

Influence of Social Media Content Marketing on Brand Evangelism Towards Fashion Brands: Mediating Role of Brand Love Among Gen Z

S R R T Senarath

Department of Marketing Management, University of Kelaniya, Sri Lanka
rtharuprabha@gmail.com

D M R Dissanayake

Department of Marketing Management, University of Kelaniya, Sri Lanka
ravi@kln.ac.lk

This study examined the influence of social media content marketing on brand evangelism in the Sri Lankan fashion industry, focusing on the mediating role of brand love among Generation Z (Gen Z) consumers. With their digital-native background, Gen Z represents a key demographic that interacts deeply with brands on platforms like Instagram and TikTok. These platforms provide opportunities for brands to connect with their audience through interactive and visually appealing content. A quantitative research approach was employed, using structured online questionnaires to collect data from 305 Gen Z respondents in Sri Lanka. Statistical techniques such as regression, mediation, and correlation analyses were used to examine the relationships between social media marketing strategies, brand love, and brand evangelism.

The findings demonstrate that social media content marketing significantly impacts both brand love and brand evangelism. Key drivers of these relationships include authentic storytelling, influencer collaborations, visually appealing content, and user-generated contributions. Brand love emerged as a critical mediator, amplifying consumer advocacy behaviors. The study underscores the importance of creating emotionally engaging and value-driven social media content that resonates with Gen Z consumers. Furthermore, it highlights how platforms like Instagram and TikTok can be strategically used to foster emotional connections, enhance brand loyalty, and drive advocacy behaviors such as word-of-mouth promotion.

The research emphasizes that brands should adopt strategies that align with Gen Z's values, such as transparency, sustainability, and inclusivity. These elements are crucial for fostering trust and emotional attachment, which are necessary precursors to brand evangelism. By creating content that reflects shared values and engaging directly with consumers through interactive

formats, fashion brands can build meaningful relationships with Gen Z. However, the study also identifies limitations. The research is geographically confined to Sri Lanka's fashion industry and focuses exclusively on Gen Z consumers. The reliance on self-reported data and the cross-sectional nature of the study limits its generalizability and ability to infer causality. Future research could explore additional mediators, cross-cultural comparisons, and longitudinal designs to provide a more comprehensive understanding.

Conclusively, this study contributes knowledge for applications for fashion brands linked with the marketing applications of social media marketing, brand love, and consumer advocacy. It emphasizes the necessity for Sri Lankan brands to harness social media's full potential, bridging emotional connections with Gen Z to achieve long-term brand loyalty, advocacy, and sustained market relevance.

Keywords: *Brand Evangelism, Brand Love, Fashion Industry, Generation Z, Social Media Content Marketing*