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Social Media Activities And Its Influence on Customer-Brand Relationship: An Empirical Study of Apparel Retailers' Activity In Pakistan

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Abstract: This study examines the impact of Social Media Activities (SMA) on the Customer-Brand Relationship (CBR) and Brand Experience within Pakistan's garment retail industry. The research focuses on five key SMA dimensionsinteractivity, informativeness, personalization, trendiness, and word-of-mouth (WOM) and their influence on customer trust, satisfaction, commitment, and overall brand experience.In an increasingly digital marketplace, Pakistani garment retailers leverage social media to engage consumers, yet empirical research on its effectiveness remains limited. This study addresses this gap by analyzing how SMA fosters stronger consumer-brand connections. A quantitative research approach is employed, utilizing survey data from social media-active consumers of Pakistani apparel brands. Random sampling ensures diverse representation, while structured questionnaires measure the relationship between SMA components and customer perceptions. By bridging the research gap in Pakistan's garment retail sector, this study provides a foundation for future explorations of digital marketing's evolving impact on consumer behavior.

Keywords: Social Media Activities (SMA); Customer-Brand Relationship (CBR); Brand Experience; Garment Retail; Pakistan; Digital Marketing; Consumer Trust; Satisfaction; Commitment

1. Introduction

Within the context of garment merchants in Pakistan, the purpose of this study is to conduct an analysis of the domain of social media activities (SMA) and the significant effect that these activities have on the fragile fabric of connections between customers and brands. Specifically, the research will focus on the garment merchants in Pakistan [1]. For more specific purposes, the research will concentrate on the influence that SMA has on the connections that they have with their consumers. As the principal target of the investigation, Pakistan will be the primary focus of attention. Within the ongoing digital transformation of apparel retailers in order to engage with their audience, the elements that are being examined include interaction, formativeness, personalization, trendiness, and word-of-mouth and customization. It is possible that these components, which have been recognized as powerful predictors, have the potential to considerably influence the way in which their online strategy will ultimately be successful. The purpose of this research is to investigate the dynamic link that exists between these separate factors and the many aspects of the relationship between the customer and the brand, such as trust, satisfaction, and commitment. To put it more simply, This topic has aroused much passion among authors and researchers. Personalization is the process of tailoring a social media content-based individual preference, utilizing data about the user, whereas customization allows users to change features actively according to their own needs. Hence, we consider the term "personalization" as a prime construct to avoid losing conceptual clarity. If we come to consider that this specific course of action will indeed be the best option, we will be able to contribute substantially to not only the academic community but also to industry practitioners who are interested in

acquiring information that is especially pertinent to the work that they perform. Because of the fact that this is the situation, we will be able to finish our job in a manner that is both effective and efficient [2].

1.1. Background of Study

One of the independent variables that is used in the context of social media is the idea of trendiness. For the aim of establishing whether or not a firm is trending, this variable takes into consideration the contemporary and fashionable characteristics of the brand's presence on social media. Considering the fact that this attraction has a significant level of potential, it is probable that it may have an effect on the feelings that the customer has towards the brand. Word-of-mouth advertising is the third component of social media advertising (SMA), and it places a focus on the effect that user-generated content and ideas have on social networks. Word-of-mouth advertising is also known as direct marketing [3]. In Pakistan's dynamic and competitive clothes retail firm, the utilisation of social media activities (SMA) has grown into an essential component for the achievement of success by brands and the engagement of consumers. Through the use of interactive elements like as comments, polls, and direct messaging, retailers have the power to create an environment that fosters a sense of community and connection among their customers, as well as encouraging engagement. This is something that can be done via the use of these component [4].

This is because of the fact that the fashion retail business is notoriously chaotic. It is essential for clothing retailers to be aware of the most recent trends, not only in the fashion industry but also in the strategies that are used on social media, in order to maintain an image for their brand that is both contemporary and attractive, which will connect with the audience that they are attempting to target. This will allow them to connect with the audience that they are trying to reach. Customers are able to communicate with one another about their experiences, viewpoints, and ideas via the use of social media platforms, which results in a rise in the efficiency of word-of-mouth marketing for companies. This is a significant opportunity.

1.1.1. Social Media Activist (SMA)

For the purpose of creating customer commitment, it has been concluded, on the basis of the results of the study, that there are certain components of customer interaction that play a significant role in the process. Examples of the kinds of interactive features that have emerged as key generators of customer loyalty in recent years include user-generated content campaigns and interactive promotions. Both of these types of features are examples of interactive features. The two sorts of features that are being discussed here are instances of interactive features, and both of them are available.

Figure 1. Social Media Activist

Consequently, as a consequence of these characteristics, customers are given the opportunity to take an active role in the narratives that are being told about the organisation. The characteristics of these features, which are participatory in nature, helped to facilitate the development of a sense of belonging and

an emotional connection, both of which, in turn, led to the ongoing commitment of consumers over the course of time.

1.1.2. Customer Brand Relationship (CBR)

A broad variety of SMA properties are explored as independent variables within the bounds of this section at this point in time. Detailed discussion is provided on these qualities.This will be one of the topics that will be discussed. This study was conducted to investigate the link between customer satisfaction and CBR. A significant relationship exists between the level of commitment that consumers exhibit and the extent to which the process of customization in SMA is carried out.

Figure 2. Customer Brand Relationship

At the same time as it is vital to admit that Social Media Activities (SMA) play a significant role in shaping the dynamics of the Customer-Brand Relationship (CBR), it is also essential to acknowledge that the environment of the clothes retail business in Pakistan needs to be taken into consideration [5].

1.2. Research Objective

The following are research objectives of this study:

1. To examine Interactivity's Effect on Customer Trust, Satisfaction, and Commitment.
2. To examine how in-formativeness affects customer-brand relationships.
3. To examine How Personalization Impacts Customer Trust, Satisfaction, and Commitment.
4. To examining Trendiness' Impact on Customer Trust, Satisfaction, and Commitment.
5. To Assess the Effect of Word-of-Mouth on Customer Trust, Satisfaction, and Commitment.

1.3. Research Question

The following are research questions of this study:

1. What impact does social media interaction have on client confidence in Pakistani clothing retailers?
2. How does SMA formativeness affect consumer trust in Pakistani clothing retailers?
3. How can individualized social media content improve consumer trust in Pakistani clothing retail?
4. Does perceived social media trendiness affect client confidence in Pakistani clothing retailers?
5. How does social media word-of-mouth impact consumer happiness and commitment?

1.4. Problem of Research

More precisely, the intersection of Social Media Activities (SMA) and the Customer-Brand Relationship is a dynamic issue of research that gives a dynamic subject of study. The research that is now being carried out is going through a challenging period right now. In order to give garment merchants in Pakistan who are interested in navigating the digital world with solutions that are applicable to their situation, the purpose of this research is to gather empirical data that may serve as a basis for academic studies. The area where this study is going to be carried out is going to be Pakistan. In order to accomplish this objective, it

will be required to discover a solution to the complexity that is linked with the interactions that are being discussed. It is with the assistance of this that the gaps that have been found in the current body of research will be filled up, which will further help to the accomplishment of this purpose.

1.5. Gap of Research

Even though the existing body of research acknowledges the growing significance of Social Media Activities (SMA) in shaping consumer perspectives and brand connections, there is a significant information vacuum regarding the specific dynamics that are present within the garment retail industry in Pakistan. This is a significant gap in knowledge. In this regard, there is a huge information gap. There is a significant knowledge gap with relation to this matter. There is a tendency for the majority of the research that is carried out in this area to focus on general models of the impact that SMA produces. When it comes to the Pakistani market, these models often fail to take into consideration the specific elements that are relevant to the market. It is generally accepted that this is the situation that takes place. Consequently, there is a need for a focused investigation that addresses the interaction between the components of SMA, which include Interactivity, in formativeness, Personalization, Trendiness, and Word of Mouth, and the complexities of the Customer-Brand Relationship, particularly with regard to trust, satisfaction, and commitment. This is because the SMA components interact with one another. This study's purpose is to analyses not only the individual contributions of Interactivity, in formativeness, Personalization, Trendiness, and Word of Mouth, but also the combined influence that these qualities have on the many aspects of the Customer Brand Relationship.

1.6. Significance of Research:

Through the provision of empirical data that is particular to the Pakistani setting, this study contributes to the existing body of academic knowledge by adding an additional piece. The statistics were presented in such a way that this was successfully done. When it comes to the manner in which cultural and market subtleties impact the dynamics of SMA and its repercussions on the Customer Brand Relationship, there is a substantial knowledge vacuum that needs to be filled. A significant amount of attention is being paid to the clothes retail business in Pakistan, which helps to bridge this knowledge gap. In spite of the fact that the current corpus of study has investigated the broad consequences of SMA up to this point, this particular problem is the centre of attention in the clothes retail business in Pakistan. Enhancing and expanding upon a variety of existing theoretical frameworks in the field of marketing and consumer behaviour is the goal of this study, which aims to make a contribution to the development of existing theoretical frameworks in the field of marketing and consumer behaviour.

2. Materials and Methods

2.1. Social Media Marketing Activities (SMMA)

When it comes to the level of happiness that customers express in their contacts with the firm, the interactive nature of SMA has a big impact on the degree of satisfaction that they feel. Direct communication channels allow consumers to get information, receive assistance, and voice their thoughts. consumers also have the ability to express their ideas. It has been shown that an increase in the amount of interaction that takes place between a company and its customers results in an increase in the degree of satisfaction that those customers experience. This gives customers the impression that they are being heard, that they are respected, and that they are linked to the brand. In order to achieve the goal of establishing and maintaining client loyalty, the aim of interactivity is to serve as a catalyst. By engaging clients in a way that is both relevant and individualized, it is feasible to accomplish the objective of building a feeling of belonging and loyalty in the customers via the use of customer engagement [6].

According to the findings of the research, the provision of customers with meaningful and continuous interaction has a positive influence on the trajectory of customer loyalty.

Taking into consideration the context of SMA, formativeness is one of the most significant characteristics that leads to the pleasure of consumers. Instructional material was shown to have made significant contributions to increasing levels of customer satisfaction, as indicated by the outcomes of the research. Manuals on how to use the product, product lessons, and insights into the inner workings of the company were all included in this information. consumers respected brands that provided useful information to improve the overall purchasing experience. Not only did consumers prefer companies that exhibited their products, but they also valued brands that presented their products. Consumers saw as more reliable and

trustworthy brands that supplied them with information that was not only particular but also relevant to their needs. Throughout the course of the investigation, it was discovered that there are certain characteristics of childhood that had a role in the formation of trust. It was more likely that clothes retailers that shared information about the production process, ethical processes, and the source of materials would be able to establish relationships of trust with their customer base. The openness that was made possible by the informative material that was provided had a substantial impact on the credibility of the image that the corporation presented to the public. It is the "Information Richness Theory" that serves as the foundation for the idea that there is a connection between in formativeness and customer trust. As a result of this theory, there is a correlation between communication routes that are more thorough and plentiful in information and improved levels of trust and understanding. In this study, qualitative content analysis and quantitative information collecting were both included into the research process via the use of a mixed-methods approach. The findings indicate that there is a correlation that is both positive and statistically significant between the degree of formativeness in content and the experience that people have with the brand

Based on the data, it was shown that there is a positive and substantial association between the amount of personalization and several aspects of the Customer-Brand Relationship. These aspects include trust, contentment, and commitment. In addition, there was a correlation between the incorporation of personalization into social media tactics by companies and a more pleasant and individualized experience with the company. Within the framework of link Marketing, the link between personalization and the relationship between the customer and the brand is consistent with the concepts. Personalization helps to improve the relevance and meaningfulness of brand interactions, which in turn helps to cultivate a relationship that is more individualized and long-lasting between the brand and the consumer of the brand [7].

2.2. Customer Brand Relationship

The dimensions are dependent variables, which means that they are impacted by the elements that are considered separately from one another. This is because these components are taken into account separately. There is a considerable influence on trust, which is an essential component of the idea of context-based learning. This is because SMA incorporates a high degree of personalization, formativeness, and interactivity, all of which are incorporated in the program. This impact is brought about as a result of the fact that SMA promotes contact. In order to be more specific, it is essential to show that interactions on social media platforms that are constant and responsive have a significant part in the creation of trust between clothing merchants and their customers. This is done in order to facilitate the strengthening of the bond that exists between the two parties. For the purpose of achieving the goal of establishing a strong and long-lasting relationship between the client and the brand, it is essential to establish trust between the two parties involved. In order to build this connection, it is required to first establish trust amongst the parties involved. a connection between the brand and its clients that is seen as being one that is believed to be satisfying: Another crucial component of competitive advantage is the degree to which SMA is in the process of being established. There is a significant connection between the two, which is the reason why this association is so high. When it comes to social media platforms, the presentation of content that is not only relevant but also comprehensive has a significant influence on the amount of pleasure that consumers think they have had from the site. Additionally, it is important to place an emphasis on the effect that trendiness in SMA has on the entire brand experience and the overall brand experience. In terms of creating a knowledge of the Customer-Brand Relationship, these studies provide crucial insights on the deep links that exist between SMA and the customer's opinions, trust, satisfaction, commitment, and overall experience with the brand from a range of viewpoints. As a consequence of the features of these interactions, it is vital for garment merchants in the Pakistani market who are aiming to create and nurture long-lasting ties with their consumer base to participate in strategic social media engagement. This is because of the nature of these interactions. The reason for this is due to the fact that these interactions have a certain nature [8].

This relationship is characterized by a high connection. Within the context of SMA, trendiness is a significant component since it is a primary factor that contributes to the overall Brand Experience [9]. Because of this, it is an essential component. One of the most effective ways to enhance the overall experience that customers have with a business is to make sure that the content that is shared on social media by customers in the garment retail sector is in line with the most recent fashion trends. Word of mouth (WOM)

that is generated via the use of social media has a huge impact on the level of commitment that consumers have to the firm, as well as on the entire experience that they have with the companies that they engage with. It is necessary to take into consideration a number of factors, one of which is the influence that positive word-of-mouth has on the operations of social media. This influence may be noticed in terms of boosting the overall experience of the organization as well as fostering dedication among employees [11].

H1: There is a positive correlation between Social Media Activities and Customer Brand relationship.

2.3. Brand Experience

At the same time as it is vital to admit that Social Media Activities (SMA) play a significant role in shaping the dynamics of the Customer-Brand Relationship (CBR), it is also essential to acknowledge that the environment of the clothes retail business in Pakistan needs to be taken into consideration. A broad variety of SMA properties are explored as independent variables within the bounds of this section at this point in time. Detailed discussion is provided on these qualities. One of the topics that will be discussed is the significant impact that factors such as interactivity, formativeness, personalization, trendiness, and word-of-mouth (WOM) have on important aspects of customer behavior research (CBR), such as trust, satisfaction, and commitment, in addition to the more comprehensive perspective of brand experience. It is essential to highlight that interaction plays a large role in this progression. Regarding this particular matter, it is important to take it into mind. The degree to which SMA is formative is yet another important factor that plays a significant role in determining the level of happiness that customers feel. This factor is a significant contributor to the overall pleasure that customers feel. These results also give evidence that the availability of material on social media platforms that is not only helpful but also instructional contributes to greater levels of customer satisfaction, which in turn enhances customer relationship management (CBR).

One of the most important factors that has an effect on the Brand Experience is the degree of interaction that occurs in SMA. This is one of the most important elements that has an impact on the Brand Experience. Connection on social media platforms leads to greater consumer engagement in the retail sector for clothes, which in turn supports a more immersive and delightful experience with the brand. This is a win-win situation for everyone involved. The process of molding the experience that consumers have with the brand is significantly influenced by formativeness, which is a key contribution within the framework of SMA. It has a favorable impact on the entire view that consumers have of the company when they have the sense that the information that they see on social media is educational. This, in turn, contributes to a pleasant and informative experience for customers throughout their contacts with the company. These meetings serve to reinforce the emotional connection that already exists between clients and apparel firms. This connection is already there between the two parties. It is of the utmost importance to make certain that the content of social media platforms is in accordance with the most current trends in order to have a good influence on the experience that the company provides.

H2: There is a positive correlation between Social Media Activities and Brand Experience.

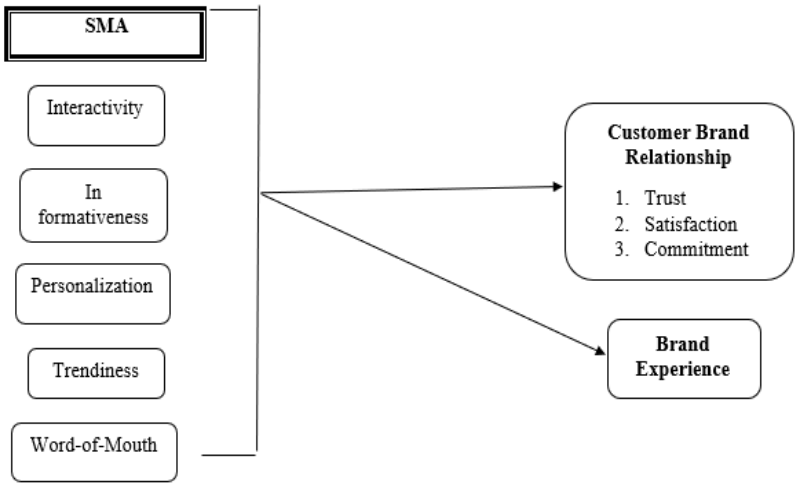

Figure 3. Theoretical Framework

3. Results

3.1. Independent Variables

This empirical study focuses on Social Media Activities (SMA) independent factors. In Pakistani garment retailers, interactivity, formativeness, customization, trendiness, and word-of-mouth (WOM) affect the Customer-Brand Relationship (CBR) and Brand Experience. These factors dominate. In social media advertising (SMA), "interactivity" refers to how apparel retailers promote involvement and connection across social media networks. This variable measures customer participation in manufacturer-led online discussions, polls, and debates. This study examines how increased engagement affects customer trust, happiness, and commitment and brand experience. In social media analysis (SMA), trendiness measures how well social media content matches current cultural trends. This variable measures how social media-generated excellent word-of-mouth (WOM) affects customer trust, satisfaction, commitment, and company experience. This empirical study examines how Social Media Activities (SMA) affect Customer Brand Relationship (CBR) and Brand Experience. This study examines the complicated dynamics of these factors in Pakistani garment stores.

3.2. Dependent Variables

Customer Brand Relations need trust, contentment, and steadfast loyalty. Consumers may build strong ties with high-quality clothing stores on social media. These traits reveal the quality and strength of these partnerships. The apparel brand's social media presence has earned customers' trust and confidence. This variable measures how SMA builds consumer trust. This study examines trust factors in detail. The brand's internet presence will be assessed for openness, reliability, and integrity. Satisfaction measures how happy and fulfilled customers are after interacting with the firm on social media. This variable investigates how SMA meets or exceeds consumer expectations to satisfy clients. This study seeks to identify SMA components that boost customer satisfaction. The commitment between the two parties reflects customers' social media affinity to the apparel brand. This variable examines how SMA helps build customer loyalty. This research will examine how continual and meaningful participation affects consumer loyalty over time. The term "brand experience" refers to the whole consumer-brand engagement, not just individual customer contacts. Thus, it is a collection of customers' sensory, affective, and cognitive responses to the company on social media.

3.3. Research Philosophy and Assumptions

This positivist study examines how Social Media Activities (SMA) affect Customer-Brand Relationship (CBR) and Brand Experience in Pakistani clothes stores. Study was done in Pakistan.

3.4. Research Approach

The quantitative study examined how Social Media Activities (SMA) affect Pakistani textile companies' Customer-Brand Relationships (CBR) and Brand Experiences. The application of quantitative methods improves their understanding of research problems.

3.5. Methodology Choice

Quantitative research methodologies were considered. For comprehending complex interactions, quantitative research provides a broader viewpoint. In the quantitative section of the research, customer perspectives on SMA, CBR, and Brand Experience are examined.

3.6. Research Strategy

The influence of Social Media Activities (SMA) on Customer-Brand Relationships (CBR) and Brand Experience in Pakistani textile businesses was studied thoroughly. To ensure validity, reliability, and ethics, this thorough research method answers questions systematically. This guarantees ethical research.

3.7. Time Horizon

Cross-sectional time ranges provide a realistic and full research stage chronology. To assure study quality, rigor, and validity, a comprehensive research project may be done now. Flexibility is needed to overcome obstacles and finish each study session.

3.8. Unit of Analysis

Due to the intricacy of the research variables and the clothing retail business in Pakistan, this empirical study uses a diverse unit of analysis. The research focuses on customers' interactions with all brands and clothing outlets, including on social media.

3.9. Target Population

The target demographic for this study is Pakistani clothing retailers. The research will focus on social media-active clothing retailers and consumers. According to the research goals, the study will involve a

broad range of social media clients of apparel retailers. Retail apparel brands in Pakistan are crucial to the target audience. This includes local and international businesses that utilize social media to communicate with customers.

3.10. Sampling Techniques

Random sampling was employed to select participants from the target demographic, taking into account factors such as age, gender, geographic location, and socioeconomic status. However, as shown in Table 4.1.1, the sample resulted in a gender imbalance, with 77.9% male and 22.1% female participants. To enhance representativeness, efforts were made to include individuals from different age groups, regions, and income levels, though the gender distribution highlights a limitation that should be acknowledged when interpreting the results.

3.11. Survey Instrument

A systematic questionnaire will be created to gather data on independent and dependent variables. The questions will evaluate Interactivity, In formativeness, Personalization, Trendiness, and Word of Mouth and its effects on Customer Brand Relationship (Trust, Satisfaction, and Commitment) and Brand Experience. The poll will go online to reach more people. After completing the survey, participants will get a secure link.

3.12. Ethical considerations

When using human beings, research ethics are crucial. Following ethical guidelines safeguards participants' rights and well-being in this study. Before participating, respondents will get a detailed informed consent statement explaining the research's purpose, methods, and risks and benefits. The voluntary character of involvement and the ability to leave the study without consequence will be stressed. Participants' identities and personal information are assured to be kept private. All data we collect will be anonymized and stored securely.

3.13. Citation Table

Table 1. Citations

No	Variables	Source
01	SMA (Interactivity, In formativeness, Personalization, Trendiness, Word-of-Mouth)	(Bilgin, Y.2018) (Yadav, M 2017)
02	Customer Brand Relationship (TRUST, Satisfaction, Commitment)	Grunig and Huang (2000)
03	Brand Experience	(Brakus et al., 2009)

4. Discussion

4.1. Data Analysis

This analysis has focused on the complicated connections that exist between the social media activities (SMA) that are carried out by clothing retailers in Pakistan and the influence that these activities have on the complex realm of customer-brand interactions. Specifically, the inquiry has focused on the intricate interconnections that exist between these two aspects. Trust, satisfaction, and commitment are the independent factors that have been researched for their effect on the dependent variables in the context of customer-brand interactions and the larger spectrum of Brand Experience. These variables have been shown to have an impact on the dependent variables. Interactivity, Informativeness, Personalization, Trendiness, and Word of Mouth are the factors that have been employed in order to explore the effect that these variables have on the variables that are dependent on them. Regarding each of these aspects, there has been an inquiry conducted.

4.2. Frequency Table

SPSS has a table that summarizes categorical variable values. This table is a frequency table. It also shows category frequencies, percentages, and cumulative percentages. In a frequency table explanation, the variable name, number of valid occurrences (observations), and categories or values are usually presented. This is usually true. It also lists cumulative percentages, frequencies, percentages, and valid percentages for each category (excluding missing or inaccurate occurrences). SPSS can also construct bar charts and histograms of frequency distributions to facilitate data understanding. SPSS has these representations.

SPSS frequency tables show categorical data distribution in general. This simplifies descriptive analysis and comprehending the variable being studied.

Table 2. Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	240	77.90%	77.90%	77.90%
Female	68	22.10%	22.10%	100.00%
Total	**308**	**100.00%**	**100.00%**	

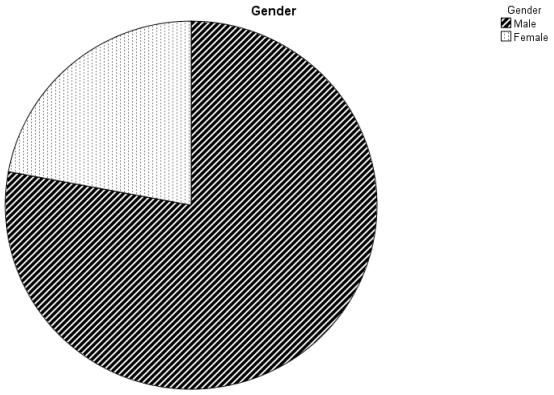

Figure 4. Gender

The frequency table shows 77.9% male and 22.1% female participants. This divide shows males dominate research. The cumulative percent column shows the proportion of participants from 0% to 100%, indicating the data is representative of the population.

Table 3. Age

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
18–30	90	29.2%	29.2%	29.2%
31–40	200	64.9%	64.9%	94.2%
41–50	18	5.8%	5.8%	100.0%
Total	308	100.0%	100.0%	

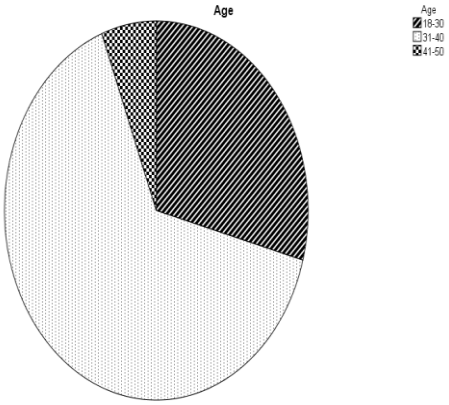

Figure 5. Age

Age frequency table shows participant age dispersion. 64.9% are 31–40, the most common age. With 29.2%, 18–30 was second, followed by 41–50 with 5.8%. At study's end, this column shows participants' cumulative age distribution, reaching 100%. Below is their study's age distribution.

Table 4. Marital Status

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	120	39.0%	39.0%	39.0%
Married	188	61.0%	61.0%	100.0%

Total	308	100.0%	100.0%

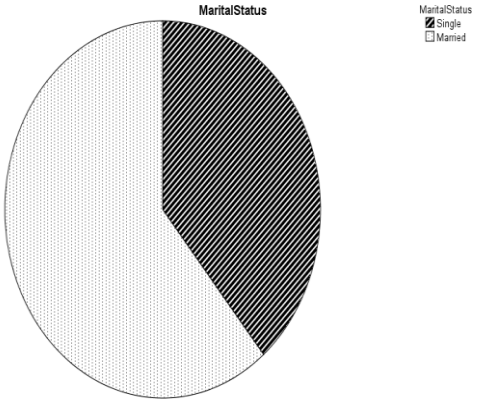

Figure 6. Marital Status

Marital frequency tables illustrate single and married distributions. 61% were married, 39% alone. Participants' marital status reached 100% in the cumulative percent column. This research may explain population marriages.

Table 5. Education

Education Level	Frequency	Percent	Valid Percent	Cumulative Percent
Intermediate	37	12.0%	12.0%	12.0%
Bachelors	124	40.3%	40.3%	52.3%
Masters	137	44.5%	44.5%	96.8%
M. Phil	10	3.2%	3.2%	100.0%
Total	308	100.0%	100.0%	

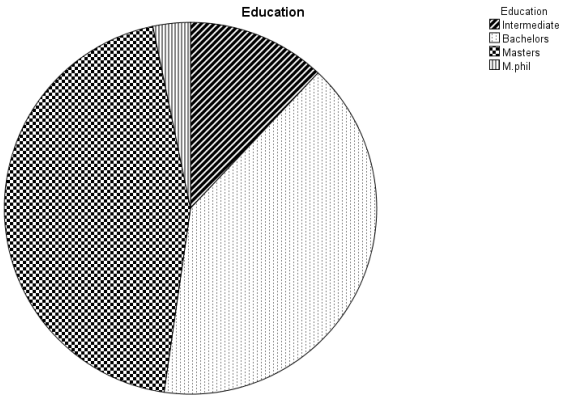

Figure 7. Education

The education frequency table indicates study participants' education. The population had 40.3% bachelor's degrees and 44.5% master's degrees. M. Phils and intermediate degrees are held by 3.2% and 12% of the population, respectively. The cumulative percent column indicates educational group participation rising to 100% by study's completion. This schooling breakdown completes the picture.

Table 6. Working Hours

Employment Type	Frequency	Percent	Valid Percent	Cumulative Percent
Part time	89	28.90%	28.90%	28.90%
Full Time	219	71.10%	71.10%	100.00%
Total	**308**	**100.00%**	**100.00%**	

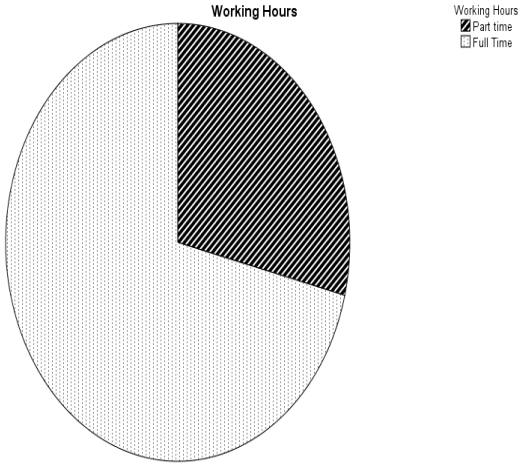

Figure 8. Working Hour

The working hours' frequency table separates part-time and full-time workers. Participants reported full-time employment at 61% and part-time at 28%. Participants are added by hourly rate, reaching 100% in the cumulative percent column. This research shows the population's employment status.

Table 7. Income (In Thousand)

Score Range	Frequency	Percent	Valid Percent	Cumulative Percent
32–60	32	10.40%	10.40%	10.40%
61–90	108	35.10%	35.10%	45.50%
Above 90	168	54.50%	54.50%	100.00%

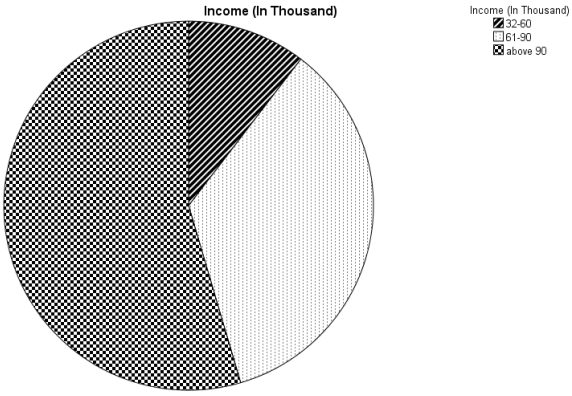

Figure 9. Income

Income frequency charts reveal participant income dispersion. Income is thousands. In 54.5% of samples, "above 90" is most prevalent. The "61-90" group has 35.1% and the "32-60" group 10.4%. This column indicates the cumulative proportion of members in each income group, reaching 100%. This study may indicate community income distribution.

4.3. Descriptive Statistics

An SPSS descriptive table describes the dataset's variable distribution. The count (N), lowest and highest values, mean, standard deviation, median, skewness, and kurtosis of each variable are crucial. Since each variable has N valid occurrences, its mean equals its average. Data variability is measured by standard deviation, which quantifies value dispersion around the mean. Median central tendency is less outlier-prone than mean.

Table 8. Descriptive

Variable	N	Min	Max	Mean	Std. Deviation	Skewness	Std. Error (Skew)	Kurtosis	Std. Error (Kurt)
Gender	308	1	2	1.22	0.415	1.353	0.139	-0.171	0.277
Age	308	1	3	1.77	0.545	-0.084	0.139	-0.268	0.277

Marital Status	308	1	2	1.61	0.488	-0.455	0.139	-1.805	0.277
Education	308	1	4	2.39	0.738	-0.275	0.139	-0.488	0.277
Working Hours	308	1	2	1.71	0.454	-0.936	0.139	-1.132	0.277
Income	308	1	3	2.44	0.675	-0.809	0.139	-0.494	0.277
Social Media Activities (SMA)	308	1	5	3.99	0.60436	-0.889	0.139	1.134	0.277
Brand Experience	308	1	5	3.97	0.56451	-1.373	0.139	3.765	0.277
Customer Brand Relationship	308	1	5	3.962	0.60413	-1.013	0.139	2.04	0.277
Valid N	308								

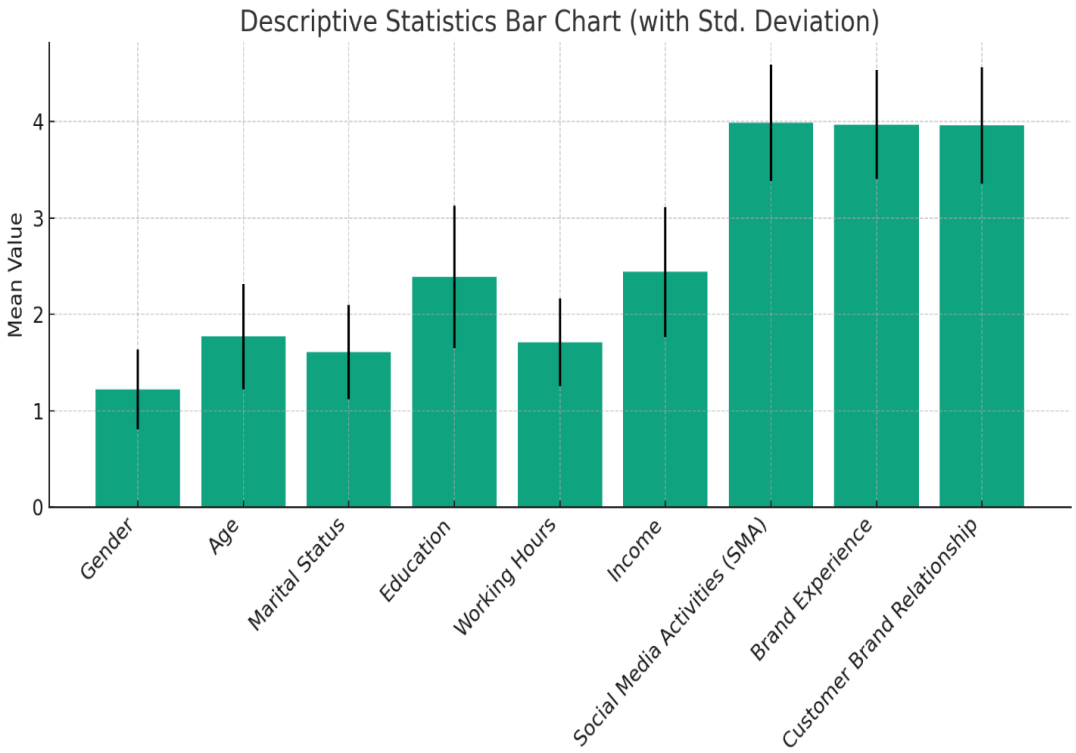

Figure 10. Descriptive Statistics Bar Chart

Explanation: Descriptive statistics infer that the study sample was majorly composed of males, young, mostly single, and well-educated. The level of social media engagement is moderate (mean ≈ 3.99) with a small inclination toward heavy use and heavier-tailed distribution. Brand experience (mean ≈ 3.97) and customer–brand relationships (mean ≈ 3.96) measure generally good, but because of left skew and heavy-tailed distribution for these variables as well, it hints that some respondents reported very strong experiences and relationships.

4.4. Correlations

Refer to SPSS's correlation table for Pearson correlation coefficients, significance levels, and sample sizes. This table helps understand variable relationships. Each table column represents two-variable correlation coefficients. The linear relationship between variables is shown by this coefficient. Significant correlations may be determined via significance levels. It will help you determine whether the relationships are random. Researchers establish likely links between variables using correlation tables. The correlation table helps academics analyse and comprehend their data trends.

Table 9. Correlation

	BRAND EXPERIENCE	CUSTOMER BRAND RELATIONSHIP	SOCIAL MEDIA ACTIVITIES (SMA)
BRAND EXPERIENCE	1		
CUSTOMER BRAND RELATIONSHIP	.765**	1	
SOCIAL MEDIA ACTIVITIES (SMA)	.450**	.517**	1

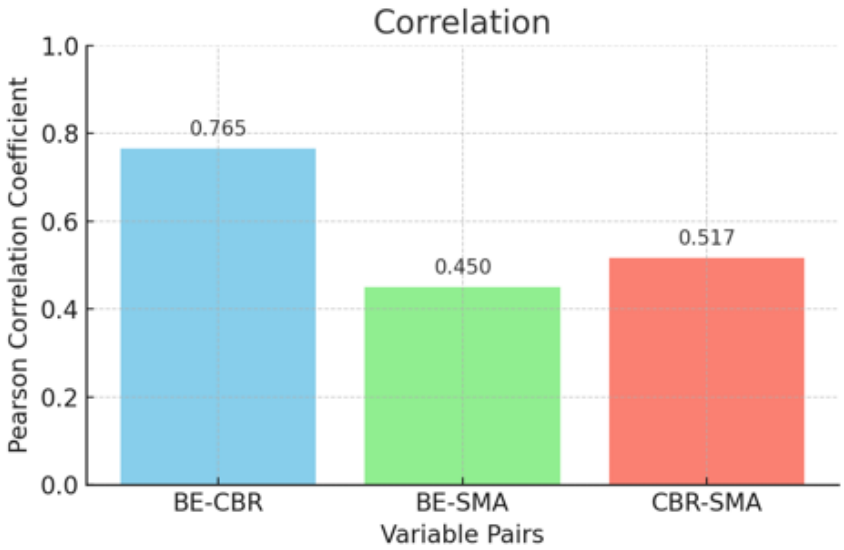

Figure 11. Correlation Summary Model

This is shown by the fact that the level of statistical significance is measured at 0.01. However, despite the fact that there is a little trend,The relationship is statistically significant at the 0.01 level, indicating a meaningful association between the variables. Furthermore, the correlations between gender and consumer brand connection (-0.065) and social media activities (-0.033) are not very strong, and the statistical significance of these interactions has not been demonstrated.

Continuing on with the correlations between brand-related variables, we discover that the consumer brand connection and the brand experience have a strong positive correlation of 0.765. This is a significant finding on our part. Taking this into consideration, it would seem that those who have a higher quantity of experience with the brand are also likely to have stronger links with the brand. A substantial relationship exists between these two variables, as shown by the fact that the correlation is statistically significant at the 0.01 level. This indicates that there is a strong connection between them.

As seen by the correlation coefficient of 0.450 and the results, there is a connection between brand experience and social media activities (SMA) that may be described as fairly positive. Based on the facts shown here, it would seem that those who have a higher level of familiarity with the brand are more likely to take part in activities on social media that are related with the brand. In light of the fact that the correlation is statistically significant at the 0.01 level, it is essential to place focus on the connection that exists between the strength of consumer brand connections and activity on social media. Taking everything into account, the correlation table provides extremely valuable insights into the dynamic link that exists between gender and the most significant brand-related elements, as well as the linkages that exist between these brand-related constructs. These insights are very helpful in understanding the relationship between gender and the brand.

4.5. Regression

Table 10. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450a	0.202	0.2	0.50499
a. Predictors: (Constant), Social Media Activities (SMA)				

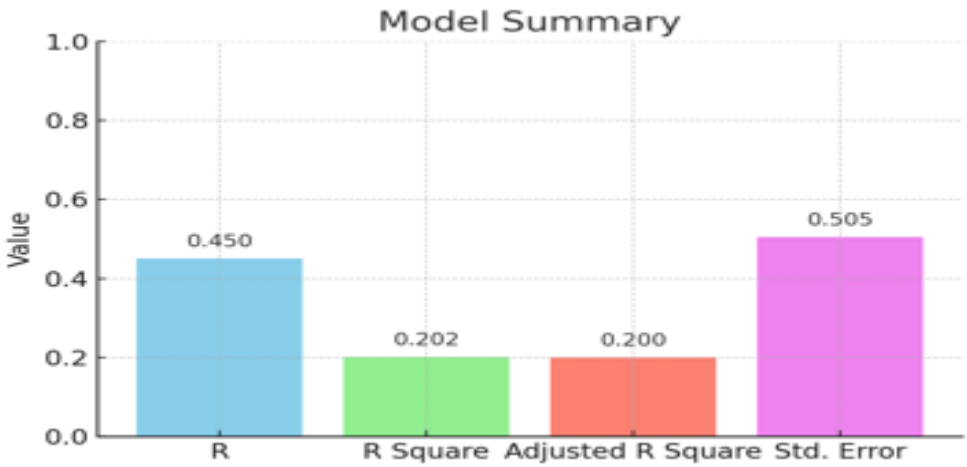

Figure 12. Regressjon Model Summary

In this model, the variable that serves as the predictor variable is the Social Media Activities (SMA) variable, and the variable that serves as the dependent variable is the Brand Experience variable. The value of the coefficient of determination, which is often referred to as R Square, is 0.202, which shows that the variation in Social Media Activities may account for about 20.2% of the variance in Brand Experience. The value of the Adjusted R Square is 0.200, and it takes into consideration the entire number of predictors that are included inside the model.

4.5.1. ANOVA

Table 11. ANOVA

ANOVA					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regres-sion	19.799	1	19.799	77.638	.000b
Residual	78.034	306	0.255		
Total	97.833	307			

a. Dependent Variable: Brand Experience

ANOVA tables indicate regression model significance. P-value = 0.000, F-statistic = 77.638. A statistically significant regression model may link Brand Experience to at least one predictor variable. Why? Because this suggests a significant regression model. Compared to a model without variables, the model can explain much Brand Experience variance.

4.5.2. Coefficients

Table 12. Coefficients

Coefficients					
Model	**Unstandardized Coefficients (B)**	**Std. Error**	**Standardized Co-efficients (Beta)**	**t**	**Sig.**
(Constant)	2.293	0.192		11.92	0
Social Media Activities (SMA)	0.42	0.048	0.45	8.811	0

a. Dependent Variable: Brand Experience

This estimate is based on the projections made by the researchers. In light of the fact that the t-statistic for SMA is 8.811, and the p-value that is associated with it is 0.000, it is possible to draw the conclusion that the coefficient for SMA is associated with statistical significance. The conclusion that can be derived from this model is that actions that are associated with social media have a positive and significant effect on the experience that consumers have with the business.

4.5.3. Regression

Table 13. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.517a	0.267	0.265	0.51806

a. Predictors: (Constant), Social Media Activities (SMA)

The first item in this series is the model summary, which provides an overview of the regression analysis. This document is the first component in this series. Within the context of this model, the variable known as Social Media Activities (SMA) functions as the predictor variable, while the variable known as Customer Brand Relationship is the one that plays the role of the dependent variable. The value of the coefficient of determination, which is often referred to as R Square, is 0.267, which shows that the variation in Social Media Activities may be responsible for about 26.7% of the variation in Customer Brand Relationship. 0.265 is the value of the Adjusted R Square, which takes into account the total number of predictors that are included in the model. According to the correlation coefficient (R), which shows a link relationship that is somewhat beneficial, the association between customer brand relationship and social media activity is 0.517. This suggests that the relationship is relatively favorable. The estimate has a standard error of 0.518, which offers a measure of the variability of the actual Customer Brand Relationship scores in respect to the values that were predicted. This variability is measured in correlation to the values that were projected.

4.5.4. ANOVA

Table 14. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	29.919	1	29.919	111.47	.000b
Residual	82.127	306	0.268		
Total	112.046	307			

a. Dependent Variable: Customer Brand Relationship

Explanation: The table that is utilized to establish the overall significance of the regression model is called the analysis of variance (ANOVA) table. In contrast to the F-statistic itself, which is 111.474, the p-value that is connected with the F-statistic is less than 0.001 (p = 0.000). This indicates that the regression model is statistically significant, which in turn indicates that there is a relationship between the dependent variable, Customer Brand Relationship, and at least one of the predictor variables that were discussed earlier in this paragraph. When contrasted with a model that does not include any predictors, the model was able to throw light on a significant portion of the variance that is present in Customer Brand Relationship.

4.5.5. Coefficients

Table 15. Coefficients

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	1.901	0.197		9.63	0
Social Media Activities (SMA)	0.517	0.049	0.517	10.558	0

a. Dependent Variable: Customer Brand Relationship

The table of coefficients provides facts and figures about the several predictors that are particularly included into the model. The value of the constant term is 1.901, which is the Customer Brand Relationship that is anticipated to exist in the event that there is no engagement on social media. According to the coefficient for Social Media Activities (SMA), which is 0.517, it is projected that the Customer Brand Relationship would improve by 0.517 units for every one-unit rise in SMA. This conclusion is based on the fact that the coefficient is 0.517. It is worth noting that the t-statistic for SMA is 10.558, and the p-value that is associated with it is 0.000. It may be deduced from this that the coefficient represented by SMA is statistically significant. Based on this model, it is possible to draw the conclusion that actions that take place on social media platforms have a positive and significant impact on the connection that exists between the consumer and the company.

4.6. Reliability

Table 16. Case Processing Summary

Case Processing Summary		
Cases	**N**	**%**
Valid	308	84.2
Excluded	58	15.8
Total	366	100

a. List wise deletion based on all variables in the procedure.

An Overview of the Case Processing According to the table that provides a summary of the Case Processing, out of the total 366 cases, 308 instances (which accounts for 84.2% of the total) are considered to be valid, while 58 cases, which accounts for 15.8% of the total, were removed. The exclusion is based on list-wise deletion, which means that every instance that had missing values in any of the variables that were included in the analysis was destroyed. This means that everything that was excluded was eliminated. The use of this method ensures that research is conducted just using instances that are complete in their entirety.

Table 17. Brand Experience

Cronbach's Alpha	N of Items
0.853	10

A group of 10 items is highlighted in the table that includes the dependability data, and the Cronbach's Alpha coefficient for that group is highlighted as well.

Table 18. Customer Brand Relationship

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.851	10

Cronbach's Alpha for 10 items' internal consistency was 0.851. The scale is dependable due to its high and stable Alpha value. The scale is inherently compatible with standard component measurements.

Table 19. Social Media Activities (SMA)

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.900	15

Explanation: As a consequence of the expansion of the reliability assessment to incorporate a new set of fifteen questions, the Cronbach's Alpha estimate is eventually determined to be 0.900. Within the context of this specific case, the high Alpha value assists to strengthen the trustworthiness of this wider group of items. A Cronbach's Alpha percentage that is larger than 0.7 is normally considered to be adequate for the purposes of research, while values that are greater than 0.9 are indicative of exceptional internal consistency on the part of the data.

Table 20. Questionnaire

Reliability Statistics	
Cronbach's Alpha	**N of Items**
0.931	35

Explanation: This table offers an examination of the dependability of the internal consistency for a more complete collection of 35 items. Cronbach's Alpha is a statistical measure that measures the reliability of correlations. The result that was found for Cronbach's Alpha was 0.931, which suggests that there is a very high degree of internal consistency. This was discovered by making the determination. As a result of the fact that the items are taken into consideration collectively, the hypothesis that they represent a reliable and internally consistent scale that assesses a common underlying notion has been generated. It is possible for researchers and practitioners to have faith in their conclusions since the measurements obtained from all of these components are consistent with one another.

5. Conclusions

This empirical study has shed light on the complex dynamics that exist between social media activities (SMA) and the multidimensional aspects of customer-brand relationships (CBR) and brand experiences. The results of this research have given us a better understanding of these dynamics. This research was carried out using Pakistani apparel firms as the subject of the investigation. The data reveal the complex relationship between these two.This empirical study has highlighted the complex dynamics between social media activities (SMA) and the multidimensional aspects of customer–brand relationships (CBR) and brand experiences. Conducted within the context of Pakistan's apparel sector, the research demonstrated how interactivity, informativeness, customization, trendiness, and word-of-mouth significantly influence trust, satisfaction, commitment, and brand experience. These findings contribute to a deeper understanding of how social media engagement shapes consumer perceptions and brand connections.

At the same time, several research gaps remain. First, the cross-sectional design restricts the ability to infer causality; future longitudinal studies could capture how these relationships evolve over time. Second, the study is limited to the apparel sector in Pakistan, leaving open the question of whether similar dynamics apply across other industries or cultural contexts. This realisation is the result of the examination of components that are independent of one another, which led to the acquisition of these insights. These realisations are the outcome of the inquiry. The findings shed light on the significant impact that social media plays in moulding the opinions of consumers as well as the connections that they have with businesses via the interactions that they have with those respective businesses.

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Data Availability Statement: The data for this study was collected using

Google Forms. The questionnaire was distributed online, and the responses are stored in the following link: Google Form Link

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