. 6) define social media as "activities, practices, and behaviors among communities of people who gather online to share information, knowledge, and opinions using conversational media." Robinson (2007) characterizes social media as communication tools with Web 2.0 attributes, emphasizing their participatory, collaborative, and knowledge-sharing features, empowering users on the web. Social media marketing, as highlighted by Jackson and Akhtar (2011), provides companies with an efficient means of communication, extending beyond traditional methods to enhance brand loyalty. Research from Infographics reveals that a significant percentage of Twitter and Facebook users are more likely to discuss, recommend, or purchase products from companies they engage with on social media platforms (Jackson, 2011). Through diverse social media channels, including social networking sites, content communities, blogs, and more, businesses can not only promote products and offer immediate support but also cultivate online communities of brand enthusiasts (Zarella, 2010; Kaplan and Haenlein, 2009; Weinberg, 2009).

Additionally, social media provides a platform for consumers to share information about product and service brands among their peers (Stileman, 2009; Mangold and Foulds, 2009). These peer-to-peer conversations serve as a cost-effective method for companies to enhance brand awareness, recognition, and recall while fostering increased brand loyalty (Gunelius, 2011). In essence, social media functions as a tool for firms to construct brand loyalty through networking, conversation, and community building (McKee, 2010).

2.3 Social Media Marketing Activities

Businesses have started interacting with their consumers on social media more and more recently (Okazaki, 2015). However, many consumers have failed to develop brand loyalty as a result of their inability to create brand relationships in the social media marketing environment (Fournier, 2009). Social Media Marketing is an online marketing strategy that uses social context to further communication and branding goals (Tuten, 2009).

By eliminating all limitations relating to time, place, media, etc. Two-way direct communication has replaced conventional one-way communication. Consequently, communication between businesses and customers is ongoing and beneficial to both.

Social media is a strong participative medium that allows users to exchange , analyze, and share information with other users (Aula, 2010). After doing study on the relevance of social media, Miller, Fabian, and Lin (Miller, 2009) have concluded that it is grounded in user and community interaction. Additionally, these authors have said that social media facilitates rapid, participatory, cost-efficient, and successful communications. The majority of people worldwide now live in a technologically advanced and highly informational society where blogs, microblogs, internet communities, and social networks are ingrained in daily life. As a result, social media has evolved into a new kind of communication that complements users' experiences while fostering relationships and activities that already exist. Additionally, rising social media usage offers a forum for supporting companies and influencing consumers' preferences for or decisions regarding purchases.

As users publish, edit, create, and share online content about businesses and brands, social media turns consumers into marketers (Hartmann, 2012) . Social Media Marketing has been linked to several advantages for marketers, including the ability

to have two-way conversations (Davis, 2010) and a reduction in the amount of time spent looking for information (Laroche, 2013). According to the findings, the attitudes of readers who read blogs and online magazine articles about brands are more favorable, and they are more likely to make purchases. Moreover, Kim and Ko (2012) created a different structure for social media marketing (Kim, 2012) by investigating whether social media marketing campaigns may aid high-end fashion companies in boosting customer equity. For social media marketing operations, they presented a five-factor measuring approach that includes entertainment, interaction, trendiness, customization and Word-Of-Mouth.

2.4 Literature Framework

To address the research questions and achieve its aims, the current study incorporates a range of theoretical constructs, such as brand loyalty, satisfaction with the brand, trust in the brand, and engagement with the brand. The first construct examined in this research is brand loyalty, which is explored in depth, particularly in its relation to social media, fast fashion, and sustainability initiatives. Brand loyalty has garnered considerable attention in contemporary studies due to its significance in a company's longevity and prosperity. Satisfaction with the brand is acknowledged as a pivotal driver of brand loyalty, as it acts as an indicator of a product's worth to both businesses and consumers. The extent of a customer's satisfaction is a key predictor of their loyalty to a brand. Consequently, businesses that can deliver on customer satisfaction are better positioned to foster brand loyalty. The literature delves into satisfaction with the brand, especially its impacts within the realms of social media and the fast-fashion industry. Following this, an exploration of trust in the brand and engagement with the brand (two critical components of this study) is undertaken to further understand their influence on satisfaction with the brand. It is recognized that a brand's transparency regarding its sustainability efforts can significantly influence its performance and, ultimately, its overall success.

This chapter's last portion dives into brand data, with a special section devoted to sustainability especially in the context of fast fashion. Figure 2.1 has been created to give a thorough overview of the chosen theoretical framework.
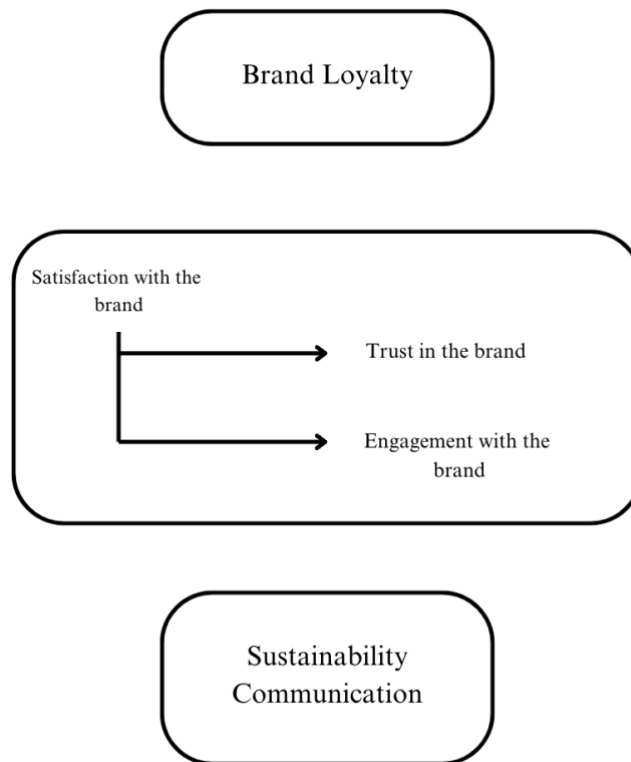
Figure 2.1. Literature Framework

2.4.1   Brand Loyalty

Ishak & Ghani (2015) define brand loyalty as a consumer's propensity to regularly select a certain brand within a given product category. When customers believe a brand offers the necessary product attributes, aesthetic, or degree of quality at a reasonable price, they become loyal to it. This kind of view can encourage loyalty and lead to recurring purchases. The preference and emotional bond that customers have with a brand are directly related to brand loyalty. It could arise from a history of frequent use and the trust that has grown through time.

Brand loyalty, according to Aaker (n.d.), is the level of an individual's emotional attachment to a specific brand. According to Aaker, brand loyalty measures how likely it is for a customer to go to a different brand in the event that a product's characteristics

or price change. He highlights that the foundation of a brand's worth is client loyalty. Therefore, a brand may have little equity if consumers largely evaluate features, price, and convenience rather than the brand name when making purchases. Habitual buyers make repeat purchases from brands with little thought. Above them are the loyal buyers who perceive the brand as a friend, indicating a stronger level of emotional connection. Finally, at the top of the pyramid, we find the committed buyers who demonstrate extreme loyalty to the brand. These individuals take pride in using the brand and actively recommend it to others (Aaker, 1991).

Figure 2.2. The Brand Loyalty Pyramid (Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name.* New York: Free Press)

Aaker emphasizes that brand loyalty plays a central role in determining brand equity. He asserts that brand loyalty is strongly connected to the consumer's experience of using the product, as it relies on prior purchases and usage. However, Aaker acknowledges that loyalty can also be influenced by other significant aspects of brand equity, namely awareness, associations, and perceived quality. Nevertheless, he notes that in certain cases, loyalty may exist independently of factors such as perceived quality or attribute associations, as the nature of this relationship remains unclear.

Table 2.1 Definitions of Brand Loyalty

Author and Year	Definition of Brand Loyalty
Aaker (1991)	Emotional connection that a customer develops towards a particular brand.
Anderson & Sullivan (1993)	Repurchase intentions and behavioral loyalty towards a brand
Dick & Basu (1994)	Commitment to repurchase a preferred product or service in the future
Fornell et al. (1996)	Repeated purchasing behavior and resistance to switching to alternative brands
Morgan & Hunt (1994)	Repeated purchase behavior driven by positive attitudes and customer satisfaction
Yoo & Donthu (2001)	Willingness to make repeated purchases and recommendation of a brand

2.4.2   Trust with the brand

Trust in the brand is a pivotal factor in deciphering consumer behavior and nurturing enduring bonds between brands and their customers. The scholarly investigation into the nature of trust in the brand, its origins, and its impact on consumers' decision-making is comprehensive. Trust in the brand, as delineated by Moorman, Deshpande, and Zaltman (1993), encapsulates the consumer's conviction in the brand's dependability, honesty, and goodwill. The research conducted by McKnight, Choudhury, and Kacmar (2002) underscores the perceived proficiency, ethicality, and kindness of a brand as fundamental components of trust. Mayer, Davis, and Schoorman (1995) postulate that trust in the brand also entails a consumer's readiness to accept susceptibility based on the brand's perceived trustworthiness. The existence of trust in the brand has been associated with numerous advantageous repercussions, including augmented consumer fidelity, favorable recommendations, and a consumer's readiness to pay a premium. In contrast, a violation of trust can precipitate grave repercussions, such as adverse advocacy and consumer churn. In the era of e-commerce and extensive digital communication channels, the cultivation and comprehension of trust in the brand have garnered increased importance. Gefen's (2000) study suggests that the perceived caliber of a website, alongside its security and privacy assurances, significantly sways online trust. In essence, trust in the brand is instrumental in molding consumer behavior and the triumph of brands. Brands that prioritize fostering trust through demonstrating expertise, uprightness, and kindness

can forge robust connections with consumers, ultimately leading to favorable consequences like loyalty and endorsement.

2.4.3   Engagement with the brand

Engagement with the brand has been a focal point in marketing research due to its crucial role in shaping consumer-brand relationships. The scholarly exploration into this area involves diverse perspectives and methodologies to understand and quantify brand engagement. Pioneering work in this field considers customer engagement as a holistic concept that integrates customers' cognitive, emotional, and behavioral investment in their interactions with a brand (Algesheimer et al., 2005). This school of thought identifies three core facets: cognitive, emotional, and behavioral engagement, highlighting their synergistic effect on reinforcing the overall engagement with the brand.

Hollebeek's (2011) influential framework expands upon this by articulating brand engagement as a multifaceted construct that includes not just cognitive, emotional, and behavioral dimensions, but also a social element. Empirical evidence supports the assertion that robust brand engagement correlates with favorable marketing results, such as heightened loyalty and consumer advocacy (Hollebeek et al., 2020). Particularly, engaged consumers are more likely to cultivate a profound emotional bond, trust, and attachment to the brand (Brodie et al., 2013).

In the realm of digital media, especially within social media and online communities, engagement with the brand is imperative. It fosters active customer involvement in brand-centric dialogues, creation of user-driven content, and amplification of positive word-of-mouth (Hollebeek et al., 2020). The academic discourse surrounding brand engagement in the digital sphere underscores the profound influence of social media on the dynamics of consumer-brand engagement. Research delves into the motivators of engagement on digital platforms, such as perceived value, trust, and the feeling of social connectedness (Chen & Chen, 2016), and highlights the power of engaging and shareable content (Li & Bernoff, 2011). User-generated content has been identified as a catalyst for augmenting brand engagement by promoting consumer participation and a sense of ownership (Singh et al., 2008). The development of online brand communities is another strategy that has proven effective in stimulating brand-consumer interactions (Muniz & O'Guinn, 2001;

Wang et al., 2017). Furthermore, active engagement on social media channels is linked to positive marketing outcomes, including reinforced brand loyalty, favorable word-of-mouth, and stronger purchase intentions (Chen et al., 2011; Hays & Kim, 2012). Collectively, the research highlights the critical importance of nurturing engagement with consumers on social media by leveraging drivers of engagement and utilizing the opportunities presented by user-generated content and brand communities to solidify lasting customer relationships in today's dynamic marketing environment.

2.4.4 Brand Information (Sustainability Communication)

Brands play a significant role in consumer decision-making processes and have become an essential component of marketing strategies. As defined by Keller (2008), a brand is a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers". Brand information encompasses various elements such as brand name, logo, tagline, and brand reputation, which collectively shape consumers' perceptions and attitudes towards a brand. Studies have consistently shown that brand information influences consumers' purchase intentions, brand loyalty, and brand image (Aaker, 1991; Keller, 1993).

The presentation and communication of brand information also have a significant impact on consumers' perceptions and attitudes. Brands engage with consumers through various marketing channels, including advertising, packaging, websites, and social media platforms. These channels serve as touchpoints for consumers to interact with brand information and develop their understanding of the brand.

Research by Ambler & Styles (1997) highlights the importance of consistent brand communication across different channels. They argue that consistent brand information helps create a coherent brand image and reinforces the brand's core values and positioning. With the advent of the digital age, the way consumers access and process brand information has evolved significantly. The internet and social media platforms have empowered consumers to seek and share information about brands, influencing their purchase decisions. Research by Hennig-Thurau et al. (2004) emphasizes the impact of electronic word-of-mouth (eWOM) on consumers' perceptions of brands. eWOM refers to consumer-generated content, such as online reviews and social media posts, which can shape brand reputation and influence

consumer attitudes. Thus, in the digital era, brands need to actively monitor and manage online brand information, engaging with consumers in online conversations and leveraging positive eWOM to build brand equity.

2.5 Sustainability

In order to meet the demands of the present without compromising the ability of future generations to meet their own requirements, sustainability is a complicated and comprehensive notion that requires striking a balance between economic, social, and environmental issues (Brundtland, 1987). It includes raising humankind's standard of living while preserving ecosystems' carrying capacity (WCED, 1991). Furthermore, sustainability offers the chance to arrive at a situation in which life on Earth, including human life, can go on continuously (Hawken et al., 1999). This literature study attempts to provide light on the varied viewpoints and understandings around the notion by examining these different definitions of sustainability. This will lay the groundwork for future research on sustainable development and its ramifications.

Table 2.2 Definitions of Sustainability

Definition	Source
Development that is sustainable is one which satisfies current demands without jeopardizing the capacity of future generations to satisfy their own.	Brundtland (1987)
Improving human well-being while preserving ecosystems' carrying capacity is what is meant by sustainability.	World Commission on Environment and Development (1991)
Sustainability is the idea that life on Earth, including human life, may continue indefinitely.	Hawken et al., (1999)

2.6 Sustainability in the Fast-Fashion Industry

Fast fashion's detrimental environmental impacts have been widely documented in the literature. Studies have highlighted the industry's significant contributions to pollution, including high carbon emissions, water consumption, and textile waste generation (Fletcher, 2018; Hethorn & Ulasewicz, 2008). The production processes

involved in fast fashion, such as chemical-intensive textile production, contribute to air and water pollution, while excessive water usage depletes valuable resources. Additionally, the industry's focus on quick turnover and disposable fashion contributes to the accumulation of textile waste in landfills, exacerbating the environmental burden.

Moreover, the fast-fashion industry faces considerable social challenges. It is often associated with poor working conditions, low wages, and labor exploitation in global supply chains (Bhardwaj & Fairhurst, 2010; Lu & Marrero, 2011). The pressure for rapid production and cost reduction drives many fast-fashion brands to outsource production to countries with lower labor costs, where workers may face unsafe working conditions and inadequate wages. These social issues have sparked debates about ethical sourcing, worker rights, and the need for improved labor practices in the fast-fashion industry.

2.7 Theoretical framework

The study's conceptual framework, depicted in Figure 2.3, is founded upon the sustainability communication by fast-fashion brands through social media. This framework integrates loyalty to the brand and satisfaction with the brand, as well as their precursors, to examine the impact they exert on sustainability communication within the fast-fashion sector. As delineated in the figure, satisfaction with the brand is posited as a precursor to loyalty to the brand (Oliver & Swan, 1989; Jin et al., 2016; Nisar & Whitehead, 2016; Chen-Yu et al., 2017). Furthermore, existing scholarship identifies two distinct conduits to satisfaction on a brand's social media presence: trust in the brand and engagement with the brand (Deng et al., 2010; Chow & Shi, 2015; Jin et al., 2016; Limpasirisuwan & Donkwa, 2017). The framework also investigates how sustainability communication on social media relates to trust in the brand, engagement with the brand, satisfaction with the brand, and loyalty to the brand. Hypotheses H1 through H4 are formulated to test the connections between sustainability communication and these constructs. Hypotheses H5 and H6 aim to validate whether trust in the brand and engagement with the brand serve as antecedents in the fast-fashion industry. Finally, H7 examines the interplay between satisfaction with the brand and loyalty to the brand within the fast-fashion context.
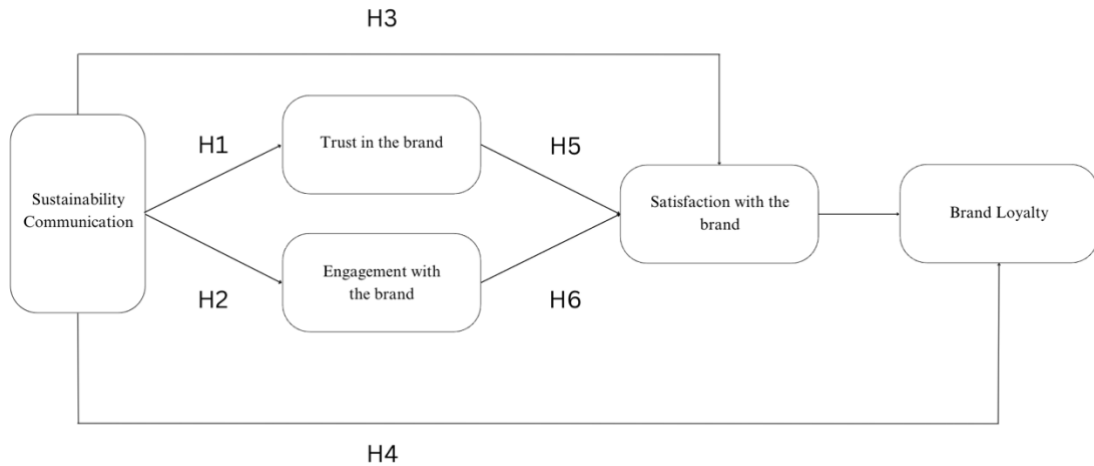
Figure 2.3. Theoretical Framework

2.7.1 Social Media Brand Information on Sustainability Initiatives

Research on the communication of sustainability practices via digital platforms has highlighted the crucial role that these networks play in shaping consumer perceptions of a brand's commitment to environmental and societal well-being. An expanding corpus of scholarly work emphasizes the importance of digital media in propagating messages about corporate sustainability efforts. Brands are progressively harnessing these platforms to disseminate sustainability communication concerning their initiatives, eco-conscious methodologies, and sustainable offerings. Academics have scrutinized how digital interactions influence brand image and consumer allegiance. For instance, studies such as that by Du, Bhattacharya, and Sen (2010) illustrate that proactive sustainability communication on digital channels can enhance a brand's image and bolster consumer allegiance.

Additionally, these platforms allow consumers to evaluate and hold brands accountable for their claims of sustainability, as highlighted by investigations into the effects of user-generated content and digital activism on corporate environmental strategies. Researchers have also probed into the methods brands utilize to effectively relay their commitment to sustainability through digital media, utilizing compelling narratives, visually engaging content, and interactive campaigns. These studies illuminate how digital media has become an influential conduit for brands to express their dedication to sustainability, forge stronger consumer connections, and ultimately encourage favorable brand-related actions.

According to Arli (2017), brands should proactively use digital media to disseminate relevant and timely sustainability information. The content published on these channels shapes consumer expectations, and thus, marketing managers must ensure that the shared information aligns with these anticipations and fosters trust in the brand (Chow & Shi, 2015; Jin et al., 2016; Chen-Yu et al., 2017). Notably, information originating directly from the brand is more likely to be deemed trustworthy by consumers (Nisar & Whitehead, 2016), and fostering consumer interaction through shared brand knowledge can elicit favorable responses (Nisar & Whitehead, 2016).

Henninger et al. (2017) suggest that such engagement is critical in establishing enduring consumer relationships, particularly in the competitive realm of fast fashion, where consistent and meaningful engagement is key. Consumer contentment with a brand is significantly influenced by how informed their decisions are, which in turn is shaped by the brand's communication (Chow & Shi, 2015; Chen-Yu et al., 2017). Studies indicate that consumer satisfaction with brands benefits from accurate information dissemination, prompt issue resolution, and facilitation of brand communication (Chow & Shi, 2015; Chen-Yu et al., 2017; Limpasirisuwan & Donkwa, 2017).

Nisar & Whitehead (2016) advocate for proactive brand-consumer engagement, suggesting that such interactions and the encouragement of participation or even simply responding to customer feedback can substantially influence satisfaction with the brand and foster brand loyalty. Additionally, when consumers actively interact with a brand's digital media channels, their loyalty to the brand tends to solidify, enhancing their overall contentment (Nisar & Whitehead, 2016). Furthermore, the promotion of products and services aligned with sustainability goals positively impacts loyalty to the brand, as demonstrated in research by Martinez (2015). Hence, the following hypotheses are proposed based on the current understanding:

H1: A positive correlation exists between sustainability communication on social media and trust in fast-fashion brands.

H2: Sustainability communication on social media is positively correlated with engagement with fast-fashion brands.

H3: There is a positive relationship between sustainability communication on social media and satisfaction with fast-fashion brands.

H4: Sustainability communication on social media positively influences brand loyalty to fast-fashion brands.

2.7.2   Trust in the brand

Trust in the brand is acknowledged as a fundamental construct in consumer behavior and marketing scholarship, underpinning numerous studies that underscore its influence on consumer attitudes and decision-making processes. Insights from Akbar and Parvez (2009) suggest that trust in the brand is instrumental in fostering consumer loyalty, influencing purchase intentions, and driving word-of-mouth endorsements. Delgado-Ballester and Munuera-Alemán (2001) also found that trust in the brand is essential for cultivating enduring consumer-brand relationships. In light of this extensive evidence, the subsequent hypothesis is formulated.

H5: There is a positive relationship between trust in fast-fashion brands and satisfaction with those brands.

2.7.3   Engagement with the brand

The concept of engagement with the brand has garnered significant attention in the realm of modern marketing scholarship. Substantial research has revealed a strong link between sustainability communication, trust in the brand, and consumer engagement, particularly regarding sustainability initiatives. The dissemination of sustainability communication via social media channels has been shown to notably impact the credibility of the brand, aligning with the insights from Erdem and Swait (2004) regarding the critical role of trust in the brand in shaping consumer perceptions and fostering loyalty. Therefore, it stands to reason that enhanced consumer involvement might stem from a positive association between trust in the brand and awareness of sustainability efforts communicated through social media. Accordingly, the ensuing hypothesis is proposed:

H6: Engagement with fast-fashion brands is positively correlated with satisfaction with those brands.

2.7.4   Satisfaction with the brand

Consumer satisfaction holds a central role in the dynamic landscape of the fast-fashion industry, with a wealth of research underscoring its profound impact on brand loyalty. Notably, studies like Kim, Kim, and An's (2012) investigation have substantiated a robust and favorable link between brand satisfaction and brand loyalty within the fast fashion sector. Their empirical findings unveil that contented consumers exhibit a heightened propensity for brand loyalty, with this allegiance being notably shaped by the quality of their experiences with the brand. Echoing these insights, Anderson and Mittal's (2000) work underscores the criticality of consumer satisfaction as a primary catalyst for brand loyalty, positing that satisfied customers are more prone to sustain their loyalty to the brand over time (Kim, Kim, & An, 2012; Anderson & Mittal, 2000). Thus, the following hypothesis is developed;

H7: Satisfaction with fast-fashion brands is positively related to brand loyalty towards these brands.

CHAPTER 3

3. METHODOLOGY AND FINDINGS

In the forthcoming chapter, the research methodology adopted for this study is expounded upon. It rationalizes the selection of approaches and methods in alignment with the study's objectives, while also underscoring the significance of adhering to stringent quality criteria and addressing potential ethical concerns inherent in the research process.

3.1 Brand Loyalty within the Context of Social Media and Fast-Fashion

The additional definitions, provided by Anderson & Sullivan (1993), Dick & Basu (1994), Fornell et al. (1996), Morgan & Hunt (1994), and Yoo & Donthu (2001), into the table on brand loyalty enriches the understanding of this multidimensional construct. These definitions, sourced from reputable scholarly articles, offer diverse perspectives on brand loyalty, and contribute to a comprehensive exploration of its nature and characteristics.

Anderson & Sullivan (1993) emphasize the significance of repurchase intentions and behavioral loyalty as indicators of brand loyalty. Their definition highlights the importance of customers' intentions to continue purchasing from a specific brand, reflecting their commitment to maintaining a loyal relationship. Brand loyalty is defined by Dick & Basu (1994) as the promise to return for a favored good or service in the future. They highlight the long-term aspect of brand loyalty by stating that consumers who are devoted to a brand would not consider other options. Fornell et al. (1996) shed light on the repeated purchasing behavior and resistance to switching exhibited by brand loyal customers. Their definition emphasizes customers' consistent

patronage of a particular brand and their reluctance to switch to alternative brands, underscoring the depth of their loyalty. Morgan & Hunt (1994) examine the role of positive attitudes and customer satisfaction in driving repeated purchase behavior, thereby contributing to brand loyalty. Their definition highlights the interplay between favorable attitudes, customer satisfaction, and the propensity to engage in repeat purchases, reinforcing the notion of loyalty as an outcome of positive experiences. Yoo & Donthu (2001) explore the connection between brand loyalty and customers' willingness to make repeated purchases and recommend the brand to others. Their definition underscores the social dimension of brand loyalty, as customers not only exhibit repeat purchase behavior but also become advocates who actively promote the brand to others. By incorporating these definitions into the table, a comprehensive understanding of brand loyalty is achieved, encompassing various dimensions such as repurchase intentions, commitment, repeated purchasing behavior, resistance to switching, positive attitudes, customer satisfaction, willingness to make repeated purchases, and brand recommendation. The diverse perspectives offered by these prominent researchers provide a foundation for further exploration and analysis of brand loyalty in academic research and practical contexts. Brand loyalty has garnered significant attention in recent years in the realm of social media and fast-fashion, primarily due to the growing impact of social media platforms on consumer behavior and the rapid expansion of the fast-fashion industry. With consumers increasingly relying on social media for information, inspiration, and engagement, it has become an essential platform for brands to establish and nurture customer loyalty. Within the fast-fashion sector, known for its rapid trends and affordable clothing options, brands face unique challenges in cultivating and retaining customer loyalty amidst fierce competition.

Numerous research papers have examined the connection between social media and brand loyalty in the fast-fashion industry. For instance, research by Luarn & Lin (2005) on the impact of online brand communities on brand loyalty highlights the function of social media platforms in creating a feeling of community and belonging among consumers. According to their findings, brand loyalty was positively impacted by active participation in online brand communities. In a similar vein, Kim & Ko (2012) investigated how various social media marketing techniques affected fast-fashion brands' loyalty. They found that interacting with consumers on social media channels through promos, competitions, and interactive content greatly increased

brand loyalty. Additionally, scholars have endeavored to discern the elements that mold brand allegiance inside the domains of social media and fast-fashion. In the context of social media marketing, Chang & Wang (2011) looked at the effects of brand experience and trust on brand loyalty. According to their research, a strong sense of brand trust and favorable brand experiences were key factors in fostering consumer loyalty. Furthermore, Hsieh, Pan, & Setiono (2004) investigated how fast-fashion customers develop loyalty to the brand through satisfaction with the brand and reputation. Their research revealed that two key elements in building brand loyalty were a positive brand reputation and a high degree of satisfaction. These research findings clarify the complex interplay between social media, fast fashion, and loyalty to the brand. In the constantly changing world of social media and fast fashion, companies may better understand and effectively manage the dynamics of brand loyalty by considering the effects of social media platforms, engagement methods, brand experience, trust in the brand, reputation, and satisfaction with the brand.

3.2 Satisfaction with the brand

Consumer perceptions of a brand, shaped by their emotional and rational responses to their interactions with the brand, are defined as satisfaction with the brand. This reflects the degree to which a brand meets or surpasses consumer expectations, fostering a positive emotional state and overall contentment with the brand (Aaker, 1991). When a brand consistently meets or exceeds these expectations, it achieves favorable brand-related outcomes, encapsulating the concept of brand satisfaction. Such satisfaction encompasses appraisals of the brand's value, its effectiveness in fulfilling customer needs and desires, and its overall performance (Homburg & Giering, 1999).

Satisfaction with the brand is influenced by both cognitive and affective assessments. Cognitive assessments are reasoned evaluations of a brand's features, benefits, and attributes, whereas affective assessments capture the emotional reactions and personal feelings toward the brand (Mittal, 2004). Satisfaction with the brand significantly bolsters customer loyalty, positively influencing both the likelihood of repeat purchases and the inclination to recommend the brand to others. Customers content with a brand are prone to develop robust loyalty and engage in repeated transactions (Oliver, 1997). Additionally, satisfaction with the brand is instrumental in

cultivating and augmenting brand equity, as content customers view the brand as valuable and credible, and a preferred choice over competitors. Satisfying brand experiences that lead to contentment can amplify loyalty to the brand, spur positive recommendations, and enhance brand equity (Keller, 2009).

Table 3.1 Definitions of Satisfaction with the brand

Author, Year	Definition
Aaker (1991)	Brand satisfaction refers to the extent to which a consumer's experience with a brand meets or exceeds their expectations, resulting in positive effect and overall contentment.
Oliver (1997)	Brand satisfaction represents the consumer's cognitive and emotional evaluation of a brand based on their experiences and perceptions of its performance and value.
Homburg (1999)	Brand satisfaction denotes the consumer's fulfilment of their desired brand-related outcomes, resulting from the brand's ability to meet or surpass their expectations.
Mittal (2004)	Brand satisfaction is the consumer's overall assessment of the brand's ability to fulfil their needs and desires, encompassing both cognitive evaluations and emotional responses.
Keller (2009)	Brand satisfaction represents the consumer's positive evaluative judgment of a brand, resulting from their perception of the brand's performance in meeting their expectations.

In summary, the various delineations of satisfaction with the brand as set forth by distinguished scholars provide a multifaceted view of this construct. Aaker (1991) focuses on the importance of fulfilling or exceeding consumer expectations, which engenders positive emotions and a sense of overall contentment with the brand. Oliver (1997) highlights the importance of both cognitive and affective assessments in shaping consumers' satisfaction based on their experiences and perceptions of the brand. Homburg and Giering (1999) point to achieving desired outcomes related to the brand as a key aspect of satisfaction, while Mittal (2004) spotlights the assessment of a brand's effectiveness in satisfying consumer needs and preferences. Finally, Keller (2009) draws attention to the significance of favorable evaluative judgment, which is based on the brand's ability to meet consumer expectations. These varying viewpoints

underscore the dynamic relationship between consumer expectations, brand experiences, and perceived brand performance, all of which are integral to cultivating satisfaction with the brand. Understanding these perspectives is crucial for marketers and researchers who aim to improve satisfaction with the brand, foster consumer loyalty, and build strong brand equity.

3.2.1 Satisfaction with the Brand in the context of social media and Fast Fashion

In recent times, satisfaction with the brand has garnered significant interest, especially in the domains of social media and fast fashion. The rise of social media has transformed the ways consumers interact with and perceive brands, with the fast fashion industry being a prime example. Research has explored the relationship between social media engagement, satisfaction with the brand, and consumer behavior. Kim & Ko (2012) found that active participation on social media channels can lead to greater satisfaction with the brand among fast fashion consumers. Lee & Youn (2009) observed that consumers engaging with fast fashion brands on social media tend to report higher satisfaction levels than those who engage less. These insights indicate that social media offers a unique platform for fast fashion brands to cultivate deeper brand-consumer connections, thereby enhancing satisfaction with the brand. Furthermore, Park & Kim (2019) highlighted the role of the quality of social media content in influencing satisfaction with the brand, pointing out the necessity of providing relevant and engaging content. In essence, the integration of social media into the fast fashion sector provides opportunities for brands to amplify satisfaction with the brand through interactive engagement and compelling content delivery.

3.3 Research Approach and Method

In an effort to fill in gaps in the research, this study examined the theory of brand loyalty, brand satisfaction, and their drivers. It also looked at how knowledge of fast-fashion companies' sustainability initiatives affected these theoretical constructs. Given the study's theoretical foundation derived from previous academic literature, a deductive research approach was employed. In deductive research, existing theories and research serve as a basis for hypothesis development, forming the framework for

data collection (Bryman & Bell, 2015). Based on this logical viewpoint, quantitative research was the most appropriate research approach for this study since it allows for data collection via an online survey that participants self-administer. Quantitative methods enable the collection and analysis of large data sets, which is vital for examining the relationships between different variables. This approach is also well-suited for testing theoretical frameworks, aligning with the objectives of this research. Bryman and Bell's (2015) assertion that quantitative strategies are particularly apt for deductive research further validates the use of these methods for the current study.

Exploratory and conclusive research designs are the two main categories into which Malhotra (2010) divides marketing research designs. According to Malhotra (2010), conclusive research designs are especially concerned with testing hypotheses and investigating correlations between variables through the analysis of quantitative data derived from a sizable sample size. It was determined that a conclusive research design was the best option given the goals of this investigation. In the context of conclusive research, the design can also be classified as a descriptive research design, which is categorized under quantitative research methodologies because it seeks to draw conclusions from a sizable amount of data that has been gathered. In order to guarantee that the collected data would accurately represent the population, the requirements of descriptive research were satisfied by careful survey planning and organization (Malhotra, 2010). In addition, a cross-sectional design was used in the context of descriptive research. The cross-sectional approach, which collects data at a particular point in time, is a good fit for the current study's objectives (Malhotra, 2010). Figure 3.1 depicts the research strategy and design used in this study.
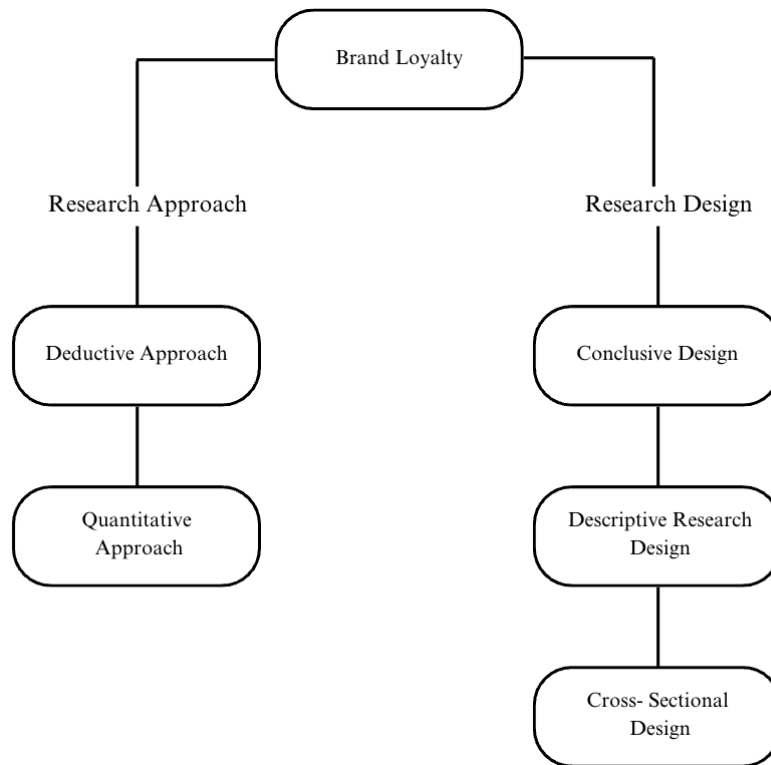
Figure 3.1. Approach and Methodology

This study was underpinned by a comprehensive literature review. The utilization of these resources ensured the inclusion of high-quality sources, including articles from peer-reviewed journals. The selection of filters for the literature review was contingent upon the specific research topic at hand. Key search terms encompassed "fast-fashion," "sustainability efforts," "sustainability," "brand loyalty," and "brand satisfaction." To provide an engaging and current backdrop for the problem discussion, the study predominantly drew from recent journal publications. The literature review incorporated a spectrum of sources, encompassing both older and newer journals to present an informed perspective on the evolution of relevant theories. Nonetheless, it is maintained a strict reliance on peer-reviewed journals to uphold the scholarly rigor of the research.

3.4 Data Sources and Sampling Process

In this study, the data gathering was executed through an online questionnaire designed and deployed via Google Forms. The survey was strategically shared across multiple social media channels such as Snapchat, WhatsApp, and Instagram and was

further propagated by participants, ensuring a broad and randomized sample of respondents. The objective was to scrutinize the influence of shared sustainability communication on loyalty to the brand and its precursors within the fast-fashion sector, employing a quantitative methodology for data acquisition and subsequent analysis.

This methodology aligns with the practicality and accessibility associated with online surveys, offering a convenient means of data collection that can reach a broad and geographically diverse audience, reflecting the context of social media usage in the fast-fashion industry. By distributing the survey through these platforms, the study sought to engage participants from different demographic backgrounds, enhancing the representativeness of the data within the fast-fashion sector and specifically on social media platforms. The selection of random individuals for participation in the survey was a deliberate choice to ensure the minimization of bias and the robustness of the findings, especially when examining brand loyalty and its antecedents (Bryman, 2016). Random sampling is an established method for reducing systematic errors and enhancing the external validity of research outcomes, which is crucial in this study seeking to understand the dynamics of loyalty in the fast-fashion industry through social media channels (Trochim & Donnelly, 2008).

The combination of the online survey and random sampling techniques underscores the methodological rigor and robustness of the data sources in this thesis, facilitating a comprehensive and insightful analysis of the research topic within the context of the fast-fashion industry and social media platforms.

3.5 Data Collection Method

Strategically dispersed throughout multiple social media sites, an online survey administered via Google Forms was utilized to gather data for this study. The purpose of the survey was to investigate how brand loyalty in the fast-fashion sector is affected by information about sustainability initiatives and its precursors. The methods and techniques used in the data collection process are described in this section.

3.5.1   Survey Design

An online survey was chosen as the primary data collection method due to its accessibility and efficiency, aligning with the online and social media context of the study (Dillman, Smyth, & Christian, 2014). The survey questionnaire was

meticulously designed to address the research questions and objectives, with a focus on variables related to brand loyalty, brand satisfaction, sustainability efforts, and consumer perceptions.

3.5.2 Survey Introduction

The survey included a brief introductory section that provided context for the research and presented an overview of the fast-fashion industry. This introductory text served to acquaint participants with the purpose of the study.

3.5.3 Survey Distribution

The survey was created on Google Forms and then shared on a range of social media platforms, including Snapchat, WhatsApp, and Instagram. This diverse selection of platforms aimed to engage a wide and heterogeneous audience reflective of the fast-fashion industry's consumer base. The distribution strategy involved sharing the survey link through both public posts and direct messaging to reach a variety of participants.

3.5.4 Data Collection Process

The survey commenced with a series of questions covering various topics such as sustainability communication, satisfaction with the brand, loyalty to the brand, trust in the brand, and engagement with the brand. Responses were measured using a Likert scale, ranging from "1 strongly disagree" to "5 strongly agree," to gauge participants' attitudes toward each construct. To enhance the validity and reliability of the survey, multiple sub-questions were employed to assess each variable thoroughly.

3.5.5 Demographic Information

The latter part of the survey comprised questions requesting demographic information from the participants, including gender, profession, age, and their current place of residence. Participants were provided with an open-answer option for the question regarding their place of residence.

3.5.5.1 Methodological Approach: Demographic Profile and Sample Characteristics

The methodology of this study was meticulously designed to capture a comprehensive understanding of consumer behavior within the fast-fashion industry, with a particular focus on sustainability communication through social media. The sample consisted of 299 participants, a diverse group that provided a broad spectrum of insights into the research questions. The demographic breakdown revealed a majority of young adult females, predominantly students, reflecting the target demographic of many fast-fashion brands. This age and gender distribution are crucial as they offer a glimpse into the purchasing patterns and social media usage that are central to fast-fashion consumer dynamics. Geographically, the sample was notably concentrated in Nigeria and Turkey, adding an interesting dimension to the study by incorporating perspectives from these regions, which are significant markets for the fast-fashion industry.

3.5.6 Social Media Usage

The frequency of social media use among the participants was also inquired about, including response choices such as "Several times per day," "once per day," "once every 1-3 days," "once every week," "once every month," or "never." In addition, participants were asked if they followed fast-fashion firms on social media, offering them the choice to reply "yes" or "no." The next question on the survey asked, "On which social media platform do you follow a fast-fashion brand?" if the person selected "yes." The choices were "Twitter," "Facebook," "Instagram," or "Other." This study's data gathering strategy made use of social media sites and online surveys to compile a representative and varied dataset. The utilization of random sampling further fortified the credibility and generalizability of the research findings. The high frequency of social media usage among the participants, with a vast majority engaging several times per day, underscores the relevance of these platforms in shaping brand perceptions and consumer engagement. This demographic and behavioral profile of the sample people provided a solid foundation for analyzing the impact of sustainability communication on consumer trust, satisfaction, loyalty, and engagement with fast-fashion brands.

3.6 Operationalization and preliminary Tests

Operationalization is the process of defining abstract constructs and turning them into concrete and measurable variables, ensuring that they can be effectively examined

and analyzed within the context of empirical research. (Babbie, 2016, p. 84). In addition to outlining the preliminary testing done to guarantee the validity and reliability of the measurement items, this part offers a thorough description of the operationalization of variables in the current study. This study examines a spectrum of variables, encompassing engagement with the brand, trust in the brand, satisfaction with the brand, loyalty to the brand, and sustainability communication.

3.6.1 Operationalization of Variables

The operationalization of each variable in the study aligns with the principles of measurement and the items utilized in the survey. The design of the survey questions drew inspiration from Anna Wiberg's study, "Seeking Loyalty on Social Media," which served as a valuable reference (Wiberg, 2019).

3.6.1.1 Sustainability Communication

Sustainability communication was operationalized by assessing the degree to which participants were informed about the sustainability practices of fast-fashion brands through interactions on social media. This variable measures the level of exposure to content related to sustainability on digital platforms.

3.6.1.2 Loyalty to the Brand

Loyalty to the brand was operationalized by evaluating participants' intentions to persist in their interactions with fast-fashion brands on social media, with particular attention to the brands' sustainability efforts.

3.6.1.3 Satisfaction with the Brand

Satisfaction with the brand was operationalized by gauging the extent of participants' contentment with the fast-fashion brands they follow and interact with on social media, especially regarding sustainability communications.

3.6.1.4 Trust in the Brand

Trust in the brand was operationalized through the evaluation of participants' beliefs in the trustworthiness and dependability of fast-fashion brands, particularly in

how they convey and act on their sustainability pledges, as informed by Anna Wiberg's scholarly contributions.

3.6.1.5 Engagement with the Brand

Engagement with the brand was operationalized by quantifying the level of participants' active involvement with fast-fashion brands on social media, specifically in response to sustainability-related information.

3.6.2 Preliminary Tests

Prior to the main statistical evaluation, preliminary examinations were carried out to verify the reliability of the survey items for each specified variable. These examinations included reliability analyses, notably Cronbach's alpha, conducted using SPSS to determine the internal consistency of the scales as recommended by Hair, Black, Babin, & Anderson (2014). An initial reliability check using responses from 30 survey participants was completed to confirm reliability, with the results shown in table 3.2, ensuring that the survey items for each variable were reliable and internally consistent.

Table 3.2: Reliability Statistics of initial 30 Survey respondents.

Reliability Statistics

Cronbach's Alpha	N of Items
.448	27

The operationalization process, influenced by the work of Anna Wiberg and grounded in established measurement theories, is essential for accurately reflecting the constructs being studied. These preliminary reliability checks enhance the credibility of the survey instruments, certifying their uniformity and dependability for the subsequent stages of analysis.

Table 3.3 presents the operationalization framework, detailing the survey items adapted from Wiberg's (2019) research. This table offers a comprehensive summary of the constructs assessed within the survey, showcasing the scale types utilized, the operational definitions, and the integration of both the original and the tailored survey items for this study.

Table 3.3 Operationalization Table

	Definition of Variable	Adapted Items	Scale type	Reference
Sustainability Communication	Communication refers to how a brand transmits its identity and values to consumers through various channels to foster awareness and relationships (Keller, 2009).	I believe this fast-fashion brand should enclose information about its sustainable efforts with its customers on social media.	LIK	Wiberg (2019)
		It is important to me that this fast-fashion brand shares information about their sustainability efforts with its customers.		
		Information about sustainability efforts of the fast-fashion brand is useful for me as a customer.		
		Information about sustainability efforts of the fast-fashion brand would attract me.		
Brand Loyalty	Loyalty is the tendency of consumers to continuously purchase one brand's products over others due to their trust and satisfaction with the brand (Oliver, 1999).	I would consider myself more loyal to this fast-fashion brand.	LIK	Wiberg (2019)
		I would continue buying from this fast-fashion brand on the next opportunity.		
		I would choose this fast-fashion brand to a higher degree in the future.		
		I would recommend this fast-fashion brand to a higher degree to other people.		
Satisfaction with the brand	Satisfaction is a customer's favorable evaluation of their experience with a brand, reflecting how well the brand meets or exceeds their expectations (Kotler & Keller, 2016).	I would consider myself more satisfied with this fast-fashion brand.	LIK	Wiberg (2019)
		I would consider that this fast-fashion brand meets my expectations to a higher degree.		
		I would consider myself more satisfied with the way this fast-fashion brand fits my needs.		
		I would consider myself more satisfied with the way this fast-fashion brand meets my requirements.		

	Definition of Variable	Adapted Items	Scale type	Reference
Trust With the brand	Brand trust is the confidence a consumer has in a brand's reliability and integrity (Chaudhuri & Holbrook, 2001).	I would consider to a higher degree that this fast-fashion brand is honest.	LIK	Wiberg (2019)
		I would believe in this fast-fashion brand to a higher degree.		
		I would feel more confidence in this fast-fashion brand.		
		I would trust this fast-fashion brand to a higher degree."		
Enagegement with the brand	Brand engagement represents a customer's emotional and cognitive attachment to a brand, often expressed through interactive participation (Brodie et al., 2011).	I would increase my interaction with others, about this fast-fashion brand on social media.	LIK	Wiberg (2019)
		I would share this information with others to a higher degree, about this fast-fashion brand on social media."		
		I would post comments to a higher level, to this fast-fashion brand's social media pages.		
		I would increase my participation, as a member of the community of this fast-fashion brand on social media.		

3.7 Data Analysis Method

To organize and analyze the data collected in this research, IBM SPSS Statistics software was employed. To maintain a systematic record of all variables, an initial phase involved the creation of a comprehensive codebook. Subsequently, the dataset comprising responses from 299 participants was imported into SPSS, where each variable underwent detailed definition. The data underwent thorough screening and cleaning procedures, resulting in a refined dataset of 299 responses. An examination was conducted to ensure that no variables fell outside the expected range, accomplished by scrutinizing the minimum and maximum values. Upon analysis, it was confirmed that all variables were within the anticipated range. Additionally, a

meticulous check for missing data was conducted, revealing the absence of any missing values in the dataset. This comprehensive data preparation process ensures the reliability and integrity of the dataset for subsequent analyses.

The study's reliability was then carefully evaluated to guarantee the survey data's internal consistency. This required performing a reliability test, which is usually carried out using the Cronbach's alpha test, a well-known indicator of internal consistency. As per accepted study guidelines, a Cronbach's alpha coefficient more than 0.7 is considered acceptable; values greater than 0.8 are especially desirable (George & Mallery, 2003).

3.7.1 Statistical Analysis Methodology and Results Overview

The initial step in the analysis was the reliability assessment, where Cronbach's alpha was computed for five distinct variables to gauge the internal consistency of the survey items, ensuring their reliability for further analysis.

Following this, descriptive statistics were employed to provide a succinct summary of the dataset, detailing the central tendencies, variability, and distribution shape through means, standard deviations, and ranges, thus offering a snapshot of the overall data characteristics.

Subsequent analysis focused on the frequency of survey responses, tallying the occurrences of each response option to map out the distribution pattern and highlight prevalent trends among the collected data.

The analysis progressed to correlation assessment, which explored the relationships between variables by measuring the strength and direction of their associations. This step was crucial for identifying potential interdependencies between the variables under study.

The ANOVA (Analysis of Variance) was then applied to ascertain the statistical significance of differences between the means of various groups, providing insights into the impact of different factors on the variables.

Coefficient analysis followed, aimed at quantifying the linear relationships between variables. This involved calculating coefficients that represent the degree to which one variable changes in relation to another, offering a deeper understanding of these interactions.

Regression analysis was subsequently conducted to model the relationships between a dependent variable and one or more independent variables. This method is instrumental in predicting outcomes based on the independent variables, elucidating how changes in these variables affect the dependent variable.

The analytical process culminated in factor analysis, a technique designed to uncover latent structures within the variables by grouping them into factors based on their correlations. This approach simplifies the data by reducing it to a smaller set of underlying factors, thus clarifying the relationships among the observed variables.

3.8 Quality Criteria

In the pursuit of maintaining a robust research quality, it is imperative to incorporate well-established measures of validity and reliability, as emphasized by Bryman & Bell (2015). The current study meticulously employed both validity and reliability tests to ensure the integrity of the research findings. Validity, as elucidated by Saunders et al. (2016), encompasses the appropriateness of measures, accuracy in result analysis, and the generalizability of findings. This multifaceted concept can be further delineated into internal and external validity. Internal validity gauges the existence of a causal relationship between variables, while external validity assesses the generalizability of study results across different contexts (Bryman & Bell, 2015; Saunders et al., 2016). Measures of both face and concept validity were used in this investigation. Face validity— a measure of how well a survey captures the intended idea—was determined by pre-test, which is consistent with findings from Aaker et al. (2011). A Pearson's correlation test was used to confirm construct validity, which is important when hypotheses are derived from prior ideas (Aaker et al., 2011; Bryman & Bell, 2011). In order to confirm that participants understood the questions and that the measurements were in line with the desired goals, reliability (which refers to a study's reproducibility and consistency) was evaluated (Saunders et al., 2016). One often used metric, the Cronbach's alpha coefficient, was used to examine if a series of questions measured the same underlying construct (Pallant, 2010). This comprehensive approach to ensuring validity and reliability underscores the study's commitment to maintaining a high-quality research standard.

3.9 Ethical Consideration

In the realm of business research, scholars frequently engage in studies that necessitate public participation, thereby raising ethical concerns regarding the behavior and rights of individuals involved in the data collection process. Upholding ethical standards is paramount in such studies, and the current research, in alignment with these principles, adhered to specific social norms appropriate for the given context. It is imperative, as highlighted by Resnik (2011), that study materials do not compromise the confidentiality of survey respondents. To address this, the data collection process in this study was meticulously designed to be entirely anonymous, with no questions posed that could potentially unveil the participants' identities. Respecting individuals' privacy, especially given its high value, is crucial in questionnaire design. To ensure both accuracy and ethical responsibility, the survey underwent pre-testing, a practice advocated by Fowler Jr. (2013). Pre-testing is essential as it allows for the identification and rectification of potentially intrusive or sensitive questions before the survey is administered to the larger audience. In the realm of informed consent, a concern often associated with observational research, it is equally applicable to data collection methods, as observed in the present study. A lack of consent could stem from participants feeling uninformed about the nature of the study, the researcher's identity, or the anonymity aspect of participation. To address this, the survey in this study included a comprehensive introduction outlining the research's purpose, revealing the researcher's identity, and emphasizing the anonymity available to participants. This transparent approach, as advocated by Bryman & Bell (2015), empowers participants to make informed decisions regarding their involvement in the survey, promoting ethical research practices.

3.10 Time Schedule

The research was meticulously conducted over a nine-month period, with significant achievements in each phase. In the first month, the study began with adapting the survey and distributing it to 30 individuals. Responses were promptly received within a day, facilitating the execution of a reliability analysis. Once the survey's reliability was confirmed, it was further disseminated, and over the following two weeks, it garnered 299 responses, exceeding the initial target of 270. Concurrently, the literature review was undertaken, laying a solid foundation by delving into existing studies and theoretical frameworks pertinent to the subject. The subsequent two

months were dedicated to methodological development, focusing on establishing the research design, data collection techniques, and analytical strategies. The following two months were then allocated to analyzing the results and discussing the findings, where the data were thoroughly examined to derive meaningful insights and address the research objectives. This structured and phased approach enabled a comprehensive exploration and ensured the successful completion of the study within the allocated timeframe.

CHAPTER 4

4. RESULTS AND ANALYSIS

4.1 Results and Analysis

In this section, the empirical data collected through the survey is presented. Initially, descriptive statistics will be outlined, accompanied by assessments of reliability and validity. Subsequently, we delve into hypothesis testing, and conclude with additional insights unearthed during the analysis.

4.1.1 Reliability Analysis

Reliability analysis plays a pivotal role in ensuring the consistency and dependability of measurement scales in quantitative research. In this study, the internal consistency of scales measuring brand information, brand loyalty, brand trust, and brand engagement was evaluated using Cronbach's alpha, a widely accepted reliability measure in scale development (Cronbach, 1951). Established criteria were applied to assess the reliability of the measurement instruments, as reliability analysis involves ensuring the stability and consistency of responses to effectively measure intended constructs (DeVellis, 2017). The findings indicated strong internal consistency in the scales, signifying that the items within each scale consistently measured their respective concepts among the respondents (Nunnally, 1978). The rigorous reliability analysis is crucial for establishing the trustworthiness of research findings and adheres to recognized standards, contributing to the overall methodological integrity of the study and enhancing confidence in the subsequent analysis of the impact of social media marketing on brand-related variables (Streiner, 2003).

4.1.1.1 Cronbach Alpha

Table 4.1 Reliability analysis of Sustainability Awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.801	4

The Cronbach's alpha coefficient for brand information is 0.801 and it is greater than the threshold value 0.7. Hence it can be concluded that the items measuring brand information are reliable and internally consistent.

Table 4.2 Reliability analysis of Brand Loyalty

Reliability Statistics

Cronbach's Alpha	N of Items
.836	4

The Cronbach's alpha coefficient for brand loyalty is 0.836 and it is greater than the threshold value 0.7. Hence it can be concluded that the items measuring brand loyalty are reliable and internally consistent.

Table 4.3 Reliability analysis of Satisfaction with the Brand

Reliability Statistics

Cronbach's Alpha	N of Items
.869	4

The Cronbach's alpha coefficient for brand satisfaction is 0.869 and it is greater than the threshold value 0.7. Hence it can be concluded that the items measuring brand satisfaction are reliable and internally consistent.

Table 4.4 Reliability analysis of Trust with the Brand

Reliability Statistics

Cronbach's Alpha	N of Items
.873	4

The Cronbach's alpha coefficient for brand trust is 0.873 and it is greater than the threshold value 0.7. Hence it can be concluded that the items measuring brand trust are reliable and internally consistent.

Table 4.5 Reliability analysis of Engagement with the Brand

Reliability Statistics

Cronbach's Alpha	N of Items
.840	4

The Cronbach's alpha coefficient for brand engagement is 0.840 and it is greater than the threshold value 0.7. Hence it can be concluded that the items measuring brand engagement are reliable and internally consistent.

4.2 Descriptive Statistics

Descriptive statistics play a pivotal role in summarizing and presenting data effectively. They provide a snapshot of key features within a dataset, aiding researchers in the initial exploration of their data. Measures such as mean, median, and mode offer insights into the central tendency, while measures of variability, including range and standard deviation, highlight the spread of values (Trochim & Donnelly, 2008). Descriptive statistics are essential for simplifying complex information and making it more understandable for analysis and interpretation.

Following are the characteristics of the demographic data;

Table 4.6 Sociodemographic Characteristics

Baseline characteristic N=299	n	%	M	SD	*Skew*
Gender			1.43	.516	.499
Female	173	57.9			

			Mean	SD	Skewness
Male	123	41.1			
Prefer Not to Say	3	1.0			
Age			1.44	.951	2.33
18-25	230	76.9			
26-36	34	11.4			
36-45	13	4.3			
46-55	17	5.7			
56-65	4	1.3			
65+	1	.3			
Profession			3.27	1.34	-
Student	197	65.9			.941
Unemployed	18	6.0			
Employed	69	23.1			
Retiree	02	0.7			
Other	13	4.3			
Social Media Usage			4.89	.519	-
Never	2	0.7			5.52
Once Per Day	4	1.3			
Once Per Month	1	.3			
Once Every 1-3 Day	12	4.0			
Sever times Per Day	280	93.6			

Table 4.6 shows a total of 299 participants who were examined to understand the baseline characteristics of the sample. The gender distribution indicated that the majority of respondents identified as female (57.9%), with males comprising 41.1% of the sample. A small fraction (1.0%) chose not to disclose their gender. The distribution appeared slightly skewed toward females (M = 1.43, SD = 0.516, skewness = 0.499). Regarding age groups, participants spanned various categories. The largest proportion fell within the 18-25 age bracket (76.9%), followed by smaller percentages in the 26-36 (11.4%), 36-45 (4.3%), 46-55 (5.7%), 56-65 (1.3%), and 65 and above (0.3%) age categories. The age distribution displayed moderate skewness (M = 1.44, SD = 0.951, skewness = 2.33). Regarding professions, a significant portion of the sample comprised students (65.9%), with smaller proportions identifying as employed individuals (23.1%), unemployed (6.0%), retirees (0.7%), and others (4.3%). The frequency of social media usage among participants varied considerably, with a vast majority reporting frequent usage, particularly several times per day (93.6%). A smaller number reported less frequent usage—once every 1-3 days (4.0%), once per day (1.3%), once per month (0.3%), and a minimal number indicating never using social media (0.7%). The skewness in social media usage was notably high (M = 4.89, SD = 0.519, skewness = -5.52). Overall, the sample primarily consisted of young adults, predominantly females, and with a substantial portion being students.

The findings suggested a trend toward high engagement with social media platforms, particularly among younger participants.
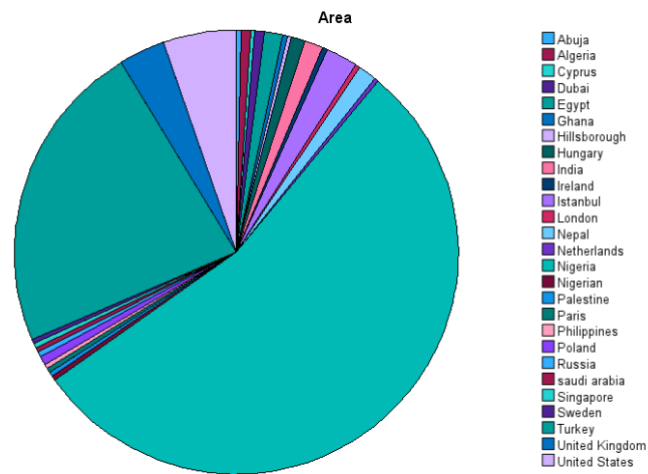
Figure 4.1. Residence reported by Sample Population

Most respondents were located in Nigeria, representing 54.2% of the sample. Following Nigeria, Turkey accounted for 22.7% of participants. The United States and the United Kingdom constituted 5.4% and 3.3%, respectively, of the sample. Other countries displayed smaller percentages, with varying frequencies, encompassing locations such as Egypt (1.3%), India (1.3%), and Istanbul (2.3%), among others. The data highlights a significant concentration of respondents from Nigeria, Turkey, and a few other regions, indicating a diverse geographical spread within the sample. It is important to note that residence was self-reported by survey participants, resulting in some geographical redundancy, such as some reporting "Istanbul" as their place of residence while other reported "Turkey". The possibility of this phenomenon should be considered in the design of any follow-up surveys.
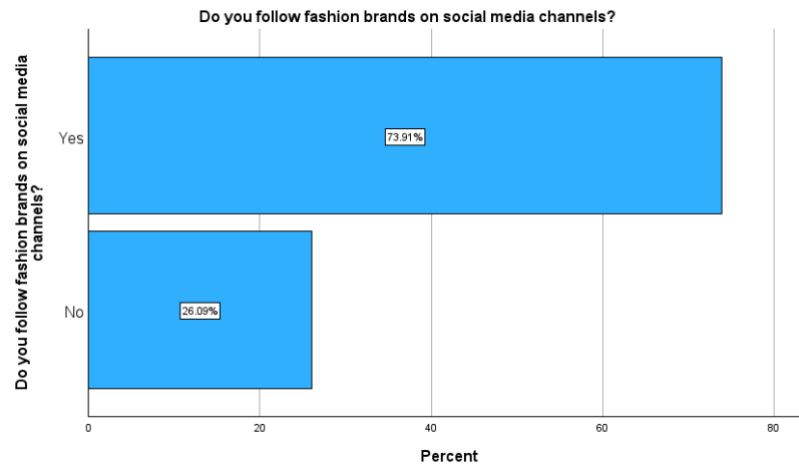
Figure 4.2. Engagement with fashion brands on social media

The bar graph illustrates the responses of participants (N = 299) regarding their engagement with fashion brands on social media channels. The data displays the percentage distribution of individuals based on whether they follow fashion brands on social media or not. Most respondents, accounting for 73.9% of the sample, indicated that they do follow fashion brands on social media channels. In contrast, 26.1% reported not following any fashion brands on social media.
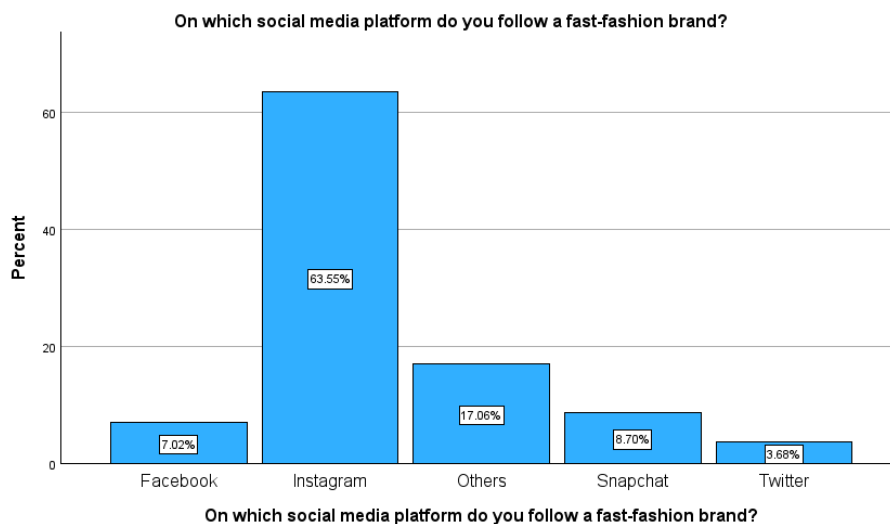
Figure 4.3. On which social media platform do you follow a fast-fashion brand

The bar graph illustrates participants' preferences for specific social media platforms used to follow fast-fashion brands. The data represents the percentage distribution of respondents (N = 299) across various social media channels. The

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findings reveal that Instagram emerged as the most preferred platform for following fast-fashion brands, with 63.5% of respondents actively using this platform for brand engagement. Following Instagram, the next frequently chosen platform was Snapchat, utilized by 8.7% of participants. Additionally, Facebook accounted for 7.0% of users, while Twitter constituted 3.7% for following fast-fashion brands. Notably, an "Others" category encompassing alternative or unspecified platforms represented 17.1% of respondents' choices.

SUSTAINABILITY AWARENESS

Table 4.7 "I Believe This Fast-Fashion Brand Should Enclose Information About Its Sustainable Efforts with Its Customers on social media."

Likert-Scale	n	Percent
Strongly Disagree	12	4%
Disagree	17	5.7%
Neutral	80	26.8%
Agree	126	42.1%
Strongly Agree	64	21.4%

Most respondents, totaling 63.5%, express agreement with the statement that a fast-fashion brand should share information about its sustainable efforts on social media. Specifically, 42.1% agree, and an additional 21.4% strongly agree. In contrast, a combined 9.7% either strongly disagree or disagree with this idea. A notable proportion, 26.8%, remains neutral on the issue. This overall sentiment suggests substantial support among respondents for the fast-fashion brand to communicate its sustainability initiatives through social media channels.

Table 4.8 "It Is Important to Me That This Fast-Fashion Brand Shares Information About Their Sustainability Efforts with Its Customers".

Likert-Scale	n	Percent
Strongly Disagree	10	3.3%
Disagree	17	5.7%
Neutral	82	27.4%
Agree	52	17.4%
Strongly Agree	138	46.2%
Total	299	100%

A substantial majority, totaling 63.6%, either agree (17.4%) or strongly agree (46.2%) with the significance of such communication. Conversely, a combined 9% either strongly disagree or disagree, indicating a smaller proportion with less emphasis on this communication. Additionally, 27.4% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a considerable importance placed on the fast-fashion brand's communication of its sustainability initiatives.

Table 4.9 "Information About Sustainability Efforts of The Fast-Fashion Brand Is Useful for Me As A Customer".

Likert-Scale	n	Percent
Strongly Disagree	8	2.7%
Disagree	24	8%
Neutral	78	26.1%
Agree	140	46.8%
Strongly Agree	49	16.4%
Total	299	100%

A significant majority, comprising 63.2%, either agree (46.8%) or strongly agree (16.4%) that such information is useful. On the contrary, a combined 10.7% either strongly disagree or disagree with the utility of this information, indicating a smaller proportion with a less positive stance. Furthermore, 26.1% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting that customers find value in the fast-fashion brand's communication of its sustainability initiatives.

Table 4.10 "Information about sustainability efforts of the fast-fashion brand would attract me".

Likert-Scale	n	Percent
Strongly Disagree	9	3%
Disagree	16	5.4%
Neutral	82	27.4%
Agree	131	43.8%
Strongly Agree	61	20.4%
Total	299	100%

A substantial majority, comprising 64.2%, either agree (43.8%) or strongly agree (20.4%) that such information would be appealing. On the contrary, a combined 8.4%

either strongly disagree or disagree with the appeal of this information, representing a smaller proportion with a less positive view. Additionally, 27.4% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting that the availability of information about the fast-fashion brand's sustainability efforts could be attractive to customers.

BRAND LOYALTY

Table 4.11 "I Would Consider Myself More Loyal to this Fast-Fashion Brand".

Likert-Scale	n	Percent
Strongly Disagree	12	4%
Disagree	24	8%
Neutral	78	26.1%
Agree	142	47.5%
Strongly Agree	43	14.4%
Total	299	100%

A significant majority, comprising 61.9%, either agree (47.5%) or strongly agree (14.4%) that they would consider themselves more loyal to the brand. On the contrary, a combined 12% either strongly disagree or disagree with the notion of increased loyalty, indicating a smaller proportion with a less positive view. Additionally, 26.1% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a potential link between their loyalty and the perceived attributes of the fast-fashion brand.

Table 4.12 "I Would Continue Buying from Fast Fashion Brand on The Next Opportunity I Get".

Likert-Scale	n	Percent
Strongly Disagree	5	1.7%
Disagree	9	3%
Neutral	66	22.1%
Agree	170	56.9%
Strongly Agree	49	16.4%
Total	299	100%

A significant majority, comprising 73.3%, either agree (56.9%) or strongly agree (16.4%) that they would continue buying from the brand on the next opportunity. Conversely, a combined 4.7% either strongly disagree or disagree with the intent to

continue purchasing, indicating a smaller proportion with a less positive view. Additionally, 22.1% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a likelihood of ongoing patronage with the fast-fashion brand.

Table 4.13 "I would Choose this Fast-Fashion Brand to a Higher Degree in the Future".

Likert-Scale	n	Percent
Strongly Disagree	6	2.7%
Disagree	20	6.7%
Neutral	80	26.8%
Agree	155	51.8%
Strongly Agree	38	12.7%
Total	299	100%

A significant majority, comprising 64.5%, either agree (51.8%) or strongly agree (12.7%) that they would choose the brand to a higher degree in the future. On the contrary, a combined 9.4% either strongly disagree or disagree with the idea of increased future preference, indicating a smaller proportion with a less positive view. Additionally, 26.8% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a likelihood of choosing the fast-fashion brand more prominently in the future.

Table 4.14 "I would recommend this fast-fashion brand to a higher degree to other people".

Likert-Scale	n	Percent
Strongly Disagree	8	2.7%
Disagree	9	3%
Neutral	76	25.4%
Agree	170	56.9%
Strongly Agree	36	12%
Total	299	100%

A significant majority, comprising 69.9%, either agree (56.9%) or strongly agree (12%) that they would recommend the brand to a higher degree. Conversely, a combined 5.7% either strongly disagree or disagree with the idea of recommending the brand, indicating a smaller proportion with a less positive view. Additionally, 25.4% remain neutral on the issue. Overall, the majority of respondents express

positive sentiments, suggesting a high likelihood of recommending the fast-fashion brand to others.

SATISFACTION WITH THE BRAND

Table 4.15 "I would consider myself more satisfied with this fast-fashion brand"

Likert-Scale	n	Percent
Strongly Disagree	8	2.7%
Disagree	9	3%
Neutral	76	25.4%
Agree	170	56.9%
Strongly Agree	36	12%
Total	299	100%

A significant majority, comprising 69.9%, either agree (56.9%) or strongly agree (12%) that they would consider themselves more satisfied with the brand. Conversely, a combined 5.7% either strongly disagree or disagree with the idea of increased satisfaction, indicating a smaller proportion with a less positive view. Additionally, 25.4% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a perceived satisfaction with the fast-fashion brand.

Table 4.16 "I would consider that this fast-fashion brand meets my expectations to a higher degree."

Likert-Scale	n	Percent
Strongly Disagree	10	3.4%
Disagree	16	5.4%
Neutral	68	22.8%
Agree	169	56.7%
Strongly Agree	35	11.7%
Total	298	100%

A significant majority, comprising 68.4%, either agree (56.7%) or strongly agree (11.7%) that they would consider themselves more satisfied with the brand meeting their needs. Conversely, a combined 8.8% either strongly disagree or disagree with the idea of the brand fitting their needs, indicating a smaller proportion with a less positive view. Additionally, 22.8% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting perceived satisfaction with how well the fast-fashion brand aligns with their needs.

Table 4.17 "I Would Consider Myself More Satisfied With The way This Fast-Fashion Brand Fit My Needs"

Likert-Scale	n	Percent
Strongly Disagree	6	2%
Disagree	17	5.7%
Neutral	56	18.9%
Agree	179	60.3%
Strongly Agree	39	13.1%
Total	297	100%

A significant majority, comprising 73.4%, either agree (60.3%) or strongly agree (13.1%) that they would consider themselves more satisfied with the brand meeting their needs. Conversely, a combined 7.7% either strongly disagree or disagree with the idea of the brand fitting their needs, indicating a smaller proportion with a less positive view. Additionally, 18.9% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting perceived satisfaction with how well the fast-fashion brand aligns with their needs.

Table 4.18 "I would consider myself more satisfied with the way this fast-fashion brand meets my requirements."

Likert-Scale	n	Percent
Strongly Disagree	7	2.4%
Disagree	15	5.1%
Neutral	55	18.5%
Agree	184	62%
Strongly Agree	36	12.1%
Total	297	100%

A significant majority, comprising 74.1%, either agree (62%) or strongly agree (12.1%) that they would consider themselves more satisfied with the brand meeting their requirements. Conversely, a combined 7.5% either strongly disagree or disagree with the idea of the brand meeting their requirements, indicating a smaller proportion with a less positive view. Additionally, 18.5% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting perceived satisfaction with how well the fast-fashion brand meets their requirements.

TRUST IN THE BRAND

Table 4.19 "I would consider to a higher degree that this fast-fashion brand is honest."

Likert-Scale	n	Percent
Strongly Disagree	9	3%
Disagree	16	5.4%
Neutral	75	25.3%
Agree	150	50.5%
Strongly Agree	47	15.8%
Total	297	100%

A significant majority, comprising 66.3%, either agree (50.5%) or strongly agree (15.8%) that they would consider the brand to a higher degree as honest. Conversely, a combined 8.4% either strongly disagree or disagree with the idea of the brand being honest, indicating a smaller proportion with a less positive view. Additionally, 25.3% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a perceived honesty of the fast-fashion brand.

Table 4.20 "I would believe in this fast-fashion brand to a higher degree."

Likert-Scale	n	Percent
Strongly Disagree	8	2.7%
Disagree	19	6.4%
Neutral	73	24.7%
Agree	165	55.7%
Strongly Agree	31	10.5%
Total	296	100%

A significant majority, comprising 66.2%, either agree (55.7%) or strongly agree (10.5%) that they would believe in the brand to a higher degree. Conversely, a combined 9.1% either strongly disagree or disagree with the idea of the brand being credible, indicating a smaller proportion with a less positive view. Additionally, 24.7% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a perceived credibility of the fast-fashion brand.

Table 4.21 "I would feel more confidence in this fast-fashion brand."

Likert-Scale	n	Percent
Strongly Disagree	7	2.4%
Disagree	11	3.7%
Neutral	77	25.9%
Agree	164	54.9%
Strongly Agree	39	13.1%
Total	297	100%

A substantial majority, comprising 68%, either agree (54.9%) or strongly agree (13.1%) that they would feel more confident with the brand. Conversely, a combined 6.1% either strongly disagree or disagree with the idea of feeling confident, indicating a smaller proportion with a less positive view. Additionally, 25.9% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a perceived confidence in the fast-fashion brand.

Table 4.22 "I would trust this fast-fashion brand to a higher degree."

Likert-Scale	n	Percent
Strongly Disagree	9	3.1%
Disagree	19	6.4%
Neutral	71	24.1%
Agree	159	53.9%
Strongly Agree	37	12.9%
Total	295	100%

A significant majority, comprising 66.8%, either agree (53.9%) or strongly agree (12.9%) that they would trust the brand to a higher degree. Conversely, a combined 9.5% either strongly disagree or disagree with the idea of the brand being trustworthy, indicating a smaller proportion with a less positive view. Additionally, 24.1% remain neutral on the issue. Overall, the majority of respondents express positive sentiments, suggesting a perceived trustworthiness in the fast-fashion brand.

ENGAGEMENT WITH THE BRAND

Table 4.23 "I would increase my interaction with others, about this fast-fashion brand on social media."

Likert-Scale	n	Percent
Strongly Disagree	9	3.1%
Disagree	23	7.8%
Neutral	96	32.5%
Agree	145	49.2%
Strongly Agree	22	7.5%
Total	295	100%

A significant majority, comprising 56.7%, either agrees (49.2%) or strongly agrees (7.5%) that they would enhance their engagement. Conversely, a combined 10.9% either strongly disagree or disagree with the idea of increasing interaction, indicating a smaller proportion with a less positive view. Additionally, 32.5% remain

neutral on the issue. Overall, the data suggests a strong inclination among respondents to amplify their social media interaction related to the fast-fashion brand.

Table 4.24 "I would share this information with others to a higher degree, about this fast-fashion brand on social media."

Likert-Scale	n	Percent
Strongly Disagree	1	0.3%
Disagree	33	11.1%
Neutral	111	37.4%
Agree	126	42.4%
Strongly Agree	26	8.8%
Total	297	100%

The results indicates that most respondents are either neutral or positive about sharing information on social media regarding a fast-fashion brand. Only a small minority of 0.3% strongly disagree with sharing such information, while 11.1% disagree. The largest group, 42.4%, agrees with sharing information, and 8.8% strongly agree. This suggests that there is a general willingness among the participants to engage with and disseminate information about fast-fashion brand online.

Table 4.25 "I would post comments to a higher level, to this fast-fashion brand's social media pages."

Likert-Scale	n	Percent
Strongly Disagree	17	5.7%
Disagree	58	19.5%
Neutral	103	34.7%
Agree	95	32%
Strongly Agree	24	8.1%
Total	297	100%

A significant portion, comprising 40.1%, either agrees (32%) or strongly agrees (8.1%) that they would enhance their engagement. Conversely, a combined 25.2% either strongly disagree or disagree with the idea of increasing interaction, indicating a smaller proportion with a less positive view. Additionally, 34.7% remain neutral on the issue. Overall, the data suggests a moderate level of intention among respondents to amplify their social media interaction related to the fast-fashion brand.

Table 4.26 "I would increase my participation, as a member of the community of this fast-fashion brand on social media."

Likert-Scale	n	Percent
Strongly Disagree	121	40.9%
Disagree	42	14.2%
Neutral	96	32.4%
Agree	121	40.9%
Strongly Agree	24	8.1%
Total	296	100%

A substantial portion, comprising 49%, either agrees (40.9%) or strongly agrees (8.1%) that they would enhance their involvement. On the contrary, a combined 55.1% either strongly disagree or disagree with the idea of increasing participation, indicating a larger proportion with a less positive view. Additionally, 32.4% remain neutral on the issue. Overall, the data suggests a mixed sentiment among respondents, with a significant number expressing reluctance to increase their engagement in the fast-fashion brand's social media community.

4.3 Pearson's Correlation Analysis

Pearson's correlation analysis, a widely employed statistical method, serves as a robust tool for quantifying the strength and direction of linear relationships between two continuous variables. This analysis yields a correlation coefficient denoted as "r," which spans from -1 to 1, offering insights into the nature of associations between the variables under investigation (Norman & Streiner, 2014). A positive "r" implies a direct relationship, indicating that as one variable increases, the other tends to increase as well. Conversely, a negative "r" suggests an inverse relationship, where an increase in one variable corresponds to a decrease in the other (Newbold et al., 2018). The study will employ Pearson's correlation analysis as a fundamental statistical tool for the thorough examination and testing of the hypotheses presented. This method will systematically explore potential linear relationships among the key variables in the research, offering a robust framework for hypothesis testing. The utilization of Pearson's correlation is expected to facilitate a deeper understanding of the associations within the dataset, aligning with established practices in statistical analysis. This methodological approach is anticipated to bolster the reliability and validity of the research findings, thereby contributing to a more comprehensive understanding of the relationships under investigation.

4.4 ANOVA

Analysis of Variance (ANOVA) is a statistical technique employed to compare the means of three or more groups, assessing whether any significant differences exist among them. This method is crucial for determining if at least one group mean diverges significantly from the others, thus facilitating the detection of substantial variances between group means. As such, ANOVA serves as an instrumental tool in research for evaluating the effects of various factors on a dependent variable and will be utilized in this study to test the associated hypotheses (Field, 2013).

4.5 Coefficient Analysis

Coefficients in statistical analyses represent the magnitude and direction of the relationship between variables. In linear regression, for instance, the coefficient indicates how much the dependent variable is expected to change when the independent variable changes by one unit, providing insights into the strength and nature of the linear relationships within the data (Cohen, Cohen, West, & Aiken, 2003).

4.6 Regression Analysis

Regression analysis, a robust statistical method extensively utilized in research, facilitates the modelling and exploration of relationships between a dependent variable and one or more independent variables (Cohen et al., 2003). This method enables researchers to quantify the impact of independent variables on the variability of the dependent variable, offering insights into predictive patterns and associations within the data. By fitting a regression model, researchers derive coefficients that signify the strength and direction of these relationships, providing a nuanced understanding of the contributions of individual predictors and informing the overall predictive capacity of the model (Montgomery et al., 2012). In this research, regression analysis will be integral to hypothesis testing, employing the methodologies outlined in the works of Cohen et al. (2003) and Montgomery et al. (2012). Through these references, it is aimed to leverage regression analysis to model and scrutinize relationships between variables, contributing valuable insights to the hypothesis testing process.

4.7 Hypothesis Testing

In this study, hypothesis testing will be meticulously executed through a comprehensive statistical approach that includes correlation analysis, regression analysis, ANOVA, and coefficient analysis. Correlation analysis will first identify the strength and direction of the relationships between variables, essential for discerning associations. Regression analysis will then elaborate on these findings by modelling the effects of independent variables on a dependent one, providing deeper predictive insights. ANOVA will be utilized to compare means across different groups, determining if any significant differences exist that support the hypotheses. Coefficient analysis will quantify the strength of linear relationships, adding another layer of detail to the understanding of variable interactions. Together, these analyses form a robust framework for testing the study's hypotheses, allowing for a thorough evaluation of the significance of the observed relationships. The conclusions drawn will be informed by the rigorous application of these statistical methods. SPSS software, version 5.0, will facilitate the analysis, ensuring a detailed and efficient processing of the collected data.

H_0: A positive correlation exists between sustainability communication on social media and trust in fast-fashion brands.

H_1: A positive correlation exists between sustainability communication on social media and trust in fast-fashion brands.

Table 4.27 Hypothesis 1 Correlation

Correlations

		Sustainabilty Awareness	Trust in the Brand
Sustainability Awareness	Pearson Correlation	1	.494**
	Sig. (2-tailed)		.000
	N	299	297

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore, it can be concluded that there is a correlation between sustainability awareness and trust in the brand, at 5% level of significance.

The Pearson correlation coefficient is 0.494. It is a positive value. Hence it can be concluded that there is a moderate positive correlation between sustainability awareness and trust in the brand.

H_0: The model is not statistically significant

H_1: The model is statistically significant

Table 4.28 Hypothesis 1 Anova

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.378	1	39.378	95.186	.000[a]
	Residual	122.039	295	.414		
	Total	161.417	296			

a. Predictors: (Constant), Sustainability Awareness

b. Dependent Variable: Trust in the Brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore, it can be concluded that the model is statistically significant, at 5% level of significance.

H_0: There is no linear relationship between sustainability awareness and trust in the brand

H_1: There is a linear relationship between sustainability awareness and trust in the brand

Table 4.29 Hypothesis 1 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.903	.187		10.201	.000
	Sustainability Awareness	.483	.049	.494	9.756	.000

a. Dependent Variable: Trust in the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore, it can be concluded that there is a linear relationship between sustainability awareness and trust in the brand, at 5% level of significance.

Table 4.30 Hypothesis 1 Regression Model

Brand trust = 1.903 + 0.483 (sustainability awareness)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.494[a]	.244	.241	.64319

a. Predictors: (Constant), Sustainability Awareness

The R^2 value is 0.244 and it indicates that 24.4% of the variation of trust in the brand is explained by sustainability awareness.

Table 4.31 Hypothesis 2 Correlation

H_0: Sustainability communication on social media is negatively correlated with engagement with fast-fashion brands.

H_1: Sustainability communication on social media is positively correlated with engagement with fast-fashion brands.

Correlations

		Sustainability Awareness	Engagement with the brand
Brand_Information	Pearson Correlation	1	.390**
	Sig. (2-tailed)		.000
	N	299	297

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a correlation between sustainability awareness and engagement with the brand, at 5% level of significance.

The Pearson correlation coefficient is 0.390. It is a positive value. Hence it can be concluded that there is a moderate positive correlation between sustainability awareness and engagement with the brand.

Table 4.32 Hypothesis 2 Anova

H_0: The model is not statistically significant
H_1: The model is statistically significant

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.784	1	25.784	53.063	.000[a]
	Residual	143.342	295	.486		
	Total	169.126	296			

a. Predictors: (Constant), Sustainability Awareness

b. Dependent Variable: Engagement with the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore, it can be concluded that the model is statistically significant, at 5% level of significance.

Table 4.33 Hypothesis 2 Coefficients

H_0: There is no linear relationship between sustainability awareness and engagement with the brand

H_1: There is a linear relationship between sustainability awareness and engagement with the brand

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.930	.202		9.547	.000
	Sustainability Awareness	.390	.054	.390	7.284	.000

a. Dependent Variable: Engagement with the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a linear relationship between sustainability awareness and engagement with the brand, at 5% level of significance.

Table 4.34 Hypothesis 2 Regression model

Brand engagement = 1.930 + 0.390 (Sustainability Awareness)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390[a]	.152	.150	.69707

a. Predictors: (Constant), Sustainability Awareness

The R^2 value is 0.152 and it indicates that 15.2% of the variation of engagement with the brand is explained by sustainability awareness.

Table 4.35 Hypothesis 3 Correlation

H_0: There is a negative relationship between sustainability communication on social media and satisfaction with fast-fashion brands.

H_1: There is a positive relationship between sustainability communication on social media and satisfaction with fast-fashion brands.

Correlations

		Sustainability Awareness	Satisfaction with the brand
Sustainability Awareness	Pearson Correlation	1	.523**
	Sig. (2-tailed)		.000
	N	299	299

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore, it can be concluded that there is a correlation between sustainability awareness and satisfaction with the brand, at 5% level of significance.

The Pearson correlation coefficient is 0.523. It is a positive value. Hence it can be concluded that there is a moderate positive correlation between sustainability awareness and satisfaction with the brand.

Table 4.36 Hypothesis 3 Anova

H_0: The model is not statistically significant
H_1: The model is statistically significant

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41.325	1	41.325	112.115	.000[a]
	Residual	109.473	297	.369		
	Total	150.797	298			

a. Predictors: (Constant), Sustainability Awareness

b. Dependent Variable: Satisfaction with the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore, it can be concluded that the model is statistically significant, at 5% level of significance.

Table 4.37 Hypothesis 3 Coefficients

H0: There is no linear relationship between sustainability awareness and satisfaction with the brand

H1: There is a linear relationship between sustainability awareness and satisfaction with the brand

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.914	.176		10.884	.000
	Sustainability Awareness	.493	.047	.523	10.588	.000

a. Dependent Variable: Satisfaction with the brand

The P value is 0.000 and it is less than 0.05. Hence H0 can be rejected. Therefore it can be concluded that there is a linear relationship between sustainability awareness and satisfaction with the brand, at 5% level of significance.

Table 4.38 Hypothesis 3 Regression model

Brand satisfaction = 1.914 + 0.493 (sustainability awareness)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.523[a]	.274	.272	.60712

a. Predictors: (Constant), Sustainability Awareness

The R^2 value is 0.274 and it indicates that 27.4% of the variation of satisfaction with the brand is explained by brand information.

Table 4.39 Hypothesis 4 Correlation

H0: Sustainability communication on social media negatively influences brand loyalty to fast-fashion brands.

H1: Sustainability communication on social media positively influences brand loyalty to fast-fashion brands.

Correlations

		Sustainability Awareness	Brand Loyalty
Sustainability Awareness	Pearson Correlation	1	.582**
	Sig. (2-tailed)		.000
	N	299	299

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a correlation between sustainability awareness and brand loyalty, at 5% level of significance.

The Pearson correlation coefficient is 0.582. It is a positive value. Hence it can be concluded that there is a moderate positive correlation between sustainability awareness and brand loyalty.

Table 4.40 Hypothesis 4 Anova

H_0: The model is not statistically significant

H_1: The model is statistically significant

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.127	1	50.127	152.407	.000^a
	Residual	97.683	297	.329		
	Total	147.810	298			

a. Predictors: (Constant), Sustainability Awareness

b. Dependent Variable: Brand Loyalty

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that the model is statistically significant, at 5% level of significance.

Table 4.41 Hypothesis 4 Coefficients

H_0: There is no linear relationship between sustainability awareness and brand loyalty.

H_1: There is a linear relationship between sustainability awareness and brand loyalty.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.697	.166		10.219	.000
	Sustainability Awareness	.543	.044	.582	12.345	.000

a. Dependent Variable: Brand Loyalty

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a linear relationship between between sustainability awareness and brand loyalty, at 5% level of significance.

Table 4.42 Hypothesis 4 Regression Model

Brand loyalty = 1.697 + 0.543 (sustainability awareness)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.582[a]	.339	.337	.57350

a. Predictors: (Constant), Sustainability Awareness

The R^2 value is 0.339 and it indicates that 33.9% of the variation of brand loyalty is explained by Sustainability Awareness.

Table 4.43 Hypothesis 5 Correlation

H_0: There is a negative relationship between trust in fast-fashion brands and satisfaction with those brands.

H_1: There is a positive relationship between trust in fast-fashion brands and satisfaction with those brands.

Correlations

		Brand_Trust	Brand_Satisfaction
Brand_Trust	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
	N	297	297

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a correlation between trust in fast-fashion brands and satisfaction with those brands., at 5% level of significance.

The Pearson correlation coefficient is 0.642. It is a positive value. Hence it can be concluded that there is a strong positive correlation between trust in fast-fashion brands and satisfaction with those brands.

Table 4.44 Hypothesis 5 Anova

H_0: The model is not statistically significant

H_1: The model is statistically significant

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.519	1	66.519	206.782	.000[a]
	Residual	94.898	295	.322		
	Total	161.417	296			

a. Predictors: (Constant), Satisfaction with the brand
b. Dependent Variable: Trust in the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that the model is statistically significant, at 5% level of significance.

H_0: There is no linear relationship trust in fast-fashion brands and satisfaction with those brands.

H_1: There is a linear relationship between trust in fast-fashion brands and satisfaction with those brands.

Table 4.45 Hypothesis 5 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.198	.176		6.799	.000
	Satisfaction with the brand	.666	.046	.642	14.380	.000

a. Dependent Variable: Trust in the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a linear relationship between trust in fast-fashion brands and satisfaction with those brands., at 5% level of significance.

Table 4.46 Hypothesis 5 Regression model

Brand trust = 1.198 + 0.666 (satisfaction with the brand)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.642[a]	.412	.410	.56717

a. Predictors: (Constant), Satisfaction with the brand

The R^2 value is 0.412 and it indicates that 41.2% of the variation of trust in the brand is explained by satisfaction with the brand.

Table 4.47 Hypothesis 6 Correlation

H_0: Engagement with fast-fashion brands is negatively correlated with satisfaction with those brands.
H_1: Engagement with fast-fashion brands is positively correlated with satisfaction with those brands.

Correlations

		Brand_Engagement	Brand_Satisfaction
Engagement with the brand	Pearson Correlation	1	.512**
	Sig. (2-tailed)		.000
	N	297	297

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a correlation between engagement with fast-fashion brands and satisfaction with those brands, at 5% level of significance.

The Pearson correlation coefficient is 0.512. It is a positive value. Hence it can be concluded that there is a moderate positive correlation between engagement with fast-fashion brands and satisfaction with those brands.

Table 4.48 Hypothesis 6 Anova

H0: The model is not statistically significant
H1: The model is statistically significant

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.347	1	44.347	104.844	.000^a
	Residual	124.779	295	.423		
	Total	169.126	296			

a. Predictors: (Constant), Satisfaction with the brand
b. Dependent Variable: Engagement with the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that the model is statistically significant, at 5% level of significance.

H0: There is no linear relationship between engagement with fast-fashion brands and satisfaction with those brands.

H_1: There is a linear relationship between engagement with fast-fashion brands and satisfaction with those brands.

Table 4.49 Hypothesis 6 Coefficients

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.341	.202		6.640	.000
Satisfaction with the brand	.543	.053	.512	10.239	.000

a. Dependent Variable: Engagement with the brand

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a linear relationship between engagement with fast-fashion brands and satisfaction with the brand. at 5% level of significance.

Table 4.50 Hypothesis 6 Regression Model

Brand engagement = 1.341 + 0.543 (satisfaction with the brand)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.512[a]	.262	.260	.65037

a. Predictors: (Constant), Satisfaction with the brand

The R^2 value is 0.262 and it indicates that 26.2% of the variation of engagement with the brand is explained by satisfaction with the brand.

Table 4.51 Hypothesis 7 Correlations

H_0: Satisfaction with fast-fashion brands is negatively related to brand loyalty towards these brands.

H_1: Satisfaction with fast-fashion brands is positively related to brand loyalty towards these brands.

Correlations

		Satisfaction with the brand	Brand_Loyalty
Satisfaction with the brand	Pearson Correlation	1	.709**
	Sig. (2-tailed)		.000
	N	299	299

**. Correlation is significant at the 0.01 level (2-tailed).

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a correlation between satisfaction with the brand and brand loyalty, at 5% level of significance.

The Pearson correlation coefficient is 0.709. It is a positive value. Hence it can be concluded that there is a strong positive correlation between satisfaction with the brand and brand loyalty.

Table 4.52 Hypothesis 7 Anova

H_0: The model is not statistically significant

H_1: The model is statistically significant

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.321	1	74.321	300.363	.000^a
	Residual	73.489	297	.247		
	Total	147.810	298			

a. Predictors: (Constant), Satisfaction with the brand

b. Dependent Variable: Brand Loyalty

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that the model is statistically significant, at 5% level of significance.

H_0: There is no linear relationship between satisfaction with the brand and brand loyalty

H_1: There is a linear relationship between Satisfaction with the brand and brand loyalty

Table 4.53 Hypothesis 7 Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.082	.154		7.022	.000
	Satisfaction with the brand	.702	.041	.709	17.331	.000

a. Dependent Variable: Brand_Loyalty

The P value is 0.000 and it is less than 0.05. Hence H_0 can be rejected. Therefore it can be concluded that there is a linear relationship between satisfaction with the brand and brand loyalty, at 5% level of significance.

Table 4.54 Hypothesis 7 Regression Model

Brand loyalty = 1.082 + 0.702 (satisfaction with the brand)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.709[a]	.503	.501	.49743

a. Predictors: (Constant), Satisfaction with the brand

The R^2 value is 0.503 and it indicates that 50.3% of the variation of brand loyalty is explained by satisfaction with the brand.

4.8 Factor Analysis

Factor analysis is a statistical technique used to identify latent factors that explain patterns of correlations among observed variables (Kim & Mueller, 1978). It allows researchers to uncover the underlying structure of a set of variables and understand their relationships. Confirmatory factor analysis tests a pre-specified factor structure, assessing its fit to the observed data (Johnson & Wichern, 2002).

Table 4.55 KMO and Bartlett's test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.917
Bartlett's Test of Sphericity	Approx. Chi-Square	3.508E3
	df	190
	Sig.	.000

4.8.1 Kaiser-Meyer-Olkin (KMO)

The Kaiser-Meyer-Olkin (KMO) test is a statistical measure that evaluates the appropriateness of data for factor analysis. The KMO test assesses the sampling adequacy for each variable and for the complete model, measuring the proportion of variance among variables that might be common variance. This statistic helps indicate the extent to which each variable in a set correlates with all the other variables as a group. A higher KMO value, close to 1.0, generally suggests that factor analysis may be a suitable method for the data at hand because it indicates the presence of a structure in the correlation matrix that factor analysis could uncover and utilize (Statistics How To, n.d.; IBM, n.d.).

The KMO Measure of Sampling Adequacy takes into account the partial correlations among variables and helps determine if the data set is suitable for structure detection through factor analysis. The measure is beneficial before conducting exploratory factor analysis as it assesses whether the correlations between pairs of variables can be explained by other variables. If the KMO value is high, it implies that a factor analysis could yield distinct and reliable factors. This test is particularly valuable because it can guide researchers in deciding whether their data set will yield meaningful factors that can be interpreted and used in subsequent research and theory development (IISTE, n.d.).

The KMO value is 0.919 and it is greater than 0.6. This result indicates that it is plausible to conduct factor analysis.

4.8.2 Bartlett's test of Sphericity

Bartlett's Test of Sphericity is an essential tool in multivariate analysis that measures 'sphericity' to assess the suitability of data for factor analysis. The test evaluates the hypothesis that the variables within a dataset are uncorrelated (orthogonal), implying that the correlation matrix should be an identity matrix, which has implications for the appropriateness of factor analysis. Specifically, Bartlett's Test

compares the observed correlation matrix with the identity matrix, testing if the correlation coefficients significantly differ from zero. If the test yields a small p-value (typically less than 0.05), it suggests that the variables are correlated to a degree that justifies the application of factor analysis, as opposed to the null hypothesis which posits that the correlation matrix is an identity matrix and the variables are not suited for structure detection (IBM, n.d.; Statology, n.d.; Life With Data, n.d.).

This test is particularly relevant when researchers aim to summarize a set of variables with a smaller number of factors and need to confirm the presence of relationships among the variables before proceeding. Bartlett's test thus acts as a preliminary check to determine if the data set can reveal any latent constructs or factors through factor analysis (IBM, n.d.; Statology, n.d.; Life With Data, n.d.).

Table 4.56 Communalities

Communalities

	Initial	Extraction
BI1	1.000	.570
BI2	1.000	.751
BI3	1.000	.772
BI4	1.000	.700
BL1	1.000	.617
BL2	1.000	.613
BL3	1.000	.605
BL4	1.000	.585
BS1	1.000	.651
BS2	1.000	.681
BS3	1.000	.631
BS4	1.000	.631
BT1	1.000	.639
BT2	1.000	.714
BT3	1.000	.697
BT4	1.000	.688
BE1	1.000	.590
BE2	1.000	.699
BE3	1.000	.701
BE4	1.000	.727

Extraction Method: Principal Component Analysis.

The above table shows how much of the variance in the variables have been accounted by the extracted factors. The communalities, whose extraction values are less than 0.5 are to be removed for further analysis. Since all the extraction values are greater than 0.5, none of the items are to be removed.
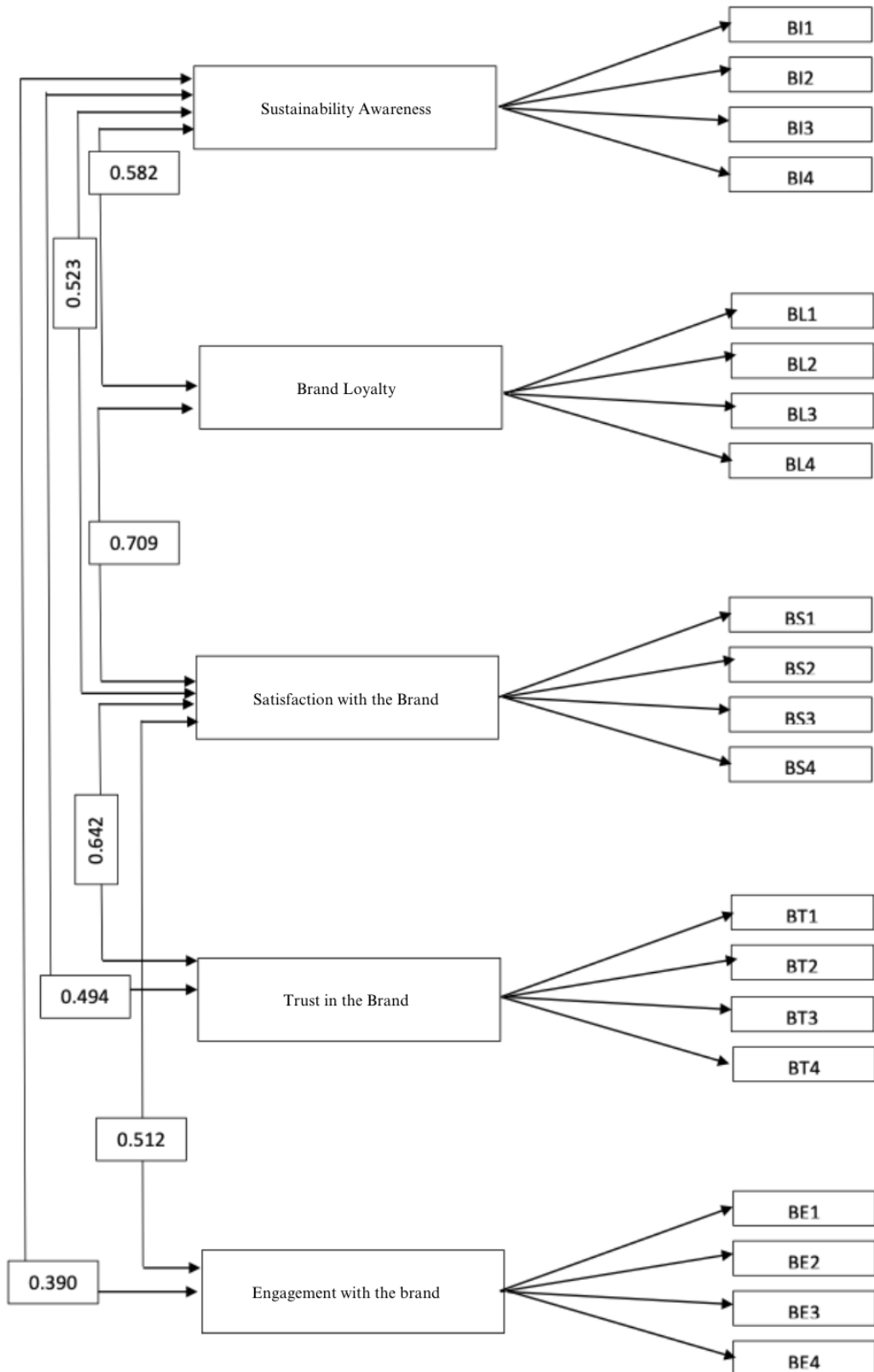
Figure 4.4. Figured model of the study

4.9 Findings

The empirical analysis yields insightful evidence on the impact of social media on consumer perceptions and interactions with fast-fashion brands, particularly concerning sustainability communication. A key finding is the statistically significant, positive correlation between sustainability communication on social media and trust in fast-fashion brands, with a Pearson correlation coefficient of 0.494. This underscores that clear and consistent communication of sustainability efforts is essential in fostering trust in the brand, a crucial element in cultivating enduring customer relationships.

Moreover, the study outlines the affirmative effect of sustainability communication on both engagement with the brand and brand loyalty. The results indicate that sustainability communication accounts for 15.2% of the variance in engagement with the brand, with a Pearson correlation coefficient of 0.390, signifying that consumers actively interact with brands that transparently showcase their commitment to sustainability. Even more significant is the role of sustainability communication in explaining 33.9% of the variance in brand loyalty, as evidenced by a Pearson correlation coefficient of 0.582. This suggests a strong consumer inclination to align with and commit to brands that resonate with their sustainability values.

The most substantial link discovered is between satisfaction with the brand and loyalty to the brand, with a Pearson correlation coefficient of 0.709. Regression analysis further highlights this connection, revealing that satisfaction with the brand accounts for 50.3% of the variability in brand loyalty. This pivotal finding indicates that a customer's satisfaction with a brand's sustainability practices greatly influences their ongoing support and recommendation of the brand.

Collectively, these findings demonstrate that in the fast-moving and frequently scrutinized world of fast fashion, brands that invest in sustainability and communicate their initiatives transparently are likely to cultivate stronger ties with consumers. The strategies that effectively elevate consumer trust and engagement culminate in enhanced loyalty. This provides a persuasive argument for fast-fashion brands to emphasize sustainability in their consumer relationship strategies and brand messaging. The implications of the study are substantial, affecting both marketing tactics and customer engagement strategies in the fast-fashion sector. The detailed insights gleaned from the correlation and regression analyses not only contribute to the

scholarly conversation on brand management but also offer tangible strategies for brand distinction and consumer fidelity through sustainability in the dynamic realm of fashion.

4.10 Limitations of the study

The study's limitations are reflected in its demographic scope, involving 299 respondents but potentially lacking in diversity regarding age, geographic location, and cultural background, which could affect the representativeness of consumer behavior insights. Its concentrated focus on the fast-fashion industry narrows the applicability of the findings, as different sectors may exhibit unique consumer dynamics. Uncontrolled external factors, such as economic conditions or fashion trends, could also influence the observed relationship between social media marketing and brand loyalty. Additionally, the quantitative nature of the study may not fully capture the nuanced individual consumer experiences and perceptions that qualitative data could unveil.

CHAPTER 5

5. DISCUSSION AND CONCLUSION

This section integrates the study's findings with existing literature, interpreting the results, and discussing their broader implications. It details the study's contributions, practical implications, and how it informs policy or industry practices. The conclusion recaps the main discoveries, restates the study's objectives, and outlines its limitations. It also suggests directions for future research, highlighting areas that could benefit from further investigation, thereby inviting ongoing scholarly dialogue and exploration.

5.1 Discussion

The findings of this study illuminate the complex dynamics between social media marketing strategies and the strengthening of loyalty to the brand in the environmentally scrutinized fast-fashion industry. The survey, which garnered responses from 299 participants, indicates that consumers expect fast-fashion brands to transparently communicate their sustainability efforts on social media platforms, aligning with a growing consumer demand for ethically conscious purchasing choices.

The research set out to explore how social media marketing affects consumer perceptions and behavior towards sustainability in fast fashion, drawing on a broad respondent base to provide a solid foundation for analysis. The survey was thoughtfully crafted to measure different facets of consumer behavior, including trust in the brand, satisfaction with the brand, loyalty to the brand, and engagement with the brand.

The study reveals a distinct positive correlation between the sharing of sustainability communication on social platforms and increases in trust in the brand, satisfaction with the brand, and perceived honesty. Consumers demonstrate a heightened level of trust and satisfaction with brands that not only engage in sustainable practices but also proactively communicate these endeavors. Transparency

is critical, reinforcing previous research that emphasizes the influence of such clarity on trust in the brand and loyalty to the brand within the sustainable fashion domain (Niinimäki et al., 2019).

The research further examines the effect of social media on customer interaction and advocacy, depicting an audience that is actively engaging with, discussing, and endorsing brand messages about sustainability, thus fostering brand advocacy. This aligns with the view of social media as a potent platform for consumers to express their support for sustainable practices (Hajli et al., 2017).

Additionally, the research delves into demographic influences on loyalty to the brand, trust in the brand, and advocacy, finding that while demographic variables present a less robust correlation, satisfaction with the brand stands out as a strong predictor of loyalty to the brand. This supports established marketing theories which posit that consumer satisfaction is a key driver in building loyalty to the brand (Kotler et al., 2017). (Kotler et al., 2017).

5.2 Conclusion

In conclusion, the study's comprehensive analysis, underscored by a demographic profile of 299 respondents, primarily consisting of young adult females, many of whom are students, reveals the profound impact of social media on the fast-fashion industry. With an overwhelming majority of participants engaging with social media multiple times daily, and a substantial number actively following fast-fashion brands, particularly on Instagram, the findings underscore the centrality of digital platforms in shaping consumer-brand dynamics.

The demographic details, including a considerable concentration of respondents from Nigeria and Turkey, paint a picture of a diverse and geographically varied sample. This diversity offers robust insights into the global consumer behaviors towards fast fashion and sustainability. The gender difference in responses, with females placing

more value on sustainability information, further highlights the nuanced ways in which different demographics interact with brand messaging.

The research findings illustrate the pivotal role of transparent sustainability communication on social media in building trust, satisfaction, and loyalty to the brand. The study provides compelling evidence that fast-fashion brands can foster deeper connections with consumers by effectively leveraging social media channels to disseminate their sustainability efforts. These strategies not only enhance consumer trust but also encourage active engagement, leading to a stronger loyalty to the brand.

This establishes a compelling case for fast-fashion brands to prioritize and publicize their sustainability initiatives as a core part of their consumer relationship management and brand strategy. The nuanced understanding of these relationships, as brought forth by the analysis, not only enriches the academic discourse on brand management but also offers practical pathways for brand differentiation and consumer loyalty through sustainability in the fast-paced fashion market. In summary, insights from this study articulate the complex dynamics governing the fast-fashion industry, where social media stands as a vital channel for broadcasting sustainability efforts and shaping consumer perceptions. By leveraging a strategic approach to social media marketing that underscores sustainability, brands can navigate the evolving landscape to bolster trust, satisfaction, and ultimately secure enduring brand loyalty in an era where sustainability considerations are increasingly critical.

Recommendations drawn from the findings emphasize the importance of a genuine commitment to sustainable practices in product sourcing and the necessity for these efforts to be prominently publicized across social media platforms. Cultivating and maintaining customer loyalty requires brands to adopt sustainable and cost-effective sourcing strategies, with pricing models that are competitive or below current market rates. Furthermore, engaging customers directly in discussions around sustainability initiatives and collaborating with popular sustainable practice programs can significantly enhance a brand's visibility, trustworthiness, and integrity among consumers.

Suggestions for future research emphasize the importance of designing survey questions that are specifically aligned with each distinct objective, thereby enabling a more concentrated analysis of consumer responses. The application of a case study methodology focused on individual brands as opposed to an aggregate market view could yield richer insights into strategic marketing techniques and provoke more

substantial consumer feedback across diverse sectors. Despite the challenges faced in this study regarding the quantification of control and dependent variables, subsequent research endeavors could benefit from integrating a wider array of variables to dissect the relationships and impacts within the dataset more comprehensively. Advancing the demographic reach to encompass a broader spectrum of age groups and conducting cross-cultural examinations would enhance understanding of the global applicability of these outcomes. Furthermore, longitudinal studies stand to shed light on the shifting dynamics of consumer attitudes towards sustainability and the enduring effects of social media marketing. An exploration into the causative links behind the established correlations would contribute to a deeper grasp of the psychological drivers that underpin consumer trust, satisfaction, and loyalty within the sustainable fashion domain.

For future research, it would also be beneficial to extend the demographic scope to include a more varied age range and to conduct cross-cultural comparisons to understand the universality of these findings. Additionally, longitudinal studies could provide insights into the evolving nature of consumer attitudes towards sustainability and the impact of social media marketing over time. It would also be worthwhile to explore the causality between the observed correlations to establish a deeper understanding of the psychological underpinnings that drive consumer trust, satisfaction, and loyalty in the context of sustainability in fashion.

5.2.1 Contributions of the thesis

This thesis makes a substantive contribution to the field by analyzing the impact of sustainability communication on social media within the fast-fashion industry, focusing on consumer trust, engagement, satisfaction, and loyalty. It sheds light on demographic influences, particularly among young adult females, and offers empirical evidence on the effectiveness of social media as a marketing tool for sustainability efforts. By providing actionable strategies for brands and enriching the academic understanding of consumer-brand dynamics, the thesis serves as a valuable resource for both practitioners in the fast-fashion sector and scholars in marketing and sustainability studies. Additionally, it sets the stage for future research by highlighting methodological approaches and suggesting areas for further exploration, such as cross-cultural impacts and the long-term effects of sustainability communication.

5.2.2 Implications of the study in Nigeria

The implications of this study in Nigeria underscore the growing significance of sustainability in the fast-fashion industry and its impact on consumer behavior, particularly in the context of social media engagement. For Nigerian consumers, increasingly aware and connected digitally, this study highlights the potential for enhanced awareness and education on sustainable practices within fast fashion (Niinimäki et al., 2020). Brands operating in Nigeria can leverage these insights to adapt their marketing strategies, emphasizing sustainability efforts on social media platforms to strengthen brand trust, satisfaction, and loyalty among the local consumer base (Jin & Ryu, 2020).

This adaptation could lead to market differentiation for fast-fashion brands in Nigeria, where the competitive landscape may be crowded with both local and international players. Sustainability communication can serve as a key differentiator, attracting consumers who value environmental and ethical considerations (Okonkwo, 2007). The study also points to the importance of understanding cultural and social influences when tailoring sustainability messages to resonate with diverse groups within Nigeria.

Moreover, the increased consumer interest in sustainability highlighted by this study could influence policy and regulatory frameworks in Nigeria, advocating for more transparency and higher standards in the fast-fashion industry (Niinimäki et al., 2020). This interest might also spur economic opportunities, promoting growth in the local sustainable fashion sector and encouraging Nigerian entrepreneurs to explore sustainable business models (Hajli, 2015).

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APPENDIX A

SURVEY

Analyzing the Impact of Social Media Marketing on Brand Loyalty: A Survey-Based Study.

Hello,

I am Umar, and I am currently working on my Master's Thesis
at Isik University in Istanbul, Turkey. The focus of my research is to examine
the impact of social media marketing on brand loyalty.

Your voluntary participation in this survey is greatly
appreciated, and please note that all responses will be kept anonymous and
confidential. Nevertheless, your valuable input will be instrumental in my
research.

Fast fashion is a term used to describe clothing that is
produced inexpensively and rapidly to be sold in stores. On the other hand,
sustainability is a concept that relates to products, services, or actions that
favourably impact the environment and/or society.

Before responding to the questions, please consider a
fast-fashion brand you patronize. Then, envision this fast-fashion brand using
social media to communicate its endeavors towards sustainability. Also,
remember this fast-fashion brand and its social media post pertaining to
sustainability as you proceed to answer the subsequent questions.

Below are some examples of fast-fashion brands:

H&M, Vero Moda, ZARA, Gina Tricot, Lindex, Forever 21, Topshop,
Gap, American Apparel, Pull & Bear, Mango, Primark, Esprit, United Colors
of Benetton, C&A, NewYorker.

Thank you for taking the time to participate.

Umar

Email:

* Indicates required question

1.   *

I believe this fast-fashion brand should enclose information about its
sustainable efforts with its customers on social media.

Mark only one oval.

⬭ Strongly disagree

⬭ Disagree

⬭ Neutral

⬭ Agree

⬭ Strongly agree

2.   It is important to me that this fast-fashion brand shares information about their   *
sustainability efforts with its customers.

Mark only one oval.

⬭ Strongly disagree

⬭ Disagree

⬭ Neutral

⬭ Agree

⬭ Strongly agree

3.   Information about sustainability efforts of the fast-fashion brand is useful for   *
me as a customer.

Mark only one oval.

⬭ Strongly disagree

⬭ Disagree

⬭ Neutral

⬭ Agree

⬭ Strongly agree

90

4. Information about sustainability efforts of the fast-fashion brand would attract   *
    me.

    Mark only one oval.

    ◯ Strongly disagree

    ◯ Disagree

    ◯ Neutral

    ◯ Agree

    ◯ Strongly agree

5. I would consider myself more loyal to this fast-fashion brand. *

    Mark only one oval.

    ◯ Strongly disagree

    ◯ Disagree

    ◯ Neutral

    ◯ Agree

    ◯ Strongly agree

6.   *

    I would continue buying from this fast-fashion brand on the next opportunity.

    Mark only one oval.

    ◯ Strongly disagree

    ◯ Disagree

    ◯ Neutral

    ◯ Agree

    ◯ Strongly agree

91

7. I would choose this fast-fashion brand to a higher degree in the future. *

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

8.   *

I would recommend this fast-fashion brand to a higher degree to other people.

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

9. I would consider myself more satisfied with this fast-fashion brand. *

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

92

10.   *

I would consider that this fast-fashion brand meets my expectations to a higher degree.

Mark only one oval.

- ( ) Strongly disagree
- ( ) Disagree
- ( ) Neutral
- ( ) Agree
- ( ) Strongly agree

11.   *

I would consider myself more satisfied with the way this fast-fashion brand fits my needs.

Mark only one oval.

- ( ) Strongly disagree
- ( ) Disagree
- ( ) Neutral
- ( ) Agree
- ( ) Strongly agree

93

12.   *

I would consider myself more satisfied with the way this fast-fashion brand
meets my requirements.

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

13.   I would consider to a higher degree that this fast- fashion brand is honest. *

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

14.   I would believe in this fast-fashion brand to a higher degree. *

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

94

15.   I would feel more confident with this fast-fashion brand. *

Mark only one oval.

( ) Strongly disagree

( ) Disagree

( ) Neutral

( ) Agree

( ) Strongly agree

16.   *

I would trust this fast-fashion brand to a higher degree.

Mark only one oval.

( ) Strongly disagree

( ) Disagree

( ) Neutral

( ) Agree

( ) Strongly agree

95

17.   *

I would increase my interaction with others, about this fast-fashion brand on social media.

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

18.   I would share this information with others to a higher degree, about this fast-   *
fashion brand on social media.

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly Agree

19.   I would post comments to a higher level, to this fast-fashion brand's social   *
media pages.

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

96

20. I would increase my participation, as a member of the community of this fast-   *
     fashion brand on social media.

Mark only one oval.

◯ Strongly disagree

◯ Disagree

◯ Neutral

◯ Agree

◯ Strongly agree

21. What is your gender? *

Mark only one oval.

◯ Male

◯ Female

◯ Prefer not to say

22. To which age group do you belong? *

Mark only one oval.

◯ 18-25

◯ 26-36

◯ 36-45

◯ 46-55

◯ 56-65

◯ 65+

97

23. What is your main profession? *

Mark only one oval.

◯ Student

◯ Employed

◯ Unemployed

◯ Retiree

◯ Other

24. What is your country of residence? *

_____

25. How often do you use social media? *

Mark only one oval.

◯ Several times per day,

◯ Once per day

◯ Once every 1-3 days

◯ Once every week

◯ Once every month

◯ Never

26. Do you follow fashion brands on social media channels? *

Mark only one oval.

◯ Yes

◯ No

98

27. On which social media platform do you follow a fast-fashion brand?

Tick all that apply.

☐ Facebook

☐ Instagram

☐ Twitter

☐ Snapchat

☐ Others

99

CURRICULUM VITAE