УДК 338.467:347.22.01
DOI 10.47367/0021-3497_2025_2_223

SOCIAL MEDIA INFLUENCE ON DEFAMATION AND LEGAL PERSPECTIVE ON TEXTILE BRANDING AND COUNTERFEIT CLAIMS

ВЛИЯНИЕ СОЦИАЛЬНЫХ СЕТЕЙ НА СЛУЧАИ ДИФФАМАЦИИ: ПРАВОВЫЕ АСПЕКТЫ В КОНТЕКСТЕ БРЕНДИНГА ТЕКСТИЛЬНОЙ ПРОДУКЦИИ И ОБВИНЕНИЙ В КОНТРАФАКТЕ

W.M. MOHAMMED[1], S.M. KALLOW[2], U. ASANOVA[3], J.K. KABRCH[4], K. SALMAN[5]

В.М. МОХАММЕД[1], С.М. КЭЛЛОУ[2], У. АСАНОВА[3], ДЖ.К. КАБРЧ[4], К. САЛМАН[5]

**([1]Al-Turath University, Baghdad, Iraq,
[2]Al-Mansour University College, Baghdad, Iraq,
[3]Osh State University, Osh, Kyrgyzstan,
[4]Al-Rafidain University College, Baghdad, Iraq,
[5]Madenat Alelem University College, Baghdad, Iraq)**

**([1]Университет Аль-Турат, Багдад, Ирак,
[2]Университетский колледж Аль-Мансура, Багдад, Ирак,
[3]Ошский государственный университет, Ош, Кыргызстан,
[4]Университетский колледж Аль-Рафидаин, Багдад, Ирак,
[5]Университетский колледж Маденат Алелем, Багдад, Ирак)**

Email: dr.khdier.salman@mauc.edu.iq

The article investigates the policies of the judiciary on defamation and counterfeiting of textile brand owners through IT service platforms, namely social network services in the United States, the European Union (EU), Asia and Other Regions. The rise of user-generated content and influencer marketing creates novel reputational risks for brands, including in the fashion and textile industries. Drawing on 75 judicial decisions from between 2018 and 2024, this study adopts a mixed-method legal-empirical perspective. The methodology combines quantitative coding of the litigation data, including judicial outcomes, damage awards, and timelines with qualitative analysis of judicial reasoning and interpretations of platform accountability. Split outcomes and jurisdictional differences in outcome patterns, award magnitudes, and assessments of liability for platform players are shown. Judgements have a tendency to favor the brand in the US and the EU jurisdictions, and demonstrate faster conclusions and higher monetary compensation, whereas Asian and emerging jurisdictions shows greater procedural delays and lower thresholds of awards. The conclusions also reflect an emerging judicial attitude on platform accountability, especially in areas of the world where legal tests are adjusting for the 21st-century manner in which content is delivered. These differences raise the need

for more harmonized legal approaches and better regulation frameworks for platforms.

В статье исследуется практика судебных органов в отношении клеветы и подделки известных текстильных брендов в социальных сетях в США, Европейском союзе (ЕС), Азии и других регионах. Рост пользовательского контента и маркетинга инфлюэнсеров создает новые репутационные риски для брендов, в том числе в индустрии моды и текстиля. Опираясь на 75 судебных решений, вынесенных в период с 2018 по 2024 год, это исследование использует смешанный метод правовой и эмпирической перспективы. Методология сочетает количественное кодирование данных судебных разбирательств, включая результаты дел, размер компенсации ущерба и сроки судопроизводства, с качественным анализом судебных обоснований и толкований ответственности платформы. Показаны как раздельные результаты, так и юрисдикционные различия в моделях результатов, величинах компенсаций и оценках ответственности для игроков платформы. Судебные решения имеют тенденцию благоприятствовать бренду в юрисдикциях США и ЕС и демонстрируют большую скорость принятия решений и высокую денежную компенсацию, тогда как азиатские и развивающиеся юрисдикции демонстрируют длительные процессуальные задержки и низкие пороги присуждений. Выводы отражают формирующееся отношение суда к ответственности платформы, особенно в регионах мира, где правовые нормы приспосабливаются к способу доставки контента в 21 веке. Эти различия повышают потребность в согласовании правовых подходов и улучшении процессов регулирования.

Keywords: social media defamation; counterfeit branding; textile industry law; platform liability; digital content regulation; comparative legal analysis.

Ключевые слова: диффамации в социальных сетях; поддельный брендинг; законодательство текстильной промышленности; ответственность платформы; регулирование цифрового контента; сравнительный правовой анализ.

Introduction

As the interconnected digital landscape continues to rapidly evolve, social media has emerged as a powerful tool for brands to engage with consumers and stakeholders, driving public perception and brand reputation in unprecedented ways. In an era where brand loyalty and consumer trust dictate the success of an industry, the textile industry now stands at high risk owing such an evolution towards the digital landscape. Users of social media sites are capable of posting information in an instant, and globally, without the careful oversights of fact checking or accountability. As a result, brands become more vulnerable to false or misleading allegations, especially those related to facts about defamation and counterfeiting that can spread quickly and lead to long-lasting reputational damage [1].

Unlike traditional media channels, where brands historically had a much tighter grip over messaging and commentary, social media platforms stirred the pot and decentralized messaging, enabling allegations, true or not so much, to spread and spread fast. The lack of restrictions and control makes it difficult for brand reputation management where textile companies are highly vulnerable to serious reputation and economic risks. Defamation via the internet can damage brand credibility, consumer confidence and market position, inflicting significant financial impact and long-term consumer trust injury. With the immediacy and reach of social media, this threat is magnified, and requires initiatives that are proactive and legally sound from affected brands [2].

Defamation claims originating from social media raise unique legal challenges because online communications are inherently global and borderless. Jurisdictions challenge brands often because defamation on even one platform can impact various jurisdictions at once, each of which may have different laws and standards, and all of which may need to be satisfied to prove defamation. Moreover, the stakes are particularly high when it comes to counterfeiting in the textile field; the field is saturated by brands with perceived quality, originality and authenticity, rendering the damage of counterfeiting detrimental when it engulfs the brand. Conspicuously false attributions to a brand of counterfeit practices can quickly destroy goodwill towards the brand held by consumers, undermine customer loyalty and seriously damage commercial relations, giving rise to sudden financial loss and longer-term strategic damage [3].

Moreover, there are significant challenges for textile brands to efficiently address their legal strategies against online defamation. The traditional legal remedies of lawsuits or injunctions are slow, costly and do not fully remedy the immediate impact of defamatory social media content. The jurisprudence between all the jurisdictions is responsive in different ways to the concept of digital defamation, with different theories of harm, and different responses to responsibility and accountability, specifically as it pertains to platform providers and third-party users. This lack of uniform standards relating to online defamation can lead torrents of uncertainty and make it more challenging to enforce court decisions or pursue effective cross-border legal action [4].

Furthermore, textile firms are under escalating pressure to craft robust digital strategies to counteract reputational threats posed by defamatory or counterfeit claims on social media. Such approaches have to involve the continual monitoring of information, including the ability to respond quickly and embed legal mechanisms to respond in real-time to false allegations. As organizations grapple with the challenges presented in the new digital social media landscape, they need to find a balance between being self-aggressive to protect their own intellectual property or reputation and the potential for legal mechanisms to backfire creating negative perceptions or backlash resulting in virality of the damaging narrative [5, 6].

Research shows that even baseless accusations can have long-term detrimental effects [7], due to the virality of the information and the emotional nature of user-generated responses [8].

With numerous top-tier brands recently coming under scrutiny for potentially counterfeiting, the above issues make it important for brands in the luxury sector to ensure that they safeguard themselves against counterfeiting or fraudulent behavior. However, much of the contemporary scholarship continues to be explorative of the effects of reputational damage without offering scalable solutions for textile companies to identify, evaluate, and counter any act of online defamation in real time. The paper [9] suggests that, specifically in the textiles industry, the clashes between brand identity, product legitimacy, and ethical alienation creates a unique gap between the tools of reputation and defamation employed in the respective industry, as these areas have still yet to undergo any serious development or empirical application.

Social media defamation poses even more challenges in the legal realm. Unlike traditional defamation cases, Pungkasari Narundana [10] argues that traditional legal remedies are often unsuitable to resolve online defamation due to jurisdiction differences, lack of precision in language in statutory provisions, and lack of legal enforcement means. It is not uncommon for judicial results to be fragmented in digital communications given their cross-border nature, with content being initiated in one legal regime while having a negative impact on businesses operating under others. And potential for digital harm has become harder to define using traditional principles of defamation, especially in cases of anonymous or pseudonymous users.

Another under explored question is: how do social media platforms moderate defamatory and counterfeiting-related content? Peterson-Salahuddin [11] discusses moderation today, where algorithmic bias, unclear content policies and limited transparency over accountability allow harmful content to thrive. Platforms are usually reactive to verified brand attacks, due to fears of censorship and the dangers of proactive removal. Although previous research has proposed approaches to freedom of expression and hate speech moderation, little attention has been paid to the commercial implications of harmful content specifically in the context of brand-heavy sectors such as fashion and textiles.

Furthermore, Shepherd et al. [9] address the impact of deviant social media influencers in propagating counterfeits, but do not extend it to how this kind of mal-behavior drives defamation trends or magnifies brand vulnerabilities. That, in turn, reveals another accountability gap in which influencers were in the position of influencing public conversations on the validity of getting brands in bed with them. Technological solutions colloquially framed as legal and brand protection strategies have also not received much attention. For instance, new metrics for evaluating machine learning data and feedback loops for legal data analytics show some promise of automating content monitoring and supporting legal case preparation but are seldom used in defamation response strategies [12, 13].

All of these require legal reform on digital defamation, algorithmic improvements on content moderation, and real-time brand monitoring systems that are built primarily for the textile industry. And clearer regulatory obligations for platforms and influencer governance frameworks, in turn, could create a paradigm shift in brand resilience in the digital era.

The article aims to investigate the legal aspects of defamation and counterfeit cases related to textile brand names in social media. Dealing with these threats is fundamental for allowing textile firms to effectively protect their brand reputation, maintain the competition, and keep consumer trust in our fast-changing digital world.

Methodology

The study utilizes an integrated empirical legal methodology, in order to investigate how the judiciary responded to the defamation and counterfeit allegations made against textile brands in social media platforms. The study is based on a mixed-method legal-empirical design, which features multi-jurisdictional judicial analysis. The chosen jurisdictions are the US, the European Union and Asia, which represent divergent statutory interpretations and judicial thresholds of defamation and invalidate social media contextual rulings under the law [10, 14].

The study period was January 2018 to December 2023, during which 75 judicial decisions were systematically sampled. The comparative scope is situated in both common law and civil law systems, which acknowledge doctrinal variability in respect of defamation thresholds as well as platform liability. The design is in keeping with hybrid analytical traditions that exist both in law and data science, merging empirical court data with legal interpretive methods [12, 15, 16].

The judicial dataset was constructed through stratified retrieval from national court databases, verified legal repositories, and regional legal archives. The initial identification yielded 150 cases. Cases were filtered using a four-tiered inclusion model, applying categorical decision filters and measuring inter-rater reliability using Fleiss' Kappa (κ) to account for more than two raters, extending beyond Cohen's pairwise estimation [12].

$$D_{ij} = \begin{cases} 1, if\ \ Case\ i\ meets\ Criterion\ j \\ 0, \qquad\qquad\qquad\qquad otherwise \end{cases} \quad for\ \ i = 1, \ldots, n,\ \ j = 1, \ldots, k. \tag{1}$$

This matrix identifies inclusion consistency per criterion across all candidate cases.

$$\kappa = \frac{\bar{P} - \bar{P}_e}{1 - \bar{P}_e}. \tag{2}$$

This equation quantifies inter-rater agreement where $\bar{P}$ is observed agreement and $\bar{P}_e$ is expected agreement by chance.

Final κ reliability of 0.89 confirmed strong methodological consistency in inclusion assessments.

Table 1

Screening Step	Cases Identified	Cases Included	κ Score
Textile Brand Involvement	130	130	0.92
Social Media Linkage	110	110	0.88
Judicial Documentation Clarity	85	85	0.90
Final Inclusion	–	75	0.89

Structured judicial data extraction was implemented using a uniform coding framework. For each case, variables were captured under five operational categories: jurisdiction, allegation type, judicial outcome, monetary damages (USD), and litigation duration (months). Coded data were normalized and aggregated following cross-verification protocols [12, 17].

$$D_{USD}^{(i)} = D_{local}^{(i)} \ \overline{ER}_t \qquad (3)$$

This formula standardizes damages to USD using the average exchange rate $\overline{ER}_t$ during the litigation period.

$$L = T_j - T_f. \qquad (4)$$

This computes litigation duration L as the time between filing T_f and judgment T_j.

The data were coded independently by two legal analysts, and discrepancies were reconciled using arbitration.

$$\delta_{ij} = = \frac{|R_1^{(ij)} - R_1^{(ij)}|}{\max(R)}. \qquad (5)$$

This metric quantifies disagreement severity between coders normalized to rating scale maximum

Table 2

Case ID	Jurisdiction	Allegation Type	Outcome	Damages Awarded (USD)	Litigation Duration (months)
C-001	United States	Defamation	Favorable	750,000	13
C-014	European Union	Counterfeit	Mixed	64,800	12
C-033	Asia	Both	Unfavorable	0	9

To prepare the dataset for further inferential use, structured statistical transformations were applied to categorical, continuous, and ordinal variables.

$$P(Y_i = k) = \frac{e^{\beta_k^{\top} X_i}}{1 + \sum_{j=1}^{K-1} e^{\beta_k^{\top} X_i}}. \qquad (6)$$

This multinomial logistic equation estimates the probability of outcome Y_i given case characteristicsX_i.

$$Y_i' = \begin{cases} \frac{Y_i^{\lambda} - 1}{\lambda}, & \lambda \neq 0 \\ In(Y_i), & \lambda = 0 \end{cases}. \qquad (7)$$

This Box-Cox transformation normalizes heteroscedastic financial variables before regression analysis.

$$PAI_i = = \frac{w_1 \ L_i + w_2 \ S_i + w_3 \ T_i}{w_1 + w_2 + w_3}. \qquad (8)$$

This equation calculates the Platform Accountability Index (PAI) for case iii using weighted components of judicial interpretation.

All transformations ensured readiness for future hypothesis testing without altering primary classification attributes [6, 13, 18].

Judicial texts were analyzed thematically using structured coding matrices in NVivo, isolating recurrent judicial language, rationale, and thematic co-occurrence.

$$Co_{ij} = = \frac{n_{ij}}{\sqrt{n_i \cdot n_j}} \qquad (9)$$

This cosine-normalized co-occurrence score Co_{ij} identifies relationships between themes i and j across all coded cases.

Themes were defined inductively and refined through iterative coding sessions, focusing on economic harm, platform liability, evidentiary burden, content removal, and cross-jurisdiction enforcement difficulties [2, 8, 18, 19].

Results

The data in Table 3 details how the courts ruled on defamation and counterfactual claims, alone or together, in cases and across jurisdictions. Judicial outcomes are classified as favorable, mixed, or adverse depending on whether the court fully upheld, partially upheld, or dismissed the claims of the plaintiff textile brand. This segmentation provides a perspective on the interpretation of reputation-related disputes in the context of social media informed by regional legal cultures.

Table 3

Jurisdiction	Allegation Type	Favorable Judgments	Mixed Judgments	Unfavorable Judgments	Total Cases
United States	Defamation	6	2	2	10
	Counterfeit	5	1	2	8
	Defamation + Counterfeit	7	1	2	10
European Union	Defamation	5	2	1	8
	Counterfeit	6	1	2	9
	Defamation + Counterfeit	6	1	1	8
Asia	Defamation	4	2	2	8
	Counterfeit	3	1	4	8
	Defamation + Counterfeit	4	1	3	8
Other Regions	Defamation	2	1	1	4
	Counterfeit	1	0	1	2
	Defamation + Counterfeit	1	1	1	3

The data in Table 3 reveal significant jurisdictional disparities in outcomes regarding defamation and counterfeit allegations against textile companies. The European Union recorded the highest proportion of favorable rulings across all types of allegations and especially for cases against counterfeit products, where courts ruled for brands in 66.7% of cases. The U.S. was next with slightly lower positives in every category, but striking, relative consistency. In Asia, on the other hand, courts are judicially more reluctant to grant favorable decisions in favor of plaintiffs in cases related to counterfeit goods, with only 37.5% success in this region. Mixed verdicts were fairly equitably distributed by regions, with a slight increase in Asia. Adverse results were significantly more common in Asia and in emerging jurisdictions, where there may be a higher legal standard or different expectations around evidence. This indicates a disparity in judicial brand protection depending on the jurisdiction and the type of challenge.

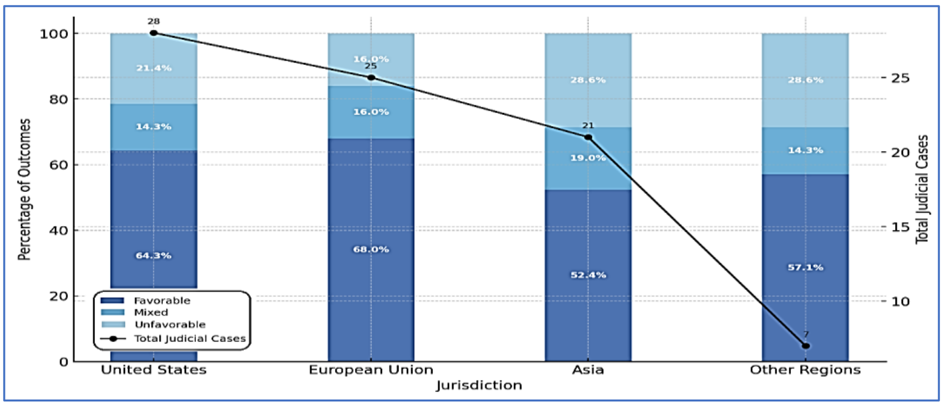

Fig. 1

Figure 1 examines the role of jurisdiction in judicial decision-making. This cross-tabulated frequencies analysis assesses differences in how courts across jurisdictions rule regarding brand defamation and counterfeit claims regardless of allegation type. This enables better evaluation of whether the legal culture and procedural doctrine lead to more or less favorable outcomes for claimants.

Favorable rulings in one of the jurisdictions of the European Union territories were also leading at 68%, while mixed and unfavorable rulings saw very little difference. The United States was next, with 64.3% of decisions favorable to plaintiffs but with a larger share of unfavorable rulings. Asia had the highest unfavorable outcome rate, perhaps indicating more rigorous evidentiary or procedural standards before relief is granted to brands. Likewise, Other Regions (including Middle-Eastern or hybrid legal systems) revealed similarly low favorable rulings and comparatively high ratios of unfavorable decisions, suggesting possible gaps in digital defamation frameworks in such contexts. These insights highlight the extent to which jurisdictional context determines whether a social media-related reputational harm case against a textile brand is winnable.

Figure 2 explores how courts in different jurisdictions assessed the financial effects of defamation and counterfeit allegations made against textile brands on social media platforms. Damages awarded are an important barometer not just of judicial understanding of reputational harm, but also of the extent to which the justice system accepts the idea of financial injury given the digital nature of 21st-century lives. It includes minimum, maximum, mean, median, and standard deviation for monetary compensation, all denominated in USD to ensure comparability.

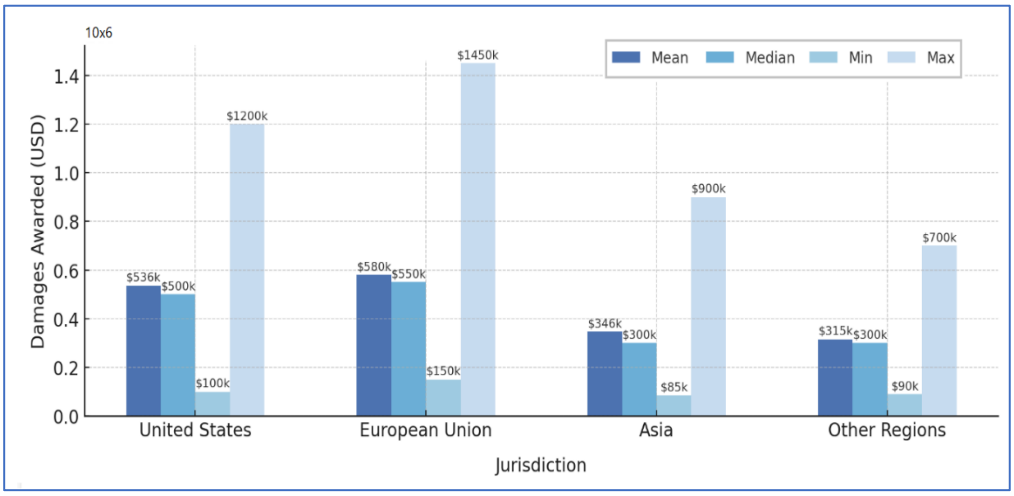

Fig. 2

The EU had the highest average damages awards among the regions at $580,000, and the highest award at $1.45 million, indicative of a strong recognition of the value of a brand and potential for damage to a digital reputation. The United States came in second, with an average of $535,500 — slightly lower, but still an extremely high maximum threshold. Asian jurisdictions gave out less damages, $345,750 on average, and handed down judgments that were more in line with the median of $300,000. Emerging jurisdictions grouped under Other Regions also trended towards lower awards. Such, the relatively high standard deviation values suggest a lower concentration of damage amounts in all jurisdictions, and a greater spread of data on the damages, especially for Europe and the US. These findings indicate that despite brands' expectations of financial recognition in winning suits, the scale of damages awarded varies greatly by jurisdiction, heavily shaped by local legal principles governing how harm is evaluated and the thresholds for proof.

Length of litigation (Table 4) is a proxy for judicial efficiency and procedural how complicated. Time is unitized in months from each date the formal complaint is filed to the issuance of the final judgment. Litigation duration hence offers insight into the systemic responsiveness of courts to time-sensitive issues pertaining to online defamation and counterfeit activity in the textile sector.

Table 4

Jurisdiction	Mean Duration	Median Duration	Minimum Duration	Maximum Duration	Standard Deviation
United States	14.2 months	14 months	9 months	23 months	4.5 months
European Union	13.1 months	13 months	7 months	24 months	3.8 months
Asia	16.8 months	16 months	9 months	28 months	5.1 months
Other Regions	13.5 months	13 months	8 months	20 months	3.9 months

As shows Table 4, Asian courts had the longest timelines of litigation, with an average of 16.8 months (with a maximum of 28 months and wider standard deviation, indicating greater procedural delay or evidentiary bottlenecks). The United States averaged 14.2 months, compared with 13.1 months in the European Union. In addition, all the EU jurisdictions including Romania had much less variance in the number of decisions leading to a stage than in Ukraine, in other words, the case was more predictable. Courts in Other Regions were similar in timing to those in the EU, but deviated somewhat more. These patterns reflect systemic and procedural differences re lated to case management across jurisdictions. Image-based threats are rampant with the growing Social Media use but long litigation timelines especially with Asia may dissuade brands these days from pursuing digital defamation and counterfeiting cases both for time-to-relief and cost exposure.

Economic Impact of Allegations on Brand Revenue quantifies the economic detriment experienced by textile brands in the wake of defamation or counterfeit claims through social media. The measure is the annual revenue of the brand relative to the revenue from previous years (pre- and post-litigation) that decreased as a result of the allegation (Figure 3).

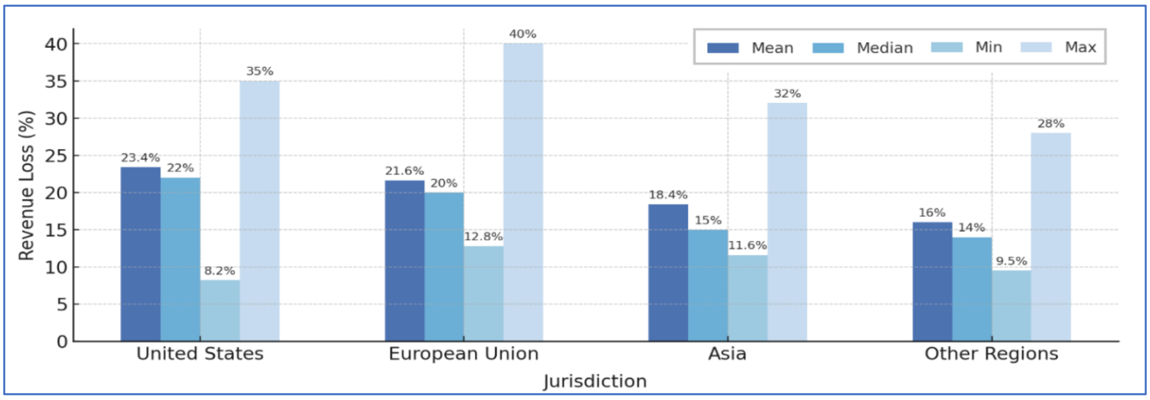

Fig. 3

The United States showed the greatest reduction in mean revenue loss at 23.4%, indicating high sensitivity of consumers to reputational damage online. The European Union was near the top, at 21.6 percent, with the broadest loss range — up to 40 percent. Asia and Other Regions showed smaller average retreats of 18.4% and 16.0%, respectively, suggesting milder financial implications or smaller movability of the market. Median values closely shadowed mean losses, illustrating the extent of potential reputational and commercial harm is not restricted to outlying instances. These results underscore the stakes for textile brands in a digital ecosystem in which a single defamatory or counterfeit post can lead to steep declines in revenue and to long-term erosion of brand.

Judicial interpretations of Platform Accountability (Figure 4) were coded for three levels: High (platform found to be directly responsible or partially liable); Moderate (responsibility conditional on sharing the burden); and Low (platform protected from responsibility by intermediary liability protections). These designations indicate how proactively courts expect platforms to monitor, remove, and respond to illegal content with an impact on brand reputation. Platform accountability is at the heart of digital governance, affecting not just the outcome of cases but the future of regulation as well.

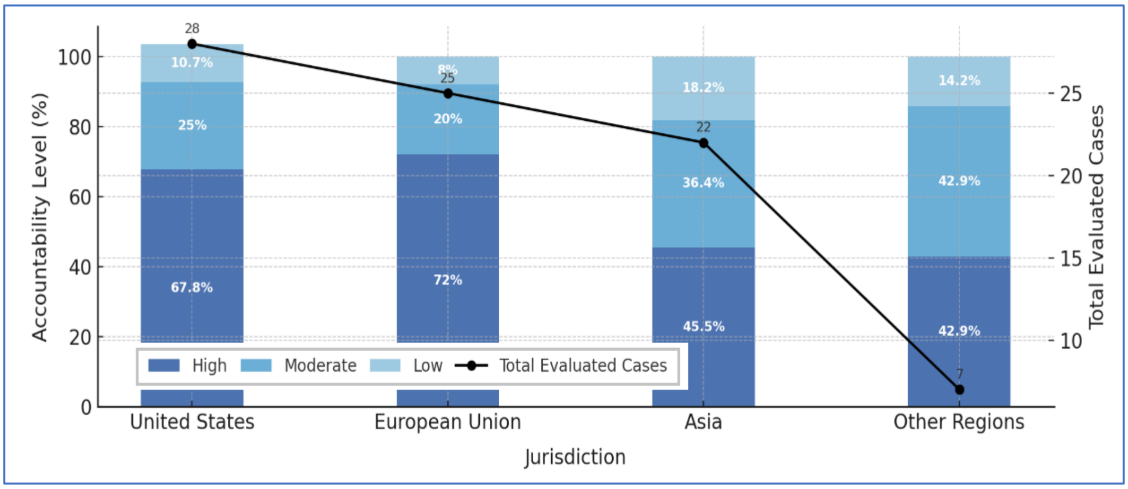

Fig. 4

Figure 4 represent that 72% of cases in which courts held platforms particularly accountable for content obligations were EU courts, with rulings frequently invoking duties for active monitoring, derived partially from the GDPR. US courts came in a close second at 67.8 percent, however with considerably more frequent invocation of Section 230 of the Communications Decency Act to delineate liability limits. However, in Asia, high accountability was established in less than half of the cases, with a higher percentage designated to moderate, indicating developing jurisprudence to weigh concerns about state censorship with platform independence. Other Regions showed equal division between moderate and high assessments. These trends indicate an increasing judicial readiness, particularly in Western jurisdictions to place an onus of active responsibility upon platforms to mitigate digital harm to commercial actors16.

Discussion

By examining 75 judicial decisions across the United States, the European Union, Asia, and Other Regions, this research provides empirical evidence of jurisdictional variability in outcomes, monetary awards, litigation efficiency, economic harm, and platform accountability.

One of the most striking outcomes concerns the favorable ruling patterns observed in the European Union and the United States, where over 64% of court decisions were in favor of the plaintiff brands. These results reflect a stronger inclination in these jurisdictions to protect commercial reputation and intellectual property in the digital domain. The relatively higher damages awarded in these regions further support this judicial tendency. These findings align with prior literature that highlights the legal infrastructure in developed jurisdictions as more robust in adjudicating digital harm claims, particularly in commercial contexts [14]. In comparison, court outcomes in Asia and Other Regions were more diverse, with larger shares of adverse outcomes and less sizable monetary redress, consistent with studies of emerging economies that identified procedural and statutory inadequacies in digital content regulation [17].

The insights in this article regarding platform accountability also corroborate that the legal interpretation is rapidly reforming in reaction to the growing role of the social media as a dissemination channel for defamatory and counterfeit content. European courts led the pack as platforms faced high accountability, thanks to regulatory tools like the Digital Services Act and the GDPR, as platforms were required to remove illegal content in a timely manner and were under heightened due diligence obligations. This finding gives empirical support to the regulatory conversations identified by Machado and Aguiar [21] suggest that intermediary liability frameworks are being reconciled towards more affirmative platform obligations, particularly in the business and human rights context. American courts also favored high accountability, even if judicial language frequently referred to Section 230 of the Communications Decency Act, highlighting the conflicting logics of immunity of platforms and reputational justice.

The length of time required to resolve disputes also varied dramatically by jurisdiction, with Asian courts taking the longest. These results are consistent with recent studies by Huang et al. [17] attributed the influence of political and institutional uncertainty on judicial efficiency in some areas. Prolonged litigation not only imposes additional economic burdens on brands but may also erode the deterrent effect of litigation against defamation and counterfeiting. Conversely, European courts demonstrated more efficient case processing, which aligns with efforts to improve judicial timeliness through data-driven reform initiatives [13].

The economic dimension of reputational harm—measured by percentage revenue loss—demonstrated a tangible commercial impact for textile brands targeted through social media. On average, brands experienced a 20% drop in revenue following defamatory or counterfeit allegations. This aligns with findings from marketing research showing that brand equity and consumer trust are severely affected by negative online content [20]. The amplification of harm through user-generated content on platforms such as Instagram and TikTok, as explored by Vladimirova et al. [21], underscores the urgency of more agile judicial mechanisms for brand protection in the fast-paced digital ecosystem. These platforms accelerate the spread of false narratives, making the role of timely judicial intervention even more vital.

Despite the robust findings presented, this study is not without limitations. First, although the mixed-method approach captures both the quantitative and qualitative dimensions of judicial reasoning, it remains constrained by the availability and accessibility of full judicial texts, particularly in non-Western jurisdictions [12]. Furthermore, the dataset includes only finalized judgments, omitting settlements or dismissed cases that might offer additional perspectives on litigation behavior and risk perception. There is also the inherent limitation of coding legal texts, which, although subjected to inter-rater reliability protocols, cannot fully eliminate interpretive subjectivity. These issues are common in empirical legal research and underscore the need for expanded access to court records and open legal data initiatives [12, 13].

From a theoretical standpoint, the study reaffirms Arbel and Mungan's [18] argument that reputational harm in the age of digital audiences requires Bayesian sensitivity to information cascades and content virality. Courts are increasingly being asked not just to adjudicate the legality of content but to evaluate its probabilistic reputational effects, often in complex and evolving social contexts. The growing need for forensic digital literacy among judges and the development of legal standards for online evidence also warrant further exploration in future research.

Future research should explore longitudinal patterns of judicial interpretation as digital harm doctrines evolve, particularly in relation to emerging laws on algorithmic amplification and deepfakes. Integrating machine learning models for automated legal text classification could further enhance the scalability of judicial pattern analysis, as suggested by Mathis [22]. Also, research should not be limited to just the textile industry but rather other industries that are similarly affected by digital branding, like cosmetics and electronics, to see if parallels exist.

Conclusion

One of the central findings is that judicial protection for brands is not consistent across jurisdictions. Differing legal infrastructure, procedural efficiency and statutory interpretation lead to divergent judicial behavior. The analysis shows that some jurisdictions take a more brand-protective approach, while others exercise a more measured or restrictive threshold in considering reputational harm and determining platform liability. These regional differences illustrate the piecemeal nature of legal responses to online defamation and counterfeit activity and underscore the strategic calculations brands are forced to make when choosing litigation venues.

REFERENCES

1. *Kulawardena LKRD, Kalpana RAS.* The Effects of Social Media Advertising on Consumers' Brand Loyalty: With Special Reference to the Apparel Retailers. Asian Journal of Economics, Business and Accounting. 2024;24(2). p.37…51. DOI: 10.9734/ajeba/2024/v24i21218
2. Quacking of Attire Fashion Industry on Social Media: A Quantitative Analysis. Journal of Asian Development Studies. 2024;13(1). p. 887…904.
3. *Enes YD, Demo G, Porto RB, Zulato TS.* What Is Next for Consumer-Based Brand Equity in Digital Brands? Research Itineraries and New Challenges. Sustainability. 2024; 16(13). 5412; https://doi.org/10.3390/su16135412
4. *Giannopoulos M, Tsagkatakis G, Tsakalides P.* Higher-Order Convolutional Neural Networks for Essential Climate Variables Forecasting. Remote Sensing. 2024; 16(11). 2020; https://doi.org/10.3390/rs16112020
5. *Feldiansyah F.* Analysis of Corporate Communication Strategies in Enhancing Company Image. PERSPEKTIF. 2024;13(1):106-114. DOI: 10.31289/perspektif.v13i1.10584
6. *José-Luis G-S, Ignacio G-P, Sakher-Faisal-Ahmad A, Saeed MZAT.* Effect of Social Media Influencers on Consumer Brand Engagement and its Implications on Business Decision Making. Profesional de la información. 2024;33(2).
7. *Mitina E.A. Potapova A.D.* Promotion of russian clothing brands through innovative information and communication technologies. Izvestiya Vysshikh Uchebnykh Zavedenii, Seriya Teknologiya Tekstil'noi Promyshlennosti. 2023. 1(403). p. 171…178.
8. *Romero-Rodriguez LM, Castillo-Abdul B.* Toward state-of-the-art on social marketing research in user-generated content (UGC) and influencers. Journal of Management Development. 2023;42(6). p. 425…435.
9. *Shepherd D, Kate W, Mark B, and Wilson JM.* The Impact of Deviant Social Media Influencers and Consumer Characteristics on Purchasing Counterfeit Goods. Deviant Behavior. 2023;44(12):1746-60.
10. *Joni Nanang N.* Legal problems in independence representing opinions in public and social media as defamation. JILPR Journal Indonesia Law and Policy Review. 2024;5(3). p. 553…557. https://doi.org/10.56371/jirpl.v5i3
11. *Peterson-Salahuddin C.* Repairing the harm: Toward an algorithmic reparations approach to hate speech content moderation. Big Data & Society. 2024;11(2):20539517241245333.
12. *Mathis B.* Extracting Proceedings Data from Court Cases with Machine Learning. Stats [Internet]. 2022; 5(4). p. 1305…1320. DOI: 10.3390/stats5040079
13. *Pernici B, Bono CA, Piro L, Del Treste M, Vecchi G.* Improving the analysis of the judiciary performance - the use of data mining techniques to assess the timeliness of civil trials. International Journal of Public Sector Management. 2024;37(1). p. 59…76.
14. *Br. Ginting OL, Nasution AR, Hasibuan SA.* Juridical Review of Social Media Defamation. International Journal of Economic, Technology and Social Sciences (Injects). 2022;3(1). 190…194.
15. *Charli M, Eshete, S. & Debela K.* Learning How Research Design Methods Work: A Review of Creswell's Research Design: Qualitative, Quantitative and Mixed Methods Approaches. The Qualitative Report. 2022. DOI: 10.46743/2160-3715/2022.5901
16. *Machado CCV, Aguiar TH.* Emerging Regulations on Content Moderation and Misinformation Policies of Online Media Platforms: Accommodating the Duty of Care into Intermediary Liability Models. Business and Human Rights Journal. 2023;8(2). p.244…251.
17. *Huang Y, Li R, Luo D, Yuan R.* Political uncertainty and litigation efficiency: Evidence from China. Economics & Politics. 2024;36(2). p.1020…1055.
18. *Arbel Y, Mungan MC.* Defamation with Bayesian Audiences. The Journal of Legal Studies. 2023;52(2). p. 445…483.
19. *Gryn D, Oliinyk, D., Iakubin, O., & Rossikhin, V.* Remedies against Online Defamation of Public Figures. Cuestiones Políticas. 2022. 40(74). p.722…740. DOI: 10.46398/cuestpol.4074.40
20. *Liadeli G, Sotgiu F, Verlegh PWJ.* A Meta-Analysis of the Effects of Brands' Owned Social Media on Social Media Engagement and Sales. Journal of Marketing. 2022;87(3). p. 406…427.
21. *Vladimirova K.E.et al.* Exploring the influence of social media on sustainable fashion consumption: A systematic literature review and future research agenda. Journal of Global Fashion Marketing. 2024;15(2). p. 181…202.
22. *Messager ML, Pella H, Datry T.* Inconsistent Regulatory Mapping Quietly Threatens Rivers and Streams. Environmental Science & Technology. 2024;58(39). p. 17201…17214.

Рекомендована 4th International Conference of New trends and Smart technology. Baghdad, Iraq. Поступила 07.04.2025.