

An Empirical Analysis of Social Media Marketing on Brand Loyalty

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Abstract: This Paper intends to present a proposal for conducting a research to understand the role of social media marketing in creating brand awareness. Growing popularity of social media compelled the marketers to think about this media along with traditional functional area of marketing. Social media is based on internet and share information among customers. Impact of social media is a powerful truth that highlights the huge opportunities to company that engage and build relationship. Brand awareness is becoming successful as the people are collaborating with as social media algorithms get more and more human like, having high-quality content has become more vital than ever. Build a brand that delivers something special and creates a memorable experience for your customers. Embrace paid social media advertisement.

Key Words: Social media marketing, brand loyalty, impact of social media on marketing.

1. INTRODUCTION:

Social media is primarily the applications or tools that are based on the usage of internet or cellular phone and are used for sharing information among people. It helps accelerate conversation and connection among people. It includes popular social networking applications or websites, such as Facebook, Instagram and Twitter; also includes bookmarking websites such as Pinterest, StumbleUpon, etc. and uses web page technology. Initially social media might have started for social interaction, but the commercial value soon became apparent and it has become the marketers' new and reliable friend too. As social media use became popular and number of social media users has increased more than the population of some of the countries, marketers have had to seriously alter their game plan to take this shift in the media landscape into account. The industry is focusing on re-thinking on its conventional strategies and also planning to transform the basic campaigning structure. Social media was once devoid of any commercial content, now has such a significant impact on the marketing industry. Since marketers are always keen to grab the consumer's attention. People have adopted new media and technologies to such an extent as smart phones etc. that have given marketers the advantage of reaching the consumers in a capacity that runs 24/7 through various mediums. That is why it is obvious to attract marketers to social media (Le Thanh Tung, 2017). Traditional promotional methods are seen not only by the growing social media, but also because of the increasing difficulty to create an excellent campaign due to the very competitive market. The problem is with the change in the mindset of the consumer. Social media has led to a culture of active engagement, immediate access to anyone and anything and constant communication. This is definitely something that traditional advertising and other marketing methods can never achieve, whereas social media like Facebook page, Twitter and YouTube etc. can directly address the new increasing demand expectations of consumers. Besides its initial engagement, social media activity is also likely to be sustained as attention is kept over a period of time rather than for just a few moments. Impact of social media can be seen in television advertisements which sign off with a plea for consumers to visit their websites, Facebook or Twitter page with the promise of an exciting online experience, fun incentives and a sense of community that people actually want to get involved with. Consumers use social media for fun and it makes no difference to them whether they are joining, an unbranded or branded game (Aaker D. A., 1991). However, the more successful the creative more likely consumers are going to develop a sense of loyalty to the hosting brand. Social media provides a platform for direct contact between brands and users. Once considered the domain of a PR agency, it is now infiltrated by marketers. Marketers are often designated by people on social networks to deal with inquiries, complaints, and compliments of a brand. This gives the company an opportunity to gain deeper and accurate information in public perception about a company or product and allows them to do both popular aspects as well as less popular work. Real-time feedback gives brands the opportunity to react and address any issue quickly.

1.1. Concerns and Criticism of Social Media:

As the popularity of social media has increased, many concerns have arisen regarding technology. If comments and tweets are posted in a hurry, it can give rise to some marketing disasters that can harm both the reputation of the client and their agencies. The moment the consumer finds a brand's social networking activity intrusive or annoying, the consumer loses. There are many instances where brands try to abuse the system completely by making fake comments. As marketers are dealing directly with the public, they cannot sneak behind the scene, but have to become more accountable to the brand. Other concerns of social media are social media stalkers, child

predators and privacy concerns. Despite the potential drawbacks of social media, its popularity is rising and overtaking traditional forms of marketing. If you compare traditional advertisements with online advertisements that are being promoted through social media, TV ads can cost in the millions and are poorly targeted and do not enable data capture, and the cost on social media is almost nothing since the applications are free of cost. This is the reason social media is becoming popular among market.

Product/service categories ²	Number of brands	Brand name
Apparel	26	Converse All Star, Converse, Victoria's Secret, Adidas originals, ZARA, Nike Football, H&M, Burberry, Lacoste, DC shoes, Puma, Gucci, Forever 21, Nike, Levi's, Adidas Football, CHANEL, Ralph Lauren, Dolce & Gabbana, Bershka, Louis Vuitton, Vans, Mango, Old Navy, Coach
Snack	16	Oreo, Skittles, Pringles, Ferrero Rocher, Starburst, Reese's, 5 Gum, Dippin' Dots, Kit Kat, Lay's, Skittles, Frito Lay, life Savers Gummies, Stride Gum, Trident Chewing Gum, Cadbury Creme Egg
Consumer technology	14	PlayStation, iTunes, Windows Live Messenger, iPod, xbox, Blackberry, Sony Ericsson, Nokia, iPhone, Adobe Photoshop, eBuddy, Tata Docomo, Vodafone Zootoos, Windows
Restaurant/coffeehouse	11	Starbucks, McDonald's, Subway, Taco Bell, Starbucks Frappuccino, Buffalo Wild Wings, Chick-fil-A, Pizza Hut, Dunkin Donuts, Domino's Pizza, Hard Rock Café
Drink/Alcohol	10	Coca-cola, Red Bull, Monster Energy, Dr. Pepper, Mountain Dew, Pepsi, Sprite, Slurpee, Arizona Iced Tea, Jack Daniel's Tennessee Whiskey
Discount/Specialty retailer	7	Walmart, Kohl's, Target, Best Buy, Ben & Jerry's, MAC Cosmetics, Macy's
Car/Motorcycle	5	BMW, Ferrari, Audi USA, Mercedes-Benz, Harley Davidson
Etc	11	Google, Disney, Disney Pixar, Barbie, Nutella, Kellogg's Pop-Tarts, Nutella Italy, Skins, Shameless, Tattoos by myttoos.com, explotar burbujitas de plastic

Figure 1. Top 100 brands on Facebook

Source: www.socialbaker.com

1.2. LITERATURE REVIEW: Markets of clothing, accessories, computer, electronics, travelling arrangements will use the way to communicate with Saudi customers with their most used platforms like Instagram, Twitter, Facebook and Snapchat. Value conscious customers are brand loyal and social media marketing activities for them will help to maintain brand loyalty (Maha M. Khan, 2019, Bennett, R. and S. Rundle-Thiele., 2002). Advantageous campaign on social media are the most important tools of brand loyalty followed by relevant of the contents, popularity of the topic among friends, and able to appear in different social media platforms like Facebook, Twitter etc. and giving application (Dr. Amrul Ashraf, 2015) There is a positive effect of customers brand loyalty on distinct platforms. Relevance is the another most important factor that affect the brand loyalty companies themselves must aware and update about the interest of consumers. The popularity of the content among friends is increase the brand loyalty of the consumers (Irem Eren Erdogmus, Mesut Cicek (2012).

2. RESEARCH METHODOLOGY:

Research Methodology is a method used to systematically and scientifically solve the research problem “The present study is about “An Empirical Analysis of Social Media Marketing on Brand Loyalty in Gorakhpur”. For the purpose of study, the type of research design adopted in Descriptive design.

Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way.

Data Collection Method :- Primary data as well as secondary data.

Primary data is data originated for the first time by researcher through direct efforts and experience, specifically for the purpose of addressing his research problem. Secondary data implies second hand information which is already collected and recorded by any person other than the user for a purpose, not relating to the current research problem.

Area of Sampling:- Gorakhpur customer.

Sample Size:- The size of sample would be 100 respondents.

Sampling Technique:- Non-probability sampling.

Non- probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

Sampling Selection:- Data could be identified on the basis of brand loyalty.

Data collection tools:- Questionnaire.

A questionnaire is a research instrument consisting of a series of question for the purpose of gathering information from respondents. The first section comprises of question related to demographic profile, second part about social media marketing .The Likert scale used is 5 points based where 1= strongly agree ,2= agree ,3 = neutral , 4= strongly disagree , 5= disagree.

Data Analysis Procedure: - The various tools which are going to be adopted in this study are graphs, ms-excel, percentage charts etc.

3. DATA ANALYSIS AND INTERPRETATION

A Structured questionnaire is prepared based on scaling techniques from highly agree to highly disagree. Responses of customer is taken and converted in percentage to analyze the data. Responses of 100 customers are taken and tabulated various factors is taken into consideration to buying decision affected by social media marketing on brand loyalty in Gorakhpur.

Motivation behind following a brand or joining a brand page. According to the collected data, most of the respondents i.e. 54.1% choosed brand invitation and advertising for the motivation behind following a brand page or joining a brand page. 22% respondents choose brand loyalty, 12.8% respondents choose friends invitation and 11% respondents choose personal research for motivation behind following a brand page[Figure 2]. Majority of respondents considered brand invitation and advertising are the important motivating factor for following a brand page.



Figure 2. Motivation behind following a brand or joining a brand page

Time spent on social networking site per day: Most of the respondents (53.2%) choosed spending time on social sites networking per day more than 3 hours . 20.2% respondents choose spending time on social networking sites per day 2-3 hours, 19.3% respondents choose 1-2 hours and 7.3% respondents choose less than 1 hours. Majority of respondents spend more than 3 hours per day on social sites. This is a positive indication that people are connected to the social sites on a daily basis.



Figure 3. Time spent on social networking site per day

Reason for using internet: According to the collected data, most of the respondents i.e 50.9% were using internet for research and general information, 33.6% respondents using internet for social networking , 11.8% respondents using internet for entertainment and 3.7% for internet banking.



Figure 4. Reason for using internet

Consideration of social media in buying decision: According to the collected data, most of the respondents i.e. 59.6% (most often) considered the social media in buying decision, 18.3% respondents (Always) considered the social media in buying decision, 18.3% respondents (Rarely) considered and 3.8% respondents (never) considered the social media in buying decision. People are considering a social media as an important tool for reviewing or making buying decision.

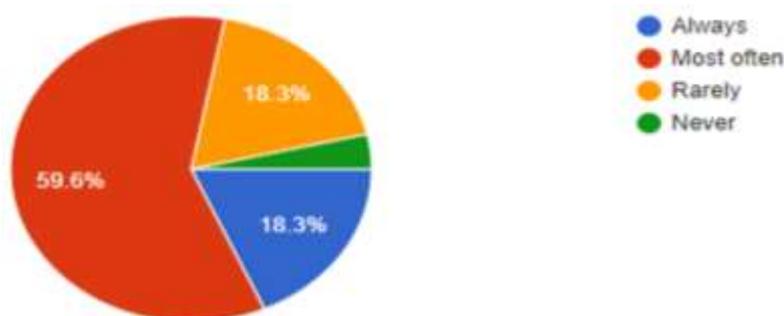


Figure 5. Consideration of social media in buying decision

Have you join a brand page or follow a brand profile over page site: According to the collected data, 86.2% of the respondents join a brand page or follow a brand profile over page site whereas 13.8% of the respondents didn't join a brand page or follow a brand profile over page site. It means, majority of the respondents are following a brand page.

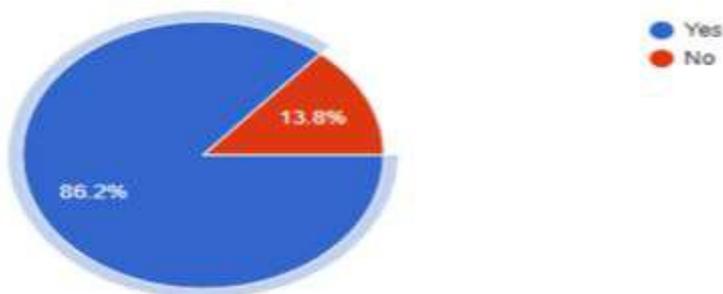


Figure 6. Follow a brand profile over page site

Reason of follow a brand profile or brand page over social networking site: According to the collected data, most of the respondents' i.e. 50.5% prefer research and general information, 33.9% of the respondents prefer social network, 11.9% of the respondents prefer entertainment and 3.7% of the respondents prefer internet banking for join a brand page or follow a brand profile over social networking site.



Figure 7. Reason of follow a brand profile or brand page over social networking site

Social media helps in acquiring information about fashion trends. In this study, respondents were asked about "Are they retrieving information about fashion trends from social media".

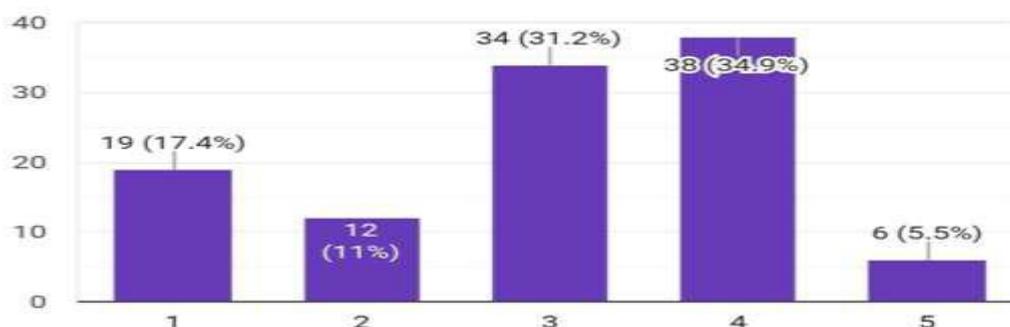


Figure 8. Role of Social Media: Information

Most of the respondents i.e. 34.9% is disagree, 31.2% of the respondents is neutral, 5.5% of the respondents is strongly agree, 11% of the respondents is agree and 17.4 % of the respondents is strongly agree in case of social media helps in acquiring information about fashion trends. Majority of the respondents are not following social media for acquiring information about fashion trend. Only 28.5% of the respondents were following social media for same. There are some fashion related blogs available over the internet. Some people follow such blogs and even share their comments on it. This study found that most of the respondents are not following such blog. Total 40.7% of the respondents is disagree, 21.3% of the respondents is neutral, 14.8% of the respondents is agree, 13.9% of the respondents is strongly agree and 9.3% of the respondents is strongly disagree for follow fashion related blog

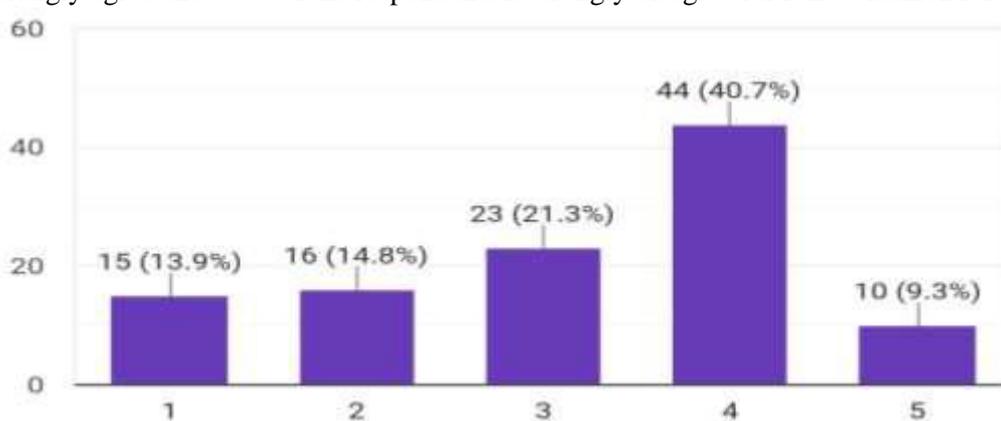


Figure 9. Follow of Blog

For analyzing the impact of social media on brand loyalty, this study tried to find out “Are consumers buying product that they see on social networking sites?” According to the collected data , most of the respondents i.e, 42.2% is disagree ,31.2% of the respondents is neutral , 13.8% of the respondents is agree ,10.1% of the respondents is strongly agree and 2.8% of the respondents is strongly disagree for how often do you buy product that you see on this sites. Majority of respondents are not buying product after seeing on the social sites. The impact of social media on buying behavior is moderate in nature.

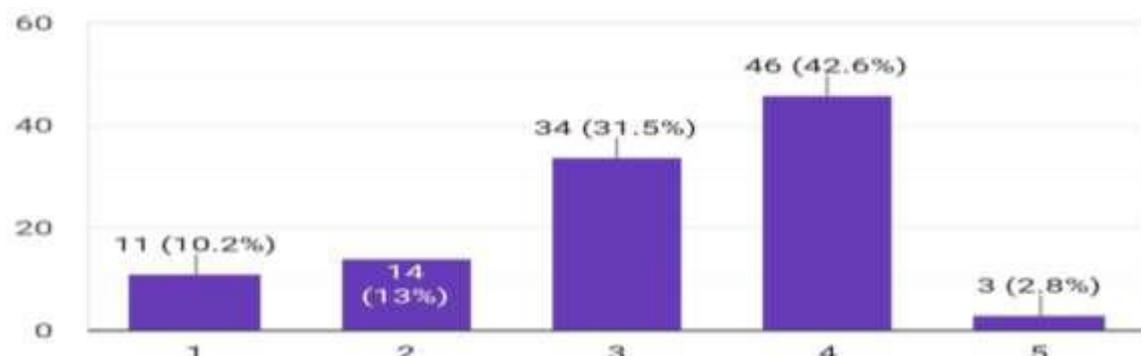


Figure 10. Impact of social networking sites

Consumer’s Awareness about all the variants of the brands:

According to the collected data ,most of the respondents i.e, 38.5% is disagree ,35.8% of the respondents is neutral ,11% of the respondents is agree ,11% of the respondents is strongly agree and 3.7% of the respondents is strongly disagree for they know all the variants of brands. Majority of respondents are not aware about the variants of the brands available.

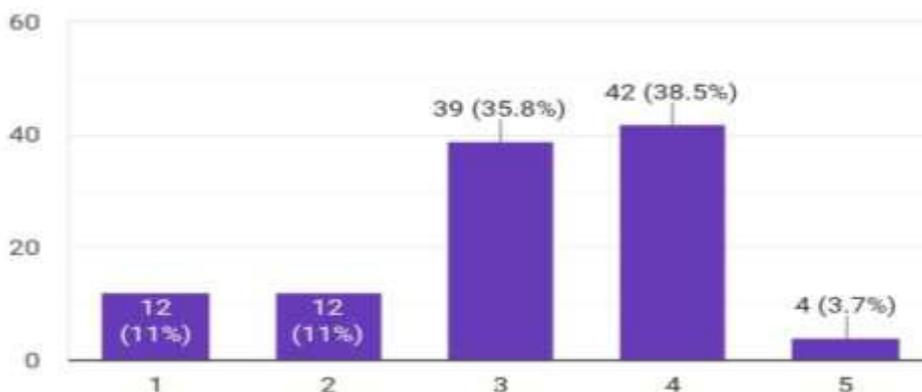


Figure 11. Consumer’s Awareness about all the variants of the brands

Brand Loyalty: There are some consumers who are very loyal to the brand. They can easily differentiate their brand from competitor's brand. This study determined that most of the respondents are not able to differentiate their brand from competitor's brand. Most of the respondents i.e. 40.4% is disagree, 27.5% of the respondents is neutral, 17.4% of the respondents is agree, 10.1% of the respondents is strongly agree and 4.6% of the respondents is strongly disagree in case of they can distinguish these brands among competitors.

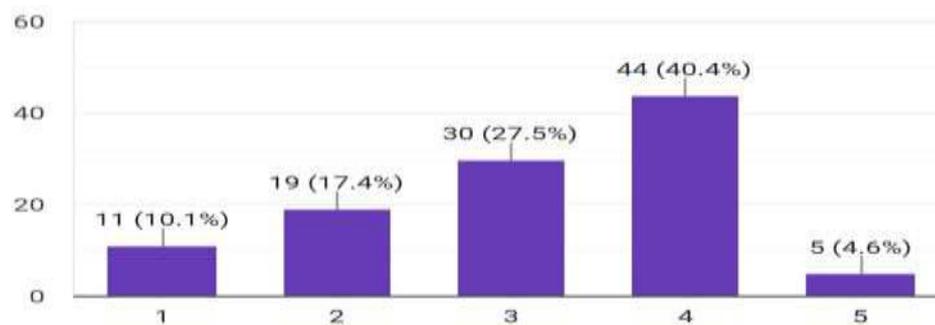


Figure 12. Brand Loyalty

Whenever I see brands several characteristics of these brands come into my minds?

According to the collected data, most of the respondents i.e. 46.3% is disagree, 19.4% of the respondents is agree, 15.7% of the respondents is neutral, 14.8% of the respondents is strongly agree and 3.7% of the respondents is strongly disagree in case of whenever they see brands several characteristics of that brands come into my mind.

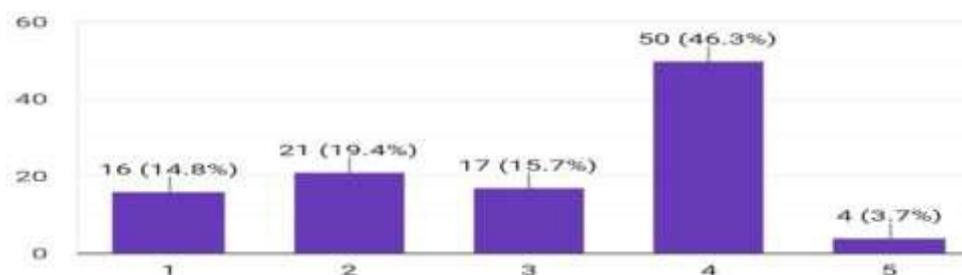


Figure 13. Brand Recognition

Satisfaction of consumer from social media communication with brands: It is important to analyze the satisfaction of the consumers with the social media communication. According to the collected data, most of the respondents i.e. 46.7% is disagree, 22.4% of the respondents is neutral, 14% of the respondents is agree, 13.1% of the respondents is strongly agree and 3.7% of the respondents is strongly disagree in case of they satisfy with social media communication with brands. Majority of the respondents are not satisfied with the social media communication with the brand.

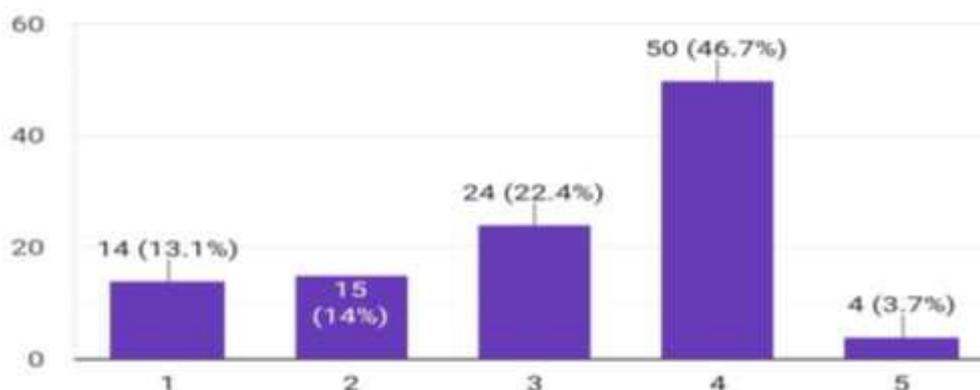


Figure 14. Satisfaction of consumer from social media communication with brands

Effort of Social Media Communication of the brands: This paper also determined the effort of social media communication of the brand is able to attract consumers or not. According to the collected data most of the respondents i.e. 41.1% is disagree, 18.7% of the respondents is neutral, 15% of the respondents is agree, 15% of the respondents is strongly agree and 10.3% of the respondents is strongly disagree in case of is social media communication effort of the brands are attractive.

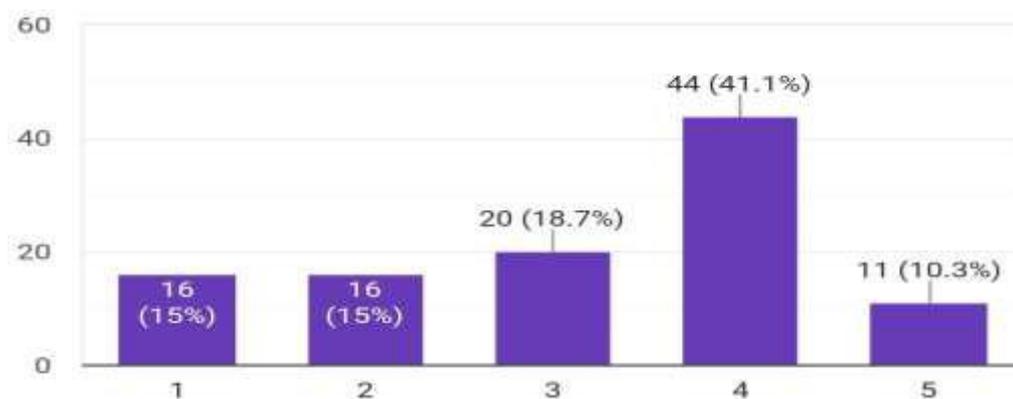


Figure 15. Effect of social media communication

RESULTS:

This research paper was done to know the impact of social media marketing on brand loyalty that:

- Most of the respondents (54.1%) preferred brand invitation and advertising as motivation behind following a brand page or joining a brand page.
- Most of the respondents (53.2%) spent more than 3 hrs. on social networking sites per day.
- Most of the respondents (50.5%) prefer research and general as a reason for using internet.
- Most of the respondent (59.6%) prefer most often as a consideration of social media in buying decision.
- Most of the respondents (86.2%) join a brand page or follow a brand profile over page sites.
- Most of the respondents (56.5%) prefer research and general information per join brand page or follow brand profile.
- Most of the respondent (34.9%) are disagree that social media keeps in acquiring information about fashion trends.
- Most of the respondents (46.7%) are disagree with social media communication with brands.
- Most of the respondents (41.1) are disagree with social media communication effort of the brands are effective.
- Most of the respondents (38.5%) are disagree that they know all the variants of all the brands.

RECOMMENDATION:

- Majority of the respondents is disagree that social media helps in acquiring information about fashion trends ,so, company increase information about fashion trends on social media .
- Majority of the respondents is disagree that they follow fashion related blog so, the company make or improve fashion blog attractive so, people follow them.
- Majority of the respondents is disagree that they know all the variants of the brands so, the company do something to aware or classified the brands among people.
- Majority of the respondents is disagree with social media communication brands so, the company make sure that social media increase the communication brands.
- Majority of the respondents is disagree with how often do you buy products that you see on this sites so, the company make their product of good quality and attractive.

4. CONCLUSION:

According to the result of study we can conclude that course of this study are achieved. In the study physical premises like social media helps in acquiring information about fashion trends following fashion related blogs , how often do you buy products that you see on this sites, know all the variants of the brands ,distinguish brand among competitors ,safety with social media communication with brands etc. Makes the customers disagree .so, the company look on these terms to remove the dissatisfaction of the customers and the factors like motivation behind following a brand page , people think brand invitation and advertising as their primary terms . Time spent on social networking sites people spent more than 3 hours on social media. People ensures research and general information as the reason for using internet .people join brand page or follow a brand profile over social networking sites because of research and general information . So , overall conclusion comes out from this study is factors like physical premises makes the customers dissatisfied but in terms of social media marketing on loyalty represents how social media promote an environment for brands.

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