

# Effects of Media Richness and Verbal Interactivity on Consumer Engagement

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**Abstract:** Many brands are interested in their public profiles because they highlight the value of actively engaging in overall social media interactions in establishing their brand within and between consumers. As today's fashion customers have more choice and understanding, this provides a challenge to companies in terms of client loyalty. Fashion and clothing manufacturers are increasingly conscious of the link between brand recognition, fashion-related conversations, and future purchasing behaviour. The emphasis of this study is on fashion brands' successful customer-engagement marketing techniques through Instagram. This study looks at the most up-to-date consumer engagement that takes place on Instagram with the variables of media richness and verbal interactivity. Basically, the entire research that has been carried out is based on Morgan table 384 and incorporates pages of 14 specific brands with more than 50k followers. The result was generated using multinomial logistic regression to analysis data. The findings show that, among the variables chosen, media richness has a greater influence than verbal interactivity. When examining each variable separately, it becomes clear that the media richness variable has a greater engagement rate for edited photos than for actual photos, carousels, and videos. The main objective of the study is to realise the increase of consumer engagement through the above-mentioned independent variables. Empirical studies were uncovered defining how modern marketing communications connect brands into customer perception, while claiming more investigation. In addition, this research article investigates the usage of Instagram for penetrating consumer interaction in the context of social media platforms.

**Keywords:** Consumer engagement, Clothing brands, Social media marketing, Fashion, Instagram

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