Impact of Social media on Brand Loyalty: Study of Buying Behaviour

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Abstract: Today the world is ruled by online networking, mainly due to its marvelous accomplishment in reception and utilization points. Online networking nowadays directs on how people interface and talk with each other, how they express likeness, share contemplations, and even on how they get attracted to products, brands, and affiliations. Also, web-based social networking has turned into a significant source of buyer information. Meanwhile, Social Media Marketing has grown as one of the key drivers in managing an organization's upper hand. Therefore, the motivation behind this paper is to look at the impact of social media on the brand loyalty of Indian consumers. Several components were broken down in order to zero down on the elements that effect level of impact of social media. To further understand this, a framework had been developed to give an insider's viewpoint on how buyers utilize web based social networking and how it affects their buying behavior. The framework comprises of the following constructs: advantageous campaign of the brand post, relevancy of the content, frequency of the updates of the brand post, popular content with friends and availability of the brand post on various social media platforms. Also, 5 Hypothesis were created and tested and the information was gathered through structured survey of a sample of 300 respondents by simple random sampling method and stepwise multiple regression analysis was used for hypotheses testing using SAS Base version.

Keywords: Social media, Social networking sites, Buying behaviour, Brand loyalty, marketing performance.

INTRODUCTION

Social media is about influencing people how to express and share their thought and evaluations with others. It is about engaging people to interface with others. With the advent of the Internet, the likelihood that both sellers and buyers can make check respective profiles through their online networking tools (Yuksel, Milne, & Miller, 2016). Online networking plays an increasingly crucial role as a showcasing platform. Most retailers use social media as a communication tool to target young people and energetic adults for correspondence (Berger & Heath, 2007).

This research paper explores the impact of Social media based on the various characteristics of it on the brand loyalty with special reference to Indian consumers. It is thus essential to begin with an appropriate definition of Social media; the meaning of Social media is "the connections that exist between systems of individuals" (Amichai, 2008)

Sorts of web-based social networking

This audit proposed four sorts of social media applications which affect the brand loyalty:

I.   Social Networking Sites-Applications that empower individuals to interface by making individual data profiles, welcoming companions and other individuals to have admittance to those profiles, and sharing messages and texts between each other(Casado, Navarro, Wensley, & Solano, 2016). Social networking sites (SNS) are the most far reaching sort of online networking and their prominence keeps on expanding around the world. Facebook, Google+ and LinkedIn are viewed as top performers in case of SNS (Zarkada & Polydorou, 2014).

II.   Blogs-The term blog portrays an individual site (either remains solitary, or facilitated inside a facilitating stage, for example, blogger.com or wordpress.com) that contains consistent overhauled sections, principally comprising of content (i.e. texts, pictures and recordings) and links to different sites(Hsun Ho, Hui Chiu, Chen, & Papazafeiropoulou, 2015)

III.   Content communities-These are online applications that empower individuals to share media substance, for example, recordings, photographs, archives and presentations, music and web joins. Demonstrative cases are: YouTube, Instagram, Flickr and Picasa. YouTube and Instagram is by all accounts the most famous of all substance groups (Anderson, 2016)

IV.   Consumer survey sites or Consumer review sites (CRW) are online networking applications that empower clients to transfer product related surveys and evaluations. They can offer an extensive variety of elements, from transferring remarks and pictures, and from an item or administration rating on a solitary variable, to a noteworthy scope of components, for example, lists of things to get, value examinations, propelled seek, multi variable appraisals, value correlations, value history outlines, purchase/hold proposals, value cautions, arrangements' rankings, vendor/retailers' assessments, customized shopping and these are only few advantages of Consumer review sites (Goldsmith, Pagani, & Lu, 2013).

BUYING BEHAVIOUR

Consumer's buying behavior has been constantly a great subject matter to the researchers. The data of customer directly helps the sponsor to perceive how customers think, feel and select from alternatives, like products, brands etc and how the buyers are affected by their environment, the reference groups, family, neighbors, salespersons and so on (Vanden, 2011).

The beginnings and improvement of buying behaviour: A brief audit of how our understanding about the buying behaviour has progressed throughout the years is seen as a basic towards the effort of depicting what buying behaviour is about. An outline of the illustrating how differently buying behaviour changed with respect to time is displayed in Exhibit 1.

Exhibit 1: Phases in the development of buying behaviour

Phase	*Dominant views about consumers*
Early empiricist stage (1930s – 1940s)	Performing monetary computations on the most proficient method to spend their wage, amplifying utility and minimizing cost
Inspiration look into stage (1950s)	Nonsensical, indiscreet decision makers, open to outer impacts
Developmental stage (1960 - 1965)	Issue solvers, data processors
Idealistic stupendous hypothesis stage pre-buy forms (1965 - 1970)	Subjective issue solvers that deliberately purchase items and administrations to address their issues
Data handling stage (1970s)	An included data extracting personlooking for the right choice or brand or item
New customer conduct period (1980s)	From the psychological grumpy person of the '80s to the aggregate decision maker of the '90s
The pluralistic research family stage (1990s – start of 2000s)	Socially associated people taking part in different interfacing societies, Consumer as a co-maker

Adapted By: (Fotis, 2015)

BRAND LOYALTY

Brand loyalty has been characterized as a overwhelmingly held duty to re purchase or re-belittles a favored product or service constantly in future (Pappu & Quester, 2016). From the consumer viewpoint, brand loyalty is exhibited as an objective to purchase the brand as an essential decision.(Schivinski & Dabrowski, 2015).

This review gives knowledge to business people, policymakers, professionals, researchers and teachers by giving an unambiguous view and insightful intellectual capacity of the associations identified with Social media practices which affect the buying behaviour of consumers. This review endeavors to examine the components impacting consumer's buying behaviour towards advertising of items through Social media in India.The review solely concentrates on investigating answers to the accompanying inquiries

OBJECTIVES OF THE STUDY

The objectives of this study are:

- To evaluate the impact of social media on brand loyalty that leads to the development of a particular buying behaviour based on the various components of the social media.

- To identify the implications of the various components of Social media for the brand post.

REVIEW OF LITERATURE

Various researchers had written about the social media and brand loyalty.

Social media is the quickest developing publicizing medium on the planet, anticipated to wind up 10 times more intense and persuasive than conventional media outlets, for example, organize TV, digital TV, neighborhood TV, local radio, satellite radio, national daily papers, regional daily papers, magazines, announcements, standard mail, telemarketing. (Kerpen, 2011).

Social media involves those gadgets used for correspondence and that have Web 2.0 attributes, they are participatory and communicant, which have data sharing and customer drawing in gadgets available on the Web. As an effective strategy designed with respect to time and resources, Social media give organizations a better correspondence ground with the buyers and provides an opportunity to market their product in more effective and efficient manner. (Vaynerchuk, 2013).

Social media engages customers to confer information to their allies about the products and organization brands. These dialogs between the allies give associations another knowledgeable way to develop an exclusive check care, strengthen brand affirmation, social media marketing is dissimilar than conventional methods of marketing; thus, it requires extraordinary concentration and strategy to achieve brand loyalty. In this way, one may state that the organizations need to take every minor aspect into consideration while developing the social media campaigns. (Rohrs, 2014).

Social media showcasing is not exactly the same as traditional strategies for marketing; thus it requires phenomenal thought and framework attempting to enhance the brand image and loyalty. Electronic long range informal communication for marketing is related to relationship building, where the firms need to move from 'endeavoring to offer' to 'make relationships with the customers. (Kawaski & Fitzpatrick, 2014). Organizations in this manner need to keep away from oversize campaigns and stick to little acts, since these little acts also requires a systematic and detailed planning that assist the organizations accomplish attention from heaps of people and complete the objectives in a brief time period. (Papadopoulos, Stamati, & Nopparouch, 2013). Social media marketing is moreover more compelling in its communication with the buyers, endeavoring to show what the brand is instead of endeavoring to control its image of the brand. (Tsimonis & Dimitriadis, 2014). Moreover today's customers are all the more viable and full of activities thus the brand should try should to be reachable and accessible on every major social media marketing channel, for instance, Facebook, Twitter, Blogs, Forums at whatever point(Terblanche, 2011).

Staying emphatic in today's fast moving business scenario requires a strong Social media marketing and communication technique. Organizations enroll social media experts and communication authorities who guide the organizations to settle on substance and characteristics of their offers and activities in social media so that the hearts and minds of the buyers are confined and which helps to enhance the brand loyalty. (Sharma, Butler, Irwin, & Spallek, 2011). Along with this perspective, the purpose of this paper is to uncover knowledge into buyer perspective on the social media platforms which impacts on brand loyalty with the objective that recommendations can be pulled out for the firms to shape intense and exquisite social media marketing and publicizing practices for their brands. Survey by eMarketer has exhibited that buyers go to social media platforms to remain aware of a brands and promotional campaigns. For example, all the major brands associated online customer dedication undertakings to attract customers by offering remarkable progressions. (Bochenek & Blil, 2013). Moreover, customers see social media platforms as an organizational channel, where they can associate on consistent bases with the organizations, and buyers need to see updated and real time content by means of social media. (Plangger, 2012) Thus, the search engines have designed their algorithms for the interest structure to engage more and more customers to see the updated content first. Customers who are introduced to a considerable extent of brand messages by means of social media marketing strategy filter through the substance that is not appealing to them. Likewise, giving right and reformed substance is a winner among the most imperative systems to manage a brand by means of social media successfully. (Sharma A., 2011). Unambiguous quality of the web based

systems administration organizes and the substance among buyers is another basic reason behind the customers to be associated with brands through social media. (Arora & Predmore, 2013). Since there is a considerable measure of web based systems administration stages and it is hard to incorporate into each one of them, publicists should separate their proposed intrigue gathering and appreciate the best stages to talk with them. Besides, giving convenient applications it makes the customers fascinated with the brand and make them brand committed. (Ripberger, 2011).

Hypothesis: The motivation behind this exploration is to research the impacts of the use of Social media on the buying behaviour. In view of the past writing, the impact of the use Social media on buying behaviour has been arranged into 5 fundamental measurements:
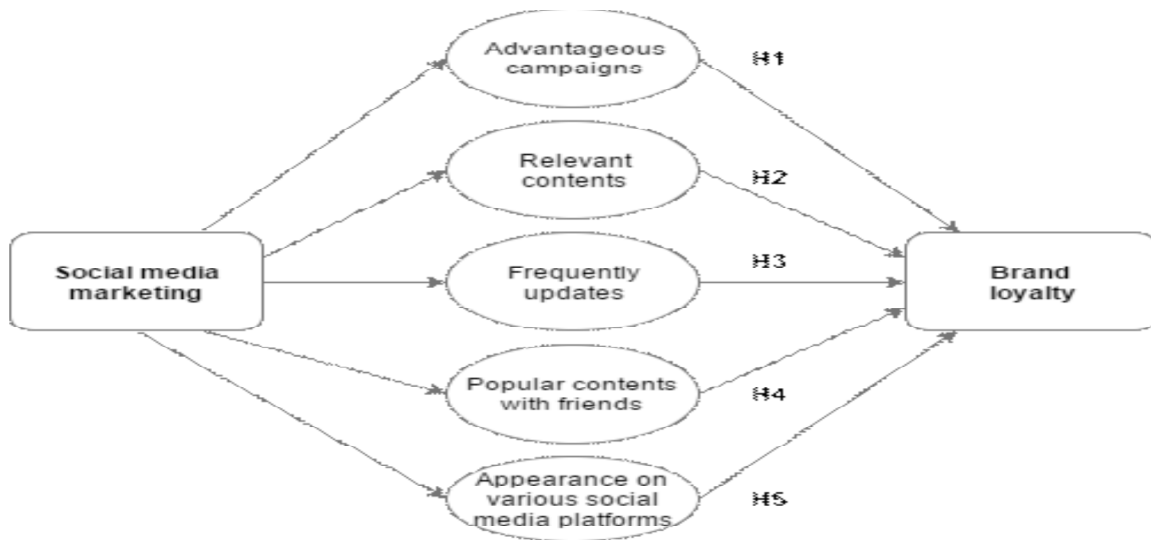
Exhibit 2: Components of Social media marketing affecting Brand loyalty

Advantageous campaigns on Social media and Brand loyalty

H1: Brand loyalty of the customers is positively affected when the brand offers advantageous campaigns on social media.

Relevant contents on social media and Brand loyalty

H2: Brand loyalty of the customers is positively affected when the brand offers relevant contents on social media.

Frequently updates of contents on social media and Brand loyalty

H3: Brand loyalty of the customers is positively affected when brand frequently updates its contents on social media.

Contents those are popular among the friends on social mediaand Brand loyalty

H4: Brand loyalty of the customers is positively affected when the brand offers contents that are popular among the friends on social media

Appearance on various social media platforms and Brand loyalty

H5: Brand loyalty of the customers is positively affected when the brand appears on various platforms and offers applications on social media.

RESEARCH METHODOLOGY

Research design

As social media is a swiftly developing phenomenon, an exploratory research design incorporating the existing literature followed to understand the concept and perspectives of social media. Causal research design implemented to understand the effect on brand loyalty based on the components of social media identified under literature review.

Data collection and Sampling

This research conducted to build up an exclusive model to understand the components of social media on the brand loyalty of the consumers. After reviewing the writing, data was gathered through the organization of an organized survey with a sample of 300 individuals who were social media users and took after no less than a brand via social media platforms selected by straightforward random sampling method. The questionnaire was produced to gauge brand loyalty, motivations to take after brands via social media marketing based on 5 components i.e. advantageous campaigns, relevant contents, frequently updates, popular contents and appearance on various social media platforms. The questionnaire has two sections. The first section captured respondents' demographics and social media profiles, while the second section captured measures of the latent variables. The categorical frequencies of demographic and social media profiles of the respondents shown in the Exhibit 3 and Exhibit 4:

Demographic Profile

Age	Frequency	Gender	Frequency	Education	Frequency
0-15	6	**Male**	184	**Metric**	71
15-30	162	**Female**	116	**Graduate**	126
30-45	102			**Post Graduate**	84
45-60	30			**Doctorate**	19

Exhibit 3

Social Media Profile

Social media account SNS_ACC	Frequency	Time spent on Social media sites SMS_time	Frequency	Amount spent on SMS Amt_SMS	Frequency
FaceBook	112	**less than 16mins**	78	**less than 5000**	140
LinkedIn	39	**16-30mins**	32	**5000-10000**	50
Instagram	78	**30-60mins**	53	**10000-15000**	30
Google +	31	**60-120mins**	87	**15000-20000**	50
Youtube	10	**more than 120mins**	50	**more than 20000**	30
Twitter 30					

Exhibit 4

HYPOTHETICAL TESTING

The hypothesized relationships were tested using multiple regression analysis. First of all a correlations matrix was developed to understand the relationships between review variables. Considering the correlation matrix, Content popular with friends(0.64136) and Advantageous campaigns (0.53359) shows high correlation with the Brand loyalty, then 5 models were created where independent variables which were entered into the equation "Enter" method" which were derived from literature review. A five point Likert scale was designed to record buyers brand loyalty with respect to the mentioned key variables then the entire collected data is coded to SAS base version for multiple regression analysis to check the validity of the mentioned hypothesizes. Following are the models testing hypothesis:

H1: Model 1

The hypothesized model for Social media (Advantageous campaign) and brand loyalty is represented in **Exhibit 5,** the p values in the table is less than 0.0001, F value (27.19) and Adjusted R. sq. (0.4669) which is acceptable, therefore all the estimated coefficients are statistically significant.

Variable	DF	Parameter Estimate	StandardError	t Value	Pr > |t|
Intercept	1	1.44805	0.39727	3.65	0.0003
Age	1	-0.57522	0.09293	-6.19	<.0001
Gender	1	-0.01890	0.12204	-0.15	0.8770
Education	1	-0.01823	0.06266	-0.29	0.7713
Social media account	1	0.38823	0.08940	4.34	<.0001
Time spent on Social media	1	0.60040	0.05759	10.43	<.0001
Amount spent on SMS	1	-0.43391	0.16875	-2.57	0.0106
Discount on Social media	1	-0.14157	0.05382	-2.63	0.0090
Recognize on Social media	1	-0.14535	0.05862	-2.48	0.0137
Coupons on Social media	1	0.00557	0.03619	0.15	0.8777
Exclusive offers on Social media	1	0.36739	0.06534	5.62	<.0001

Analysis of Variance

Source	DF	Sum ofSquares	MeanSquare	F Value	Pr > F
Model	10	230.75308	23.07531	27.19	<.0001
Error	289	245.24692	0.84861	**Depd.Mean** 2.000000	**R-Square** 0.4848
Corrected Total	299	476.00000	**Root MSE** 0.92120	**CoeffVar** 46.05989	**Adj R-Sq** 0.4669

Exhibit 5 Results for Brand loyalty based on Advantageous campaigns on Social Media

Y=C+m1x1+m2x2+m3x3+m4x4+ m5x5+m6x6+m7x7+m8x8+m9x9+m10x10

Predicted (Brand loyalty) =1.44805 + (-0.57522*Age) + (-0.01890*Gender) + (-0.01823*Education) + (0.38823*SMA) + (0.60040*Time SM) + (-0.43391*Amt SM) + (-0.14157*Discount) + (-0.14535*Recognize) + (0.00557*Coupons) + (0.36739*EO)

H2: Model 2

The hypothesized model for Social media (Relevant contents) and brand loyalty is represented in **Exhibit 6,** the p values in the table is less than 0.0001, F value (10.51) and Adjusted R. sq. (0.2414) which is not acceptable, therefore all the estimated coefficients are statistically insignificant.

Variable	DF	Parameter Estimate	StandardError	t Value	Pr > |t|
Intercept	1	4.05830	0.52895	7.67	<.0001
Age	1	-0.26054	0.13216	-1.97	0.0496
Gender	1	-0.60533	0.17259	-3.51	0.0005
Education	1	-0.14801	0.08545	-1.73	0.0843
Social media account	1	0.40134	0.10584	3.79	0.0002
Time spent on Social media	1	-0.27593	0.08549	-3.23	0.0014
Amount spent on SMS	1	-0.30511	0.14321	-2.13	0.0340
Clarity in Social media contents	1	0.13807	0.07395	1.87	0.0629
Simplicity in Social media contents	1	-0.15082	0.04748	-3.18	0.0017
Appeal on Social media contents	1	0.07186	0.07836	0.92	0.3599
Rationale contents	1	0.21968	0.10684	2.06	0.0407

Analysis of Variance

Source	DF	Sum of Squares	MeanSquare	F Value	Pr > F
Model	10	165.68178	16.56818	10.51	<.0001
Error	289	455.43822	1.57591	**Depd.Mean**	**R-Square**
				2.36000	0.2667
Corrected Total	299	621.12000	**Root MSE**	**CoeffVar**	**Adj R-Sq**
			1.25535	53.19292	0.2414

Exhibit 6 Results for Brand loyalty based on Relevant contents on Social Media

Y=C+m1x1+m2x2+m3x3+m4x4+ m5x5+m6x6+m7x7+m8x8+m9x9+m10x10

Predicted (Brand loyalty) =4.05830 + -0.26054*Age) + (-0.60533*Gender) + (-0.14801*Education) + (0.40134*SMA) + (-0.27593*Time SM) + (-0.30511*Amt SM) + 0.13807*Clarity) + -0.15082*Simplicity) + (0.07186*Appeal) + (0.21968*Rationale)

H3: Model 3

The hypothesized model for Social media (Frequent updates) and brand loyalty is represented in **Exhibit 7,** the p values in the table is less than 0.0001, F value (9.15) and Adjusted R. sq. (0.2306) which is not acceptable, therefore all the estimated coefficients are statistically insignificant.

Variable	DF	Parameter Estimate	StandardError	t Value	Pr > |t|
Intercept	1	1.91540	0.44141	4.34	<.0001
Age	1	-0.08062	0.10451	-0.77	0.4411
Gender	1	-0.22818	0.13086	-1.74	0.0823
Education	1	-0.08457	0.06689	-1.26	0.2072
Social media account	1	0.24409	0.10078	2.42	0.0161

Time spent on Social media	1	0.04798	0.07342	0.65	0.5139
Amount spent on SMS	1	-0.58796	0.18147	-3.24	0.0013
Interest in Social media contents	1	-0.04035	0.05771	-0.70	0.4850
New Products in Social media contents	1	-0.14102	0.06409	-2.20	0.0286
Latest information in Social media	1	0.04521	0.04002	1.13	0.2595
Annoying on Social media contents	1	0.30515	0.06362	4.80	<.0001

Analysis of Variance

Source	DF	Sum of Squares	MeanSquare	F Value	Pr > F
Model	10	97.07316	8.82483	9.15	<.0001
Error	289	277.84350	0.96473	**Depd. Mean**	**R-Square**
				1.68333	0.2589
Corrected Total	299	374.91667	**Root MSE**	**Coeff Var**	**Adj R-Sq**
			0.98221	58.34905	0.2306

Exhibit 7 Results for Brand loyalty based on Frequent updates on Social Media

Y=C+m1x1+m2x2+m3x3+m4x4+ m5x5+m6x6+m7x7+m8x8+m9x9+m10x10

Predicted (Brand loyalty) =1.91540 + (-0.08062*Age) + (-0.22818*Gender) + (-0.08457*Education) + (0.24409*SMA) + (0.04798*Time SM) + (-0.58796*Amt SM) + -(0.04035*Interest) + (-0.14102*New products) + (0.04521*Latest information) + (0.30515*Annoying SM)

H4: Model 4

The hypothesized model for Social media (Popular contents with friends) and brand loyalty is represented in **Exhibit 8,** the p values in the table is less than 0.0001, F value (26.13) and Adjusted R. sq (0.4804) which is acceptable, therefore all the estimated coefficients are statistically significant.

Variable	DF	Parameter Estimate	StandardError	t Value	Pr > |t|
Intercept	1	-0.11503	0.66441	-0.17	0.8627
Age	1	-0.53158	0.09296	-5.72	<.0001
Gender	1	-0.11629	0.12504	-0.93	0.3531
Education	1	-0.01588	0.06187	-0.26	0.7976
Social media account	1	0.35809	0.08887	4.03	<.0001
Time spend on Social media	1	0.58694	0.05704	10.29	<.0001
Amount spent on SMS	1	-0.17781	0.18835	-0.94	0.3459
Huge friend circle	1	-0.14088	0.05314	-2.65	0.0085
Large no. of friends on Social media	1	-0.14778	0.05788	-2.55	0.0112
Decisions affected by friends	1	0.01392	0.03584	0.39	0.6980
Common brands with friends	1	0.27891	0.09569	2.91	0.0038
Use brand to show off	1	0.36146	0.06454	5.60	<.0001

Analysis of Variance

Source	DF	Sum of Squares	MeanSquare	F Value	Pr > F
Model	11	237.77966	21.61633	26.13	<.0001
Error	288	238.22034	0.82715	**Depd.Mean**	**R-Square**
				2.000000	0.4995
Corrected Total	299	476.00000	**Root MSE**	**Coeff Var**	**Adj R-Sq**
			0.90948	45.47400	0.4804

Exhibit 8 Results for Brand loyalty based on Popular contents with friends

Y= C+m1x1+m2x2+m3x3+m4x4+ m5x5+m6x6+m7x7+m8x8+m9x9+m10x10 + m11x11

Predicted (Brand loyalty) =-0.11503+ (-0.53158*Age) + (-0.11629*Gender) + (-0.01588*Education) + (0.35809*SMA) + (0.58694*Time SM) + (-0.17781*Amt SM) + (-0.14088*FC) + (-0.14778*SM friends) + (0.01392*Decisions by FC) + (0.27891*Common brands) + (0.36146*Show off)

H5: Model 5

The hypothesized model for Social media (Popular contents with friends) and brand loyalty is represented in **Exhibit 9,** the p values in the table is less than 0.0001, F value (21.93) and Adjusted R. sq (0.4351) which is acceptable, therefore all the estimated coefficients are statistically significant.

Variable	DF	Parameter Estimate	Standard Error	t Value	Pr > |t|
Intercept	1	1.08341	0.71882	1.51	0.1329
Age	1	-0.48104	0.09636	-4.99	<.0001
Gender	1	-0.25695	0.12721	-2.02	0.0443
Education	1	-0.00560	0.06452	-0.09	0.9309
Social media account	1	0.14228	0.08108	1.75	0.0804
Time spend on Social Media	1	0.52880	0.05834	9.06	<.0001
Amount spent on SMS	1	0.42814	0.15367	2.79	0.0057
More information	1	-0.21458	0.05331	-4.02	<.0001
Better image in market	1	-0.09132	0.05920	-1.54	0.1241
Market Share	1	-0.02190	0.03663	-0.60	0.5503
Brand exposure	1	0.29014	0.09976	2.91	0.0039
Brand equity	1	-0.21180	0.08845	-2.39	0.0173

Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	11	216.99256	19.72660	21.93	<.0001
Error	288	259.00744	0.89933	**Depd. Mean**	**R-Square**
				2.000000	0.4559
Corrected Total	299	476.00000	**Root MSE**	**Coeff Var**	**Adj R-Sq**
			0.94833	47.41654	0.4351

Exhibit 9 Results for Brand loyalty based on Availability on various Social media platforms
Y= C+m1x1+m2x2+m3x3+m4x4+ m5x5+m6x6+m7x7+m8x8+m9x9+m10x10 + m11x11

Predicted (Brand loyalty) =1.08341+ (-0.48104*Age) + (-0.25695*Gender) + -(0.00560*Education) + (0.14228*SMA) + (0.52880*Time SM) + (0.42814*Amt SM) + (-0.21458*Information) + (-0.09132*Image) + (-0.02190*Market share) + (0.29014*Brand exposure) + (-0.21180*Brand equity)

FINDINGS

The data collected is normally distributed, the results of multiple regression shows that Model 4 [popular contents with friends on social media (*F value 26.13 & Adj. R sqr.0.4804)*] significantly explained 48% of the variance for brand loyalty, Model 1[advantageous campaigns *(F value 27.19 & 0.4669)*] explained 47% of variance for brand loyalty followed by Model 5 [availability on various social media platforms *(F value 21.93 & 0.4351)*] explained 43% of variance for brand loyalty. In simple words popular contents with friends, advantageous campaigns and availability on various social media platforms were optimistically related to brand loyalty. The remaining two models Model 2 [*relevant contents (F value 10.51& Adj. R sqr. 0.2414)*] and Model 3 [frequent updates *(F value 9.15 & Adjusted R sqr. 0.2306*)] were rejected in this study. To sum up, out of the five hypotheses tested for brand loyalty, three were accepted (H1, H4, H5), and two was rejected (H3, H4). These finding explicates that the characteristics of Social media are an important determinant of the Brand loyalty and impacts the buying behaviour of the buyers.

CONCLUSION AND RECOMMENDATIONS

The purpose of this research was to comprehend the impact of social media marketing on the brand loyalty on the basis of five perspectives namely i.e. advantageous campaigns, relevant contents, frequently updates, popular contents and appearance on various social media platforms on the brand loyalty. The results of this study indicated that popular contents with friends on social media are the most significant drivers of brand loyalty followed by advantageous campaign and appearance on various social media platforms respectively.

As popular contents with friends is the most relevant factor impacting the brand loyalty of the customers therefore it is important for the companies to understand the individual personality and social behaviour which can be done by conducting qualitative research. The companies should analyze the social and cultural groups which the customer is associated to and design the social media marketing strategies as per the insights collected. Advantageous campaigns are the second most vital component influencing brand loyalty, therefore, companies should endeavor discounts, coupons and exclusive offers on various platforms of social media so it conveys a message to the buyers that they would get monetary benefits also when they following a specific brand on social media. Lastly, availability of the brand on various social media platforms also impacts the brand loyalty thus the companies should optimistically utilize all the available social media platforms which helps to enhance brand awareness and exposure. As social media is relatively less expensive marketing tool, the finest social media marketing strategy for the company would be targeting buyers after understanding their social behaviour and designing relevant content which offers some advantageous benefits to the buyers on frequent basis at all the available social media platforms to generate at most level of brand loyalty.

Social media is an extremely dynamic and ongoing phenomenon hence, the practicality of social media must be examined and measured to discover and apply extreme marketing strategies. Researchers can lead additional research to delve more prospects about social media marketing which affects the brand loyalty and ultimately leads to a formation of a specific buying behaviour.

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