



Examining the Influence of User-Generated Content on Brand Loyalty: Mediating Role of Customer Satisfaction in the Fashion Industry

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ABSTRACT

This study examines the impact of User-Generated Content (UGC) Engagement on Brand Loyalty (BL) and Customer Satisfaction (CS) in the Pakistani business sector. The research further explores the mediating role of Customer Satisfaction in the relationship between UGC Engagement and Brand Loyalty and the moderating effect of Perceived Online Familiarity (POF). A quantitative research design was employed, with data collected from 260 respondents using a structured questionnaire. The results, analyzed through Structural Equation Modeling (SEM), confirm that UGC Engagement significantly influences Brand Loyalty and Customer Satisfaction. Additionally, Customer Satisfaction mediates the relationship between UGC Engagement and Brand Loyalty, while Perceived Online Familiarity moderates the effect of UGC Engagement on Brand Loyalty. These findings highlight the significance of UGC as a strategic tool for enhancing customer experiences and brand loyalty in the Pakistani market. The study provides practical implications for businesses, emphasizing the importance of leveraging UGC in marketing strategies to foster strong consumer-brand relationships.



Introduction

User-generated content (UGC) has dramatically transformed how brands connect with consumers (Tronstad & Abrahamsen, 2024). Indeed, UGC encompasses reviews, social media posts, and creative media by consumers; it is often seen as more credible than any advertisement (Atf et al., 2024). Studies have shown that 90% of consumers trust UGC compared to traditional ads (Johnstone & Lindh, 2022), which can accelerate purchasing decisions (Karunasingha & Abeysekera, 2022). The fashion industry particularly flourishes with UGC since pictures on

Instagram or TikTok videos enable customers to exhibit their sense of style in ways that organically advertise the brand (Ekström & Eriksson, 2024).

The fashion industry has been a reality for over a hundred thousand years since the emergence of man's availability and utilization of textiles. Thus, it has grown, adding economic and material value to man over time, and forms a necessary facet of man's life besides being a fairly common area of inquiry in this contemporary technologically oriented world (Johnstone & Lindh, 2022). The fashion industry around the world accounts for around US\$3,000 billion, or about 2% of global GDP (Adeola et al., 2024). Currently, the Internet and technological advancements have enabled the establishment of online fashion retail sites, which have replaced some of the conventional store visits (Adeola et al., 2024). However, more research on sustainable knowledge for the fashion industry is still needed for business development (Azemi et al., 2022).

Introduction to Problem

The Pakistani fashion industry has exhibited substantial growth since 2017 according to Research and Markets (2023) which indicates the apparel retail sector reached 60.2 billion in revenues with a 3.9% compound annual growth rate. Research indicates the Pakistani fashion market will expand further through 2025 because it will reach \$1.157 billion in total volume (Statista, n.d.). The digital environment has reshaped consumer behavior so UGC became a key determinant for buying choices. A range of research confirms that UGC creates substantial positive impacts on brand awareness and brand association and consumer perception of product quality which drives purchasing intentions (Gaber et al., 2019).

Significance of Study

The emergence of social commerce has drastically intensified the worth of UGC in the fashion industry (Saini, 2022). Instagram and TikTok have provided a path in which UGC moves directly to consumers, making the journey from discovery to purchase more seamless (Mou, 2020). Such streamlined processes not only boost sales (Jia et al., 2023) but also strengthen the connection with consumers (Jain, 2024). Given that fashion success relies heavily on trends and aesthetics, UGC fits consumers' online behaviors and expectations (Gong & Khalid, 2021).

In the context of examining the impact of user-generated content (UGC) on brand loyalty within Pakistan's fashion industry, the following components are outlined:

Research Questions

1. To what extent does user-generated content influence consumer purchase decisions in Pakistan's fashion industry?
2. Is there a significant relationship between engagement with user-generated content and brand loyalty among Pakistani consumers?

Research Objectives

This study aims to assess the influence of User-Generated Content (UGC) on consumer satisfaction and examine whether active engagement with UGC correlates with increased brand loyalty. It further explores the moderating role of Perceived Online Familiarity (POF) in shaping the relationship between UGC engagement and brand loyalty, recognizing that users' familiarity with online platforms may enhance or weaken this connection. Additionally, the study investigates whether customer satisfaction serves as a significant mediating factor and is more susceptible to

the effects of UGC. Together, these objectives aim to provide a comprehensive understanding of how UGC influences consumer behavior in digital environments.

Literature Review

User Generated Content (UGC) is one the biggest contributors to the shifting consumer mindset of today's world, particularly in the fashion industry (Tronstad & Abrahamsen, 2024). UGC is content that generates from consumers or brand users like social media posts, product reviews, reel on diverse social platforms, brand mentions on the blogs, or videos (Atf et al., 2024). Unlike traditional advertising which is sent in a controlled and limited way to consumers by brands, UGC is believed to be unbiased as fellow consumers write the content and the content looks realistic and unrestrained (Johnstone & Lindh, 2022). However, this has opened a new paradigm for brands to use UGC easily to reach, connect and be relevant to their audiences (Karunasingha & Abeysekera, 2022). For brands within the area of fashion, which is highly influenced by trends and consumers care about identity, UGC certainly plays an indeed important role on brand perception, customer satisfaction and brand loyalty (Heng Wei et al., 2023).

Customer Satisfaction as a Mediator

Customer satisfaction is a key role in connecting UGC and brand loyalty in connecting the two (Colicev & O'Connor, 2020). Customer satisfaction is defined as the level to which customers evaluate their brand experiences such as level of product authenticity and quality, level of service delivery, and the overall services experienced from the customer service team (Xu et al., 2023). The bond of UGC and brand loyalty in customer satisfaction is the emotional reaction customers feel about a brand after having come across user generated contents (Ali, 2022).

Theoretical background

Social Exchange Theory (SET)

According to Social Exchange Theory, the connection between the customer and the brand is engendered by mutual changed around and these changes must prove beneficial and death to every side or party. (Samala & Katkam, 2020). Next up is UGC: the consumer makes the audience shares that content across various platforms in order to gain social benefits such as recognition by the brand and the community in general (Peiris and Herath, 2023). The user feels heard in a large community command and speaks unapologetically (Tkalac Verčič et al., 2023) by making posts and post a video where there are reviews of the product. It is emotional exchange which ultimately leads to a connection where your company is able to develop credibility and faithfulness day and after day (Peiris & Herath, 2023). Brands make it possible for the consumers' voice to be shared and so, they develop a sense of mutuality which leads to enhanced consumer commitment and brand loyalty (Na et al., 2021).

Expectancy Confirmation Theory (ECT)

According to Wijaya et al. (2019), this Expectancy Confirmation Theory, as talked about by Loureiro, Cavallero, and Miranda (2018), is the solution that sees consumer satisfaction based on the comparison between the presale expectations and the purchased experience. In the light of user generated content (UGC), other users' information is one of the major factors on which consumers form their expectations. Based on (Wu et al., 2020), they observe and make decisions based on how the others rate, use or wear a product. UGC, in which consumers share authentic satisfaction with a product, can strengthen, but can also exceed a person's first expectations about the product.

In addition, this phenomenon helps realizing consumer satisfaction and increases the brand loyalty (Jia et al., 2020).

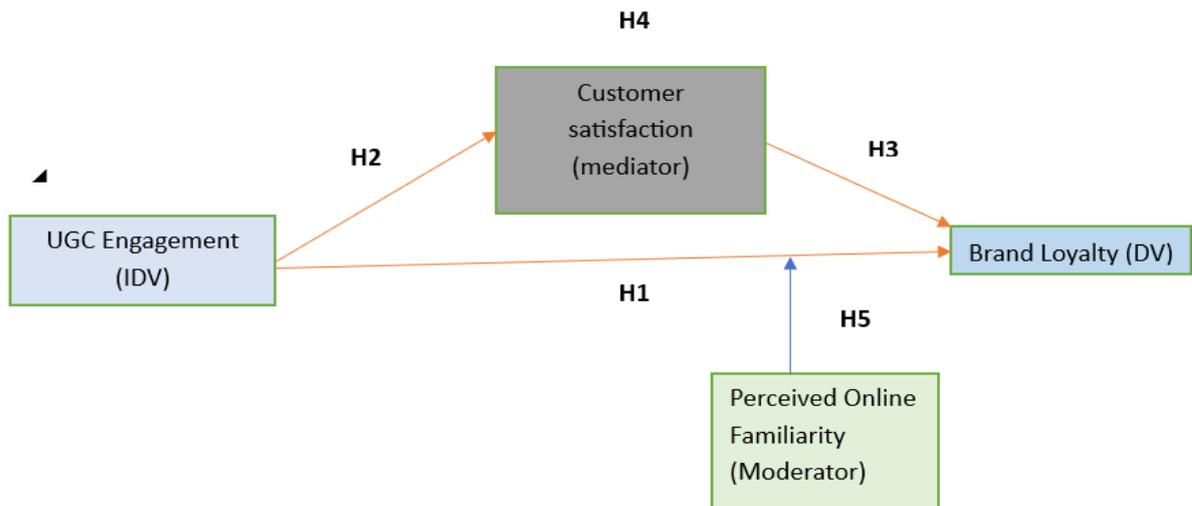
Commitment-Trust Theory (CTT)

According to Goutam (2020), commitment and trust are two of the most important elements in a relationship that will last or become sustainable in the long run. If a consumer is strongly connected to a brand at a mental (i.e., trust) and emotional level, it is not likely that they will switch to a competitor (Badrinarayanan & Ramachandran, 2024). Specifically, the fashion industry itself is most relevant as it frequently raises concerns about fashion brands' authenticity (Brown et al., 2019). Particularly, UGC is crucial in building and retaining trust with the brands. UGC is usually seen as more credible, authentic and more real than official advertising, therefore it is widely used by fashion brands to build credibility and to establish its real connection with its audience (Abid et al., 2023).

Single Variables and Theories

Many researches show that user generated content (UGC) is a positive factor for brand loyalty in fashion industry (Lou & Xie, 2021). More than ever before, customers today rely on the peer opinions and experiences rather than the methods of marketing in the marketplace, including advertisements and promotional campaigns (Mohammad et al. 2020). So, the switching of consumer behavior emphasized the relevance of authenticity and trust in customers' decision to purchase (Lou & Xie, 2021). A research has shown that UGC, which has variants, including, customer reviews, blog posts, photos, and social media posts, helps in promoting brand loyalty (Gabelaia & McElroy, 2023). In this way this content conveys the real experiences and connects to the prospective customers better. By involving UGC within their marketing plans, brands are giving out to a sense of community and connection with their customers (Tronstad & Abrahamsen, 2024). For all of these reasons, brands tend to realize better levels of customer engagement, a higher level of customer satisfaction, and ultimately better brand loyalty. The number of UGCs pose financial value to fashion brands that can use them to relate and build widespread authentic connections with their audience thus foster long lasting relationships and a positive brand image (Tyrväinen et al., 2023).

Figure 1: Research Framework



Hypothesis Development

The following hypotheses are therefore proposed based on your research study that focused on the effect of user generated content (UGC) on brand loyalty in the fashion industry using customer satisfaction as a mediator and using Perceived Online Familiarity (POF) as a moderator.

H1: UGC Engagement Positively Influences Brand Loyalty

H2: UGC Engagement Positively Affects Customer Satisfaction

H3: Customer Satisfaction Positively Influences Brand Loyalty

H4: Customer Satisfaction mediates the Relationship Between UGC Engagement and Brand Loyalty

H5: Perceived Online Familiarity (POF) moderates the relationship between User-Generated Content (UGC) and Brand Loyalty (BL)

Thus, the rationale for gaging with UGC: It can increase consumers' emotional connection and thus, loyalty to a brand. It is found that the interactions between consumers and UGC have a positive impact on their purchase intentions and brand commitment. When consumers are exposed to UGC, it helps them get insides and experiences from peers that lead to more satisfaction to the brand. The fact that UGC contributes to online consumer experience was shown in studies studies. (Vazquez et al., 2021).

Methodology

This chapter details the research methodology adopted to test the formed hypotheses about the interaction between User Generated Content (UGC) involvement, customer satisfaction, brand loyalty, and perceived online familiarity (POF) in the fashion industry in Pakistan. Methodologically, the research design, sampling strategy, data collection methods as well as analytical techniques are conducted to test the hypotheses. An empirical approach to examine causal relationships among the variables was taken through the use of a quantitative research design. This permits the measurement of the strength of the influence of UGC engagement on customer satisfaction and brand loyalty, and of mediating and moderating effects of customer satisfaction and POF respectively. The data was collected by using a cross-sectional survey method which gives data at a single point of time and presents the status of dynamics in the industry as it exists at that time.

Sampling

The target population for this study was the consumers who are engaged with the fashion brands through online platforms in Pakistan. Participants in this study were selected using non-probability purposive sampling technique so that the data collected matches to the participants who have interacted with UGC about fashion brand. The required structural equation modeling (SEM), the primary method of analysis used in this study, was used to determine the sample size. The minimum sample size of 260 respondents was determined under the condition of achieving statistical power and generalizability of the findings. Using social media platforms, email lists and fashion related online communities, together with social media paid posting, we were able to access data through online questionnaires, which targeted individuals meeting the inclusion criteria.

Analytical Techniques

The hypothesized relationships among the variables were tested with the use of Structural Equation Modeling (SEM). It is a robust multivariate statistical analysis technique that is capable of studying the intricate relationship between observed and latent variables and one another. The analysis was carried out in two stages. Measurement model assessment (CFA, AVE and Cronbach alpha) has been conducted for reliability and validity of the measurement model. Boundaries between some constructs and indicators were identified and eliminated in this step to guarantee that the constructs themselves were represented accurately.

Positive philosophy will guide this investigation. This philosophical approach is predicated on the notion that the only knowledge that can be relied upon is factual knowledge obtained via observation and measurement. The researcher's function in positivist studies is limited to gathering data and providing examples of observable and quantifiable (Saunders, 2010). This study fits the positivist category because it is objective and founded on quantifiable data.

The survey instrument was constituted based on the validated scales from the existing literature to ensure the reliability and validity of measurements. The items had to be adapted to take into consideration Pakistan's fashion industry cultural and contextual nuances. The respondents' perceptions and attitudes towards UGC engagement, customer satisfaction, brand loyalty and POF were captured using a five point Likert scale ranging from strongly disagree to strongly agree.

Results and Discussion

A deductive method was employed in this study as hypotheses were established first and research data came from a structured questionnaire developed by the researchers to determine results by gathering responses from population members. The researchers used a designed questionnaire that featured both UGC Engagement items and items from Brand loyalty. The cross-sectional research used questionnaires to gather data through which construct validity was established. A self-developed structured questionnaire underwent professor review for content validity before it was given to the targeted sample population following necessary modifications.

This instrument has been selected to bridge the research gap so data could be gathered from Pakistani UGC fashion content users on social media regarding their brand loyalty assessment. The analysis used AVE as a measure of convergent validity. The questionnaire's construct validity was established using Fornell-Larcker Criterion and Cross-loadings and HTMT ratio in addition to discriminant validity. The reliability study included Cronbach's Alpha measurement execution. It is accepted that a questionnaire demonstrated reliability when Cronbach's alpha value reached 0.9 thus accepting results of this study. The data evaluation process with Smart PLS serves to measure complex modeling systems. Research employing many variables along with intricate models should preferably implement this statistical approach. (Khalil et al. and Hair et al. 1990)

A significant portion of respondents (63.2%) buys things a few times monthly while multiple times weekly shoppers form 17.6% of the analyzed sample ($n = 164 + n = 46$). The study demonstrates that 17.6% ($n = 46$) of participants go shopping multiples times weekly but 8.2% ($n = 21$) shop once weekly while 6.3% ($n = 16$) shop monthly and 9.4% ($n = 13$) shop a few times annually. Most participants perform shopping duties regularly and many of these shoppers visit stores repeatedly each month. The demographic evaluation demonstrates that middle-aged well-educated female shoppers represent most of the study participants who shop regularly.

Demographic Analysis

Table 1: Demographic Analysis

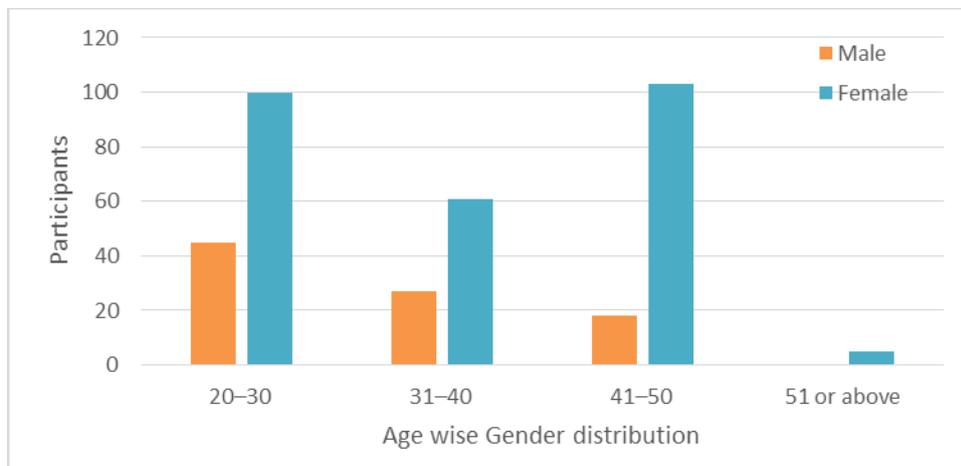
Variables	Options	frequencies	Percentage%
Age	20-30 years	145	28.3
	31-40 years	88	55.3
	41-50 years	121	13.2
	51 or above	5	3.1
Gender	Male	90	30.8
	Female	170	69.2
Education	Post graduate	142	70.4
	Graduate	105	26.4
	Under graduate	10	1.3
	Others	3	1.9
Shopping Frequency	Multiple times a week	76	17.6
	Once a week	28	8.2
	A few times a month	131	63.2
	Once a month	10	6.3
	A few times a year	15	9.4

Note: Demographic analysis n= 260

Age wise Gender distribution

Figure 4.1 illustrates the age-wise gender distribution of participants, categorizing them into four age groups: 20–30, 31–40, 41–50, and 51 or above. The chart shows that female participants (blue bars) outnumber male participants (green bars) in all age groups. The highest number of female participants is observed in the 20–30 and 41–50 age groups, with both exceeding 100 participants. Male participants are comparatively lower in all age brackets, with the highest representation in the 20–30 group. The number of male participant’s declines as age increases, with the lowest representation in the 51 or above category. This distribution indicates that the majority of respondents are female, particularly in the younger and middle-aged categories.

Figure 2: Age wise Gender distribution



Descriptive Statistics

The descriptive statistics for dataset of 260 participants, including variables such as age, monthly income, satisfaction score, and loyalty index that displays the mean, standard deviation, and skewness for each variable. This will provide a clear overview of the central tendency, dispersion, and distribution shape of data.

Table 2: Descriptive Statistics

Variable	Mean	Standard Deviation	Skewness
Age (years)	29.4	6.2	0.15
Monthly Income (PKR)	82,100	12,500	-0.23
Satisfaction Score	4.1	0.8	-0.45
Loyalty Index	3.7	1.1	0.30

This table 2 provides a concise and informative summary of average age of participants is 29.4 years, with a standard deviation of 6.2 years, indicating a relatively young sample with slight positive skewness. The mean monthly income is PKR 82,100, with a standard deviation of PKR 12,500, showing slight negative skewness. This aligns with reported average salaries in Pakistan, which are around PKR 82,100 per month. On a scale of 1 to 5, the mean satisfaction score is 4.1, with a standard deviation of 0.8, indicating a left-skewed distribution. The mean loyalty index is 3.7, with a standard deviation of 1.1, showing slight positive skewness.

Figure 3: Fashion Information Source

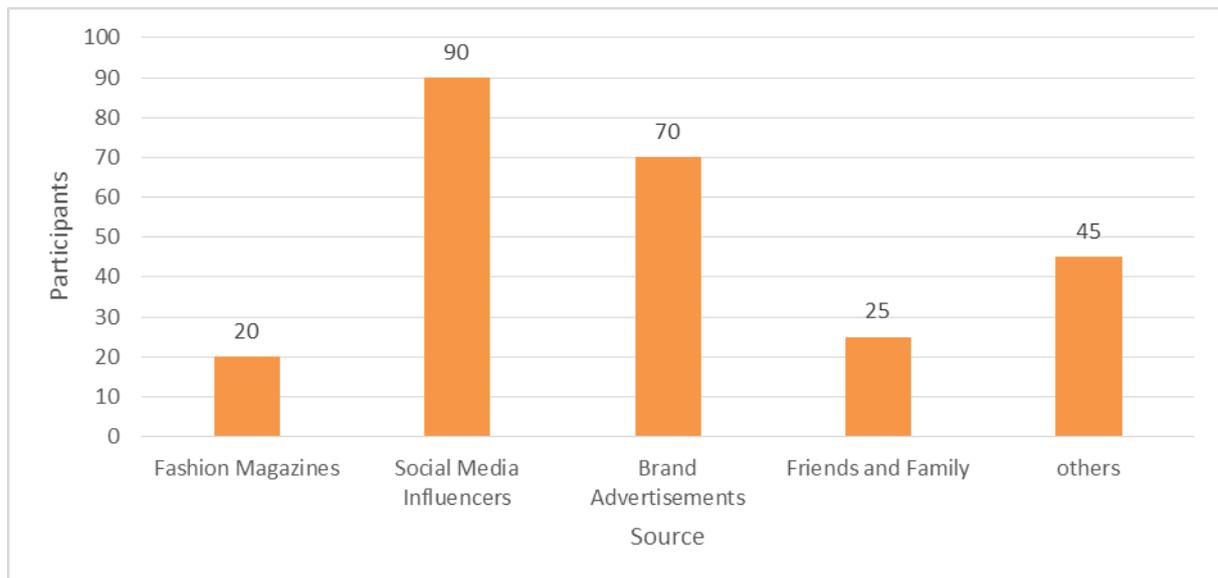


Figure 3 presents the distribution of participants based on their primary sources of fashion information. Social media influencers are the most influential source, with 90 participants relying on them for fashion trends. Brand advertisements follow closely with 70 participants. The "Others" category, which may include online forums or personal experiences, accounts for 45 participants. Friends and family influence 25 participants, while fashion magazines have the least impact, with only 20 participants. The data highlights the growing role of digital platforms, particularly social media, in shaping consumer fashion preferences compared to traditional sources like magazines.

Figure 4 illustrates the influence of User-Generated Content (UGC) on consumer purchasing decisions in fashion. The largest segment, representing 30% of respondents, indicates that UGC has a moderate influence on their buying behavior. Both the "Very" and "Extremely" categories each account for 25% of participants, signifying a substantial impact of UGC on consumer choices. Meanwhile, 15% of respondents report that UGC slightly affects their decisions, while only 5% indicate that it has no influence at all. These findings suggest that UGC plays a significant role in shaping consumer preferences, with a majority experiencing at least some level of impact.

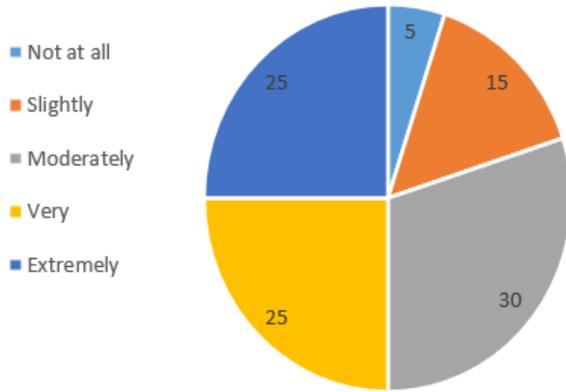


Figure 4: Influence of User-Generated Content (UGC) on Consumer

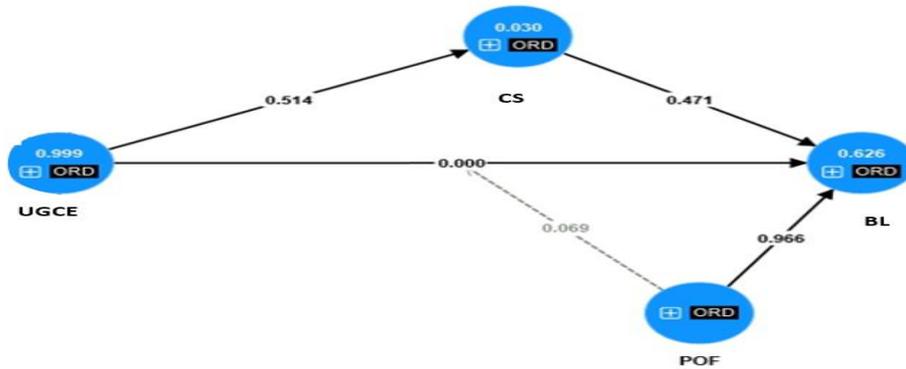
Reliability Analysis

Table 3: Reliability Analysis

Variables	Cronbach' Alpha	Composite reliability	AVE
UGC			
Engagement	0.922	0.938	0.691
Brand Loyalty	0.744	0.845	0.483
Customer Satisfaction	0.769	0.836	0.508
Perceived online familiarity	0.559	0.81	0.683

Using Composite Reliability (CR) and Cronbach’s Alpha according to Bagozzi & Yi (1988) and Hair Jr et al. (2014) researchers evaluated the internal consistency reliability of the scales. Researchers view CR as an appropriate indicator of measurement stability alongside Cronbach’s Alpha by showing that over 70 percent of study participants noticed a similar pattern in these study items (Gefen et al., 2000). Table 4.3 confirms all constructs exhibit composite reliability surpassing 0.8 according to both Cronbach’s Alpha and Composite Reliability measurement results. The measurement model maintains its robustness and reliability because alpha reliability values rise above 0.7 for all variables.

Figure 5 Structural Equation Model



Structural Equation Model SEM Model

The model shown in Figure 5 was developed formatively to check if UGCE affects BL through the mediating effect of CS. POF serves as a moderator in this path. The relationship between UGCE and BL receives moderation from Perceived Online Familiarity (POF).

Path coefficient of SEM model

The path coefficient analysis included results between -1 and +1 according to Table 4.10. A value path coefficient near +1 indicates strong positive relationships while a negative relationship shows strength through a path coefficient that gets closer to -1. The PLS analysis determines the strength of the UGC Engagement influence on brand loyalty together with customer satisfaction.

The Smart PLS 4 software produced all results to determine significant relationships between dependent variables and independent variables together with assessing CS mediation between UGCE and BL. The research confirms the moderation effects between Perceived Online Familiarity and any relationship between brand loyalty and UGC Engagement. The degree of brand loyalty BL improves strongly when UGCE interacts with POF according to the results presented in the table below.

Table 4: Path coefficient of SEM model

Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
CS -> UGCE	0.301	0.240	0.114	2.641	0.008	Accepted
CS -> BL	0.697	0.573	0.098	7.107	0.000	Accepted
UGCE -> BL	0.691	0.685	0.101	6.846	0.000	Accepted
UGCE->CS->BL	0.352	0.281	0.135	2.731	0.001	Accepted
POF x UGCE -> BL	0.181	-0.156	0.100	1.816	0.069	Rejected

The provided tables contain fundamental information regarding your Structural Equation Modeling (SEM) analysis which analyzes path coefficients along with discriminant validity assessment. The

following section interprets the obtained data results. UGC Engagement (UGCE) ($\beta = 0.301$, $p = 0.008$). The analysis indicates that satisfied customers show increased interaction with content that users generate. The research shows Customer Satisfaction has a substantial direct impact on Brand Loyalty (BL) at a value of 0.697 with a p value under 0.001 which indicates satisfied customers show stronger brand loyalty.

The analysis indicates that brand loyalty (BL) experiences positive effects from UGC Engagement ($\beta = 0.691$, $p < 0.001$) since customers who participate extensively with user-generated content show better brand loyalty levels. The link between UGCE and BL unfolds through Customer Satisfaction which has been found to be substantially important ($\beta = 0.352$, $p = 0.001$). The research findings demonstrate that UGCE creates both direct and indirect effects on BL through CS. The relationship between UGCE and BL receives no significant modification from Perceived online familiarity (POF) ($\beta = 0.181$, $p = 0.069$). POF fails to demonstrate a substantial effect on UGCE's impact toward BL within this research model.

Discussion

The final chapter begins by reviewing the study design and its final analytical model. Each research hypothesis receives a thorough examination about its results in this section. Following the discussion of practical contributions, the paper goes on to present forms of application in practice. Finally, this paper addresses the research obstacles and proposes future research guidelines. This research project concludes at the end of its present chapter.

The research examined how UGCE impacts CS while assessing its relationship with BL through POF evaluation in the fashion industry. The study used Structural Equation Modeling (SEM) for hypothesis testing which yielded important conclusions about consumer patterns in fashion marketing settings.

H1: UGCE positively influences CS

UGCE shows a significant positive influence on CS based on the study results ($\beta = 0.301$, $p = 0.008$). The study proves that user-generated content enhances consumer satisfaction because when customers view reviews or videos the brand becomes more pleasing to them. Past studies support the idea that when customers access authentic user-created information their satisfaction levels improve thus enhancing their online experience.

H2: CS positively influences BL

The study findings showed BL has a strong positive correlation with CS with $\beta = 0.697$ and $p < 0.001$. Consumer satisfaction creates a scenario where users become likely brand loyal customers. Numerous established marketing theories confirm that customer satisfaction acts as an essential leading factor for brand loyalty because satisfied customers naturally choose to purchase repeatedly while promoting the brand.

H3: UGCE positively influences BL

The research discovered that UGCE generates substantial positive effects on BL ($\beta = 0.691$, $p < 0.001$). Consumer brand loyalty formation happens directly when they participate in user-generated content activities. Cases sent by users function as evidence that drives both buying choices and enhances consumer relationship with brands. Studies agree that user-generated content acts as a fundamental factor for building brand loyalty between consumers.

H4: CS mediates the relationship between UGCE and BL

The analysis verifies CS as a mediator between UGCE and BL with a significant statistical value ($\beta = 0.352$, $p = 0.001$). UGCE supports customer satisfaction in such a way that consumers develop higher brand loyalty. UGCE acts directly on brand loyalty but primarily reaches it through strengthening customer satisfaction levels.

H5: Perceived Online Familiarity (POF) moderates the relationship between User-Generated Content (UGC) and Brand Loyalty (BL)

The research findings did not support POF as a moderator in the link between UGCE and BL. The analysis did not reveal supporting evidence for POF to function as an important influence factor on the UGCE-BL relationship ($\beta = 0.181$, $p = 0.069$). The association between person-values and brand-values fails to affect the influence that user-generated content engagement has on brand loyalty. The findings demonstrate that brand loyalty does not weaken despite different person-organization fit levels because user-generated content proves to be a universal tool for building brand loyalty.

The research establishes user-generated content as an essential factor which improves fashion industry customer contentment and brand dedication. Analysis reveals that customer satisfaction functions as the essential connect between UGC and brand loyalty but person-organization fit does not affect this connection. This shows UGC creates equivalent brand loyalty effects regardless of consumer-brand fit types.

Conclusion

Fashion brands leverage User-Generated Content (UGC) as their essential business method to boost customer satisfaction and build brand loyalty throughout the modern industry. The authors conducted research to analyze how UGC engagement affects customer satisfaction and brand loyalty while examining Person-Organization Fit (POF) as the moderating factor.

The analysis identifies UGC engagement as a major determinant for customer satisfaction improvement. Consumer interactions with authentic content produced by users, including reviews, photos and videos provide genuine views of products together with brand experiences to consumers. The genuine tone of UGC outshines mainstream advertising which builds stronger consumer trust while creating better satisfaction outcomes. Brand SHEIN understands the power of "haul videos" to engage their customers for showing how real experiences with the brand become life-size (Ahmad, & Rydén, 2023). Satisfaction from customers established itself as a key measure of brand loyalty. Brand relationships formed by satisfied customers lead them to maintain loyal behavior through repeat buying and brand endorsement. Multiple research studies demonstrate how gratifying customer relationships serve as the base to create brand loyalty.

Brand loyalty showed a clear direct link to UGC. Random participation with user-generated content provides information to consumers who thus experience a higher sense of belonging to their community. Brand loyalty improves through group dynamics that strengthen consumer-brand connections. User-generated authentic material produced by actual consumers represents social proof that substantially enhances trust in brands and triggers better consumer interaction. (Alabi, 2024)

The details presented through this study demonstrate that user-generated content drives major developments in fashion markets. Through genuine consumer participation brands achieve

increased satisfaction levels among their customers and establish loyal customers. The future success of businesses depends on their ability to incorporate UGC marketing approaches because user-generated content will maintain its importance in building genuine brand-audience relationships while securing market dominance.

Future Research Directions

A new strategy involves motivating customers to provide reviews and share images as well as videos of their experiences. The trustworthiness and relatability of UGC grows because consumers typically trust user-submitted content from fellow consumers above traditional promotional messages. The creation of specific hashtags by brands serves two aims: to gather customer content and display it for both more authentic presentations and better brand engagement (Flowbox, n.d.).

Company representatives should receive authorization to present behind-the-scenes views of the brand together with their individual experiences. The implementation of EGC supplies stakeholders with authentic brand representation and human qualities that help foster stronger consumer relationships. Loewe and Fenty Beauty among others established EGC strategies to produce authentic content that attracts their core audience according to Gonsalves (2025).

The company should build loyalty programs featuring premium rewards together with special member advantages and tailored experiences which will drive customers to return and buy again. When businesses implement such customer loyalty initiatives they generate increased volume along with improved brand-customer affiliation. A brand that enables consumers to access new collections early along with special discounts will generally keep its customers loyal.

The modern customer base demonstrates greater interest in both environmental sustainability practices and ethical business standards. Companies should implement sustainable practices within their operations and offer clear supply chain transparency to gain customer trust as well as customer loyalty. When brands tackle environmental issues within fast fashion they can prove their customer focus while maintaining responsible brand behavior (Cartner-Morley, 2025).

The company dedicates time to gather feedback from customers so it can enhance its products as well as provide better services. When brands demonstrate their responsiveness to what customers say they receive proof that show respect for their clients which in turn leads to increased satisfaction along with greater customer loyalty. Backed by customer input brands are able to enhance their overall customer satisfaction through applied changes.

Every brand communication requires consistent delivery which properly expresses the core values of the brand. Inviting honesty through messages creates trust bonds between brands and their customer base as it maintains their emotional relationship. Details from both UGC and EGC can make brand communications more genuine (Glossy, 2025).

Strategies implemented together allow fashion brands to develop committed and trustful customer relations which sustain steady growth and market performance in competitive environments.

Limitations of the Study

The design features a cross-sectional approach which measures customer perceptions and conduct throughout a single observation period. The design prevents researchers from determining direct links between content consumers create and customer satisfaction and brand affinity. Longitudinal

research methodology should be considered because it tracks changes during different time periods.

This research relies on convenience sampling because it mainly engages participants by administering surveys through social media channels. This research approach allows researchers to reach available fashion consumers who use social media but cannot verify whether the findings mirror the complete population of fashion consumers nationwide. The researchers need to exercise caution when applying these findings to complete Pakistani fashion consumer population because demographic groups might show dissimilar patterns of engagement.

The research analysis depends on collected survey responses from participants but these responses could include inaccurate memories and social desirability bias. Survey respondents might present inaccurate information about their UGC interactions and purchasing choice reactions. Additional research should implement both behavioral data collection methods and experimental setups to support survey data results. The research evaluates POF as a moderating factor yet omits alternative experimental factors such as brand trust or digital literacy traits. Future studies investigating additional variables that moderate UGC and brand loyalty relationships will enhance the complete comprehension of this effect.

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