

A Study on Brand Loyalty of Consumers Towards Social Media Marketing

(With Special Reference to Personal and Skin care products)

P. Suganya Priya,

Research Scholar & Assistant Professor, Department of Commerce
SRM IST (S&H) Ramapuram Campus, Chennai. Mail I.D: suganyap2@srmist.edu.in
Contact No: 7395971464.

Dr. J. Sabitha,

Assistant Professor & Research Supervisor, Department of Commerce
SRM IST (S&H) Ramapuram Campus, Chennai. Mail I.D: sabithaj@srmist.edu.in
Contact No: 8015486965.

ABSTRACT

The study focuses on the brand loyalty of social media marketing. Social media can spread the messages widely to the users, so manufactures chosen this better option to market their product worldwide. Is that everything which are displaying in social media marketing are trustable, whether the consumers are trusting the products. The consumer is satisfied when the product meet their expectations. The brands have created a highest impact to the consumers, many people felt that branded products are the best products. The aim of this study is to analyze there any loyalty towards a brand in social media marketing. Data has been collected through questionnaire method around 80 samples were found valid.

Key words: Social Media, Brand trust, Brand loyalty, Customer preference,

INTRODUCTION

In today's competitive environment brand is competitive factor in the field of marketing. The marketers are highly in a competitive environment they have to sustain their business with some updated things. The brand reflects the authenticity and value. The success of the product is totally depending on the brand loyalty, Trust of the consumers. There are many channels to communicate about the product but one powerful tool has been found out by the marketers is social media. The reason the marketers has chosen social media is to communicate widely and easily. the marketer and manufactures believe that the message in social media will definelty reach not only the target audience but all over the world. Social media is acting as a biggest tool over marketing. The marketers and manufactures have focused in marketing to ruin the world. Social media can spread the messages widely to the users, so manufactures chosen this better option to market their product worldwide. Is that every thing which are displaying in social media marketing are trustable, whether the consumers are trusting the products. Is there any loyalty towards a brand in social media marketing. The study focuses on the brand loyalty of social media marketing.

SOCIAL MEDIA

Social media is a variety of technology which shares and communicates the information widely. In this study the researcher focuses on some of the social media platform which is familiarly used by many of the people. Some of the social media are listed here: YouTube, Instagram, Facebook, Twitter, Pinterest, WhatsApp, Messenger, Snapchat, Quora. Many businesses use online interaction they felt comfortable for communication process. Social media has been utilized by many business people and marketers With One click they can able to communicate their views. They felt that it will enhances their businesses. The usage of social media is depending on mobile phone users. Each and every social media are differed from each other but their intention is to attract the people by the marketing strategy.

BRAND LOYALTY

Brand Loyalty is nothing but the trust towards a brand by the consumer. We cannot assume every consumer will be loyal to their products. Once the brand and products meet the expectation level or it is beyond the expectation level automatically it wins the heart of the consumers. But that is not at all an easy thing to fulfill. Satisfying the consumer is an art. All satisfied consumers are not a loyal consumer. The study aims to identify the loyalty of the consumers.

REVIEW OF LITERATURE

Smitha Siji (2023) explore the influence of social media on the perception and decision-making process of prospective students seeking admission to Business schools (B-schools) in the context of the increasing prevalence of social media in people's lives. To gather data, a questionnaire was distributed via Google Forms to over 500 second-year post-graduate students studying Business Management in various B-schools. Out of the total responses received (201 usable responses), it was discovered that the respondents' personal experiences either aligned with the reviews they read before admission or surpassed their expectations. Moreover, ratings and online forums had a positive influence on shaping a favourable perception among potential students, ultimately leading to their decision to enrol in a particular B-school. The study also confirmed the moderating effect of SMU. Admission officers should recognize that user-generated content holds greater trustworthiness among prospective students in comparison to content generated by vendors. Therefore, it is crucial to prioritize social media in their strategies. Additionally, there is a need to investigate the usage of SNSs by college admission offices and the impact of social media strategies on students' admission intentions.

Fazeela J Ahsan et al (2023), has analysed the impact of social media influencers towards consumer purchase intention. Many influencers have built huge communities to whom they promote an agreed product or activity. However, such effects of influencer characteristics on purchase intention of various products in the Sri Lankan market have not been adequately researched. Moreover, it appears that the BPC product market has not been investigated as well. The purpose of this study is to bridge this research gap by examining the impact of SMIs' characteristics on the purchase intention BPC products among Sri Lankan consumers, with an emphasis on identifying if there are significant impact on the consumers' attitudes towards the influencers as well. The data was obtained using a self-administered structured questionnaire from 202 consumers who uses social media in Sri Lanka. It was later analyzed using various statistical techniques such as descriptive analysis, simple linear regression, multiple linear regression, and mediation analysis. The findings demonstrated that credibility is having a more impact on purchase intention of BPC products promoted by SMIs than the attractiveness of them. The findings also revealed that consumers' attitude towards the SMIs is having a major impact on purchase intention of BPC products promoted by the SMIs through the significant complete mediation.

Sulaiman Althuwaini (2022) has examine the impact of social media marketing activities on brand trust and brand loyalty in banking sector. The questionnaire was circulated around 252 users. The results found that social media marketing activity were reported to have highest impact on trust and loyalty. The study examines the role of trust as mediating brand loyalty in social media marketing.

Lamberto Zollo (2020) has analyzed about the use of social media brand communities. The samples were taken with 600 undergraduate students. In this study they focused on millennials, luxury fashion brands and social media brand communities. They found a mediate relationship between social media marketing and consumer-based brand equity. The research provides significant theoretical and practical insights for luxury brand.

Astrid Puspaningrum (2020) has found the relationship between social media marketing and brand loyalty through brand trust. The study finalized with 130 samples. The study focuses on famous brand McDonald's Indonesia. The data were analyzed using Structure Equation Model (SEM). The results shows that social media marketing had an impact on increasing McDonald's brand trust & brand loyalty. Here brand trust can mediate the influence of social media marketing on McDonald's brand loyalty. This study conclude that information related to McDonald's on social media is proportional to the quality of the product offered.

Ayben Ceyhan (2019) The study focuses on perception related social media marketing applications on consumers brand loyalty. The questions were designed to measure consumer engagement with brand's Instagram page followed by the participants. It was observed that customer's perception regarding marketing applications consisting of functional value, hedonic value, social value and self-brand image congruences towards the Instagram page of the brand increased as their level of engagement with the Instagram page of the followed brand increased. It was analyzed that consumer's purchase intention to the brand in question increased as their functional value perception.

Bader M.A. Al Mohaimmeed (2019) has explored the effects of social media marketing of the antecedents, brand loyalty and purchase intention. The study was developed theoretically and then tested using Structured Equation Modelling. The results confirmed that social media antecedents significantly affect three constructs; social media marketing, brand loyalty has a significant effect on customer purchase intention. The study concludes that organizations should pay more attention to the antecedents of social media marketing since it has direct effect on social media marketing application, brand loyalty and customer purchase intention.

Yusuf Bilgin (2018) has examined the effect of social media marketing activities on brand awareness, Image and loyalty. The researcher took up questionnaire method, questionnaire consists of three parts. Preliminary test has been applied to measure the reliability of the research scale at first step. Questionnaire were circulated around 500 users. Explanatory factor Analysis and Confirmatory factor Analysis has been applied. Results have shown that social media marketing activities have a significant effect on consumer's brand awareness, brand image and brand loyalty. Therefore, the findings have shown that brand awareness does not reflect on brand image and brand loyalty that perceived by the consumers who are at similar level.

OBJECTIVES OF THE STUDY

1. To analyze the consumers, view towards social media marketing
2. To study the brand loyalty of the consumers towards social media marketing
3. To find out the male users of personal and skin care products.

LIMITATION OF THE STUDY

- The limitation of this study is Chennai City.
- The study is totally based on the opinion of the respondents.
- The result fully depends on the information given by the 110 respondents.

RESEARCH METHODOLOGY

Research methodology is a technical way to solve the research problem. It provides various steps that are generally adopted by a researcher in analysing the research problem and interpreting the results. Research methodology encapsulates with the research design and other methods applied in the present study by the researcher.

Sampling Size and Sampling Technique

Sampling Size

The sampling size chosen for this study is 110. The sample is selected in such a way that it includes the users of social media from the age of 15. Samples were collected population from various industries, educational institutions and other corporate fields.

Sampling Technique

Sampling is that part of statistical practice concerned with the selection of individual observations intended to yield some knowledge about a population of concern, especially for the purpose of statistical inference. The sampling type used in this study is Convenient Sampling.

Primary data

The researcher has prepared a well-designed questionnaire for collecting the responses from the users of social media. The questionnaires were distributed to 110 mobile phone and social media users and are requested to provide necessary information. Among the circulated, 80 were found to be complete and utilized for the study.

Secondary data

Websites and journals, published reports and articles.

FINDINGS

The data were collected through questionnaire among 110 samples. 80 were found to be a complete data and utilized for the study. Majority of the respondents are belonging to the gender of female (52%), and remaining (48%) are belongs to male. Majority of the respondents are belonging to the age group of 21-30 years and 31-40 years. Most of the respondents are unmarried. Many respondents are under the income level of 10,000-25,000. Major products which are used by the respondents are facewash, moisturizer and sunscreen lotions.

CHI SQUARE TEST

H_0 – There is no significant association between the gender and purchasing decision of the respondents

H_1 – There is significant association between the decision of a product or brand and needs of the respondents.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.000 ^a	3	.172
Likelihood Ratio	6.730	3	.081
Linear-by-Linear Association	2.168	1	.141
N of Valid Cases	5		

a. 8 cells (100.0%) have expected count less than 5. The minimum expected count is .40.

$P > 0.05$ is the probability that the null hypothesis is true. 1 minus the P value is the probability that the alternative hypothesis is true. In the above test, Calculated value is 0.172 and chi square critical value is 7.815, table when chi square calculated value is less than the chi square critical value that means null hypothesis is rejected that there is statistically significant relationship between Nifty Mid Cap 100 and Nifty Small Cap 100.

CORRELATION

Descriptive Statistics

	Mean	Std. Deviation	N
How loyal are you to specific brands. when making purchases?	19.98	19.474	5
Which social media platform influence you to purchase your personal and skin care products?	19.80	16.270	5

Correlations

		How loyal are you to specific brands. when making purchases?	Which social media platform influence you to purchase your personal and skin care products?
How loyal are you to specific brands. when making purchases?	Pearson Correlation	1	.892*
	Sig. (2-tailed)		.042
	N	5	5
Which social media platform influence you to purchase your personal and skin care products?	Pearson Correlation	.892*	1
	Sig. (2-tailed)	.042	
	N	5	5

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

Also, $r = 0.05$ indicates a high positive correlation between the brand loyalty of consumers and the social media platform. Hence social media platform influences the consumers to buy a branded product.

SUGGESTIONS

- Consumers expect a quality product. The brand can develop their quality instead of making advertisement.
- Company can give their products which should not affect the environment.
- They can market their product in a creative way
- Many brands are failed to protect the environment and also the consumers. Initial steps can be taken for that.
- The brands which are listed can improve their variety and consumers expect the changes in price.

CONCLUSION

In today's modern age social media has become a part of our day-to-day life. The consumers taste and preferences, needs, opinions, consumption habits have totally change. The people were updated and searching for a new product such products must meet the quality. There are many ways to communicate to the people but marketers found social media is a better platform and consumers also felt comfortable to use social media. The results have been analyzed by the users of social media, in addition the research have been concluded that social media has a great effect on consumers brand loyalty. It is found that some of the marketing applications does not affect brand loyalty. The main reason for this is considered to be the fact that some brands were successful and some were not successful. The success of the product is totally depending upon the quality of the product and some time price of the product. This study has given the idea that people will be loyal to the product if the product meets their expectations.

REFERENCES

- Fazeela J Ahsan et all (2023), Journal of Economic research and reviews, The Impact of Social Media Influencer (SMI) Characteristics on Consumer Purchase Intention (CPI) of Beauty and Personal Care (BPC) Products in Sri Lanka, ISSN: 2771-7763, Vol. 3, Issue 3, PP 248-259.
- Smith Siji (2023), FIIB business review, The moderating effect of social media usage on the admission intention of B- Schools, Online Publication.
- Sulaiman Althuwaini (2022), Academic open access publication, The effects of social media activities on brand loyalty for banks, Vol. 12, Issue 4.
- Lamberto Zollo et all (2020), Journal of business research, The Mediating role of consumer's benefits and experience, ISSN: 1873-7978, Vol. 117, PP 256-267.
- Astrid Puspaningrum (2020), Journal of Asian finance, Economics and Business, Social media marketing and brand loyalty: The role of brand trust, ISSN: 2288-4637, Vol.7, Issue 12, PP 951-958.
- Ayber Ceyhan (2019), Emerging markets Journal, The impact of perception related social media marketing applications on consumers brand loyalty and purchase intention, ISSN: 2158-8708, Vol.9, Issue 1, PP 88-100.
- Bader M.A. Al Mohaimmeed (2019), Journal of business and Retail Management Research, The effects of social media marketing antecedents on social media marketing, Brand Loyalty & Purchase intention; A customer perspective, Vol.3, Issue 4, PP 146-157.
- Yusuf Bilgin (2018), Business management studies, An international Journal, The effect of social media marketing activities on brand awareness, Brand Image and brand loyalty, ISSN:2148-2586, Vol. 6, Issue 1, PP 128-148.