EVALUATION OF THE COMMUNICATION OF BRAND MARKETING ACTIVITIES ON SOCIAL MEDIA AND ITS RELATIONSHIP TO BRAND TRUST CONSUMERS OF GENERATION Z

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Purpose: The aim of this article is to present the relationship between Generation Z consumers' evaluation of selected activities undertaken by clothing brands in marketing communication on social media and consumer trust in the brand.

Design/methodology/approach: The survey was conducted on a sample of 500 consumers in the period August-September 2023 across Poland (16 provinces). The sample selection was purposive and random. Consumers of generation Z (18 to 28 years old), of both genders and from towns and cities with different populations, who follow clothing brands on social media, were surveyed. The method used in the study was a diagnostic survey.

Findings: The results of the study show that Generation Z consumers attribute positive characteristics to the actions taken by their favorite brands on social media. Particularly highly rated are the area of brand information sharing, the adaptation of content to consumer needs and the area of brand social media inclusiveness. The research also showed that Generation Z consumers declare a high degree of trust in the brand, which is conditioned by how they perceive the brand's marketing activities undertaken on social media.

Research limitations/implications: The results of the survey call for a more in-depth analysis of consumer trust in brands, considering extended scales indicating their trust, as well as surveying a larger population of respondents.

Practical implications: The results of the study show that young consumers' perception of the positive features of a brand's social media marketing communication determines their trust in the brand. In contrast, their failure to perceive these characteristics does not necessarily translate into a lack of trust.

Social implications: A better understanding of the impact of the ways a brand communicates on social media in shaping consumer trust in the brand through them.

Originality/value: The article is primarily of cognitive value, highlighting the importance of the perception and evaluation of brands' social media activities in creating consumer trust in the brand. The article makes a strong contribution to both the marketing literature, particularly in the field of consumer behavior in the context of the digital age. It also serves as a form of recommendation for managerial practice, demonstrating social media as a key factor necessary to consider in the development of marketing strategy. The article enriches the current theory of brands' social media activities and their relationship with consumers.

Keywords: social media, digital technologies, social media marketing communication features, consumer behavior, brand trust, Generation Z consumers.

Category of the paper: research paper.

1. Introduction

The dynamic development of digital technology has changed the way companies can interact, engage and connect with customers (Ebrahim, 2019, pp. 287-308; James, Bradley, 2021, pp. 235-245), influence the behavior of both companies and consumers (Gorzelany-Dziadkowiec, Firlej, 2021, p. 38). Companies, in order to more effectively influence their environment, are obliged to adapt to the prevailing communication standards. Today, a key aspect of development in this area is social media (Wallis, 2017, p. 329). They have become an almost universal medium with a hitherto unobserved power of influence on business, shaping the sphere of communication of companies with stakeholders (Bachnik, Szumniak-Samolej, 2015, p. 54). The Internet is now a key communication channel. Indeed, social media in Poland are used by as many as 28 million Poles, which corresponds to about 93 percent of the population using the Internet in our country (Gemius, 2023). The increasing interest in online communities is forcing a change in the company's approach to existing marketing communication activities. Skillful use of the potential inherent in marketing communications via social networks can become a source of market success for any company, ensure that it builds and maintains long-term relationships with consumers and consumer trust in the brand.

The main objective of the research undertaken was the evaluation by Generation Z consumers of selected activities undertaken by apparel brands as part of their social media marketing communications, and an attempt to demonstrate their relationship to consumer trust in the brand. These activities included the pleasure and convenience of the consumer's use of the brand's social media, the interactive nature of the company's communication with the customer, personalization, informativeness and fashionability of the content presented on social media platforms. The choice of Generation Z was dictated by the fact that its representatives have unique characteristics compared to other generations, such as self-awareness, perseverance, realism, innovation and self-reliance (Merriman, 2015). This is a generation that is technologically literate and spends a considerable amount of time on the Internet and social media platforms. The study assumes that how Generation Z consumers perceive and evaluate a brand's social media activities in the areas indicated determines their trust in the brand.

2. Social media as a modern means of communicating brand marketing efforts

One of the most important venues for communicating brand marketing activities is social media. According to A.M. Kaplan and M. Haenlein, they are a collection of applications using web-based solutions, based on the Web 2.0 concept, which allow users to generate and

exchange information (2010, pp. 59-68), enable them to communicate directly, two-way, based on mutual interaction (Strykowska, 2012, p. 321), and give consumers the opportunity to discuss and exchange views (Seo, Park, 2018). Social media marketing activities are carried out by the company for both promotional and relational purposes (Hafez, 2021, p. 1354). They include, on the one hand, the integration of social media networks, such as Facebook, LinkedIn, Twitter, Instagram and Pinterest, to promote the company's products and services (Akar, Topcu, 2011, pp. 35-67), and, on the other hand, the integration of all stakeholders by building and maintaining satisfying relationships with them (Werenowska, 2019, p. 97; Wallis, 2017, p. 332; Li et al., 2020, pp. 51-70; Yadav, Rahman, 2017, pp. 1294-1307). The primary goal of such activity is for the company to achieve a certain marketing productivity (Koay et al., 2021, 53-72). Unlike traditional media, they are more cost-effective and provide better reach compared to other traditional advertising media and have a better ability to reach their target audience. In general, companies thrive by having a presence on brand pages on social media by sharing information and communicating with new and existing customers in hopes of building brand awareness and brand image (Yadav et al., 2016, pp. 259-271). By engaging in effective dialogue and collaborating with customers, companies create a stable community and gain a communication environment that allows them to instantly communicate information related to their offerings/brand (Woźniakowski, 2017, p. 316). In addition, with the help of social media, companies engage customers in the process of shaping sales offers, encourage consumers to participate in the creation of valuable content together with companies. In view of the above, the consumer alternately becomes a creator and user of information (Syrkiewicz-Świtała, Świtała, 2012, p. 87). Consumers who actively engage in this type of behavior on the social media site can therefore be a source of ideas for improving the operation of various areas of the company. On the other hand, through social media, brands can respond to various forms of user activity online, such as commenting or expressing opinions. Thanks to the possibility of immediate response, companies are able to effectively counteract the spread of false information, which positively affects their reputation (Szczepańczyk, 2014, p. 193). Social media, along with its interactive function, connects companies with customers allowing the building of common interests and values (Gorzelany-Dziadkowiec, Firlej, 2021, p. 40), gives customers the opportunity to engage in customer relationship management (Ashley, Tuten, 2014, pp. 15-27; Cheng et al., 2021, pp. 1025-1041). A brand's online image is of great importance, as it affects how the brand is perceived by others.

Due to the benefits of interactive communication, social media is a key tool for building strong brand relationships with customers (Fournier, Lee, 2009). A.J. Kim and E. Ko identified several factors influencing the success of companies' social media marketing efforts. They included entertainment, personalization, fashion, interactivity, and slipper mail (Kim, Ko, 2012, pp. 1480-1486). Similarly, E.J. Seo and J.W. Park (2018, pp. 36-41) showed that promoting a fashionable brand on social media, customizing it to the needs of customers, allowing them to interact with each other and exchange information, and offering entertainment

are important factors that determine their effectiveness. Therefore, it can be assumed that through certain marketing activities, i.e. promoting entertainment, personalization, the latest trends and positive electronic messages, social media can cultivate a strong brand, form positive relationships with it and influence consumers' trust in the brand.

3. Brand marketing activities on social media and their relation to brand trust – secondary research analysis

Social media plays a noteworthy role in building brand trust in the mind of the customer. In today's consumer market, brand trust is "the most powerful marketing instrument for companies" (Dobiegała-Korona, 2009, p. 388). Trust can be defined as the degree to which consumers believe that a company can provide products and services that satisfy their needs and desires. It is regarded as a sense of security experienced by the consumer when interacting with a brand. It is based on the belief that the brand is reliable and responsible for the consumer's interest and well-being (Grudzewski et al., 2009, p. 34), provides what the consumer wants versus what he or she fears (Fournier, 1998, pp. 343-373). Trust determines the buyer's level of dependence on a brand that can satisfy his stated needs and desires (Chaudhuri, Holbrook, 2001, pp. 83-93). It can also be defined as confidence in the fulfillment of certain expectations (Ring, Van de Ven, 1994, pp. 90-118) and the buyer's perception of the safety and reliability of the brand (Veloutsou, 2015, pp. 405-421).

From a marketing perspective, consumer trust in a brand provides companies with many tangible benefits. Numerous studies, including those conducted by J. Power and S. Whelan, have shown that the higher the level of trust in a brand, the higher its perceived attractiveness. This, in turn, results in higher consumer attachment (Power, Whelan, Davies, 2008, p. 58). Similarly, K. Pennanen et al. (2007, pp. 28-47) state, recognizing trust as a key factor in building favorable consumer-brand connections and successful long-term relationships. A recent study conducted with Generation Z consumers (Rahmawati, Hidayati, 2023, p. 665) showed that brand experience and brand trust mediate the link between social media marketing activities and brand value. According to J.N. Sheth and A. Parvatiyar (1995, pp. 397-418), a brand survives based on customer trust when direct contact between consumers and companies is not possible. Customers' lack of trust in the content provided on a brand's website is one of the main factors that discourages customers from conducting online transactions (Rios, Riquelme, 2008, pp. 719-742), thus limiting their interaction with the brand. Lack of trust can stem from various sources, such as security and privacy, electronic fraud, information hypocrisy, etc. Due to the violation of users' privacy and the sharing of false information, trust plays a key role in the use and intensity of customer participation in social media. Therefore, consumers must put their trust in the digital information they acquire on social media. Other studies have further found

that customers are primarily concerned about the use of customer data collected by companies on the Internet (Miyazaki, Fernandez, 2001, pp. 27-44), and therefore limit their interactions and purchases online (Brown, Muchira, 2004, pp. 62-70). In view of the above, it can be assumed that it is incumbent on a brand to prioritize the welfare of its customers and strive to improve trust-related aspects such as security, reliability, and consistency (Chaudhuri, Holbrook, 2001, pp. 81-93).

The relationship between social media marketing activities and consumer trust is illustrated by the results of global surveys. A. Dwivedi and R.E. McDonald (2020, pp. 373-386) found that social media communication and brand trust are positively correlated. In addition, A. Puspaningrum (2020, pp. 951-958) found that truthful brand information communicated through social media builds strong trust in the customer's mind. An effective social media marketing strategy motivates consumers to voluntarily share brand-related content through various activities such as interaction, information, and personalization (Yadav, Rahman, 2017, pp. 1294-1307). Thus, the features of social media marketing positively influence brand trust (Tatar, Eren-Erdoğmus, 2016, pp. 249-263). Similarly, F. Calefato et al. (2015, pp. 453-482) stated that social media interactions are key to building brand trust. In this context, A. Rohm et al. (2013, pp. 295-311) noted that customers share and seek information (products, services, etc.) on social media because of the atmosphere of trust between friends/co-workers in social network environments. H. Zhang et al. (2014, pp. 1017-1030) demonstrated the impact of virtual customers' perceived social media marketing activities (i.e., perceived interactivity, perceived personalization, and perceived sociability) on their experiences, as well as the resulting virtual consumer purchasing behavior.

In conclusion, building trusting relationships with customers is crucial for a brand's survival in a competitive market. Trust in digital content can be built by effectively communicating on social media the actions taken by the brand.

4. Brand social media in the process of building generation Z consumers' trust in a brand – analysis of a self-study

The research on the attitudes and behaviors of Generation Z consumers toward apparel brands, undertaken under UGB research grant No. 853, was conducted on a sample of 500 consumers in August-September 2023 throughout Poland (16 provinces). The method used in the study was a diagnostic survey, the technique was a questionnaire survey, and the tool was an online survey questionnaire. The selection of the research sample was purposive and random. Only people between the ages of 18 and 28 and those who observe clothing brands on social

media were recruited for the study[1]. The quantitative structure of respondents adopted in the study included three strata, i.e. gender, age and the respondent's locality. The research covered several areas. One of them was the area of brand communication in social media. The purpose of the research undertaken in this area was to find out Generation Z consumers' perceptions of the actions taken by their favorite brands in their social media communications, and to demonstrate the relationship between brand perceptions in this area and consumers' trust in the brand. The study used a seven-point scale: strongly disagree, disagree, rather disagree, have no opinion, rather agree, agree, strongly agree. The issue of considering ways of communicating a brand on social media was reduced to five areas. In each of these areas, a number of statements (characteristics) were extracted, to which respondents referred in their evaluation (Figure 1), i.e. personalization of content posted on the brand's social media (items 1-2), interactive nature of SM (items 3-5), informativeness (items 6-8), convenience (items 9-10) and pleasure of their use (items 11-12). These scales were taken from existing literature (Kim, Ko, 2012; Yadav, Rahman, 2017), but adapted to the context of this research.

The analysis of the survey results shows that young consumers overwhelmingly have a very positive perception of the analyzed areas of brand communication in social media. On average, only 7.1% of respondents disagree with the statements describing the brand's social media marketing communications, and as many as 72.2% believe that the indicated features are characteristic of the brand. However, there are also those (20.7%) who do not know whether their favorite brand undertakes the listed social media activities. Analyzing separately the five areas of activities included in the survey, it is worth noting that respondents rate the area of informativeness the highest. On average, 80% of respondents each say that the content displayed on their favorite brand's social media is up-to-date, and that the brand's social media offer useful information on promotions and sales. Comparably (79% of respondents on average) believe that the brand's social media showcases the latest fashion trends. These three characteristics of marketing communications in the area of informativeness also reached the highest number of indications of consumers agreeing (34.3% on average) and strongly agreeing (17.3% on average).

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[1] The quantitative structure of respondents in each stratum was as follows: gender: 50% women, 50% men; locality: village - 20%, city below 50,000 inhabitants - 20%, city from 50,000 to 100,000 inhabitants - 20%, city from 100,000 to 200,000 inhabitants - 20%, 20% city with over 200,000 inhabitants - 20%; age: from 18 to 22 years - 50% and from 23 to 28 years - 50%.
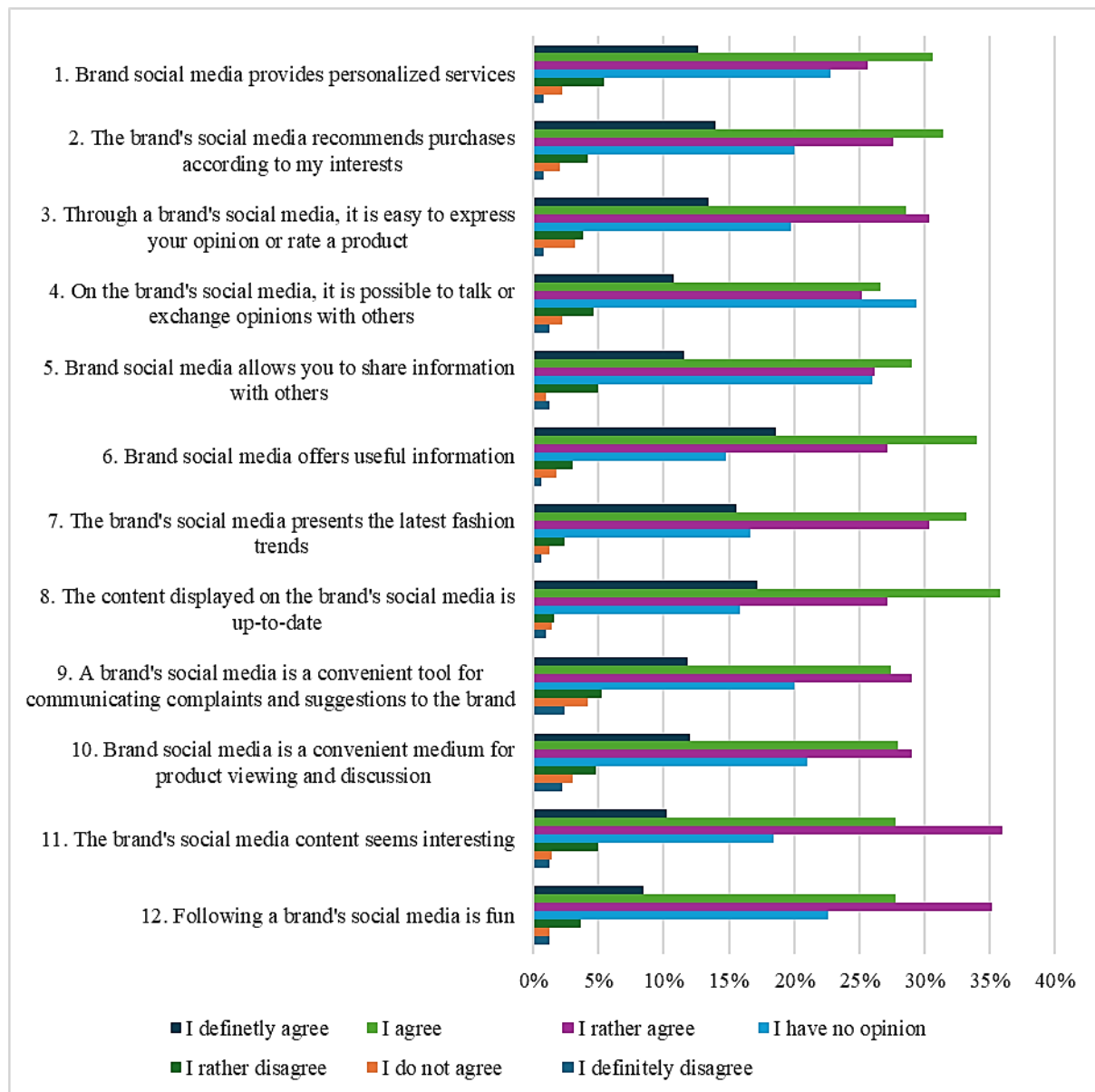
Figure 1. Features of brand marketing communication in social media in the opinion of Generation Z consumers (N = 500).

Source: own research.

It is noteworthy that, on average, only 12% of respondents strongly agreed for all statements regarding the brand's social media activities. In the area of informativeness, there was also the smallest rate of respondents (16% on average) with no opinion on the evaluated features.

A significant percentage of respondents also highly rated the enjoyment of the brand's social media, saying that following the brand's social media is enjoyable (71% of respondents on average) and its content seems interesting (74% on average). Among the responses confirming the characteristics, "rather agree" was the predominant response. On average, it was marked by 35.5% of respondents emphasizing the pleasure of using the brand. It is noteworthy that this answer received the highest number of indications in all evaluation responses. In the others, it reached less than 30% of indications. The area of content adaptation to the consumer received

an equally high percentage of indications. On average, 70% of respondents said that brands' social media provide personalized services, i.e. content tailored to the consumer's age and gender, and 73% of them believe that they recommend purchases according to their interests. These indicators are about 10 p.p. higher than the ratings for the lowest rated area, convenience of use. However, it cannot be said that the area concerning the convenience of using the brand's social media was rated negatively. The ratings, however, are slightly lower. This is because, on average, 69% of respondents said that the brand's social media is a convenient medium for reviewing products and discussions, as well as a tool for communicating complaints and suggestions to the brand (68%). Similarly, the area recorded the highest average score of disconfirming the given features. Approximately 10.5% of young consumers indicated a lack of them. The area of inclusiveness fared comparably to this area in consumers' evaluations. On average, 67.3% of young consumers confirm the features indicative of the brand's social media inclusiveness. Of these, 71.5% say it is easy to express an opinion or evaluate a product through a brand's social media, while the least, 63%, believe that it allows them to talk or exchange opinions with others. In the area of inclusiveness, the highest percentage of respondents appeared who have no opinion on the brand's social media efforts. 26% of respondents do not know whether their favorite brand's social media enables them to share information with others and send information, and 29% whether it is possible to exchange opinions with others through them. Thus, it can be assumed that the area of integration by a sizable portion of young consumers is not yet recognized.

To measure consumer trust in a brand, a three-item scale taken from the literature (Chaudhuri, Holbrook, 2001) was used, which was also modified for the study. It included three statements: "I trust this brand"; "I think it's a fair brand"; "I rely on this brand" (Figure 2).
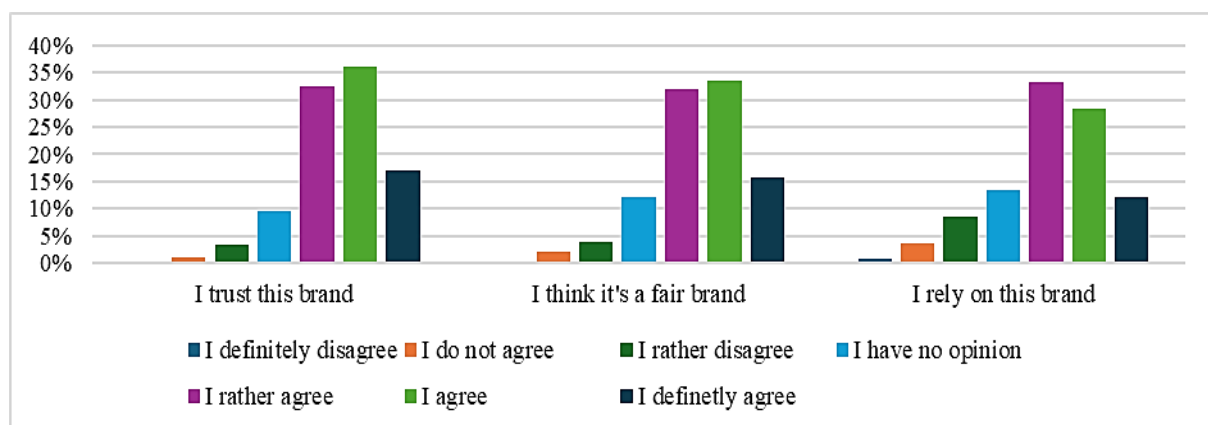
Figure 2. Trust in the favorite brand of Generation Z consumers (N = 500).

Source: own research.

A very high percentage of respondents (80.3% on average) say they trust their favorite brand. Of this group, 86% of respondents say they trust the brand, while slightly fewer (73%) rely on the brand, claiming that the brand never lets them down. It can be assumed that such high affirmations have to do with positive feelings held toward the brand. After all, a favorite

brand is one that evokes positive emotions, the need to interact and identify with it. However, despite such high affirmations, respondents on average 8% do not declare confidence in it, and 11.7% have no opinion on whether their favorite brand is honest, can be relied on and trusted.

In order to show the relationship between Generation Z consumers' perceptions of brands' social media marketing communication activities and their trust in the brand, a three-point scale was adopted: Yes (answers: rather agree, agree, strongly agree), no opinion on the issues analyzed (answer: no opinion) and No (answers: strongly disagree, disagree, rather disagree) - Table 1. The survey confirmed that the vast majority of young consumers who attribute the social media marketing activities of their favorite brand listed in the survey to the positive characteristics simultaneously declare their trust in the brand. On average, 90.7% of them trust the brand, 86.9% consider the brand honest and 80% rely on it. Such a relationship can be seen in all analyzed areas of brand marketing communication. Thus, respondents who perceive positive features of the brand's communication in social media have confidence in the brand at the same time. This seems obvious, for Generation Z consumers are people growing up in an era of ubiquitous information and the development of technologies that allow them to quickly obtain the information they need, exchange views. At the same time, they expect personalized attention, convenience and pleasure in the activities they undertake. The brand's social media are likely to meet these needs. In view of the above, it can be assumed that a similar relationship exists in the opposite situation, i.e. consumers who do not attribute positive characteristics to their brand's social media will not trust the brand. This relationship has not been confirmed by research. On average, 67.3% of them trust their brand, 59.0% think it is an honest brand, and 52.8% rely on the brand. For example, 80.0% each of those surveyed who think it's impossible to talk or exchange opinions on their brand's social media and those for whom following the brand's social media is not enjoyable declare that they trust the brand.

Table 1.
Features of brand marketing communication in social media in the opinion of young consumers and their trust in the brand (markings: Y - yes, DK - I don't know, N - no) (N = 500)

Features of brand marketing communication in social media as perceived by Generation Z consumers		Brand trust indicators								
		I trust this brand			I think it's a fair brand			I rely on this brand		
		N	DK	Y	N	DK	Y	N	DK	Y
Customization/personalization										
My brand's social media provides personalized services	N	19%	12%	69%	19%	12%	69%	31%	10%	60%
	DK	6%	18%	75%	7%	26%	67%	18%	30%	53%
	Y	2%	6%	91%	5%	8%	88%	9%	8%	83%
My brand's social media recommends purchases according to my interests	N	29%	11%	60%	20%	17%	63%	37%	17%	46%
	DK	5%	16%	79%	5%	21%	74%	13%	26%	61%
	Y	2%	8%	90%	5%	9%	85%	10%	10%	80%
Integrity										
Through my brand's social media, it is easy to express your opinion or rate the product	N	21%	15%	64%	21%	18%	62%	26%	13%	62%
	DK	10%	17%	73%	10%	26%	64%	19%	28%	53%
	Y	1%	7%	92%	4%	8%	88%	10%	9%	81%

Cont. table 1.

On my brand's social media, it is possible to talk or exchange opinions with others	N	10%	10%	80%	21%	10%	70%	28%	15%	58%
	DK	7%	16%	78%	7%	19%	74%	14%	21%	65%
	Y	3%	7%	90%	4%	9%	86%	10%	10%	80%
My brand's social media allows me to share information with others	N	22%	11%	67%	17%	22%	61%	28%	17%	56%
	DK	8%	15%	78%	10%	22%	68%	16%	28%	56%
	Y	1%	7%	91%	4%	7%	89%	10%	7%	83%
Information										
Brand social media offers useful information	N	26%	15%	59%	33%	19%	48%	33%	15%	52%
	DK	4%	22%	74%	4%	24%	72%	16%	22%	62%
	Y	3%	7%	90%	5%	10%	85%	11%	12%	77%
The brand's social media presents the latest fashion trends	N	33%	24%	43%	33%	19%	48%	38%	14%	48%
	DK	7%	23%	70%	7%	25%	67%	18%	22%	60%
	Y	3%	6%	91%	5%	9%	86%	10%	12%	78%
The content displayed on the brand's social media is up to date	N	20%	5%	75%	25%	35%	40%	45%	20%	35%
	DK	14%	20%	66%	11%	28%	61%	22%	28%	51%
	Y	2%	8%	90%	4%	8%	88%	9%	10%	80%
Convenience of use										
Brand social media is a convenient tool for communicating complaints and suggestions to the brand	N	15%	7%	78%	19%	14%	68%	31%	12%	54%
	DK	5%	19%	76%	5%	24%	71%	12%	23%	65%
	Y	3%	7%	90%	5%	9%	86%	9%	11%	80%
Brand social media is a convenient medium for product viewing and discussion	N	18%	10%	72%	20%	22%	58%	36%	8%	56%
	DK	6%	13%	81%	7%	17%	76%	10%	24%	66%
	Y	2%	8%	90%	5%	9%	86%	10%	11%	79%
Pleasant to use										
Following my brand on social media is fun	N	13%	7%	80%	10%	23%	67%	20%	23%	57%
	DK	10%	22%	68%	8%	27%	65%	15%	25%	60%
	Y	2%	6%	92%	6%	6%	88%	11%	9%	80%
My brand's social media content seems interesting	N	24%	16%	60%	18%	29%	53%	29%	21%	50%
	DK	8%	16%	76%	7%	27%	66%	14%	23%	63%
	Y	2%	7%	91%	5%	7%	88%	11%	10%	79%

Source: own research.

Comparing the analyzed areas, only in the case of the characteristics of the informational nature of social media, the average percentage of consumers who did not confirm the indicated characteristics, but declared trust in the brand is slightly lower (49.8%). Therefore, it can be concluded that it is likely that respondents compensate their trust in the brand with other brand social media assets not included in the survey. It is also worth noting that a slight percentage are those who, despite agreeing that their brand's social media has the listed features, do not declare confidence in the brand. On average, as many as 10.0% of them say they do not rely on their brand, 4.75% do not think it is an honest brand, while 2.2% do not trust their favorite brand. This trend can be seen by considering separately all analyzed areas of brand communication in social media and their typical characteristics. The highest percentage of respondents (about 10% each) who confirm positive brand activities on social media do not simultaneously confirm that the brand never lets them down. Therefore, it can be concluded that the mere confirmation of positive features of a brand's marketing communication in social media does not guarantee consumers' trust in the brand.

5. Summary

Social media is becoming a key part of the communication process. Companies/brands are successively taking advantage of the opportunities arising from introducing them into their marketing activities. After all, through social media platforms, brands have the opportunity to provide customers with information on product offerings, communicate with them and establish lasting relationships, or shape a positive opinion of themselves. Through skillful use of the possibilities of these media, brands can achieve a permanent competitive advantage, influence consumer attitudes, including the formation of their trust in the brand.

The analysis conducted of the actions taken by brands on social media, gives positive results. About 3/4 of Generation Z consumers attribute positive characteristics to the actions taken by their favorite brands on social media. Particularly highly rated is the area of sharing brand information and tailoring content to consumers' needs. Today's companies are eager to share brand information, user-generated content, and blogs with customers through social networks to create a lasting, favorable, and distinctive brand image and knowledge in the minds of consumers (Yu, Yuan, 2019, pp. 1233-1251). They realize the need to post accurate, truthful and timely information about products or services on social media platforms. By releasing information that is untrue and outdated, they can harm the brand image, create a negative consumer attitude towards the brand. On the other hand, tailoring content to the consumer's needs has become of great importance in brand marketing communications. This is because more personalized, intuitive recommendations make customers feel special, which translates into a positive emotional experience for them with the brand (Koay et al., 2021, p. 65). The area of brand social media inclusiveness was rated equally highly, but slightly lower by consumers. An effective social media marketing strategy encourages consumers to voluntarily share brand-related content, share views, information (Kim, Ko, 2012, pp. 1480-1486), which leads to a more favorable brand experience. Besides, diligently listening to consumers' opinions, responding to their signaled needs strengthens positive relationships with them.

The research further showed that Generation Z consumers declare their trust in the brand at a high level, which is conditioned by how Generation Z consumers perceive the brand's marketing activities undertaken on social media. The impact of social media marketing activities on consumers' trust in a brand is confirmed by the results of previous studies (Tatar, Eren-Erdogmus, 2016, pp. 249-263; Ebrahim, 2019, pp. 287-308). Consumers who believe that a brand's social media offers up-to-date and useful information that is tailored to the customer's needs, provides opportunities to share information, and gives customers pleasure and convenience of use are more likely to declare their trust in the brand. The cited results, therefore, are part of the trend of studies presented earlier by other researchers. They make an important contribution to the existing body of knowledge on brand social media. In particular, they show the impact of marketing activities undertaken by apparel brands on social media on one of the key brand goals, i.e. brand trust.

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