

The Effectiveness of User- and Firm-Generated Content to Shape Social Media Attitudinal E-Loyalty Across Fashion Segments

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Abstract

Social media (SM) content is widely used to build customer loyalty, yet the relative effectiveness of different content types to promote SM e-loyalty remains unclear. This study investigates how user-generated content (UGC) versus firm-generated content (FGC) influence SM e-loyalty and whether these effects differ between fast and luxury fashion contexts. In a 2×2 online experiment using Instagram-style stimuli, we manipulated content source (UGC vs. FGC) and fashion segment (fast vs. luxury fashion). Overall, UGC generated stronger SM e-loyalty than FGC. However, this effect depended on the industry context: UGC was particularly effective in fast fashion, whereas both UGC and FGC performed similarly in luxury fashion. These findings clarify inconsistent findings in prior research and highlight the importance of aligning SM content strategies with industry context.

Track: Digital Marketing & Social Media