

Consequences of any Social Media Marketing for Customer Engagement

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Abstract: *The fashion industry is highly competitive and ever-evolving to align with shifting customer trends, posing challenges for marketers. The widespread adoption of social media among customers has intensified this competition, offering new possibilities for marketers but also enhancing customer knowledge and influence. This study explores the impact of social media marketing on customer engagement in a Sri Lankan apparel brand. The data was obtained through an online questionnaire distributed randomly to customers of specific apparel brand following its social media sites. The statistical results indicated positive and significant correlations between Perceived Value, Perceived Quality, Service Quality, Surveillance, and Customer Engagement.*

Keywords: Customer Engagement, Social Media Marketing, Perceived Value, Perceived Quality, Service Quality, Remuneration, Surveillance