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A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING IN BRAND LOYALTY

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ABSTRACT

This study investigates the impact of social media marketing on brand loyalty, focusing on understanding the correlation within a specific industry or target audience. The primary objective was to explore how social media marketing strategies influence brand loyalty, while secondary objectives included analyzing platform effectiveness, evaluating content and campaign roles, assessing customer feedback impact, comparing advertising strategies, and utilizing analytics for improvement.

The study reveals several important insights. That it was observed that males tend to possess a greater understanding of consumer brand loyalty compared to females. Social media marketing was identified as a significant contributor to brand loyalty, with a notable emphasis on leveraging influencers to expand audience reach and foster loyalty through user-generated content. Monitoring customer feedback in real-time was highlighted as a crucial aspect of maintaining brand loyalty on social media.

The study found that customers predominantly use social media platforms to establish brand reliability, understand target audiences, and create personalized content to enhance engagement. Brands were also seen to effectively address concerns transparently on social media, thereby building emotional connections with their audience and increasing brand loyalty. However, challenges such as changes in social media algorithms were noted, prompting brands to adapt strategies accordingly.

INTRODUCTION

Social media marketing is a new marketing approach that almost every business is implementing in order to communicate with their clients via social media. Social media is your only choice if you have an idea and want to reach millions of people at a minimal cost. The music business was the first to embrace social media for marketing purposes. Weinberg describes social media marketing as "the process of allowing individuals to advertise their websites, products, or services using online social networks in order to reach a far bigger audience than would be feasible using traditional techniques..

OBJECTIVE OF THE STUDY

- To analyze and understand the impact of social media marketing on brand loyalty of target audience.
- To Evaluate the role of engaging content and interactive campaigns in enhancing brand loyalty.
- To Assess the impact of customer feedback and interaction on brand perception through social media.
- To Compare the success of paid advertising versus organic strategies in building brand loyalty.
- To Examine how social media analytics and metrics can be utilized to measure and improve brand loyalty.
- To Analyze the effectiveness of various social media platforms in influencing brand loyalty.

REVIEW OF LITERATURE

- Agarwal, R. and Khanna, P. (2021) Explored the impact of social media storytelling on brand loyalty and consumer trust in the Indian. Analyzed the effects of customer satisfaction on social media platforms and its linkage with brand loyalty in India. Investigated the moderating role of social media platform selection on the relationship between marketing efforts and brand loyalty in India
- Shah, P. and Joshi, M. (2022) Explored the challenges and opportunities of social media marketing for building brand loyalty among Indian consumers. Studied the evolving landscape of social media marketing and its implications for brand loyalty in the Indian market. Analyzed the role of social media contests and giveaways in shaping brand loyalty among Indian consumers. Explored the integration of mobile marketing strategies in social media campaigns and its impact on brand loyalty in India.
- Kapoor, M. and Das, A. (2023) Investigated the significance of user-generated content and its influence on brand loyalty in Indian social media context Explored the impact of social media advertising content on consumer perceptions and brand loyalty in India. Conducted a meta-analysis of existing literature to synthesize key findings on social media marketing and brand loyalty in the Indian retail sector.

HYPOTHESIS FOR THE STUDY

HYPOTHESIS 1:

1) To Analyze the Influencers plays in social media marketing for building a brand loyalty towards target audience.

Null Hypothesis (H0_1): Influencers do not significantly contribute to building brand loyalty in the target audience through social media marketing.

Alternative Hypothesis (H1_1): Influencers play a significant role in building brand loyalty through social media marketing, amplifying brand messaging, enhancing brand credibility, and expanding reach to a new audience.

HYPOTHESIS 2:

2) To measure a significant correlation between the implementation of social media marketing strategies.

Null Hypothesis (H0-2): There is no significant correlation between the implementation of social media marketing strategies and brand loyalty within the target audience.

Alternative Hypothesis (H1-2): There is a significant positive correlation between the implementation of social media marketing strategies and brand loyalty within the Target audience.

DATA COLLECTION INSTRUMENTS:

- Primary Data (Questionnaire, Interview and observations)
- Secondary Data (Google, Article and Magazine)

TOOLS AND TECHNIQUES USED FOR ANALYSIS:

Data collection tools are the devices or instruments used to gather data for research purposes. In this study, a well-structured questionnaire is used as the primary data collection tool. The questionnaire is designed to collect data from the respondents, and its effectiveness and quality will have a significant impact on the success of the research. It is important to ensure that the questionnaire is carefully designed, validated, and administered to collect reliable and accurate data for the research study.

- Basic Introduction
- Personal Details
- Research and Questions

PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. The percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, the percentage is reported when the responses have discrete categories.

ANALYTICAL TOOLS (SPSS)

Tool for testing the Hypothesis

- MANN WHITNEY U TEST
- KRUSKAL – WALLIS H TEST
- CORRELATION

MANN WHITNEY U TEST

It is a non-parametric test that is used to compare two sample means that comes from the same population and used to test whether two samples

mean are equal or not. Usually the Mann Whitney U test is used when the data is ordinal or when the assumptions of t-test are not met.

FORMUAL

$$U_1 = n_1 n_2 + \frac{n_1(n_1 + 1)}{2} - R_1$$

KRUSKAL – WALLIS H TEST

The Kruskal-Wallis H test is a rank-based nonparametric test that can be used to determine if there are statistically significant differences between two or more groups of an independent variable on a continuous or ordinal dependent variable

FORMULA:

$$H = \frac{12}{N(N+1)} \sum_{i=1}^k \frac{R_i^2}{n_i} - 3(N+1)$$

CORRELATION

Correlation analysis, also Known as bivariate, is primary concerned with finding out whether a relationship exists between variables and then determining the magnitude and action of that relationship.

FORMULA:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{[n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}$$

Where n = Quantity of Information

Σx = Total of the First Variable Value

Σy = Total of the Second Variable Value

Σxy = Sum of the Product of first & Second Value

Σx^2 = Sum of the Squares of the First Value

Σy^2 = Sum of the Squares of the Second Value

ANALYSIS & INTERPREATION OF THE DATA

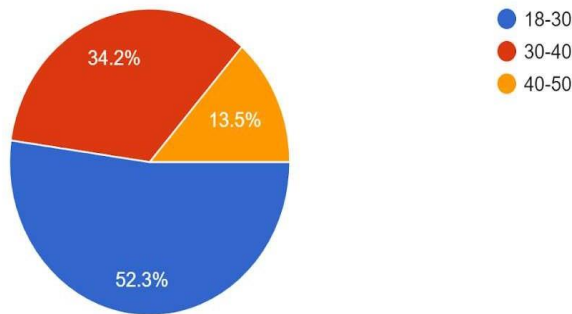
Table indicating the age of respondents

S.NO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	18-30	81	52.3%
2	30-40	53	34.2%
3	40-50	21	13.5%

SOURCE: Primary Data

AGE

155 responses



INTERPRETATION: From the above analysis 52.3 percentages of respondents are from the age group of 18-30, 34.2 percentages of respondents are from the age group of 30-40 and 13.5 percentages of respondents from the age group of 40-50.

INFERENCE: Majority 52.3 percentage of respondents are 18 to 30 in this question.

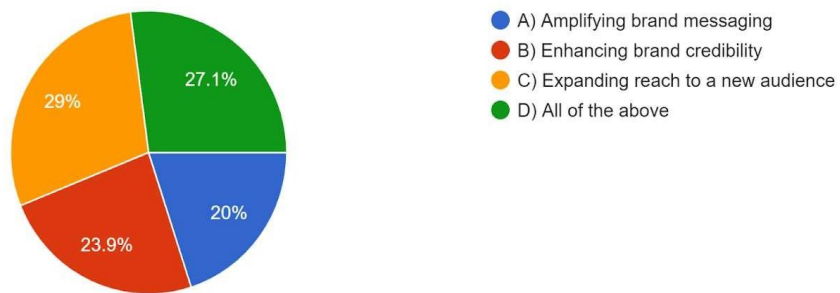
Table indicating role to influencer play in social media marketing for brand loyalty

S.NO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	Amplifying brand messaging	31	20%
2	Enhancing brand credibility	37	23.9%
3	Expanding reach to a new audience	45	29%
4	All of the above	42	27.1%

SOURCE: Primary Data

2) What role do influencers play in social media marketing for building brand loyalty?

155 responses



INTERPRETATION: From the above analysis 29 percentages of respondents are influencers to support expanding reach to a new audience, 27.1 percentages of respondents are influencers to support all the above, 23.9 percentages of respondents are influencers to support enhancing brand credibility and 20 percentages of people are influencers to support amplifying brand messaging.

INFERENCE: - Majority 29 percentages of respondents are influencers to support expanding reach to a new audience.

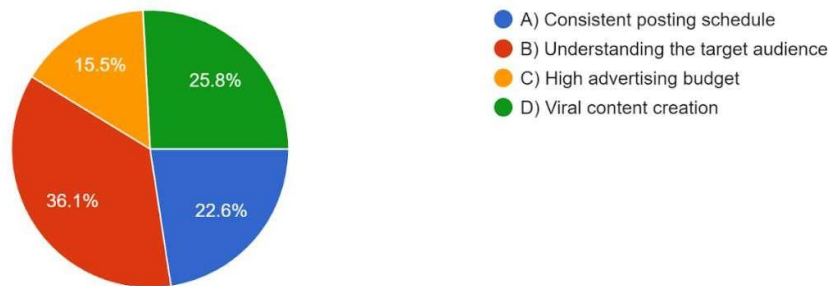
Table indicating social media marketing strategy that enhances brand loyalty

S.NO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	Consistent posting schedule	35	22.6%
2	Understanding the target audience	56	36.1%
3	High advertising budget	24	15.5%
4	Viral content creation	40	25.8%

SOURCE: Primary Data

7) Which factor is crucial for creating a successful social media marketing strategy that enhances brand loyalty?

155 responses



INTERPRETATION: From the above analysis 36.1percentages of respondents are using social media for creating a strategy for understanding the target audience, 25.8 percentages of respondents are using social media for creating a strategy for viral content creation, 22.6 percentages of respondents are using social media for creating a strategy for consistent posting schedule and 15.5 percentages of people are using social media for creating a strategy for high advertising budget.

INFERENCE: - Majority 36.1 percentages of respondents are using social media for creating a strategy for understanding the target audience.

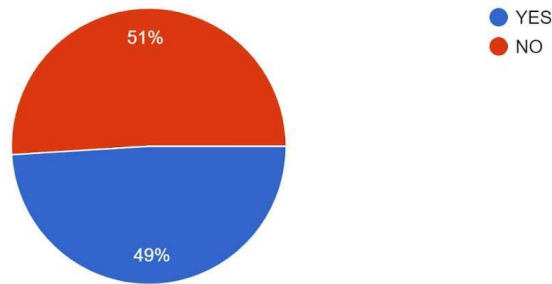
Table indicating,social media promotions and discounts effective in retaining your loyalty to a brand

S.NO	PARTICULARS	NO: OF RESPONDENTS	PERCENTAGE
1	YES	75	49%
2	NO	78	51%

SOURCE: Primary Data

20) Do you find social media promotions and discounts effective in retaining your loyalty to a brand?

153 responses



INTERPRETATION: From the above analysis 51 percentage of respondents are not find social media promotions and discounts effective in retaining loyalty to brand and 49 percentages of the respondents are find social media promotions and discounts effective in retaining loyalty to brand.

INFERENCE: - Majority 51 percentage of respondents are not find social media promotions and discounts effective in retaining loyalty to brand

MANN WHITNEY U TEST

HYPOTHESIS 1

NULL HYPOTHESIS (HO): There is no significant difference between the two groups (males and females) in terms of their likelihood to purchase a product or service due to a social media advertisement and their feeling of loyalty towards a brand after engaging with it on social media.

ALTERNATIVE HYPOTHESIS (H1): There is a significant difference in the likelihood of purchasing a product or service due to social media advertisement between genders.

MANN WHITNEY U TEST

RANK

	GENDER	N	Mean Rank	Sum of Ranks
Have you ever purchased a product or service because of a social media advertisement for that brand?	1	81	82.83	6709.50
	2	72	70.44	5071.50
	Total	153		
Does engaging with a brand on social media make you feel more loyal to that brand?	1	81	74.11	6003.00
	2	72	80.25	5778.00
	Total	153		

	Have you ever purchased a product or service because of a social media advertisement for that brand?	Does engaging with a brand on social media make you feel more loyal to that brand?
Mann-Whitney U	2443.500	2682.000
Wilcoxon W	5071.500	6003.000
Z	-1.995	-.997
Asymp. Sig. (2-tailed)	.046	.319

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of 16) Have you ever purchased a product or service because of a social media advertisement for that brand? is the same across categories of GENDER .	Independent-Samples Mann-Whitney U Test	.046	Reject the null hypothesis.
2	The distribution of 19) Does engaging with a brand on social media make you feel more loyal to that brand? is the same across categories of GENDER .	Independent-Samples Mann-Whitney U Test	.319	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

INTERPRETATION:

The Mann-Whitney U test statistic is -1.995 with an asymptotic significance (2-tailed) of 0.046. As the p-value is less than the commonly used significance level of 0.05, the null hypothesis is rejected. Therefore, there is a significant difference between males and females regarding their likelihood to purchase a product or service because of a social media advertisement.

The Mann-Whitney U test statistic is -0.997 with an asymptotic significance (2-tailed) of 0.319. In this case, the p-value is greater than 0.05, so the null hypothesis is not rejected. This suggests that there is no significant difference between males and females in terms of feeling more loyal to a brand after engaging with it on social media.

In this analysis indicates a significant gender difference in terms of the likelihood to make a purchase based on social media advertising, but no significant difference in terms of feeling more loyal to a brand after engaging with it on social media.

KRUSKAL – WALLIS H TEST

HYPOTHESIS 1

NULL HYPOTHESIS (H0): There is no significant difference in the distribution of responses across different age groups for the questions related to following favorite brands on social media, sharing a brand's social media post with friends or followers, and finding social media promotions and discounts effective in retaining loyalty to a brand

Kruskal-Wallis Test

Ranks

	AGE	N	Mean Rank
	1	79	69.93
Do you follow your favorite brands on social media?	2	53	90.03
	3	21	70.71
	Total	153	
Have you ever shared a brand's social media post with your friends or followers?	1	79	87.42
	2	53	57.76
	3	21	86.36
	Total	153	
20) Do you find social media promotions and discounts effective in retaining your loyalty to a brand?	1	79	85.45
	2	53	59.65
	3	21	89.00
	Total	153	

	Do you follow your favorite brands on social media?	Have you ever shared a brand's social media post with your friends or followers?	Do you find social media promotions and discounts effective in retaining your loyalty to a brand?
Chi-Square	10.741	20.388	16.722
df	2	2	2
Asymp. Sig.	.005	.000	.000

Grouping Variable: AGE

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of 17) Do you follow your favorite brands on social media? is the same across categories of AGE .	Independent-Samples Kruskal-Wallis Test	.005	Reject the null hypothesis.
2	The distribution of 18) Have you ever shared a brand's social media post with your friends or followers? is the same across categories of AGE .	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
3	The distribution of 20) Do you find social media promotions and discounts effective in retaining your loyalty to a brand? is the same across categories of AGE .	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

INTERPRETATION:

The Kruskal-Wallis test statistic is 10.741 with 2 degrees of freedom, and the asymptotic significance is 0.005. Since the p-value is less than the commonly used significance level of 0.05, the null hypothesis is rejected. This indicates a significant difference in the distribution of responses across different age groups for the question of following favorite brands on social media.

The Kruskal-Wallis test statistic is 20.388 with 2 degrees of freedom, and the asymptotic significance is 0.000. The p-value is less than 0.05, leading to the rejection of the null hypothesis. There is a significant difference in the distribution of responses across different age groups for the question of sharing a brand's social media post with friends or followers.

The Kruskal-Wallis test statistic is 16.722 with 2 degrees of freedom, and the asymptotic significance is 0.000. With a p-value below 0.05, the null hypothesis is rejected. This implies a significant difference in the distribution of responses across different age groups regarding the effectiveness of social media promotions and discounts in retaining loyalty to a brand.

The Kruskal-Wallis test suggests that there are significant age-related differences in the responses to questions about following brands on social media, sharing brand posts, and the effectiveness of social media

CORRELATION ANALYSIS:

HYPOTHESIS 1

		Correlations	
		How does social media marketing contribute to brand loyalty	What role do influencers play in social media marketing for building brand loyalty
Spearman's rho	How does social media marketing contribute to brand loyalty?	Correlation Coefficient Sig. (2-tailed) N	1.000 -.205* .010
	What role do influencers play in social media marketing for building brand loyalty?	Correlation Coefficient Sig. (2-tailed) N	.155 155 1.000
			-.205* .010
			155 155

** . Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION:

The correlation coefficient for "How does social media marketing contribute to brand loyalty?" is 1.000, indicating a perfect positive correlation between social media marketing and brand loyalty. The negative sign of the correlation coefficient (-.205*) suggests an inverse relationship, but it is important to note that the value of -.205 is relatively small. The correlation coefficient for "What role do influencers play in social media marketing for building brand loyalty?" is -.205*, and it is statistically significant at the 0.05 level (2-tailed). This negative correlation suggests that as the role of influencers in social media marketing increases, there is a slight decrease in brand loyalty. However, again, the magnitude of the correlation is relatively small.

There is a statistically significant correlation between social media marketing and brand loyalty, as well as between influencers and brand loyalty, the practical significance of these correlations may be limited due to the small magnitudes of the coefficients. It implies that there is some relationship, but other factors not considered in this analysis may also influence brand loyalty.

FINDINGS:

- Males are more knowledgeable about consumer brand loyalty than females
- Social media marketing contribution to brand loyalty are controlling all of the above

- It has been shown most of the respondents are influencers to support expanding reach to a new audience.
- It has been user content to generated content in fostering brand loyalty on social media it has been measured by monitoring customer feedback
- It has been shown customer feedback is providing real time feedback in brand loyalty
- Most of the Customers are using are social media to establishes brand reliability
- Customers are using social media for creating a strategy for understanding the target audience.
- It has been shown most of them are not find social media promotions and discounts effective in retaining loyalty to brand.

SUGGESTIONS:

- Building brand loyalty through social media marketing requires a strategic approach that goes beyond mere promotion. Firstly, cultivate a strong online community by creating compelling, shareable content that resonates with your target audience. This content should reflect your brand values and foster a sense of identity among followers.
- Encourage user-generated content to involve your audience actively. This not only provides authentic endorsements but also strengthens the community bond. Host contests, challenges, or campaigns that motivate users to share their experiences with your brand
- Personalization is key and Leverage data analytics to understand your audience's preferences, behaviors, and demographics. Tailor your content to meet their expectations, ensuring a more personalized and relevant experience.
- Exclusive promotions and loyalty programs can be powerful tools. Offer special discounts, early access to new products, or loyalty rewards to your social media followers. This not only incentivizes engagement but also makes customers feel appreciated and valued.
- Consistent branding across all social media channels is essential. Maintain a cohesive visual identity, tone, and messaging to reinforce brand recognition. Respond promptly to customer inquiries and feedback, showcasing a commitment to customer satisfaction.
- Regularly assess your social media metrics to understand what works and what doesn't. Use the insights gained to refine your strategy and stay adaptive to changing trends and customer preferences. Remember, authenticity, engagement, and personalization are the pillars of successful social media marketing for building brand loyalty.

CONCLUSION:

We may infer that all of the study's objectives were met based on the findings we collected. Online marketing communications, in particular Internet Communities and Digital Advertising, are effective in implementing brand and product through corporate websites and social media platforms. The study looked at the impact of social media on brand loyalty among consumers. Based on customer viewpoints, social marketing actions on the brand loyalty.

Research questions and objectives were devised in order to attain the investigation's purpose. Furthermore, the study's findings from several studies are claimed to have influenced either theory and practice. As a result, the purpose of this research is to aid organizations and marketers in developing strong customer connections and spreading positive thoughts and customer loyalty to both existing and prospective customers. This research will also help with the achievement of that goal. This research was quite useful in determining how consumers perceive the brand in associated with social media marketing. We want to look at customer brand loyalty on social media platforms.

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