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Fashion market companies' social media engagement from generation Z perspective

La participación en redes sociales de las empresas del mercado de la moda desde la perspectiva de la generación Z

Suemi Lima Vargas[1*], Álvaro Enrique Lima Vargas[2]

[1]Universidad Tecmilenio, México
[1]Universidad Nacional Autónoma de México, México
[2]Universidad Autónoma del Estado de Quintana Roo, México

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Abstract

Nowadays, social networks have become a means used by companies and brands to promote their products, and in the case of fashion brands this is no exception. Gen Z youth are active consumers who use social media to create content by interacting with each other. Therefore, this research aims to determine the perception of generation Z on the presence of companies in the fashion market in social networks, analyzing elements such as user experience, web advertising and eWOM through the application of surveys. This research has a correlational-causal objective, it is considered quantitative and cross-sectional due to the form of data collection. This study provides empirical evidence of the influence of constructs; entertainment, interaction, experience and eWOM as factors generating participation in social networks by companies in the fashion market from the perspective of generation Z. Allowing to understand what aspects are decisive for participation in social networks by this generation, which makes it possible to develop more appropriate strategies focused on this market segment.

JEL Code: C40, M20, M31
Keywords: social media; generation z; fashion market

*Corresponding author.
E-mail address: suemi_lima1@gmail.com (S. Lima Vargas).
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Resumen

En la actualidad las redes sociales se han convertido en un medio utilizado por empresas y marcas para la promoción de sus productos, y en el caso de las marcas de moda esto no es la excepción. Los jóvenes de la generación Z son consumidores activos que utilizan las redes sociales para crear contenido mediante la interacción entre ellos. Por lo anterior, esta investigación tiene como objetivo determinar la percepción de la generación Z sobre la presencia de las empresas del mercado de la moda en las redes sociales, analizando elementos como la experiencia del usuario, la publicidad web y el eWOM mediante la aplicación de encuestas. Esta investigación tiene un objetivo correlacional-causal, se considera cuantitativa y transversal por la forma de recolección de datos. Este estudio proporciona, evidencia empírica de la influencia de los constructos; entretenimiento, interacción, experiencia e eWOM como factores generadores de participación en redes sociales por parte de las empresas en el mercado de la moda desde la perspectiva de la generación Z. Permitiendo comprender que aspectos son determinantes para la participación en redes sociales por esta generación, lo que posibilita elaborar estrategias más adecuadas enfocadas a este segmento de mercado.

Código JEL: C40, M20, M31
Palabras clave: redes sociales; generación z; redes sociales; mercado de la moda

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Introduction

Information and communication technologies (ICTs) integration in the mid-20th century marked the end of the post-industrial society and the beginning of the knowledge society[1]. This society is focused on producing, processing, and distributing information, enhanced by the assimilation of ICTs into society (Drucker, 1969). This knowledge society has modified several aspects regarding the consumer, the main one being incorporating social networks into everyday life.

Social networks have become an integral part of people's lives. They are no longer just an exclusive mean of communication between users, they have become a medium companies and brands use to promote their products (Barrio, 2017). According to Rath et al. (2014), consumers have grown even closer to social networks to search for information, receive recommendations from other users, interact with companies or brands, and obtain discounts or special promotions.

These concepts are reaffirmed by the studies of Hsiao et al. (2020), who determined that online media and the popularity of content creators influence the reach of publications. They also indicate that social networks provide greater opportunities for exposure through various channels, generating competition among private companies and national brands. Within the advertising and communication environment, it has been highlighted that in social networks such as Instagram and Facebook, among

[1]Term standardized by UNESCO, which also refers to the term information society

others, brands generate promotions and creatively highlight their content to achieve positioning and consumer preference (Jazmín, 2019).

The fashion market typically creates a link between consumer awareness and novelty. Both elements are part of the fashion cycle that drives consumption. This cycle emerges from the arrival of a trend that, if accepted by a large group, becomes generalized. In this way, they create a saturation of supply and demand in the market, which finally ends and is replaced by another (Lopez García, 2014). Consequently, companies have evolved in their use of social networks from only promoting their products to using a combination of tools to interact with the consumer (Posner, 2015). Therefore, this research aims to determine Generation Z's perceptions of the presence of fashion market companies on social networks.

Theoretical framework

Integrating information and communication technologies (ICTs) in 21st-century society has modified several aspects, mainly how people communicate. The development of new means of communication has led to greater interaction with consumers, who exchange experiences and product or service information within these platforms (González, 2015). In the business environment, the integration of the web has not only modified the consumer communication channels but has also restructured how they interact. They have gone from being a passive audience to becoming an active one. An active audience is a consumer who creates content through interaction with other users (Ros, 2008).

This has resulted in a change of focus on the part of organizations, which have abandoned the traditional product-focused strategy and replaced it with a new service-based strategy. This new service-centered perspective has modified the organizational paradigms, especially the role of the customer and the product, thus altering the processes of exchange, value generation, interaction with the customer, and economic development. It has focused on consumer-company communication, intending to create a new consumer interaction model (Vargo & Lusch, 2004).

A new type of communication within the organization, the generation of content, the integration of the consumer in the communication channels, and new sales channels, among other aspects, characterize this new perspective. Moreover, it has developed new elements influencing consumer behavior, such as social networks, web advertising, and eWOM (electronic Word Of Mouth). The change of consumer's behavior in the knowledge society has developed gradually as a function of technology integration. This integration can be defined in 4 phases: the PC era, the WEB 1.0 era, the Web 2.0 era, and the Web 3.0 era, as shown in Table 1 (Choudhury, 2014).

Table 1
Eras in the Information Society

	PC era	Web 1.0 era	Web 2.0 era	Web 3.0 era
Period	1980 - 1989	1990 - 2003	2004 - 2016	2016 - PRESENT
E-commerce	No	Yes	Yes	Yes
Type of Web segmentation	N/A	Standard Segmentation	Microsegmentation	Customized
Algorithms in Segmentation	N/A	N/A	N/A	Yes
Company-Consumer Web Communication	N/A	Basic	Constant	Crucial
Consumer-Company Web Communication	N/A	N/A	Basic	Constant
Existence of validators and influencers	N/A	N/A	N/A	Basic
Consumer characteristics	Passive	Passive	Active	Active
Consumer-Consumer Web Communication	N/A	N/A	Basic	Constant
Interaction between consumers	N/A	N/A	Basic	Constant
Consumer content generation	N/A	N/A	Basic	Constant

Source: created by the authors based on Choudhury, 2014

Following the service model, the behavior of organizations in social networks can be established according to four elements. The first is interaction, which refers to the ease with which the networks generate communication channels with the organization. The second, eWOM, is defined as the dissemination of organic content by the organization. The third, entertainment, as its name suggests, refers to how interesting or enjoyable the content is for consumers. Finally, the fourth one, experience indicates aspects such as the personalization of content for the consumer within the networks (Antoniadis et al., 2019).

Regarding Generation Z and its connection with social networks, Oblinger and Oblinger (2003) pointed out that generations are composed of individual characteristics that govern their interests and decisions, creating joint values that depend on historical events, possessions, and technological developments. This will determine their social functioning (Howe & Strauss, 1992). Each generation is determined according to its date of birth within a period, together with a specific social behavior determined by the environment in which it developed. Generations are classified into the Silent Generation, composed of those born between 1925 and 1942; Baby Boomer from 1943 to 1960; Generation X from 1961 to 1981; the Millennial or Y generation from 1982 to 2000 (Howe & Strauss, 1992); and Generation Z from 2010 to 2020 (McCrindel & Fell, 2020).

Research methodology

Type of research

This paper aims to determine Generation Z's perceptions of the presence of fashion market companies on social networks. Therefore, this research is quantitative with a correlational-causal research objective, because it seeks the association of the variables of entertainment, interaction, user experience, and eWOM in social networks with the participation of fashion market companies in social networks. Furthermore, the research is non-experimental since the study subjects are not altered during the research process. It is also cross-sectional as the data were collected during a single time span.

Sources of information

Generation Z was the direct source of information for this research through online surveys. Therefore, the sources of information were of a primary nature due to how they were collected. Likewise, the information obtained is specific to this research. Finally, the sample selection will be through non-probabilistic convenience sampling as a consequence of the limitations.

Study subjects and sample size

The target population for this research comprised inhabitants of the metropolitan area of the Valley of Mexico (Mexico City and State of Mexico), with an age range between 17 and 24—belonging to Generation Z—regardless of gender. The chosen group belongs to socioeconomic levels A/B, C+, C, C-, D+, and D. Finally, a defining criterion was that the chosen group had purchased a product from the fashion industry through a digital channel within the last two years.

The sample size was calculated to determine the number of instruments to be applied for the study's validity, and the Sample Size formula was used (Equation 1).

$$n = \frac{N \times {Z_a}^2 \times p \times q}{d^2 \times (N-1) + {Z_a}^2 \times p \times q} \quad (1)$$

Where:

n = Sample Size

Z = Confidence level

p = Probability of success

q = Probability of failure

d = Maximum permissible error

N = Population

The confidence level for the research was set at 95%. Since the probability of success or failure was unknown, a 50%—or 0.5—was determined for each group, and an error of 5% was established. Applying the formula , a sample size of 385 was obtained (Table 2).

Table 2
Technical data sheet of the study

Type of research	Quantitative / Non-experimental / Cross-sectional / Correlational-causal
Characteristics of the universe	Inhabitants of the Valley of Mexico, between 18 and 24 years of age, socioeconomic level A/B, C+, C, C-, D+, and D, who have purchased clothing in the last two years
Method of data collection	Instrument (Surveys) / Primary Source
Type of sampling	Non-probabilistic by convenience
Confidence level	95%
Population Size	7.02 million
Sampling error	5%
Sample size	n = 385

Source: created by the authors

Analysis of results and discussion

The testing of the hypotheses was carried out in three phases. The first phase corresponds to the validation of the assessment instrument items, the second phase to the validity criteria of the assessment instrument, and the third phase to the validity criteria of the theoretical model (Table 3). All the analyses of the second and third phases were carried out using the Statistical Package for the Social Sciences (SPSS) program.

Table 3
Validity criteria

Validation Stage	Indicator	Criterion
Validation of the instrument items	Number of items answered	100%
Validation of the evaluation instrument	Cronbach's Alpha (CA)	0.9
	KMO	0.8
	Pearson's correlation	0.8
Criteria for the validity of the theoretical model	Multicollinearity	0.8
	R Adjusted	0.6

Source: created by the authors

Data collection instrument

The data collection instrument (survey) consists of 21 questions divided into 2 sections. The first section contains 6 questions that seek to identify the demographic variables of the respondents, such as age, gender, income, and place of residence, among others (Table 3). The second section contains 15 questions Likert-scale style, which seek to identify users' participation in social networks with the company, adapted from Consumers' Perceptions and Usage of Social Media in Fashion Marketing proposed by Antoniadis et al. (2019).

Results

Table 4 shows the results obtained for the 4 variables of the study: entertainment, interaction, user experience, and eWOM and their items corresponding to the social networks, which are the mean, standard deviation, and Cronbach's alpha for each item. This construct comprises 15 items divided into 4 main variables: entertainment, interaction, user experience, and eWOM. From lowest to highest, the results were in the following order: The entertainment variable, with 3 items, shows a mean of 3.796 and a Cronbach's alpha of 0.945. The eWOM variable presents a mean of 3.877 and a Cronbach's alpha equal to the entertainment variable, demonstrating these two variables' validity. The interaction variable with 5 items showed a mean of 3.809 and a Cronbach's alpha of 0.935. Finally, the user experience variable composed of 4 items obtained the highest values within the construct, with a mean of 4 and a Cronbach's alpha of 0.946. This confirms that the variables and items of this construct are valid, placing them above a Cronbach's alpha of 0.9, a value higher than the limit of 0.8 determined for this research.

Table 4
Result of the evaluation instrument

	Item no.	Theoretical dimensions	N	Mean	Standard deviation	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha
Entertainment	1	Fashion brands' use of social media is fun	383	3.7128	1.1872	69.4648	313.862	.852	0.934
	2	The content displayed by fashion brands on their social networks is interesting	383	3.859	1.15816	69.3185	314.155	.867	0.943
	3	The use of social media by fashion brands is an enjoyable way to spend time	383	3.7389	1.23209	69.4386	311.629	.873	0.938
	TOTAL			3.7963	1.15559	69.3812	312.106	0.922	0.945
Interaction	4	Fashion brand social networks allow information to be shared with other users	383	3.7807	1.19069	69.3969	339.706	.227	0.942

	5	In fashion brands' social networks, it is allowed to exchange opinions and converse with other users.	383	3.8355	1.16968	69.342	315.854	.815	0.95
	6	In fashion brands' social networks, user participation is encouraged.	383	3.765	1.20519	69.4125	313.222	.854	0.953
	7	Fashion brands' social networks generate the confidence to express reactions (e.g., like, love, wow, anger, etc.).	383	3.893	1.18963	69.2846	313.602	.856	0.939
	8	It is easy to post your opinion on fashion brands' social networks.	383	3.8616	1.19079	69.3159	314.201	.841	0.956
	TOTAL		383	3.8094	1.12688	69.3681	313.396	.913	0.935
Experience	9	Fashion brands' social media content offers new information on their products	383	3.9582	1.17937	69.2193	313.575	.865	0.953
	10	The use of social media by fashion brands is popular.	383	3.8616	1.18196	69.3159	314.044	.851	0.948
	11	Fashion brands' social networks personalize information searches.	383	3.9138	1.14196	69.2637	314.43	.873	0.94
eWOM	13	Would you inform your friends about a fashion brand on social networks about their products or services?	383	3.8433	1.16066	69.3342	314.705	.851	0.937
	14	Would you share fashion brands' social media content on your profile?	383	3.812	1.21774	69.3655	313.924	.827	0.944
	15	The popularity of fashion brand posts on social networks depends on positive or negative comments	383	4.0026	1.14978	69.1749	317.155	.797	0.954
	TOTAL		383	3.8773	1.07717	69.3003	314.158	0.937	0.945

Source: created by the authors

Table 5 presents the collinearity of the items corresponding to the construct of social networks, identifying the correlation of the items by applying Kendall's tau. The result is a range with a minimum value of 0.085 and a maximum of 0.839, where some correlations between the items are higher than the expected values above the established limit (0.8) for validation. These values range from 0.806 to 0.839, where the maximum value corresponds to item 1 in its correlation with item 6, and the minimum to item 9 with item 11. Other intermediate values, such as 0.812, correspond to the correlation of items 6 and 8. Likewise, it is observed that item 10, in correlation with item 3, presents a Kendall's tau of 0.825, and with item 13, a Kendall's tau of 0.833. It is important to note that the lowest values are found in item 4, corresponding to the interaction variable, which shows a Kendall's tau of 0.085 and 0.087 for item 14 and item 15, respectively, both belonging to the eWOM variable.

Table 5
Item collinearity

	Entertainment				Interaction				User Experience				eWOM		
	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	Item 11	Item 12	Item 13	Item 14	Item 15
Item 1	1.000														
Item 2	0.619	1.000													
Item 3	0.708	0.708	1.000												
Item 4	0.164	0.108	0.138	1.000											
Item 5	0.553	0.650	0.607	0.111	1.000										
Item 6	0.839	0.580	0.664	0.134	0.647	1.000									
Item 7	0.603	0.651	0.636	0.139	0.590	0.629	1.000								
Item 8	0.749	0.524	0.615	0.164	0.603	0.812	0.652	1.000							
Item 9	0.514	0.753	0.603	0.072	0.647	0.577	0.723	0.562	1.000						
Item 10	0.642	0.619	0.825	0.110	0.571	0.617	0.582	0.635	0.628	1.000					
Item 11	0.561	0.760	0.636	0.101	0.604	0.518	0.707	0.512	0.806	0.643	1.000				
Item 12	0.555	0.612	0.610	0.120	0.784	0.541	0.598	0.527	0.574	0.599	0.667	1.000			
Item 13	0.784	0.555	0.674	0.143	0.536	0.763	0.608	0.786	0.563	0.833	0.575	0.565	1.000		
Item 14	0.537	0.765	0.639	0.085	0.610	0.538	0.672	0.499	0.782	0.577	0.806	0.644	0.512	1.000	
Item 15	0.501	0.605	0.532	0.087	0.618	0.508	0.574	0.550	0.630	0.547	0.632	0.622	0.530	0.590	1.000

Source: created by the authors

Table 6 presents the correlation analysis of the variants on average. The entertainment variable correlated with the interaction, experience, and eWOM variables show a Kendall's tau of 0.735, 0.757, and 0.762, respectively. The interaction variable correlated with the experience variable has a Kendall's tau of 0.673, the lowest correlation value in all the construct variables. The correlation of the interaction variable and the eWOM variable is in the range of 0.7. Finally, it is important to note that the only correlation that shows a value above the multicollinearity limit of this study is the correlation of the variables experience and eWOM, with a Kendall's tau of 0.828.

Table 6
Multicollinearity of the items of the Social networks construct

Entertainment		Interaction	Experience	eWOM
Entertainment	1.000			
Interaction	0.735	1.000		
Experience	0.757	0.673	1.000	
eWOM	0.762	0.723	0.828	1.000

Source: created by the authors

Table 7 shows the results of the linear regression analyses of the reliability construct as a function of items 1, 2, and 3 through the variables R, adjusted R, estimated standard error, and statistical loading. Item 1 showed 0.896, 0.802, 0.5136, and 0.000 values for the R, adjusted R, standard error, and

significance variables, respectively. Item 2 exhibited values of 0.902 for R, 0.813 for adjusted R, 0.500 for the estimated error, and 0.00 for F. Item 3 presented values of 0.928 for R, 0.861 for adjusted R, and an error of 0.431. Finally, item 3 showed an R of 0.928, an adjusted R of 0.861, and an F of 0.000. These results are higher than the minimum study parameters indicated. Consequently, items 1, 2, and 3 are considered to have a direct linear relation with the entertainment construct.

Table 7
Entertainment item correlation

Item	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
Item 1	0.896	0.803	0.802	0.51368	0.803	1552.245	1	381	0.000
Item 2	0.902	0.813	0.813	0.50024	0.813	1657.466	1	381	0.000
Item 3	0.928	0.861	0.861	0.43159	0.861	2357.539	1	381	0.000

Source: created by the authors

The results of the complementary analyses of items 1, 2, and 3 relative to entertainment are shown in Table 8. For item 1, these results are 0.872 for the unstandardized beta and 0.896 for all correlations. Item 2 showed an unstandardized beta of 0.900 with an error coefficient of 0.022 and a value of 0.902 for all correlations. Item 3, on the other hand, showed a beta of 0.870 and an error of 0.018 and 0.928 for the correlation of zero, partial, and part order. The values presented corroborate the existence of a correlation between the items and the entertainment construct.

Table 8
Entertainment correlation coefficients

Item	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations		
						Zero-order	Partial	Part
Item 1	0.872	0.022	0.896	39.399	0.000	0.896	0.896	0.896
Item 2	0.900	0.022	0.902	40.712	0.000	0.902	0.902	0.902
Item 3	0.870	0.018	0.928	48.554	0.000	0.928	0.928	0.928

Source: created by the authors

Table 9 shows the results of the linear regression analyses of the information-sharing construct as a function of items 4, 5, 6, 7, and 8 through the variables R, adjusted R, estimated standard error, and statistical loading. The R values for items 4, 5, 6, 7, and 8 were 0.938, 0.840, 0.927, 0.850, and 0.909, respectively. The adjusted R values were 0.880, 0.705, 0.859, 0.721, and 0.826. Likewise, the estimated error indicated values of 0.389, 0.612, 0.423, 0.594, and 0.470. All the items' results are higher than the minimum parameters specified in the study; consequently, a correlation between the items and the interaction construct is assumed.

Table 9
Item correlation interaction

	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
Item 4	0.938	0.881	0.880	0.38985	0.881	2810.686	1	381	0.000
Item 5	0.840	0.706	0.705	0.61208	0.706	913.779	1	381	0.000
Item 6	0.927	0.859	0.859	0.42363	0.859	2322.014	1	381	0.000
Item 7	0.850	0.722	0.721	0.59474	0.722	990.387	1	381	0.000
Item 8	0.909	0.826	0.826	0.47054	0.826	1809.893	1	381	0.000

Source: created by the authors

Table 10 shows the results of the associated analyses to test the relation between items 4, 5, 6, 7, and 8 and the interaction construct employing zero, partial, and part-order correlations, as well as unstandardized beta and significance. For item 4, these values were 0.938 for correlations, 0.888 for unstandardized beta, and 0.000 for sig. For item 5, these values were 0.840 for all correlations and 0.809 for unstandardized beta. Item 6 showed values for the correlations of 0.927 and 0.867 for the unstandardized beta. Items 7 and 8 indicated values for correlations of 0.850 and 0.909, for unstandardized beta of 0.805 and 0.860, respectively. The results reaffirm the correlation between the items and the interaction construct.

Table 10
Correlation coefficients interaction

Item	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations		
					Zero-order		Partial	Part
Item 4	0.888	0.017	0.938	53.016	0.000	0.938	0.938	0.938
Item 5	0.809	0.027	0.840	30.229	0.000	0.840	0.840	0.840
Item 6	0.867	0.018	0.927	48.187	0.000	0.927	0.927	0.927
Item 7	0.805	0.026	0.850	31.470	0.000	0.850	0.850	0.850
Item 8	0.860	0.020	0.909	42.543	0.000	0.909	0.909	0.909

Source: created by the authors

Regarding the reliability of items 9, 10, 11, and 12 with the experience construct, the results of R, adjusted R, and sig. F are presented in Table 11. Item 9 presents adjusted R values of 0.783, R values of 0.885, and an F of 0.000. Item 10 indicates slightly lower values with an R of 0.746, an adjusted R of 0.864, and a critical significance level of 0.000. Item 11 showed values with an R of 0.916, an adjusted R of 0.736, and an F of 0.00. Item 12 presented values of 0.859 for R and 0.736 for the adjusted R. The results of R and adjusted R exceed the acceptance criteria of the study, which establishes a correlation between experienced behavior and the items.

Table 11
Item correlation experience

Item	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
Item 4	0.938	0.881	0.880	0.38985	0.881	2810.686	1	381	0.000
Item 5	0.840	0.706	0.705	0.61208	0.706	913.779	1	381	0.000
Item 6	0.927	0.859	0.859	0.42363	0.859	2322.014	1	381	0.000
Item 7	0.850	0.722	0.721	0.59474	0.722	990.387	1	381	0.000
Item 8	0.909	0.826	0.826	0.47054	0.826	1809.893	1	381	0.000

Source: created by the authors

Table 12 presents the results of the unstandardized betas, the error coefficient, the standardized beta, and zero-order, partial, and part-order correlations. Item 9 showed values of 0.798 for the unstandardized beta with a standard error of 0.022 and 0.885 for the zero-order, partial, and part-order correlations. Item 10 exhibited values of 0.778 and 0.023 for unstandardized beta and standard error, respectively, and 0.864 for correlations. Item 11 exhibited an unstandardized beta of 0.853 with an error of 0.019 and 0.916 for all correlations. Item 11 exhibited an unstandardized beta of 0.786 with an error of 0.024 and 0.859 for all correlations.

These results determine the existence of a relation of items 9, 10, 11, and 12 with the behavioral construct experience in that the values are higher than the validity parameter of the study for the zero-order, partial, and part-order correlations (+ 0.8).

Table 12
Correlation coefficients experience

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations		
					Zero-order		Partial	Part
Item 9	0.798	0.022	0.885	37.101	0.000	0.885	0.885	0.885
Item 10	0.778	0.023	0.864	33.543	0.000	0.864	0.864	0.864
Item 11	0.853	0.019	0.916	44.612	0.000	0.916	0.916	0.916
Item 12	0.786	0.024	0.859	32.685	0.000	0.859	0.859	0.859

Source: created by the authors

eWOM The results of R, adjusted R, and the statistical loadings of items 13, 14, and 15 are shown in Table 13. Items 13 and 14 presented R values of 0.851 and 0.852 with adjusted R values of 0.724 and 0.726, respectively, and both with an F-sign of 0.000. Item 15 indicated values for R of 0.877, adjusted R of 0.769, and a critical F value of 0.000. The values presented by items 13, 14, and 15 were higher than the acceptance indicators of R and adjusted R. Therefore, it is established that there is a linear relation between items 13, 14, and 15 with the eWOM construct.

Table 13
eWOM item correlation

Item	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
Item 13	0.851	0.725	0.724	0.56566	0.725	1004.238	1	381	0.000
Item 14	0.852	0.727	0.726	0.56381	0.727	1013.335	1	381	0.000
Item 15	0.877	0.770	0.769	0.51739	0.770	1274.777	1	381	0.000

Source: created by the authors

Table 14 presents the results of the complementary analyses of items 13, 14, and 15 using unstandardized beta, standardized beta, t, sig., and zero-order, partial, and part-order correlations. The items showed unstandardized beta values of 0.790, 0.754, and 0.822, as well as 0.851, 0.852, and 0.877 for the Zero, partial, and part-order correlations. This confirms the existence of a relation between the items and the eWOM variable.

Table 14
eWOM correlation coefficients

Item	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations		
					Zero-order		Partial	Part
Item 13	0.790	0.025	0.852	31.690	0.000	0.852	0.852	0.852
Item 14	0.754	0.024	0.852	31.833	0.000	0.852	0.852	0.852
Item 15	0.822	0.023	0.877	35.704	0.000	0.877	0.877	0.877

Source: created by the authors

General

Table 15 shows the results of the linear regression analysis of the constructs entertainment, interaction, experience, and eWOM concerning social network presence, using the variables R, adjusted R, estimated error, adjusted R, and statistical loading. The results of the constructs indicated similar values for entertainment, interaction, and eWOM, with values of 0.919 for entertainment and 0.918 for interaction and eWOM. Similarly, the adjusted R values presented similarities with 0.844, 0.842, and 0.843 for entertainment, interaction, and eWOM, respectively.

Furthermore, the results of experience presented values of 0.909 and 0.826 for R and adjusted R. These values, in addition to corroborating the presence of a correlation between the constructs and the network presence variable, establish a balance in the influence of the constructs on the variable.

Table 15
Research structure model checking

	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
Entertainment	0.919	0.844	0.844	0.42309	0.844	2060.819	1	381	0000
Interaction	0.918	0.842	0.842	0.42582	0.842	2029.645	1	381	0.000
Experience	0.909	0.826	0.826	0.44643	0.826	1812.198	1	381	0.000
eWOM	0.918	0.844	0.843	0.42372	0.844	2053.574	1	381	0.000

Source: created by the authors

Discussions and conclusions

Regarding the entertainment construct, the results indicated that the social networks of companies in the fashion market are fun (item 1) and interesting (item 2) and that they are a good way to spend time (item 3). These results are consistent with the arguments of Jazmín (2019), who stated that companies are currently highlighting their content creatively.

According to the interaction construct, the results indicate that the social networks of fashion companies encourage participation in networks (items 6, 8) and allow users to share information (item 4) and opinions (item 5) with the company or other users. This generates trust in the interaction in networks (item 7). These results show that the companies in the fashion market are currently managed based on the postulates of Web 3.0 by stimulating user interaction (Choudhury, 2014).

Concerning the experience construct, the results show that companies' social networks in the fashion market present personalized information (item 11) as well as new information about the products (item 12), and they also perceive that social networks are popular (item 10). These results coincide with Posner (2015), who indicated that companies use social networks not only to promote their products but also to interact with consumers in a personalized way.

As for the eWOM construct, the results show that the popularity of fashion market companies' social networks depends directly on the negative or positive comments on the networks (item 15). Similarly, they report that they will share brand content on their social networks (item 14) and that they will provide information to their friends about fashion market products on social networks (item 13). These results confirm the findings of Rath et al. (2014), who stated that social networks are used to receive other users' recommendations and interact between companies and consumers.

Furthermore, concerning participation in social networks, the results specify how interesting and enjoyable social networks are for users (entertainment), the ease of generating communication channels in social networks (interaction), the personalization of content to the consumer within the

networks (experience), and the ease and exposure that organic content (eWOM) brings to participation in social networks by companies in the fashion market.

In conclusion, this study provides empirical evidence of the influence of the constructs entertainment, interaction, experience, and eWOM as factors that generate participation in social networks by companies in the fashion market from the perspective of Generation Z. These results will contribute to the companies in the fashion market by allowing them to understand which aspects are decisive in the participation in social networks for the Z generation, which will allow them to create more appropriate strategies for this market segment.

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