

The Relationship Between Social Media Marketing and Consumer Response: A Comparative Study Among Generations Y and Z with Reference to Retail Fashion Wear

Peiris, D.P.M.S.M.¹, Herath, H.H.N.M.²

^{1,2} University of Kelaniya

¹medo.peiris@gmail.com, ²nadunmherath@gmail.com

Abstract

Purpose: The objective of the study is to determine the connection between SMM and consumer response among generation Y and Z regarding retail fashion wear in Sri Lanka.

Design/Methodology/ Approach: To achieve the objective a deductive approach was adopted and conducted as a survey by collecting data from 320 residents of the Colombo district who ranged in age from 10 to 25 and from 26 to 41 years old using a convenience sampling technique.

Findings: This study discovered a considerable positive relationship between customer response and the factors of SMM including entertainment, interaction, trendiness, customization, and word-of-mouth among the two generations. Additionally, it was discovered that generation Y is more likely than generation Z to have a positive association between SMM and consumer response.

Practical Implication: The findings are crucial for fashion retailers to select the best generation to target when marketing their products through social media and assist them to attract and retain customers through effective SMM efforts.

Originality/ Value: Since there have been relatively few studies that have been conducted as comparative investigations, the research provides important arguments to the discussion about how to assess the relationship between SMM and consumer response among generations Y and Z regarding retail fashion wear.

Keywords: *Customer response, Generation Y, Generation Z, SMM, Word of mouth (WOM)*