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Social Media Marketing Activities Influence on Brand Trust towards Lifestyle Product in Trichy

Dr. K. R. Mahalaxmi [1], N. Vasantha Kumar [2]

[1]**Assistant Professor, Department of Management Studies, Anna University, (BIT Campus) Tiruchirappalli**
[2]**Student, Department of Management Studies, Anna University, (BIT Campus) Tiruchirappalli.**

ABSTRACT:

As social media platforms continue to grow in popularity, businesses are increasingly utilizing them for marketing purposes. This Pilot study explores the influence of social media marketing activities on brand trust towards lifestyle products in Trichy. A pilot study was conducted among 35 respondents who have purchased lifestyle products from various brands in Trichy. The results indicate that social media marketing activities positively impact brand trust. Specifically, respondents reported that social media activities such as product reviews, endorsements from influencers, and engaging with customers increased their trust in the brand. Additionally, social media Marketing was found to be a key factor in developing brand trust, with respondents reporting that responding to customer inquiries and comments on social media platforms positively influenced their perception of the brand. These findings suggest that social media marketing activities play a significant role in developing brand trust towards lifestyle products in Trichy, and businesses should consider investing in social media marketing to build and maintain brand trust.

Keywords: Social Media Marketing Activities: Brand Trust:

INTRODUCTION:

The rise of social media has revolutionized the way businesses market their products and services. Social media marketing has become an important tool for businesses to engage with their customers and build their brand. This study focuses on the impact of social media marketing activities on brand trust towards lifestyle products in Trichy. Brand trust is a critical component in building long-term customer relationships and fostering loyalty. In this study, we aim to explore the various social media marketing activities that influence brand trust towards lifestyle products in Trichy. We will also analyze the factors that affect brand trust and the impact of social media marketing on these factors. The findings of this study will provide valuable insights for businesses looking to enhance their brand trust through social media marketing activities.

THEORETICAL REVIEW

Social Media Marketing Activity (SMMA). Social media marketing is a process of utilizing various social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and others to promote products or services, engage with customers, and build a brand. Social media marketing activities include creating and sharing content, running advertising campaigns, responding to customer inquiries, and tracking social media metrics.

Theoretical review of social media marketing activity involves understanding the various theories and concepts that underlie social media marketing practices. One such theory is the social exchange theory, which suggests that individuals engage in social behaviour to obtain rewards and minimize costs. In the context of social media marketing, this theory emphasizes the importance of providing value to customers in exchange for their engagement with a brand.

Another theory that is relevant to social media marketing is the social capital theory, which emphasizes the value of social connections and networks. In the context of social media marketing, this theory highlights the importance of building and leveraging social networks to promote a brand and engage with customers.

Social media marketing activities can also be analyzed through the lens of the customer journey, which involves understanding the different stages that a customer goes through when interacting with a brand. This includes awareness, consideration, purchase, retention, and advocacy. Social media marketing can be used to engage customers at each stage of this journey, from creating awareness through targeted advertising campaigns to building customer loyalty through personalized interactions and rewards programs.

Finally, social media marketing activities can be evaluated using various metrics such as engagement rate, click-through rate, conversion rate, and return on investment (ROI). These metrics can help businesses understand the effectiveness of their social media marketing efforts and make data-driven decisions to improve their strategies.

In conclusion, social media marketing activity involves a range of practices and strategies that are grounded in various theoretical frameworks. Understanding these theories and concepts can help businesses create effective social media marketing campaigns that engage customers, build brand awareness, and drive sales.

Brand Trust. Brand trust is a critical component of successful branding, and it refers to the degree to which consumers believe that a brand will deliver on its promises consistently. Several theoretical frameworks have been proposed to explain the nature and det.erminants of brand trust.

The cognitive-affective theory of trust posits that trust is a multifaceted construct that involves both cognitive and affective processes. According to this theory, consumers develop trust in a brand based on their perception of the brand's competence, integrity, and benevolence, as well as their emotional attachment to the brand. The theory suggests that brand trust is built over time through repeated positive experiences with the brand and that it can be strengthened or weakened by various factors, such as brand communication, brand image, and product quality.

The social identity theory of trust proposes that consumers trust a brand when they perceive it as consistent with their self-concept and social identity. According to this theory, consumers are more likely to trust a brand that aligns with their values, beliefs, and aspirations and that is associated with a social group they identify with. The theory suggests that brand trust is influenced by factors such as brand personality, brand symbolism, and brand community, and that it can be leveraged through brand storytelling and social media engagement.

The signalling theory of trust posits that consumers trust a brand when it provides credible signals of its quality and reliability. According to this theory, consumers rely on various cues, such as brand reputation, brand endorsement, and brand guarantees, to infer the quality of a brand and its products. The theory suggests that brand trust can be built through consistent delivery of high-quality products, transparent communication, and effective brand management.

The relationship marketing theory of trust emphasizes the importance of building long-term relationships with customers based on trust and mutual benefits. According to this theory, brand trust is a result of the brand's ability to establish a personal and emotional connection with its customers and to meet their needs and expectations consistently. The theory suggests that brand trust can be strengthened through personalized communication, customer feedback, and loyalty programs.

Review of Literature

Irem Eren Erdogmus, Mesut cicek,a.(2012) Marketers want people to stay loyal to their brands. They used to do this in different ways, but now they are using social media more. This study looks at how social media affects people's loyalty to brands in Turkey. The researchers asked 338 people who follow at least one brand on social media to answer some questions. They then looked at the answers to see what makes people stay loyal to a brand. They found that brands who offer good deals, interesting and popular content, and have a presence on different social media platforms are more likely to keep their customers loyal.

Dewi Murtiningsih, Anizir Ali Murad(2016) According to the study, brands can increase their loyalty among customers by offering advantageous campaigns, relevant and popular content, having a presence on various social media platforms, and providing social media applications. Social media marketing also has the added benefit of helping brands manage their customer relationships. The researchers recommend that future studies should explore other factors that may impact brand loyalty, such as trust and service quality.

Sumitha R, Dr.Resia Beegam.S (2014) Marketers have been working for a long time to establish and maintain brand loyalty, and they have tried various methods to achieve this goal. One of the newer methods is social media marketing, which is an affordable way to directly engage with current and potential customers. Social media offers brands a special chance to enhance their relationships with customers. This study was carried out to investigate how social media marketing influences customer loyalty to a brand. The objective was to identify the impact of social media marketing on brand loyalty.

Ritanjali Majhi(2020) The study focused on how social media can help create brand awareness and impact customer purchase decisions. The research found that brands can use creative content, pre/post purchase support, user responsiveness, brand attitude, and offerings to motivate customers to engage with them on social media. By doing so, customers become more aware of the brand, which can positively influence their decision to purchase from that brand.

HelfiAprilaWulandari Br Ketaren,Endang Ruswanti(2022) Social media marketing is a powerful tool that allows marketers to connect with their target audience easily, at any time of day. It offers an opportunity to establish customer connections that can generate brand loyalty and lead to purchase intentions. As companies compete to maintain market share, they develop marketing strategies that focus on increasing purchase intent through social media marketing. This study aims to determine whether social media marketing can foster customer relationships, generate positive word-of-mouth advertising (E-WOM), and build brand loyalty.

1. Data Analysis:

Demographic Profile

1.Age

S: No	No: of Respondents	35%
1.	Below 25 years	28%
2.	19 years	1%
3.	26-35 years	5%
4.	36-45 years	1%
5.	50-60 years	0%

Age
35 responses

- below 25 years
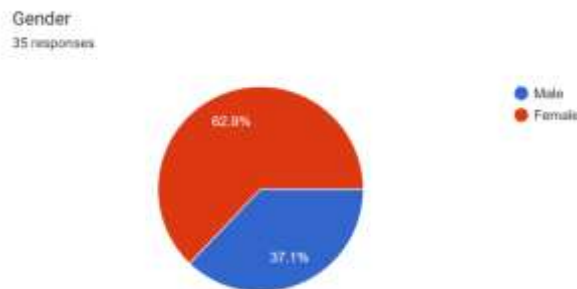- 26-35 years
- 36-45 years
- 50-60 years
- 19 years
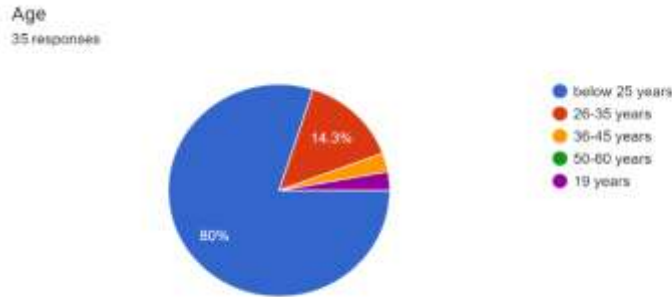
Interpretation

28% present of the below 25 years respondents, 1% of the 19 years respondents, 5% of the 25-35 years respondents, 1% of the 36-45 years respondents, 0% of the 50-60 years respondents.
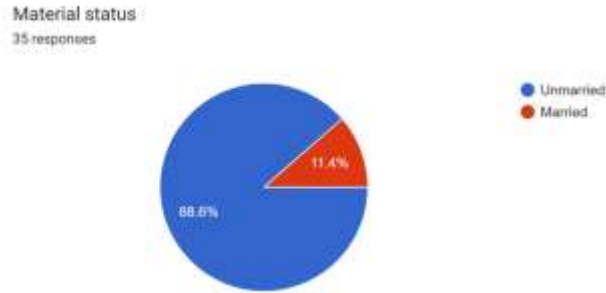
2. Gender

S: No	No: of Respondents	35%
1.	Male	13%
2.	Female	22%

Gender
35 responses

- Male
- Female

Interpretation

13% of the male respondents, 22% of the female respondents.

3. Material status

S: No	No: of Respondents	35%
1.	Unmarried	31%
2.	Married	4%

Material status
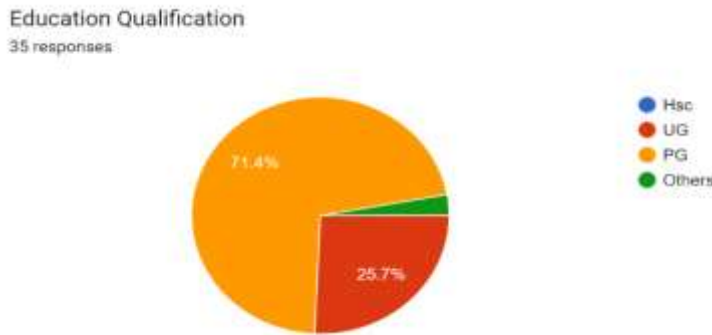35 responses

Legend: ● Unmarried ● Married

Interpretation

31% of the unmarried respontents, 4% of the married respondents.

4. Education qualification

S: No	No: of Respondents	35%
1.	HSC	0%
2.	UG	9%
3.	PG	25%
4.	others	1%

Education Qualification
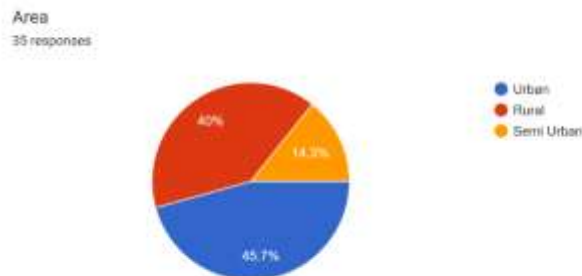35 responses

Legend: ● Hsc ● UG ● PG ● Others

Interpretation

0% of the HSC Respondents, 9% of the UG respondents, 25% of the PG respondents, 1% of others respondents.

5. Area

S: No	No: of Respondents	35%
1.	Urban	16%
2.	Rural	14%
3.	Semi urban	5%

Area
35 responses

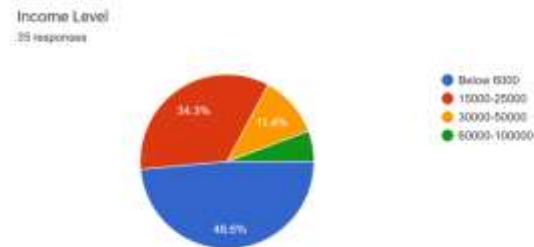Legend: ● Urban ● Rural ● Semi Urban

Interpretation

16% of the Urban respondents, 14% of the rural respondents, 5% of the semi urban respondents.

6. Income level

S: No	No: of Respondents	35%
1.	Below 6000	17%
2.	15000-25000	12%
3.	30000-50000	4%
4.	60000-100000	2%

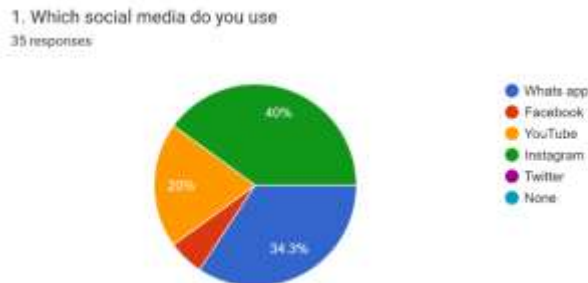

Income Level
35 responses

Interpretation

17% of the below 6000 respondents, 12% of the 15000-25000 respondents, 4% of the 30000-50000 respondents, 2% of the 60000-100000 respondents.

7. Which social media do you use

S: No	No: of Respondents	35%
1.	What's app	12%
2.	Facebook	2%
3.	Youtube	7%
4.	Instagram	14%
5.	Twitter	0%
6.	None	0%

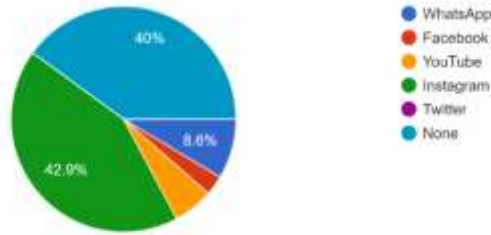1. Which social media do you use
35 responses

Interpretation

12% of the what's app respondents, 2% of the Facebook respondents, 7% of the youtube respondents, 14% of the Instagram respondents, 0% of the twitter respondents, 0% of the none respondents.

8. Which social media do you use to purchase the product

S: No	No: of Respondents	35%
1.	What's app	3%
2.	Facebook	1%
3.	Youtube	2%
4.	Instagram	15%
5.	Twitter	0%
6.	None	14%

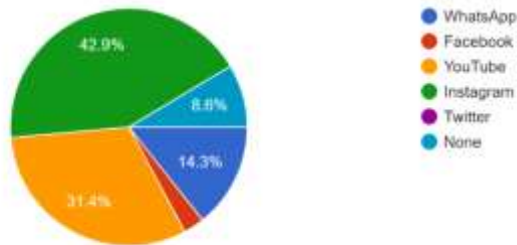2. Which social media do you use to purchase the product
35 responses

Interpretation

3% of the what's app respondents, 1% of the Facebook respondents, 2% of the youtube respondents, 15% of the Instagram respondents, 0% of the twitter respondents, 14% of the none respondents.

9. Which social media do you prefer

S: No	No: of Respondents	35%
1.	What's app	5%
2.	Facebook	1%
3.	Youtube	11%
4.	Instagram	15%
5.	Twitter	0%
6.	None	3%

3. Which social media do you prefer
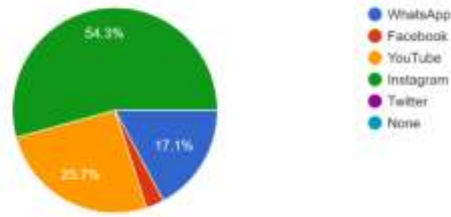35 responses

Interpretation

5% of the what's app respondents , 1% of the Facebook respondents , 11% of the youtube respondents, 15% of the Instagram respondents , 0% of the twitter respondents, 3% of the none respondents.

10. Which social media you like the most

S: No	No: of Respondents	35%
1.	What's app	6%
2.	Facebook	1%
3.	Youtube	9%
4.	Instagram	19%
5.	Twitter	0%
6.	None	0%

4. Which social media you like the most
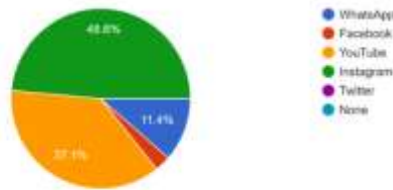35 responses

Interpretation

6% of the what's app respondents, 1% of the Facebook respondents , 9% of the youtube respondents, 19% of the Instagram respondents, 0% of the twitter respondents, 0% of the none respondents.

11. Which social media platform you would like to spend time on it

S: No	No: of Respondents	35%
1.	What's app	4%
2.	Facebook	1%
3.	Youtube	13%
4.	Instagram	17%
5.	Twitter	0%
6.	None	0%

5. Which social media platform you would like to spend time on it
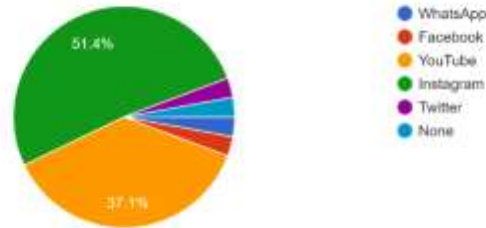35 responses

Interpretation

4% of the what's app respondents, 1% of the facebook respondents , 13% of the youtube respondents, 17% of the Instagram respondents, 0% of the twitter respondents, 0% of the none respondents.

12.Which social media platform would be suitable for the social media marketing

S: No	No: of Respondents	35%
1.	What's app	1%
2.	Facebook	1%
3.	Youtube	13%
4.	Instagram	18%
5.	Twitter	1%
6.	None	1%

6. Which social media platform would be suitable for the social media marketing
35 responses

Interpretation

1% of the what's app respondents, 1% of the Facebook respondents , 13 of the youtube respondents, 18% of the Instagram respondents, 1% of the twitter respondents, 1% of the none respondents.

Social Media Marketing Activities

1. I upload content about the lifestyle brands that I use on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	3%
2.	Disagree	4%
3.	No idea	9%
4.	Agree	18%
5.	Strongly agree	1%

1. I upload content about the lifestyle brands that I use on social media
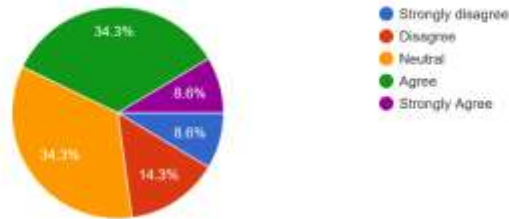35 responses
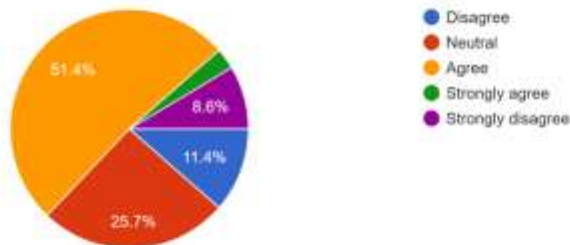
Interpretation

3% of the strongly agree respondents, 4% of the disagree respondents, 9% of the   No idea respondents, 18% of the agree respondents, 1% of the strongly agree respondents.

2. I Convey lifestyle brand information on social media platform

S: No	No: of Respondents	35%
1.	Strongly disagree	3%
2.	Disagree	5%
3.	No idea	13%
4.	Agree	11%
5.	Strongly agree	3%

2. I convey lifestyle brand information on social media platforms
35 responses

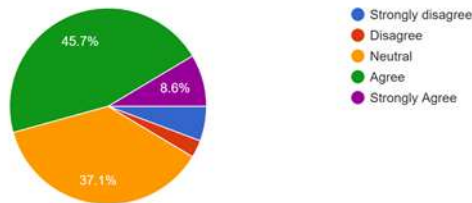- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Interpretation

3% the strongly disagree respondents, 5% of the disagree respondents, 13% of the   No idea respondents, 11% of the agree respondents, 3% of the strongly agree respondents.

3. The lifestyle brands I want to buy on social media provide good service

S: No	No: of Respondents	35%
1.	Strongly disagree	2%
2.	Disagree	1%
3.	No idea	13%
4.	Agree	16%
5.	Strongly agree	3%

3. The lifestyle brands I want to buy on social media provide good service
35 responses

- Strongly disagree
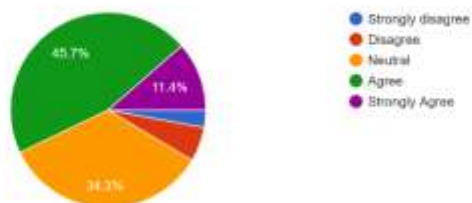- Disagree
- Neutral
- Agree
- Strongly Agree

Interpretation

2% of the strongly disagree respondents, 1% of the disagree respondents, 13% of the   No idea respondents, 16% of the agree respondents, 3% of the strongly agree respondents.

4. The lifestyle brand that I want, the information is easy to get on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	1%
2.	Disagree	2%
3.	No idea	12%
4.	Agree	16%
5.	Strongly agree	4%

4. The lifestyle brand that I want, the information is easy to get on social media
35 responses

- Strongly disagree
- Disagree
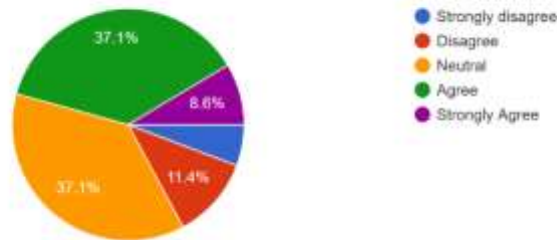- Neutral
- Agree
- Strongly Agree

Interpretation

1% of the strongly disagree respondents, 2% of the disagree respondents, 12% of the No idea respondents, 16% of the agree respondents, 4% of the strongly agree respondents.

5. I use lifestyle brands that are trending on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	2%
2.	Disagree	4%
3.	No idea	13%
4.	Agree	13%
5.	Strongly agree	3%

5. I use lifestyle brands that are trending on social media
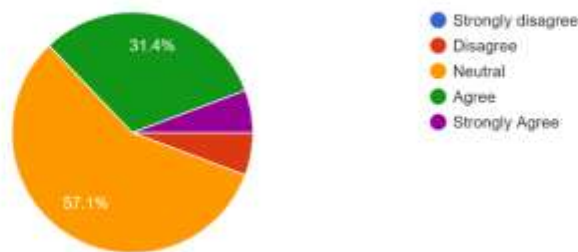35 responses

Interpretation

2% of the strongly disagree respondents, 4% of the disagree respondents, 13% of the No idea respondents, 13% of the agree respondents, 3% of the strongly agree respondents.

6. I provide the latest information about lifestyle brand on social media platforms

S: No	No: of Respondents	35%
1.	Strongly disagree	0%
2.	Disagree	2%
3.	No idea	20%
4.	Agree	11%
5.	Strongly agree	2%

6. I provide the latest information about lifestyle brand on social media platforms
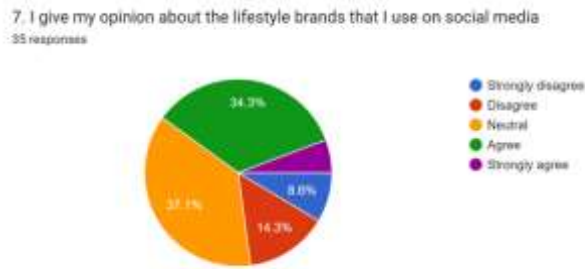35 responses

Interpretation

0% of the strongly disagree respondents, 2% of the disagree respondents, 20% of the No idea respondents, 11% of the agree respondents, 2% of the strongly agree respondents.

7. I give my opinion about the lifestyle brands that I use on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	3%
2.	Disagree	5%
3.	No idea	13%
4.	Agree	12%
5.	Strongly agree	2%

7. I give my opinion about the lifestyle brands that I use on social media
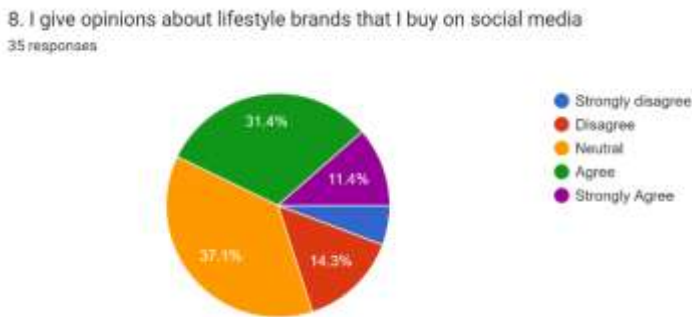35 responses

Interpretation

3% of the strongly disagree respondents, 5% of the disagree respondents, 13% of the   No idea respondents, 12% of the agree respondents, 2% of the strongly agree respondents.

8. I give opinions about lifestyle brands that I buy on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	2%
2.	Disagree	5%
3		
4		
5		

8. I give opinions about lifestyle brands that I buy on social media
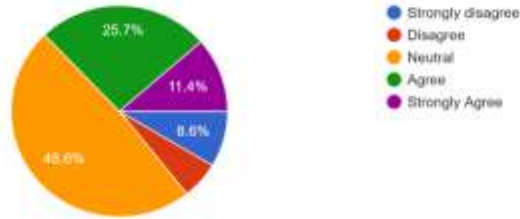35 responses

Interpretation

2% of the strongly disagree respondents, 5% of the disagree respondents, 13% of the   No idea respondents, 11% of the agree respondents, 4% of the strongly agree respondents.

9. I like to use lifestyle brands that I upload on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	3%
2.	Disagree	2%
3.	No idea	17%
4.	Agree	9%
5.	Strongly agree	4%

9. I like to use lifestyle brands that I upload on social media
35 responses

Interpretation

3% of the strongly disagree respondents, 2% of the disagree respondents, 17% of the   No idea respondents, 9% of the agree respondents, 4% of the strongly agree respondents.

10. Content on social media about lifestyle looks interesting

S: No	No: of Respondents	35%
1.	Strongly disagree	1%
2.	Disagree	3%
3.	No idea	13%
4.	Agree	16%
5.	Strongly agree	2%

10. Content on social media about lifestyle looks interesting
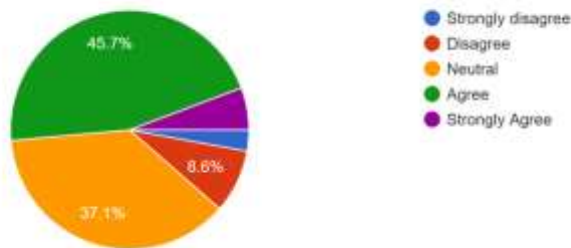35 responses

Interpretation

1% of the strongly disagree respondents, 3% of the disagree respondents, 13% of the   No idea respondents, 16% of the agree respondents, 2% of the strongly agree respondents.

Brand trust

1. I ask other users to get involved in the brand community on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	2%
2.	Disagree	5%
3.	No idea	13%
4.	Agree	12%
5.	Strongly agree	3%

1. I ask other users to get involved in the brand community on social media
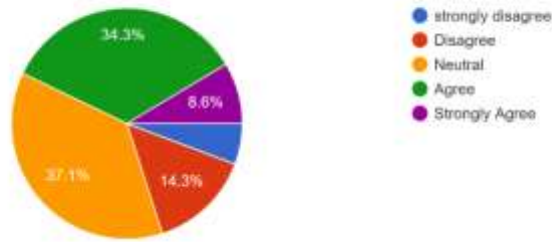
35 responses

Interpretation

2% of the strongly disagree respondents, 5% of the disagree respondents, 13% of the   No idea respondents, 12% of the agree respondents, 3% of the strongly agree respondents.

2. I do not provide information related to the lifestyle brand community to other people (Competitors)

S: No	No: of Respondents	35%
1.	Strongly disagree	1%
2.	Disagree	4%
3.	No idea	14%
4.	Agree	12%
5.	Strongly agree	4%

2. I do not provide information related to the lifestyle brand community to other people (competitors)
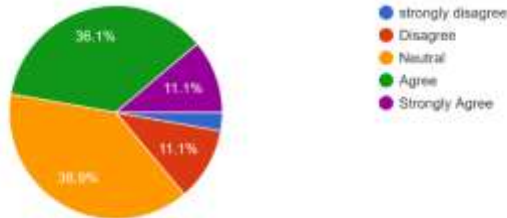
36 responses

Interpretation

1% of the strongly disagree respondents, 4% of the disagree respondents, 14% of the   No idea respondents, 12% of the agree respondents, 4% of the strongly agree respondents.

3. I am optimistic to provide information related to the lifestyle brand community

S: No	No: of Respondents	35%
1.	Strongly disagree	0%
2.	Disagree	3%
3.	No idea	12%
4.	Agree	19%
5.	Strongly agree	1%

3. I am optimistic to provide information related to the lifestyle brand community

36 responses

- strongly disagree
- Disagree
- Neutral
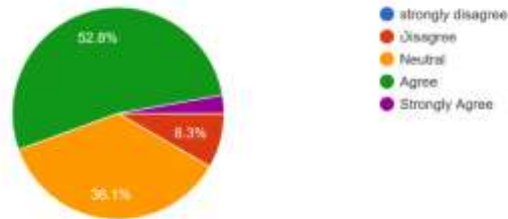- Agree
- Strongly Agree

Interpretation

0% of the strongly disagree respondents, 3% of the disagree respondents, 12% of the   No idea respondents, 19% of the agree respondents, 1% of the strongly agree respondents.

4. I like to follow the discussion of the lifestyle brand community that I use on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	2%
2.	Disagree	4%
3.	No idea	14%
4.	Agree	13%
5.	Strongly agree	2%

4. I like to follow the discussion of the lifestyle brand community that i use on social media

36 responses

- strongly disagree
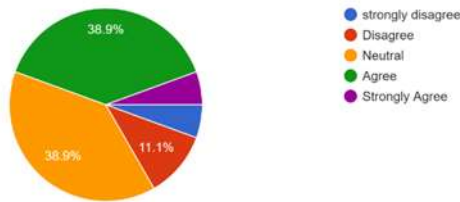- Disagree
- Neutral
- Agree
- Strongly Agree

Interpretation

2% of the strongly disagree respondents, 4% of the disagree respondents, 14% of the   No idea respondents, 13% of the agree respondents, 2% of the strongly agree respondents.

5. I support the lifestyle brand community on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	0%
2.	Disagree	5%
3.	No idea	9%
4.	Agree	18%
5.	Strongly agree	3%

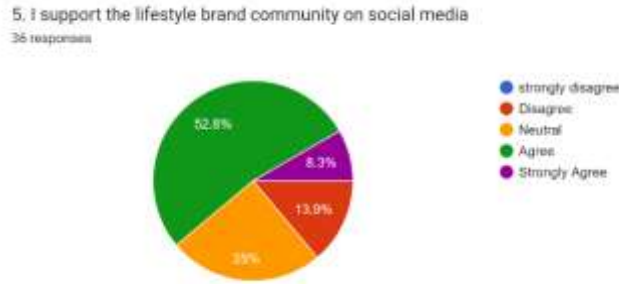5. I support the lifestyle brand community on social media
36 responses

Interpretation

0% of the strongly disagree respondents, 5% of the disagree respondents, 9% of the   No idea respondents, 18% of the agree respondents, 3% of the strongly agree respondents.

6. I get ideas or information from lifestyle brand communities on social media

S: No	No: of Respondents	35%
1.	Strongly disagree	0%
2.	Disagree	1%
3.	No idea	16%
4.	Agree	13%
5.	Strongly agree	5%

6. I get ideas or information from lifestyle brand communities on social media
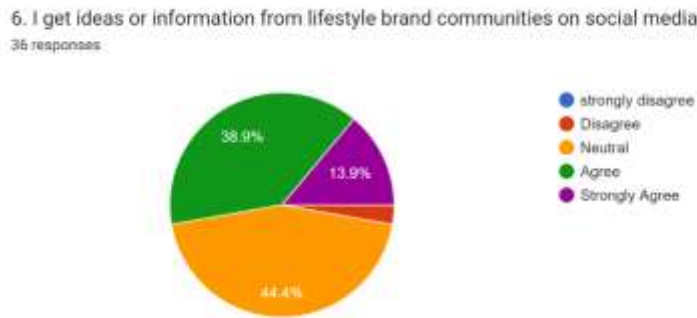36 responses

Interpretation

0% of the strongly disagree respondents, 1% of the disagree respondents, 16% of the   No idea respondents, 13% of the agree respondents, 5% of the strongly agree respondents.

RESEARCH METHODS

Population. The unit of analysis included in this study are people who have bought lifestyle product brands online on social media in the last 1 year. The survey provided was in the form of a Google form which was distributed directly to respondents in bulk.

Samples. This piolet study used a non-probabilistic sampling technique using purposive sampling. Purposive sampling is sampling that is limited to certain respondent criteria that can provide the information needed according to several criteria determined by the researcher. The criteria for respondents who met the requirements for this survey were people who had bought lifestyle product brands online on social media.

Data collection. The data used in this research is primary data. That is, data collected directly from respondents by researchers to answer the problem formulation and research objectives through a questionnaire in the form of a google form.

Measures. In this piolet study there were four variables, namely social media marketing activities measured by 10 items, community engagement measured by 6 items, brand trust measured by 6 items and customer satisfaction measured by 7 items, brand engagement measured by 3 items, brand loyalty by 5 items adapted. Each item used for the variable is described in the appendix. The measurement scale used to measure indicators of the variables tested is a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

RELIABILITY TEST

Description of the respondent's identity is one of the data analysis techniques used to provide an overview of the identity of the respondents in this piolet study by grouping them into several groups based on consumer profiles, namely; gender, age, education level, occupation, income and social media that are often used, SMMA and brand trust. The respondent criteria that are the source of this research data are consumers who have purchased lifestyle products online through social media. The total number of respondents who were taken as a source of research data was 35 respondents with a total percentage of (100.000 percent).

Table1. Definitions of items summary

Case Processing Summary

		N	%
Cases	Valid	20	69.0
	Excluded [a]	9	31.0
	Total	29	100.0

a. Listwise deletion based on all variables in the procedure.

Based on Table 1. It can be seen the no of cases valid in 69% From the total of 100%.

Table 2. Result of validity and Reliability Test

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.871	49

Based on the results of the validity and reliability tests in Table 2

FINDINGS OF THE STUDY

- The majority (28%) of respondents are in the age group below 25 years.

- The majority (22%) of respondents are female.

- The majority (31%) of respondents are unmarried.

- The majority (25%) of respondents have completed their postgraduate education.

- The majority (16%) of respondents are from urban areas.

- The majority (17%) of respondents earn below 6,000 in income level.

- The majority (14%) of respondents have Instagram followers.

- The majority (15%) of respondents use Instagram to purchase products.

- The majority (15%) of respondents prefer Instagram.

- The majority (19%) of respondents like Instagram the most.

- The majority (17%) of respondents use Instagram as their preferred social media platform.

- The majority (18%) of respondents agree that Instagram is suitable for social media marketing.

- The majority (18%) of respondents agree that they upload content about lifestyle brands they use on social media.

- The majority (13%) of respondents said they have no idea that lifestyle brand information is conveyed on social media platforms.

- The majority (16%) of respondents agree that lifestyle brands they want to buy on social media provide good service.

- The majority (16%) of respondents agree that lifestyle brand information is easy to find on social media.

- The majority (13%) of respondents agree with using lifestyle brands that are trending on social media.

- The majority (20%) of respondents said they have no idea whether they provide the latest information about lifestyle brands on social media platforms.

- The majority (13%) of respondents said they have no idea whether they give their opinions about the lifestyle brands they use on social media.

- The majority (13%) of respondents said they have no idea whether they give their opinions about lifestyle brands they buy on social media.

- The majority (17%) of respondents said they have no idea whether they use lifestyle brands on social media.

- The majority (16%) of respondents agree that content on social media about lifestyle looks interesting.

- The majority (13%) of respondents said they have no idea whether they get involved in the brand community on social media.

- The majority (14%) of respondents said they have no idea whether they provide information related to the lifestyle brand community to other people (competitors).

- The majority (19%) of respondents have an agreeable attitude towards the lifestyle brand community.

- The majority (14%) of respondents said they have no idea whether they follow the discussion of the lifestyle brand community on social media.

- The majority (18%) of respondents agree to support the lifestyle brand community on social media.

- The majority (16%) of respondents said they have no idea whether social media lifestyle brand communities provide ideas or information.

CONCLUSION

Based on the survey results, the majority of respondents are below 25 years old and are unmarried, with a higher percentage of females. A significant number of respondents have completed their PG education, and most are from an income level below 6000.

Regarding social media usage, Instagram is the preferred platform, and most respondents use it to purchase products, with a majority agreeing that it is suitable for social media marketing. Additionally, most respondents find lifestyle brand information on social media to be easy to access and provide good service.

However, there is a significant percentage of respondents who have no idea about some aspects of lifestyle brand information on social media, such as conveying information or providing opinions. Some respondents also have no idea about their involvement in brand communities or following discussions.

Overall, the findings suggest that social media, particularly Instagram, is an important platform for lifestyle brands to reach and engage with younger, educated, and primarily female audiences. However, there is a need for more education and information dissemination among respondents regarding the impact and value of lifestyle brand communities on social media.

Limitation. First, this pilot study only discusses social media marketing activities, and brand trust variables.

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6. "Social Media Marketing and Brand Trust: How to Build Trust with Your Social Media Followers" by Hootsuite. This website article provides tips for building brand trust through social media marketing and examples of successful social media campaigns.