

# Catalysts of Customer Loyalty: Analyzing the Interplay Between Social Media Marketing, Perceived Service Quality, Satisfaction, and Brand Value in the Fashion Industry of Bangladesh.

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## Abstract

The utilisation of social media as a promotional strategy is cutting-edge and highly effective. Advertising goods and services using social media helps cut down on travel time and costs. These days, consumers put a lot of stock on visual cues. Today's consumers place a great deal of faith in online promotions and purchases thanks in large part to the transparency provided by social media marketing. Marketing strategies that utilise social media platforms like Facebook, Twitter, LinkedIn, Instagram, YouTube, etc. are referred to as "social media marketing." Various businesses might benefit from using social media marketing to boost consumer loyalty. Social media marketing is especially important in the clothes and fashion industries because shoppers place a higher value on online promotion and feedback. Improve customer loyalty and confidence in a clothing brand by using authentic and trustworthy social media marketing or promotional tools and content. This study, entitled "Impact of Social Media Marketing on Customer Loyalty of Clothing Brands: A study on the Perspective of Bangladeshi Clothing Brands," was conducted with data collected from the Bangladeshi apparel market. The online questionnaire survey procedure of data collection helps to acquire the data efficiently as it is not easy to collect data directly from the employees of different firms.

**Keywords:** Social media, marketing, technology, loyalty, brand.

## Introduction

The utilisation of social media technologies has become an essential component in contemporary corporate operations, namely in the realm of marketing endeavours. The utilisation of this strategy enables organisations to effectively expand their consumer base, effectively market their activities, products, and services, and boost the recognition of their facilities. Social media marketing facilitates the effective presentation of products and services by organisations, hence augmenting client pleasure and fostering loyalty. Contemporary clothing businesses have shifted their attention towards trends and social status, thereby recognising the efficacy of social media marketing as a means to convey brand promotions and cultivate client loyalty. This study aims to examine the effects of social media marketing on consumer loyalty by analysing two distinct clothing businesses originating from separate nations. Social media

marketing is a personalised and client-centric approach that aids organisations in cultivating robust consumer connections and fostering customer loyalty. The use of efficient strategies for social media marketing enables firms to enhance consumer engagement, hence facilitating client loyalty and augmenting overall business performance. The primary objective of this study is to examine apparel brands within the context of Bangladesh.

### Objectives

The goal of the study is to discuss and explore the effectiveness of social media in building customer loyalty to clothing brands.

There are a few clear goals for the website. Getting to this goal will be the focus of this study. These will be the main goals of this research:

1. To find out how social media marketing affects how customers in Bangladesh see the service quality of a fashion company.
2. To find out how satisfied Bangladeshi customers are with different fashion names.
3. What effect does the Social Media Market have on how valuable the business is seen to be in Bangladesh?
4. The effect on customer loyalty of customer satisfaction, perceived worth, and service quality.

### Rationale of the Study

In the last few years, social media marketing has been used a lot more than it used to be. This is because it has added benefits that make it easier for businesses to market themselves. Researchers are also looking into how social media marketing can be used to get more businesses to use it because it can improve customer happiness and, in turn, make customers more loyal. But businesses haven't yet accepted that social media marketing makes customers more loyal. This means that more research is needed to help businesses, especially clothing brands, use social media marketing more successfully. This study will help us learn more about how to use social media marketing to make customers more loyal to clothes brands.

### Literature review

Social media marketing enables businesses to efficiently advertise their initiatives, goods, and services to the widest possible audience (Adam et al., 2020). Through the finest application of Social media technology, the organisation may improve the facility's recognition to the consumers. By examining the reviews and comments left by other customers on Social media marketing platforms, clients may do efficient research about the business, its offerings, or its services.

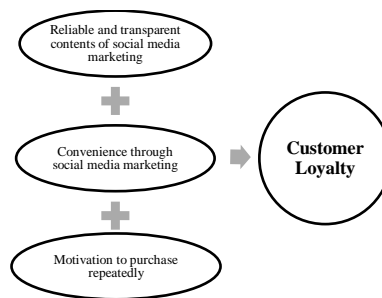
The business organisation uses a variety of Social media marketing tactics to carry out its marketing efforts. Business organisations must establish their Social media marketing goals to construct a Social media marketing strategy. The marketing target may be set using this SMART technique (Liu and Zhang, 2019).

People nowadays are concerned about their fashion and the resources for developing their style. In this regard, they try to wear and use clothes and accessories from good brands (Bala and Verma, 2018). Customers now want to be updated about trends and new collections of different clothing brands. Social media marketing can help the customers in this regard to collect information and idea about different brands and products. Social media marketing can help customers to find out products and brands through different online sources faster and more effectively (Charlesworth, 2014).

The success of every company organisation depends heavily on establishing client loyalty. It may be characterised as consumers' growing positive attitudes about a specific brand. The rate of repeat purchases may be increased by increased consumer loyalty. The relationship between customers and brands can improve in response to efforts to enhance client loyalty (Ilyas et al., 2021). The model given below focuses on the factors that can enhance customer loyalty.

There are different strategies of Social media marketing available to optimise the business of clothing brands. The use of Social media marketing strategies helps organisations to enhance customer loyalty by providing effective services (Bakhtieva, 2017). Social media marketing helps to notify the customers about the progress and condition of a particular brand which is important for the organisation for enhancing its popularity of the organisations (Adam et al., 2020). Different factors of the social media marketing that benefit the organisation to improve customer loyalty are given below:

Customer loyalty can be got by developing strategies by maintaining trends. As social media marketing is the newest form of marketing, customers are attracted to this strategy. Customers of clothing brands are more conscious about their purchasing decision. So, social media marketing can help organisations to make customers loyal by giving them trendy strategies to develop purchasing decisions.



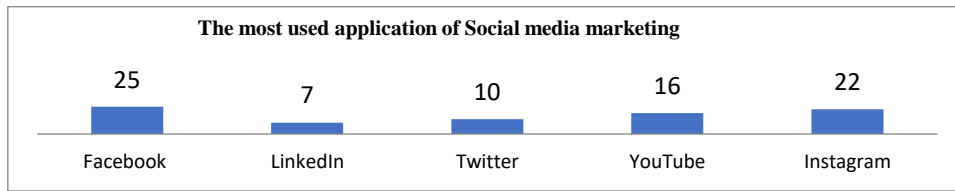
**Figure: Conceptual Framework (Source: Self-prepared)**

According to Evanschitzky et al., (2012) it is important to get loyal customers for good brands to sustain the brand value and image. Loyal customers are the strengths of popular brands as this can maintain the continuity of brand development which is important for increasing the brand value and popularity day by day. Social media marketing is a beneficial strategy that can create loyal customers for organisations which can assist to get more customers and customer satisfaction (Gamboa and Gonçalves, 2014). So popular clothing brands need to develop and deliver effective social media marketing content to get the attention of customers and make them loyal.

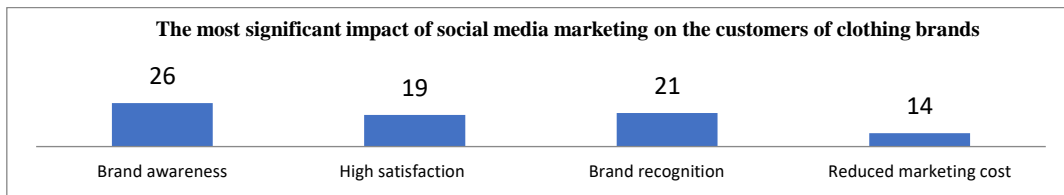
### Research Methods

This research has been accomplished with the help of primary data collection that has been collected from different clothing brands in Bangladesh. The application named Qualtrics has been used to collect data with the help of an online questionnaire survey to collect required data and information from 80 samples from Bangladeshi clothing brands. As this research has been developed with the help of the quantitative research method, data has been analysed and presented with the help of quantitative analysis. Proper graphs and charts have been used to present numerical and statistical data to present the results for facilitating users in the future.

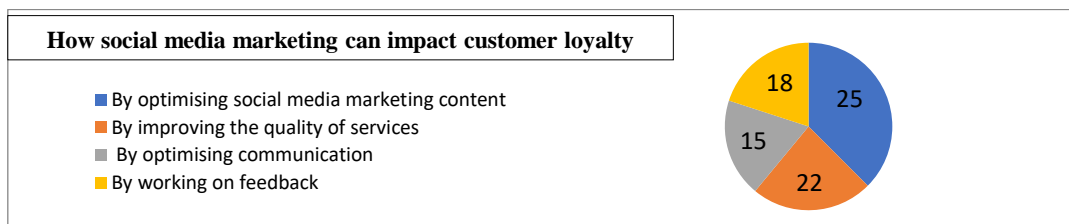
### Data Analysis



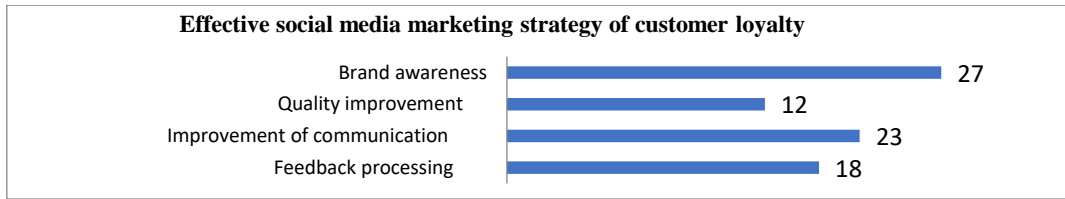
They are different types of social media marketing tools and applications that are used continuously nowadays by people and organisations. 25 participants among 80 see that Facebook is the most used application of social media marketing that is also accepted by the customers. On the other hand, 22 participants replied with Instagram as this is becoming all of the most trendy applications in social media that is now also being used for social media marketing. Around 16 participants select youtube while 10 participants replied with Twitter and the other 7 participants replied with LinkedIn. So Facebook is the most used application of social media marketing in recent times while Instagram is in the second best position which is also being used in this new era.



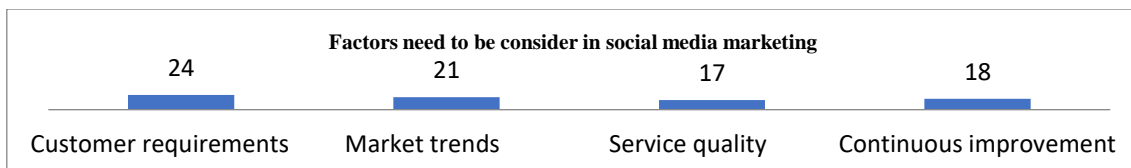
Brand Awareness is the most significant impact of social media marketing on clothing organizations. As social media marketing helps to reach maximum customers in the fashion industry brand awareness is the most significant impact of social media marketing. 26 participants among 80 replied with brand awareness while 19 participants replied with high satisfaction of customers, 21 participants replied with brand recognition and the last 14 participants replied with reduced marketing cost.



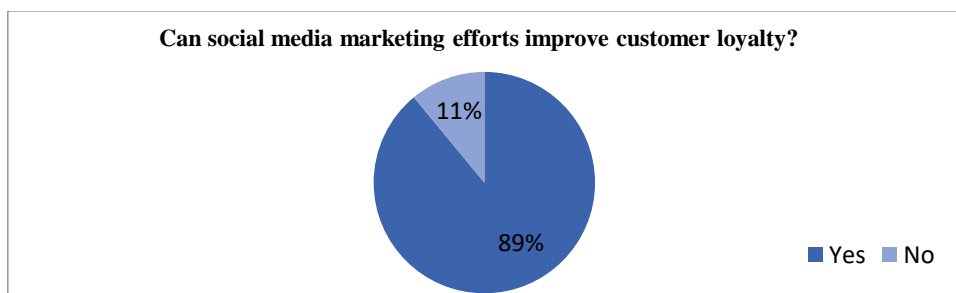
The replies of the participants proved that the optimization of different social media content frequently is the factor that motivates the most to improve customer loyalty. 25 participants of the research replied with optimization of social media marketing content while 22 respondents replied with the improvement of quality of services, 15 participants replied with the optimization of communication and the other 18 participants replied with working on feedback.



There are different strategies of social media marketing available in this new world that are used by organizations to improve customer satisfaction and loyalty within the organization. Some of the strategies are improving brand awareness improving the quality improvement of communication and processing of feedback. A question had been developed in the questionnaire to ask the participants to know the current situation of the fashion industry in Bangladesh. Among all respondents, almost 27 participants replied with brand awareness as they believe that brand awareness improves customer loyalty as they are attracted to the organization through brand awareness. On the other hand, 23 respondents replied with the improvement in communication 12 respondents replied with quality improvement and the other 18 respondents replied with the processing of feedback. So all the options are effective for improving customer loyalty while brand awareness is the most significant one to attract customers and improve customer loyalty.

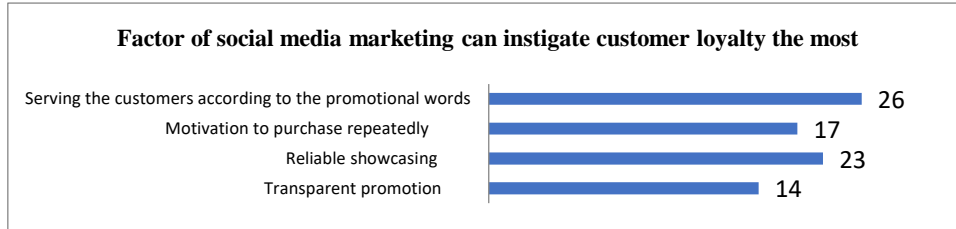


To enhance customer loyalty within the organization, clothing brands or the fashion industry needs to focus on some factors to develop the contents of social media marketing to attract customers more. According to the reply of the participant, customer requirement is the main factor that needs to be considered by clothing brands. 24 participants said customer requirements while 21 respondents replied with market trends, 17 respondents replied with service quality and the other 18 respondents replied with continuous improvement. So it is proved that all the factors are important to consider for developing the services to improve customer loyalty but understanding the customer requirements to deliver them the proper services is the main factor that needs to be considered must by the organization.

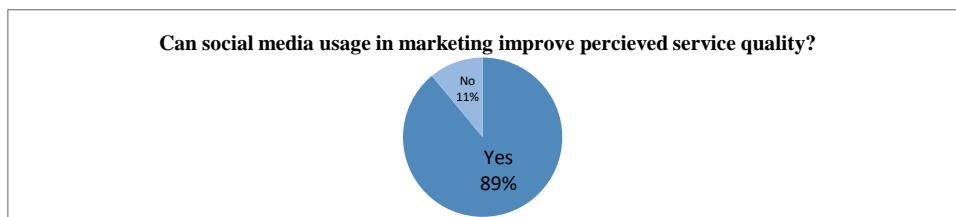


The respondents of this research were asked whether social media marketing can improve customer loyalty or not. 89% of respondents of the research replied positively while only 11% of the respondents replied negatively to this question. So social media marketing efforts help the organization to improve customer

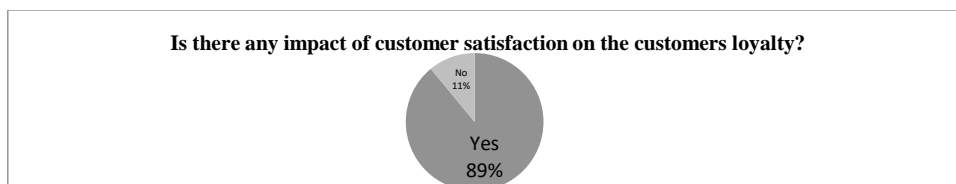
loyalty through the development and implementation of different effective social media marketing strategies and content.



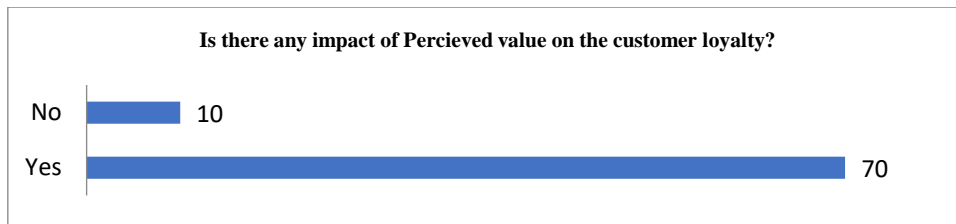
According to the result of the data collection process serving the customers according to the promotional word is the most significant factor that motivates the customer to be loyal. 26 respondents of the research replied with the option of serving the customers according to the promotional words. On the other hand, reliable showcasing is another important factor as 23 respondents replied with it. Motivation to purchase repeatedly is another factor that is required to be considered as 17 respondents replied to this option. Lastly, 14 respondents replied with transparent promotion as this is also an important factor to be considered.



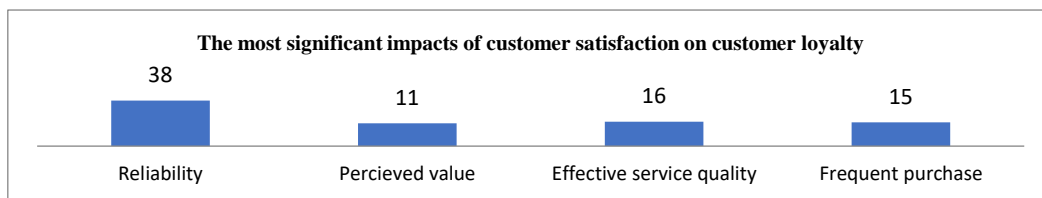
Social media marketing can improve the perceived service quality of the organization as the organization can understand the requirement and the trends of the fashion world which is a changing issue. For this reason, the respondents were asked whether it is important or not to use social media marketing to improve the perceived service quality of the clothing brand. Around 89% of respondents of the research replied positively while only 11% of respondents replied negatively which proves that social media marketing can improve the perceived service quality of clothing brands in Bangladesh.



Customer satisfaction also impacts positively on customer loyalty. In this regard, the respondents of this research were asked whether it can impact or not. Around 89% of the respondents also replied positively to the customer satisfaction level and the impact of customer satisfaction on customer loyalty. On the other hand, only 11% of respondents of the research replied negatively to this question which is not that much acceptable.



Perceived value is another important issue of a fashion brand to improve customer loyalty for which the customers can perceive the value of the organization and develop their perception regarding the brand and the quality of the brand. The respondents were asked whether they believe that there there is an impact of perceived value on customer loyalty. 70 respondents among 80 replied positively to this question. On the other hand, only 10 participants among 80 replied negatively to this question.



Out of the four available options, reliability received the highest number of votes, with 38 respondents from the research study indicating their preference for reliability. In contrast, a total of 16 participants provided feedback indicating a high level of satisfaction with the quality of service received. Out of the total sample size of 26 respondents, 15 individuals reported frequent purchasing decisions, whereas the remaining 11 respondents indicated a preference for perceived value. The primary determinant of consumer loyalty in the apparel brands of Bangladesh is the level of reliability, which has a substantial impact on customer pleasure.

### Discussion

The findings of the study indicate that clothing businesses are progressively employing social media marketing strategies as a means to augment client pleasure and foster brand loyalty. The fashion industry exhibits a significant dependence on social media platforms, since consumers engage in thorough investigation prior to finalising their purchasing decisions. Social media platforms provide individuals the opportunity to be informed about current trends and gain insights into their expectations and preferences. Emerging garment manufacturers are implementing novel techniques to effectively engage clients, while clothing companies can enhance their sales by targeting a wide range of individuals, with a particular emphasis on luring Bangladeshi clothes producers.

The utilisation of social media marketing enables clothing manufacturers to actively interact with customers, solicit feedback, and enhance the quality of their services. This particular approach enhances consumer pleasure and fosters brand loyalty by enabling customers to conveniently access the most recent collections, thereby elevating their expectations. Customers have the opportunity to offer feedback regarding the deficiencies and errors observed in the Bangladeshi garment sector, hence augmenting the efficacy and commercial approach of the company.

Customers have the ability to establish direct interactions with clothing companies, thereby developing perceptions and opinions regarding the items and offerings provided by these companies. Direct

communication facilitates organisations in comprehending their distinctive selling propositions and enhancing their efficacy and commercial strategy. Clothing companies can cultivate consumer loyalty by establishing a transparent operation through the dissemination of genuine photographs and comprehensive product details. Social media marketing has emerged as a contemporary kind of marketing that holds potential for apparel firms to enhance consumer retention and foster repeat patronage.

Social media marketing plays a key role in enabling businesses to efficiently promote their products and services, thereby bolstering brand image, sales, and consumer loyalty. Bangladeshi apparel manufacturers, namely Aarong, Yellow, Cat's Eye, and Sailor, employ Facebook as a platform for crafting purposeful content encompassing visuals, videos, and textual elements, with the aim of enticing potential buyers. The primary consequence of employing social media marketing is the enhancement of brand awareness, leading to heightened brand identification and a subsequent surge in sales. Optimising social media marketing material has the potential to enhance client loyalty and happiness.

By gathering client data and devising products and services tailored to their specific requirements, brands have the potential to augment revenues and foster customer loyalty. Effective advertising content and messages play a crucial role in customer retention and fostering loyalty. The implementation of effective social media marketing strategies has the potential to assist organisations in cultivating appropriate service quality and delivering the necessary services to clients, so ensuring their satisfaction and subsequent retention.

In summary, the use of social media marketing tactics has the potential to bolster client loyalty over an extended period of time, thereby fostering a sustained relationship between customers and the organisation. The attainment of long-term success and customer happiness for Bangladeshi apparel brands can be realised through a strategic emphasis on client requirements and the implementation of effective promotional content.

### **Recommendation**

The utilisation of social media marketing methods by apparel brands in Bangladesh has the potential to boost their efficiency in cultivating consumer loyalty and fostering client retention within the company. The following are several proposals and recommendations for augmenting the capacity of apparel brands in Bangladesh to cultivate client loyalty:

- Clothing firms have the potential to engage renowned influencers in order to create diverse video content that effectively appeals to customers and enhances their brand loyalty.
- Organisations have the opportunity to align with current trends and provide revised content that caters to client demands. By doing so, they may effectively engage customers and foster loyalty, thereby enhancing their ongoing purchase choices.
- Clothing manufacturers have the potential to enhance customer loyalty through the creation of successful promotional movies that are more educational. By providing extensive information about their products and services, customers may access the necessary information without the need to seek it elsewhere.
- Clothing brands employ strategic methods to effectively market and communicate the features and benefits of their products and services, with the aim of ensuring consumer satisfaction and fostering brand loyalty.

The implementation of social media marketing tactics has the potential to greatly augment consumer loyalty and retention for garment manufacturers operating in Bangladesh. Strategies aimed at enhancing



loyalty encompass the utilisation of esteemed influencers to generate a wide range of video content, matching with prevailing trends to produce customised content, developing informative promotional videos, and implementing smart marketing communication techniques. These approaches not only facilitate active participation but also enhance consumer happiness and trust, resulting in heightened brand loyalty. In order to enhance the efficacy of research, it is recommended that future studies incorporate a combination of quantitative and qualitative methodologies. This approach will provide a more comprehensive investigation of the organisational dynamics of apparel brands in Bangladesh. Furthermore, the incorporation of direct sampling techniques in data collecting has the potential to improve research findings through the attainment of a more precise and inclusive participant selection. This approach can effectively address the constraints associated with online surveys.

### Conclusion

Social media marketing is a strategy that uses social media platforms like Facebook, Twitter, LinkedIn, Instagram, and YouTube to advertise goods and services. It helps businesses attract customers by using various content, such as photographs, videos, and textual content, to present the qualities and components of their products or services. Social media marketing is the most efficient marketing strategy available today, as it raises the quality and level of the organization.

Customers today want to stay informed about the latest fashions and collections, and social media marketing helps them quickly and efficiently learn about products and brands. Brand awareness is crucial for successful brands to maintain their value and reputation. Bangladeshi clothing brands can use social media marketing to increase customer loyalty and happiness by optimizing content that appeals to consumers' minds.

By gathering data on customer requirements and producing products and services in line with those criteria, social media marketing can increase brand value and perceived quality. Brands can create appropriate promotional materials and messaging to serve their customers in line with the message, increasing sales and customer loyalty.

In conclusion, social media marketing tactics can increase customer loyalty over time and keep customers for a longer period of time within the business.

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