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Business Administration

# THE MODERATING IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY AND CONSUMER PURCHASE DECISION

**Chaimaa FARHI**

Master's Thesis

Supervisor

Asst. Prof. Dr. Esin YÜCEL KARAMUSTAFA

İstanbul, 2024

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The thesis titled "THE MODERATING IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY AND CONSUMER PURCHASE DECISION" prepared by CHAIMAA FARHI and submitted on 02/01/2024 has been **accepted unanimously** for the degree of Master of Business Administration.

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I hereby declare that this thesis meets all format and submission requirements of a Master's thesis.

I declare that all the data/information presented in this project has been obtained according to the academic rules and ethical conduct. I also declare that all the materials and conclusions have been cited in the text and all the references mentioned in the Reference List have been cited in the text, and vice versa as required by the above-mentioned rules and conduct.

Chaimaa FARHI

Signature

# DEDICATION

I dedicated my work to my beloved parents and family, who are a source of inspiration for us, and also give us strength when we thought to give up. They provide us with emotional, moral, financial, and spiritual support.

I dedicated my work to Almighty God who gave me the strength, skills, and power of the mind to complete this research properly.

# ABSTRACT

## THE MODERATING IMPACT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND LOYALTY AND CONSUMER PURCHASE DECISION

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Social media is a modern way of marketing that attracts more attention from customers as compared to traditional modes of marketing. Social media alters the modes of marketing and presents more opportunities to customers. Customers get the opportunity to connect with the brand and the brand also gets communicates with its target customers and presents its goods and services. Social media marketing involves reciprocal communication. Social media marketing influences the minds of the customers greatly as compared to other mediums of the market. Social media represents the technological basis for businesses to maintain sales and enhance engagement. Social media marketing enhances the sales of products by allowing customers to read the comments and reviews of the products. The study's primary goal is to investigate the effects of social media marketing on brand loyalty and consumer purchasing decisions. The research is carried out from the quantitative data and the utilization of statistical tools. The outcomes and their interpretation have been done accordingly. The survey's results show a total of 100 valid responses, and the variables relating to age, gender, marital status, and job status did not have any missing values. The results of the research show that trust is a critical component of developing brand loyalty and customer purchase decisions. The findings of the study are that social media has a greater impact on making purchase decisions and brand loyalty based on different values.

**Keywords:** Marketing, Social Media, Marketing Activities, Brand Loyalty, Purchase Decision, Brand Perception.

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# ABBREVIATIONS

| | | |
|---|---|---|
| **PLS-SEM** | **:** | Partial Least Squares Structural Equation Modeling |
| **SPSS** | **:** | Statistical Package for Social Sciences |
| **AMOS** | **:** | Analysis of a Moment Structures |
| **SMM** | **:** | Social Media Marketing |
| **GCC** | **:** | Gulf Cooperation Council |
| **eWOM** | **:** | Electronic Word-of-Mouth |
| **SM** | **:** | Social Media |
| **CBB** | **:** | Commonwealth Business Bank |
| **SMMA** | **:** | Social Media Marketing Activities |
| **ANOVA** | **:** | Analysis of Variance |

# 1. INTRODUCTION

Social media marketing has changed the dynamics of marketing and generated more opportunities for customers. The customers get the opportunity to interact with their favorite brand or business and give their suggestions about the product specification. This relationship is properly fostered and increases customer loyalty because they feel more connected with the brand. Over the years there has been rapid development in the multiple platforms of social media that are gaining the attention of customers (Ebrahim R. S., 2020). The brand directly communicates with the targeted audience conveys its messages to them asks for their choices, and tries to change the product. In this way, the good reputation of the brand is developed in the minds of customers and they prefer it over the brands. This ultimately increases the value of the brand in the minds of customers and they remain connected with it (Hasan & Sohail, 2021).

Social media is the latest and modern way of marketing that attracts the attention of customers at a wider level as compared to traditional modes. The companies get the opportunity to directly communicate with the brand outside the traditional modes which ultimately enhances the loyalty of the customers. Moreover, through social media, companies show their ads more frequently which has a direct impact on the psychology of the customers (Zhang & Li, 2019). The customers can easily give their suggestions and recommendations regarding the product quality which ensures the mindset of customers for a better product. The feedback on the products from other customers can be easily checked through social media by the customers in the comment section of the posts. This gives them better and more accurate information about the quality of the product that they are planning to purchase. So, in this way, the purchase intention of the customers is increased as they like to purchase based on social media (Li, Teng, & Chen, 2020).

Social media has introduced the technological foundations for the business which is not only necessary to maintain their sales but also influences them to be more engaged. Consumers are connected through the platform where they are connected to people around the globe, multiple brands, and sources via online mediums (Shanahan, Tran, & Taylor, 2019). They have the choice that they can give their suggestion and provide any information about the products. In this way, the brands can get information about the requirements of customers and try to change the structure of the product according to the choice of customers. This is

the ultimate way that build a good reputation for the brand in the minds of customers and they remain connected and loyal to that brand (Li, Teng, & Chen, 2020). So, this strategy is widely used by brands and accepted by customers. They prefer those brands that have social media accounts because in this way they can better interact with that brand and convey their requirements.

The influence of social media on the minds of customers is more as compared to the other mediums used for marketing by brands. The reason is that the social media platform provides a two-way interaction to the customers in which they can give information about the product, they can check the brand image, reviews by the customers, and other such initiatives aid in the effectiveness. The customer gets information through social media before making a purchase decision (Aji, Nadhila, & Sanny, 2020). Moreover, the continuous display of the ads develops the minds of customers that they need something which eventually forces them to make a purchase decision. Moreover, if they like the product, they can easily give their feedback and the brand appreciates their feedback. This generates goodwill in the minds of the customers (Shanahan, Tran, & Taylor, 2019). Due to this good image, they prefer to purchase from that specific brand in the later stages as well. So, social media marketing tools are widely affecting customer loyalty and the purchase interaction of customers.

## 1.1 BACKGROUND

Social media marketing trends are continuously increasing and they are beneficial for the business because they boost customer retention and loyalty at the later stages of business. A great shift in marketing initiatives was observed after the pandemic of Covid-19 as at that time customers had plenty amount of time to spend on social media sites. Besides that, at that time the trend of online shopping also increased which caused brands to use social media for branding, and customer integration (Li, Teng, & Chen, 2020). Moreover, a great decline in physical shopping was observed in the era of the pandemic which ultimately boosted social media. The reason is that through social media sites, a better image of products can be displayed to the customer via videos. The customers can get an idea about the quality of the product and then decide on the product purchase. Trade and Development Conference of the United Nations has estimated that 52% of customers opted for online shopping after the era of the pandemic because the physical stores were closed (Masroor Ahmed, 2015). The

only option for the customers was the online stores so this pandemic has also aided in social media marketing development.

The purchase journey of the customers is consistent with the product and service reviews, social media, targeted ads, and reviews from the influencers (Carufel, 2022). The social media teams of the brands have hired brand ambassadors that promote the products by giving reviews. For example, Instagram, Twitter, and Facebook are the most common modes of marketing by brands. Multiple brands are taking leverage of social media marketing to shape the purchase decisions of customers and increase brand loyalty by maintaining a positive image. The emotional aspects are covered by the brand which motivates the customers to make a purchase decision because the emotional aspect directly affects the minds of customers. For instance, 41% of customers purchase products influenced by social media and they prefer to have complete information about that product from the social media account of that brand (Masroor Ahmed, 2015).

Social media, particularly in the context of the purchase, has a tremendous influence on consumer behavior. When consumers are assessing any product or service half of them try to read the comments, and reviews about that product so that they can get a better idea about it. If there are more negative reviews about that product, they do not like it and do not make any decision regarding its purchase because it influences their negative behaviors. Moreover, social media tools are the better source of learning for the customers and the spread of word of mouth is far better which ultimately enhances the reach of the brand (Aji, Nadhila, & Sanny, 2020). Another important factor that is considered by the brands is direct communication. The customers have the opportunity to directly communicate with the brand regarding their concerns which also makes it easy for them to purchase any product. They are well aware of the new launches, new products, and other updates that the brand is doing for them. So, the maximum number of audiences can be targeted with the help of these strategies. This ultimately makes the customers feel more connected builds a positive relationship in the long run and improves brand loyalty.

Social media follows the current trends of national and international markets which updates the customers about the latest fashion and styles. Customers also prefer social media because they can get better and more accurate information through social media tools. Another important factor that counts for loyalty is feedback. It is simple to read consumer reviews

not only national level but at the international level as well. For example, customers can easily give feedback regarding the product they are using (Aji, Nadhila, & Sanny, 2020). If any is lacking, they can directly comment under the post or directly message the brand. In this way, the management of the brand tries its best to make the most effective decision to improve the quality of the product. This ultimately increases the value of the brand or business in the minds of customers. In the future, they plan to buy from the same brand. This shows that social media activities moderate the brand loyalty and purchase intention of the customer. 81% of customers have admitted that they purchase a product by checking the reviews and communicating with the customer's family and friends through social networks (Li, Teng, & Chen, 2020).

Social media has had a great influence on the purchase decisions of customers after the pandemic of covid 19. There are multiple tactics used by brands to attract the attention of customers. Although the customers are using both sides of the brain i.e., logical and emotional but emotional aspect has more impact on the purchase intention of the customers (Li, Teng, & Chen, 2020). Moreover, the information gathered from social media tools is far way cheaper and more accurate. The visuals, graphs, and charts are used by the companies to show a wider picture of their brand to the customers which attracts the attention of customers to a great extent. The stories are told to the customers through which they can attract the maximum number of customers. The Business 2 Business community has indicated that 48% of social media-savvy women have an impact on the minds of customers and they just buy those products that are reviewed by them (Bilgihan, Peng, & Kandampully, 2014). For example, if the customer wants to purchase any device for the home they will try to search for the brand, read out the reviews, and gather information from the social media of that company. In this way, they develop comprehensive information regarding that company or that specific brand. If they like it they will end up buying that product (Shanahan, Tran, & Taylor, 2019). So, this depicts that social media has a great influence over the purchase intention of customers and also positively influences brand loyalty.

## 1.2 PROBLEM STATEMENT

Social media is widely affecting consumer purchase decisions. To study this factor multiple types of research have been conducted so far that have investigated how social media affects people's willingness to make purchases. Although a lot of research is presented by the

researchers still there is lacking the aspect i.e., the impact of social media on brand loyalty. This is the most important factor that contributes to the purchase intention of the customers (Shanahan, Tran, & Taylor, 2019). For example, if the customers are connected with the brand or business they will prefer to purchase from that brand because in this way they feel more connected. Moreover, the research gap in how social media is influencing the purchase intention of customers still exists and needs to be considered in this research. This is one of the most important factors when considering the importance of social media.

The current study examines the moderating impact of social media on consumers' purchasing intentions and brand loyalty (Park, Hyun, & Thavisay, 2021). The most important reason is that most customers are addicted to social media and brands use this platform for marketing purposes. When customers are using this platform, they tend to like and spend time on the products of their interest. The review reading about the products and the company also gives comprehensive information about it. Customers' perceptions of the brand are ultimately shaped by this, and they choose to purchase the goods. To effectively conclude from this, the current study intends to investigate the moderating impact of social media on consumer purchase decisions and customer loyalty.

## 1.3 RESEARCH OBJECTIVES

The study's objectives are defined according to the major variables such as brand loyalty, consumer purchase decision, and social media marketing activities. The objective of this investigation is to:

a. To research how a purchase decision is impacted by brand loyalty.

b. To research the moderating impact of social media marketing activities on brand loyalty and the connection between purchase decisions**.**

## 1.4 RESEARCH QUESTIONS

The following are the study's questions:

a. What is the influence of brand loyalty on the consumer purchase decision?
b. Do social media marketing activities moderate brand loyalty and consumer purchase decision association?

## 1.5 RESEARCH SIGNIFICANCE

This study has significant value since it has contributed thorough knowledge to the corpus of literature. For instance, in the section of literature, multiple pieces of research are explored that give information about the customer engaged, the impact on consumer purchase decisions, and factors affecting customer loyalty. Moreover, this research has collected data from customers who are highly influenced by the use of social media which gives accurate information about the impact of social media on the minds of customers (Li, Teng, & Chen, 2020). The more productive results are drawn by this research which aids in the appropriate decisions by the brands so that they can improve their marketing campaigns.

The study has explored the influence of social media marketing activities on brand loyalty. This is the most important factor for the brands to retain their customer. If the most appropriate quality is provided to the customers there are higher chances that they will be loyal (Shanahan, Tran, & Taylor, 2019). Therefore, it is important to concentrate on the product's quality, which finally results in better profit levels. The business can formulate the most effective strategies for influencing the customers so that they can be retained in the long run. If the customers are loyal to certain brands there are higher chances that they will plan to continue shopping with that brand (Atulkar, 2020). In this way, the brands can get comprehensive analysis through this research of how it is affecting the purchase intention of customers and come up with new and innovative techniques that are beneficial in the long run. So, in this way, the study has great significance.

## 1.6 STRUCTURE OF RESEARCH

The thorough literature review is explored in the second part of this study. The influence of social media marketing activities on brand loyalty and consumer purchase decision as well as its moderating effect is examined in the study that has been published by various scholars. In chapter 3 the methodology is explained i.e., data collection method, sampling, analysis, and other techniques are explained. In chapter 4 the findings/ results of the study are explained along with the decision. The final chapter, chapter 5, is the conclusion chapter and it summarizes all the data and findings of the study so that other researchers may utilize it in the future.

# 2. LITERATURE REVIEW

## 2.1 BRAND LOYALTY

Hakan Cengiz and his fellows conducted a study. According to researchers, brand loyalty is a core marketing term that raises a customer's strong preference for products or services given by a certain brand above those offered by rival brands. It demonstrates a strong bond and trust between the customer and the brand. In the field of social media marketing, which involves utilizing social media platforms for promotional purposes, it is crucial to comprehend how various marketing actions on such platforms affect brand loyalty. Social media marketing operations include a variety of tactics for interacting with and recruiting clients on social media platforms. Creating intriguing content, running targeted adverts, arranging competitions or giveaways, communicating with consumers through comments and messages, and establishing online communities are examples of these activities. These programs are intended to raise brand recognition, pique client interest, and eventually develop customer loyalty (Cengiz & Cengiz, 2016).

Afzal Rahul conducted a study and according to the researcher, the moderating impact of social media marketing activities on brand loyalty is critical because it explains how these activities increase or decrease customer loyalty to a business. It helps marketers evaluate the effect of their social media efforts on brand loyalty and make informed decisions about how to enhance their strategies. The nature of the activities, the target audience, the brand's positioning, and the competitive environment are examples of such elements. For example, the sort of social media information provided, such as instructive blogs, funny videos, or interactive polls, can impact how customers view and engage with a company. Similarly, the capacity of targeted marketing to catch clients' consideration and convince them to make rehash buys may considerably affect brand faithfulness. Moreover, the main target group's singular elements, like interests, socioeconomics, and online activity, could affect the outcome of social media promoting activities in building brand dependability. Understanding these traits allows marketers to customize their methods to resonate with their target demographic and develop better brand loyalty. The brand's market positioning and competitive environment also influence the impact of social media marketing operations on brand loyalty. If a business competes in a highly competitive market with a plethora of alternatives, its social media marketing activities must be especially efficient in

distinguishing the brand and providing a distinct value proposition. In a less competitive industry, however, social media efforts may have a greater influence on brand loyalty since customers have fewer options (Rahul, 2021).

Jamil and his fellows conducted a study. According to researchers, social media marketing activities have emerged as effective instruments for establishing and strengthening brand loyalty. Social media platforms provide organizations with the opportunity to speak with their clients all the more actually and intuitively. Brands may create a connection and forge stronger bonds with their consumers by engaging in activities like replying to comments, answering customer questions, and participating in debates. Brands may produce and publish a variety of material through social media, including educational articles, films, photos, and user-generated content. Brands can captivate their target audience, show their expertise, and increase brand loyalty by creating interesting and pertinent content. Social media platforms provide direct connection and real-time engagement between businesses and consumers. Utilizing social media, brands may give individualized answers, make special offers or discounts, and thank their devoted patrons. Such proactive customer relationship management techniques increase consumers' commitment to a company (Jamil, Dunnan, Gul, Gillani, & Awan, 2022).

Werner Geyser conducted research. According to researchers, social media influencers have emerged as prominent personalities with large followings and a high degree of trust. By providing compelling material and establishing themselves as experts or trendsetters in their respective professions, these individuals have amassed a devoted following. Collaboration with influencers who share a company's values and appeal to its target demographic may have a significant impact on brand loyalty. Brands get access to established and passionate fan bases by collaborating with influencers. When a brand is promoted or endorsed by an influencer, its followers are more likely to notice and evaluate the business's offerings. Through their suggestions, personal experiences, and knowledge, influencers can change their followers' perspectives and purchase decisions. As a result, influencer marketing may be a powerful tactic for increasing sales and cultivating long-term brand loyalty. Furthermore, social media platforms enable the formation of online communities focused on certain companies or hobbies. These communities act as virtual meeting spaces for people who share similar interests to interact, exchange experiences, and debate their favorite

companies. These communities may be used by brands to facilitate consumer interactions, boost brand advocacy, and foster a sense of belonging among their devoted customers. Customers are more likely to display brand loyalty when they have a strong feeling of community and connection with a brand. Engaged community members become ardent brand advocates, pushing the brand's products or services and influencing others' impressions. They may share their good experiences, provide testimonials, or offer advice and suggestions to other members of the community, thus enhancing the brand's reputation and encouraging loyalty among both present and new consumers (Geyser, 2023).

Carol Kopp conducted a study. According to researchers, brand loyalty is a complicated notion driven by a variety of variables. Product quality is an important component that influences brand loyalty. Brands that consistently provide high-quality products or services are more likely to earn the loyalty of their customers. When a brand regularly meets or exceeds client quality standards, it creates a reputation for dependability and customer pleasure. This favorable view increases the probability that customers will remain loyal to the brand. Product quality is critical since it has an immediate influence on the total consumer experience. Customers are more inclined to trust a brand and develop a preference for it if it regularly produces products or services that are trustworthy, durable, and perform as promised. This trust is based on the assumption that the brand will consistently deliver on the level of excellence promised, resulting in a lower chance of dissatisfaction or disappointment. Furthermore, product quality influences consumer happiness. Customers are more likely to be happy with their purchasing choice if they believe the things, they buy regularly suit their demands and provide good value for money. This happiness improves their whole brand experience and raises the possibility of repeat purchases and loyalty. Brand image is another important component of brand loyalty. Consumers' connections, perceptions, and beliefs about a brand are referred to as a brand image. It includes how customers view the brand's personality, values, reputation, and market positioning. A positive brand image fosters consumer trust, credibility, and emotional relationships. When a brand has a strong and good image, customers have a favorable opinion of it. Effective marketing, advertising, positive word-of-mouth, and consistent brand messages may all help to build this impression. A good brand image may set a business apart from competitors and make it more enticing to customers. A favorable brand image increases brand loyalty by creating an emotional connection with customers. Consumers are more likely to establish

brand loyalty when they have favorable connections with a brand and believe it to be trustworthy, reliable, and aligned with their values. This commitment extends beyond intellectual concerns and touches on the emotional part of customer behavior (KOPP, 2023).

Qiao and his fellows conducted a study. The researchers focus on the customer's appraisal of the advantages gained from a brand about the expenditures incurred is referred to as perceived value. Brands that offer more prominent benefits concerning quality, features, cost, and by and large shopper experience are bound to make dependability. Clients are more inclined to stay faithful to a brand on the off chance that they accept it gives higher worth than contenders. To create and maintain brand loyalty, trust is crucial. Trust is built via dependable relationships, continuous fulfillment of commitments, and open communication. Customers who trust a brand are more confident in their decision to stay loyal and are less inclined to contemplate moving to competitors. Moving costs refer to the hurdles or expenditures involved with moving to a different brand. Customers are more inclined to continue with their existing brand when switching costs are higher, whether financial, psychological, or time-related. Customers' loyalty may be enhanced when they believe the benefits of sticking with the brand exceed the costs of switching (Qiao, Yin, & Xing, 2022).

According to Jibril and his fellows, in today's digital world, social media marketing activities are becoming increasingly vital for companies. They provide a range of possibilities to communicate with consumers, raise brand recognition, and ultimately promote brand loyalty. However, the effectiveness of these actions in increasing brand loyalty is not uniform and can be modified by a variety of moderating variables. The choice of social media platform is a critical moderating element. Different platforms have unique qualities, user demographics, and interaction patterns. Brands must grasp these distinctions and modify their marketing strategies accordingly. For example, visual-centric sites like Instagram and Pinterest are ideal for creating a brand image and promoting aesthetically attractive material. These platforms enable marketers to post high-quality photos and videos that may attract customers' attention and elicit favorable feelings. Brands may develop their identity and build a distinct brand image by constantly offering visually compelling content, which in turn increases brand loyalty. Platforms like Facebook and Twitter, on the other hand, provide several options for companies to interact with their audience. These channels help encourage dialogues, establish brand interactions, and obtain customer feedback.

Brands may use these platforms to start discussions, reply to consumer questions and comments, and create tailored experiences (Jibril, Kwarteng, Chovancova, & Pilik, 2019).

According to researcher Davis, brands may develop loyalty among their followers by constantly connecting with consumers and resolving their problems. Other moderating variables, other than platform selection, can influence the efficacy of social media marketing efforts on brand loyalty. These aspects include the preferences of the target audience, the brand's communication strategy, the consistency of messaging across platforms, and the extent of integration between social media and other marketing channels. These variables must be considered by brands when creating and conducting social media marketing initiatives. By understanding the preferences and behaviors of the target audience, brands should do research to determine which social media channels their target audience prefers and customize their marketing efforts appropriately. Furthermore, consistency in messages across channels is critical for maintaining a unified brand identity and reinforcing brand loyalty. Brands should ensure that their brand values, tone of voice, and visual aspects are consistent across all social media channels. Furthermore, combining social media marketing operations with other marketing channels can increase the influence on brand loyalty. Brands may establish a unified brand experience for customers by synchronizing messages and campaigns across social media, conventional advertising, email marketing, and other channels. This comprehensive strategy promotes brand identification and builds an emotional bond between the brand and its customers (Davis, 2017).

Consumer interaction and participation are critical components of social media marketing and have a big influence on brand loyalty according to Bigne and his fellows. The degree of involvement and contact with consumers on social media platforms might influence their brand loyalty. Consumers who actively participate in various social media activities linked to a brand are referred to as active participants. Creating and sharing material, commenting, enjoying, and interacting with brand postings, participating in conversations or competitions, and offering feedback are all examples of this. When customers engage in such activities, they are no longer merely passive spectators of marketing information. They become involved in the brand's online community (Bigne, Andreu, Perez, & Ruiz, 2019).

Fetais and his fellows conducted a study. According to researchers, passive consumption of marketing content is users passively viewing or absorbing the content without actively

interacting or contributing. Scrolling through postings, viewing videos, or reading articles without taking any further action or offering input is one example of this. According to research, actively participating in social media marketing activities strengthens brand loyalty more efficiently than passive consumption. Customers who actively connect with a brand put time, effort, and creativity into the brand's online presence. As customers become members of the brand's narrative and community, they gain a sense of ownership and belonging. Active engagement helps consumers to establish a stronger bond with the brand. They demonstrate their affection for the brand and promote it throughout their social networks by developing and sharing material linked to it. Because it utilizes the trust and power of personal connections, word-of-mouth marketing may have a major impact on brand loyalty. Customers also feel respected and heard when they interact with the brand and participate in dialogues or debates. This engagement strengthens the emotional bond and establishes a friendship based on mutual trust and respect. The brand's reaction and involvement with customers' inputs strengthen brand loyalty even further (Fetais, Algharabat, Aljafari, & Rana, 2022).

Scripta researched that social media has become an essential component of corporate marketing strategy, allowing them to access a diverse spectrum of customers. However, it is critical to understand that the efficiency of social media marketing operations varies greatly between customer categories. Age, culture, and individual tastes all play important roles in defining how customers respond to these marketing initiatives. Age is a crucial element influencing the success of social media marketing. When it comes to social media consumption, different age groups exhibit diverse features and habits. Younger customers, such as millennials and Generation Z, are more engaged on platforms such as Instagram, Snapchat, and TikTok. They are more open to visually appealing material, influencer partnerships, and interactive experiences in general. Older customers, such as baby boomers, may favor platforms such as Facebook and LinkedIn, and they may respond better to educational and authoritative material. Marketers must adjust their social media tactics and content to various age segments' tastes and behaviors. Another important component influencing customer response to social media marketing is culture. Cultures have different conventions, beliefs, and communication methods, which impact how people interact with social media information. A few cultures, for instance, may place a top-notch on individual and self-articulation, while others might put a superior on cooperation and community-

oriented goals. Advertisers should know about social contrasts and design their social media systems likewise. This may entail localizing material, employing culturally relevant imagery and language, and knowing each target segment's cultural sensitivity (Scripta, 2020).

Talbot conducted a study according to researchers; individual preferences can have a huge effect on the progress of social media promotion. Buyers each have their arrangement of interests, prerequisites, and inspirations, and their preferences could contrast enormously. Some people are more drawn to visual material, while others prefer written or audio-based content. To satisfy these preferences, personalization and customization are essential. To build personalized social media experiences, marketers need to acquire data and insights about their target consumers. This might include making tailored recommendations, offering targeted offers or discounts, and participating in one-on-one interactions to strengthen connections. Marketers should use segment-specific methods and messaging to improve brand loyalty among various customer segments. Marketers may create content that connects with their target audience by studying the qualities and preferences of each customer category. This increases the chance of engagement and conversion. This might include developing separate social media campaigns for different segments, employing suitable language and images, utilizing influencers or brand ambassadors that appeal to certain segments, and monitoring and evaluating the effectiveness of each segment to enhance plans (Talbot, 2021).

Research conducted by Reham Shawky Ebrahim on understanding the influence of social media marketing on brand loyalty and brand equity. A survey of 287 customers using telecommunication companies on social media situated in Egypt was conducted. The study aims to investigate how social media activity affects brand loyalty through brand equity and brand trust. In digital and traditional marketing communication tools, social media marketing is a significant gain. The study also describes the view of customers on the platform of social media about the company’s marketing activities. According to the study, brand loyalty refers to an intense need to continue purchasing a certain brand in the future, regardless of external circumstances. This definition shows that behavioral loyalty leads to an increase in market share whereas attitudinal loyalty leads to an increase in brand value. The outcomes of the research show that social media activities have three dimensions such as customization,

word-of-mouth, and trendiness. These dimensions have a direct impact on brand loyalty (Ebrahim R. S., 2019).

The research was conducted by Sulaiman Althuwaini to examine the impact of social media activity on bank customers' brand loyalty. 252 clients who used banking services on social media participated in an online survey, and data were gathered and analyzed using Smart-PLS. The study's main objective is to determine how social media affects consumer brand loyalty and bank trust. Banks are aiming to engage new channels and this causes a shift in transactional and informational touchpoints between banking sectors and users. Social media provides effective ways to communicate with customers. Loyal customers have great benefits in marketing. Companies must focus on factors such as convenience, perceived value, relevance, customization, and interactivity that are associated with online settings. Such social media activities are a stimulus for brands that influence the customer experience and also make a strong relationship with the goods and services providers and as a result, behavioral reactions, such as loyalty and satisfaction, improve. The findings of this study demonstrate how important brand loyalty and trust are in social media marketing (Althuwaini, 2022).

## 2.2 CONSUMER PURCHASE DECISION

Hasan and his fellow members have been doing research in the year 2021. Assessing the moderating effect of social media marketing initiatives on consumer price decisions is the study's main goal. Social media has improved customer engagement for marketers. Branding study on social media marketing is insufficient. Few international branding studies have examined how localness/non-locality affects consumer-brand interactions. The current article explores social media advertising's antecedents, their possessions on acquisition intention, and how local and nonlocal brands moderate these interactions. 343 Saudi social media users were surveyed online. Structural equation modeling tested the research model. Most direct and moderating effects were confirmed. Brand trust, community, responsiveness, and interaction influenced purchase intention. Brand origin moderated brand trust-purchase intention correlations. The suggested approach integrates brand localness and non-localness into social media marketing and branding research. The paper finishes with a theoretical and practical analysis. Local and nonlocal enterprises can follow these social media marketing ideas based on the survey. Companies must engage with their audience on

social media. Brands may build consumer trust by delivering useful and entertaining content often. They should also use social media's interactive features, such as surveys and contests, to engage customers in brand-related discussions. Firms should track their social media marketing results. Analytics tools and measurements can reveal consumer involvement, reach, and conversion rates. These findings can inform brand marketing strategy and resource allocation (Hasan & Sohail, 2021).

Value consciousness, brand consciousness, and brand loyalty are moderated by gender and income. The survey collected information. Convenience and sampling using snowballs collected 262 responses. AMOS-23 and SPSS-24 were applied. SPSS performed an explanatory factor analysis first. Moderation effects were tested using AMOS multigroup moderation analysis. SMM affects brand loyalty, value consciousness, and brand consciousness in men, women, and low-income groups. Gender's moderating influence is not statistically significant. Only two paths show income's moderating influence. It is crucial to study how social media marketing affects customer behavior as social media usage rises and brand loyalty falls. Cross-cultural replication studies are important, as shown by this study. Considering gender and income's moderating effect, social media marketing's impact on consumers warrants numerous recommendations. Social media marketing moderate's customer buying decisions, which is why these recommendations are related. Companies should research their target audience's demographics. Brands can target distinct demographics on social media by analyzing gender and wealth differences. Companies can develop a more inclusive brand image that appeals to more consumers by including various gender and socioeconomic representations in their content. These guidelines can help firms use social media marketing to moderate consumer buying decisions and customize their strategies to different genders and income levels. The current strategy can boost social media marketing that engages consumers and influences purchases. Akbarov in the year 2020 has been conducting research for observing the influence of social media on customer buying decisions (Akbarov, 2020).

Retailers actively engage with customers using social media. The level of customer involvement with social media marketing material varies by social media and among consumers. Although there is little scientific evidence, context may explain such inequalities. Consumption, participation, and invention of social media are understudied.

Thus, academics seek to study how the diversity of media and content trustworthiness affect social media engagement. PLS-SEM examines 719 responses to the survey. Results suggest media context affects participation. The present research examines how contextual factors affect social media participation patterns, adding to the growing knowledge. 2021 research was done by Cao and his close companions. After analyzing the moderation impact of social media context on consumers' involvement in social media behavior, multiple suggestions can be made, particularly about the limiting impact of social media advertising efforts on consumer purchasing choices. Brands should be consistent across social media. Maintaining a distinct brand tone and appearance can boost brand awareness and recall, which affects consumers' purchasing decisions. The brand's values and target audience should be represented by the content shared. Brands can also use social media analytics to understand consumer behavior and involvement. Monitoring likes, shares, comments, and click-through rates can help companies assess social media marketing's performance. Current tactics can inform future marketing activities and help allocate resources more efficiently. Following these rules, corporations can take advantage of social media marketing's moderating effect on customers purchasing decisions. The present approach can improve social media promotion by increasing participation, brand loyalty, and sales. (Cao, Meadows, Wong, & Xia, 2021).

Consumption has changed due to social media use. Unnecessary expenditure contributes to climate change, according to growing data. Social media's personalized environment encourages thoughtless purchases and excessive consumption. Personalized advertising's impact on sustainable purchase decisions is hardly documented Using reasoned action and stimulus-organism-response framework, this study analyzes if particular marketing affects sustainable purchasing decisions. Personalized advertising boosts impulsive sales via desire buying tendency, according to structural equation modeling of 717 Chinese experienced social media users. Mobile shopping attitude encourages impulsive purchases, although its interaction effect was minor. Thoughtless buying promotes sustainability. Additionally, environmental knowledge reduces impulsivity. Integrated constructions are strong, according to neural network analysis. Sustainable development is growing; thus, scholars and practitioners should study it. Zafar with his companions has taken research in the year 2021. In social media's individualized atmosphere, past studies did not illuminate sustainable purchase decisions. The stimulus-organism-response framework and theory of reasoned

action were used to justify personalized social media advertising's function in SUPD. Additionally, Considering the relationship between impulsive desires and supportable purchasing choices in the customized context of social media, numerous recommendations may be made to promote responsible and aware consumer behavior. To promote sustainability, provide product information, certifications, and eco-friendly alternatives. Manage social media environment. Consumers can find positive and instructional information that matches their ideals by curating their feeds and following sustainable living and responsible consumption accounts. These suggestions can use social media's personalized environment to promote responsible and sustainable buying. Brands, social media platforms, and individuals may promote thoughtful consumption, sustainability, and environmental impact (Zafar, Shen, Shahzad, & Islam, 2021).

Social media is becoming an integral aspect of consumers' daily lives, changing purchase habits. The current study examines how social media may affect luxury vehicle purchases in the Gulf Cooperation Council (GCC), one of the world's largest luxury vehicle marketplaces. The direct link between social networking sites (an independent variable) and purchase decisions (a dependent variable) is also influenced by demographics. The descriptive analysis and a five-point Likert survey are used. 1,257 of 1,000 to 1500 individually submitted surveys sent to the resulting GCC showrooms and dealerships were collected (83.8%), and 1,224 valid survey responses were statistically assessed. In the first two steps (need recognition and information search), social networking sites positively affect luxury item purchases in the tested group. Income and daily social media use attenuated the direct relationship between social media and buying decisions, but education had a negative effect. The study also found that women prefer Snapchat and YouTube. Analyses are examined, interpreted, and suggested for further investigation. Thus, social media activities boost consumer purchase power. The current research has been taken by Abdallah in the year 2021 (Al-Abdallah, Khair, & Elmarakby, 2020).

Modern marketing has been used by businesses to sell their products and services due to technological advancement. Key digital marketing channels are highlighted in this report. Using eWOM as a mediator, digital marketing networks such as online promotion, social media, electronic mail marketing, and website search engines were examined for their effects on customer purchase decisions. Using a personalized retail survey questionnaire, a

quantitative investigative method was applied to meet study purposes and test the expected research context. Key analyses were performed using SmartPLS3 software on 255 valid replies. The consequences showed that all digital marketing networks had a considerable influence on customers' buying decisions, with eWOM moderating this impact. The study contributes to the body of information and supports the presumptions to better comprehend the studied problem. Several suggestions may be made when taking into account the influence of digital marketing networks on customer purchasing decisions through electronic word-of-mouth (eWOM) in Jordanian marketplaces, especially when it comes to the moderating effect of social media marketing actions on consumer purchase decisions. Brands need to concentrate on being present and active on Jordanian social media channels. Companies can effectively approach and engage consumers by understanding their preferred social media platforms, enhancing eWOM, and influencing purchase decisions. Brands may develop content that resonates with Jordanian customers and spark debates and suggestions by adapting their social media marketing to these channels. Brands can use eWOM to moderate social media marketing's effect on customer purchasing decisions in Jordanian markets by following these guidelines. The discussed method helps firms to carefully use digital marketing channels, communicate with consumers, and leverage eWOM to improve sales and profitability (Kurdi, et al., 2022).

In the year 2021, Tashtoush has been conducting research to observe the consequences of marketing actions on consumer acquisition decisions. Some studies have examined the impact of social media on advertising and customer buying actions, but more research is needed. The current study examines how commercial bank customers in Jordan utilize social media and how it affects their purchasing decisions. The study examined 200 users' social media activity and banking product and service purchases. Social media affects customer purchasing behavior by 69%. Also, 73% of customers used Facebook, and interactivity was the most influential component in the association between social media and consumer buying performance (63%). These findings suggest that Jordanian commercial banks and reputed brands should concentrate on their advertising approach and use social media to their benefit. The research also tests the association between SM and CBB empirically.

The study also confirms several former research results and helps explain and clarify conflicting findings from earlier studies in this sector. The current research enhances the

understanding of the consumer's CBB process. The research offers value to scientific studies and research on CBB and its interaction with SM factors by describing SM and CBB through three components. Future research has some advantages and drawbacks. First, commercial bank and brand data will be collected so future research might include data from other sectors. The current study focuses on multiple brands of sizes in different locations, and our conclusion about the association may not be the same for reputed brands of different sizes and areas, so future studies may employ a comparative study. Social media's impact on reputed brands' customers' buying behavior can be optimized to improve the customer experience. Commercial banks and reputed brands should be active on target audience-friendly social media sites. Banks/ brands may improve brand awareness, trust, and credibility by engaging with users on official accounts. Sharing helpful and instructional financial content can help consumers make better selections and influence their buying habits. By following these guidelines, commercial banks/ reputed brands can practice social media to affect consumer purchases. Strategic and customer-centric social media can boost brand perception, engagement, and customer acquisition and retention (Tashtoush, 2021).

The current study analyzes consumer purchasing performance utilizing green electrical marketing of car expansion into new marketplaces, focusing on Electric and Hybrid cars (Ev and Hv). With the sophisticated technology, the globe has made extraordinary attempts to make everything green and cleaner, including transportation. Hybrid and electric vehicles minimize pollution, save money, and reduce dependence on natural fuels, according to technology, particularly E-marketing, social media, etc. Jordan's automotive sector analyzes stimuli factors, electrical and hybrid vehicle customers' response purchase decisions (S-O-R), and behavioral inputs. Research efficacy and marketing strategy context are shown through electronic marketing. Quantitative methods were utilized to collect sample data. HV and EV consumers, stimuli (marketing inputs, exterior surrounds), positive psychological inputs, and purchase decisions were assessed.

Data analysis was done using Partial Least Squares (PLS). Results showed that all relations were favorable, save the interactional relationship between Stimuli variables, which comprise marketing inputs, external environment, positive psychological inputs, and reaction purchasing decisions. Thus, the mediation (HVs & EVs consumers) predicts response purchasing decisions better than the moderated influence of psychological inputs.

Psychological aspects moderate consumers' responses and buying decisions for electric and hybrid automobiles. Social media marketing operations can moderate this effect. To address consumers' psychological issues, individualized and targeted social media marketing can be used. Data analytics and segmentation allow firms to adjust messaging and offer to consumers' psychological profiles. For instance, people motivated by financial incentives can be informed about cost savings and government incentives, while those motivated by the environment can be informed about electric and hybrid vehicles' environmental benefits. Finally, companies should actively watch social media debates and opinions about electric and hybrid vehicles. By listening to consumers' ideas, concerns, and feedback on social media, firms can learn about psychological variables and adjust their marketing efforts. Brands may answer consumer needs, remove myths, and engage in relevant conversations through social media monitoring, impacting consumer buying decisions (Rahahleh, Moflih, Alabaddi, & Al-Nsour, 2020).

The research was conducted by Shangui and Zhen Zhu to investigate the effects of social media use on customers' purchase intentions in social commerce. The current study used a survey methodology and acknowledged the importance of social media users' purchasing intentions on social marketing websites. About 2,058 foreign students from 135 different countries participated in the survey, and the data was compiled and analyzed using MPLUS-based structural equation modeling. The proliferation of inaccurate information on the consumer's decision-making process is one of the key sources of doubt for users in Internet marketing. According to the research, cultural intelligence has a significant moderating influence on the relationship between social media usage and customers' intentions to make purchases from online shops that cater to a variety of ethnic backgrounds. It also evaluates that trust is the basic element to motivate the customers of social media to use social websites in social marketing. The outcomes of empirical research show that the cultural intelligence of customers has a great role in mediating the impact of the utilization of social media on users' decisions (Hu & Zhu, 2022).

The researcher Jalal Rajeh Hanaysha researched to examine the impact of social media marketing elements on consumers' purchase decisions in the fast-food sector. A quantitative online survey using AMOS 21 structural equation modeling to examine data collected from diverse visits to various cafés in the UAE. The purchase decision refers to the customer's

decision to choose goods and services presented by a firm over competitors. Research shows that marketers observed that customers mostly use the internet and different social media sites to connect with others that is why many firms created online sites to link with the customers and present positivity about their brands. When customers become aware of the brand and its offerings, they look for the advantages of choosing that brand online to make a purchase decision. Social media also improves customer engagement. The outcomes of the research show the importance of trust in the purchase decisions of customers (Hanaysha, 2022).

## 2.3 SOCIAL MEDIA MARKETING ACTIVITIES

Social media activities are the activities through which organizations and businesses develop communication by using platforms of social media. According to (Jamil, Dunnan, Gul, Gillani, & Awan, 2022), social media marketing activities help organizations and businesses to develop the intentions of the users. The study focuses on the use of social media platforms through social media activity to influence consumer intent. The review was conducted in the context of Pakistan. The brands used a new technique of marketing which is called social media marketing activities. Social media activity as a target of personal interaction has moved to the virtual world. Messages are gradually being sent, and individuals now have the opportunity to collaborate and share data. Many associations are finding the most effective ways to use these destinations to connect and communicate with clients. Communication helps to create strong and enjoyable connections and build online brand networks with the proliferation of local websites. The study used different social media platforms such as Facebook and Instagram. The study used a questionnaire approach. The study collects 356 questionnaires from consumers of social media. It is concluded that social media activities influence the intentions of users in Pakistan. The study also shows that social media activities boost the relationship with consumers of the brand.

Ibrahim conducted a study on the social media activities and loyalty of the brand. The researcher focuses on the aspects of social media activities to enhance the loyalty of the brand. The study focuses on the campaign of marketing on different platforms of social media to engage consumers and increase the loyalty of the brand. Social media activities help companies to promote their products and increase brand awareness. It enables consumers to communicate with brands. The active marketing approach used nowadays is

social media marketing activities. Advertisers have the opportunity to achieve greater reach and build a sustainable prolonged association with users through social media marketing activities. Users on online entertainment platforms are more loyal and engaged with the corporate brand because of these longer bonds between customers and brands. The study used a qualitative meta-analysis approach. The study reviewed articles from 2010 to 2019. The results of the study revealed that the association between social media activities and loyalty to the brand is enhanced day by day (Ibrahim, 2021). As an effective communication tool, social media activities ensure more imaginable communication relationships between customers and organizations. It is concluded that social media activities provide opportunities to repurchase the product from the brand and achieve communication with consumers.

In 2018, Seo and his fellow also observed the association linking social media activities and the equity of the brand. The researchers define social media as an online platform that is used for sharing data and content related to products, especially in the activities of marketing. These activities help to interact with consumers. The study focuses on the satisfaction of the consumer through social media activities. Web-based entertainment has become increasingly useful and important, prompting many organizations to incorporate it for external development, presentations, board clients, and as an internal channel for representative communication. The study analyses consumers in the airline industry. The study used a questionnaire to collect data from 302 passengers of the airline (Seo & Park, 2018). The study shows that social media activities on different platforms play an essential role in the awareness and reputation of the brand. The study also concludes that social media activities positively contribute to the equity of the airline industry. The strong impact of brand image on accountability means that a good image gained through accountability can have a strong impact on an organization. Based on these insights, a smart loop can be created that drives the continuous engagement of virtual entertainment customers with the company's branding.

In online marketing, social media plays an essential role. Chen and his fellow researched the understanding of marketing activities on social media in the market. Most people use social media for their interpersonal interaction. The future of the competition in the market is focused on the marketing activities of the business to compete for competition. The

marketing activities provide a theme and style that impress clients and keep them coming back with customers. On online platforms, both individuals and organizations create web pages to create opportunities for businesses to interact with consumers. The online survey was conducted by the researchers. The study collects 502 questionnaires from social media (Chen & Lin, 2019). The study finds that social media activities enhance interpersonal communication. It is concluded that the social identification was influenced by social media activities. Social media activities encourage the members of the community to join the community of the brand on the online platform. Social media activities enhance the relationship with the user of the brand. Subsequently, more businesses began to try to benefit from online entertainment; in this way, a series of customer management rules were formulated, and organizations continued to develop internet-based entertainment marketing technologies.

Most businesses employ social media for creativity and innovation. According to (Muninger, Hammedi, & Mahr, 2019), the platform of social media is highly intelligent, with clear functions and rapid development. The customers who activate it can get the opportunity to provide feedback according to their requirements. The platform enables individual customers and networks to share, co-create, discuss, and customize customer-created content. The study used secondary data from reports of the companies and articles. The study used more than 100 documents to analyze data. The findings of the study show that brands are enabled by social media in the development of the product. The business uses content of the social media to encourage innovation in the product. Social media activities also provide information from various platforms to collaborate with the community and enhance innovation in the product. Businesses receive feedback from consumers through the social media platform which helps them in different stages of the innovation process. Innovation in the product helps businesses to increase their loyalty and attract customers for their product in the market. It is concluded that the study used organizational capability theory to maintain strategies for social media in the business. The involvement of social media enhances collaboration and involvement. The interaction in social media with the community is the priority for the business.

Alijarah and his fellow conducted a study to analyze the association between SMMA and perception of the consumers. The researchers focus on the marketing channels that help

consumers to purchase from brands. The study mentioned that most of the followers of brands on social media platforms belong to 18-34 aged people. Social media is a popular tool of marketing for the brand in which consumers are based to increase the purchase intention of the consumers. Most businesses use social media platforms to perform marketing activities. The research viewed that the application of an association advertising approach is dedicated and purely social devices that offer improved intuitiveness through Internet-based connections between associations and consumers which is complemented by social media marketing activities. Quantitative meta-analysis was used in the study to investigate SMMA and consumer perceptions. The study used 15 published articles related to the topic (Aljarah, Ababneh, & Ibrahim, 2020). The result of the study shows that the organizations enhance the equity of the brand through social media marketing which influences the consumers to purchase products of the brand. It also enhances awareness of the brand. It is concluded that brand equity enhances the attitude of the consumers and develops a greater share of the market. It enhances the overall experiences of the customers.

In the opinion of Beig and his fellow, social media is the innovation to promote business and build relationships with customers. The researchers focus on the activities of social media activities to promote a brand. In marketing, keywords related to blogging promotions and content publishing, SMM leverages web-based local geographic development to target audiences geographically and increase data sharing impact. According to the researchers, brand experience increases through the interaction of the consumers. The content on social media is created by companies to share with consumers to increase the functionality of the content. The study conducted a questionnaire from 205 respondents (Beig & Khan, 2018). The structural equation modeling approach was used in the study to examine the data. The study revealed that content sharing and interaction enhance the brand experience of consumers. The study also found that social media dominates the opinions and information of consumers. Most businesses use social media to create experiences for customers through sharing content with customers. The content engages customers and stimulates the thinking of the consumers. Professional web-based entertainment organizations should consider the possibility of expanding the scope of social media marketing activities. Administrators should bring more involvement by sharing content and interacting with customers by using SMMA.

Liu and his fellow conducted a study on the marketing activities of luxury brands through social media. The researchers focus on the engagement of the consumers by focusing on entertainment. Social media provide an opportunity for the luxury brand to interact with customers. The study focuses on the behavioral engagement of consumers. The study analyzes 3.75 million tweets of customers to analyze their behavior. Customers play an essential role in creating value for the brand. Luxury brands are adjusting their modern and upbeat positioning and increasing customer engagement with virtual entertainment content by sharing the latest trends and data through web-based entertainment. The study used monthly panel data. The study collects data from the top 15 brands. The study found that interaction and entertainment of the luxury brand increase the engagement of the customers (Liu, Shin, & Burns, 2019). It is concluded that integration is the ability of luxury brands to exchange and share data with others through web-based entertainment. The participatory spirit of online entertainment enables coordinated action and the sharing of content. The content was shared through images and videos. The coordinated use of an organization's web-based contribution is important as it elicits customer response.

According to (Salem & Salem, 2021), the fast fashion industry has boomed. Many brands have changed their plan of action to adopt the fast fashion model, which forces organizations to adopt the most fashionable trending models to cater to the interests of consumers at a reasonable cost. The researchers focus on the brand loyalty of the luxury brand. In the fast fashion industry, the study also considers marketing activities in social media to increase brand loyalty. Social media activities help brands to increase their value and love for their customers. The study conducted a questionnaire from 240 customers of luxury brands from Malaysia. The PLS-SEM approach is used in the research. The study found that social media increases brand love and value. Social media activities help brands to understand the preferences of their customers. It is concluded that consumers who are brand-conscious associate with a particular brand because they believe that purchasing it reflects their superficial interests and popularity. In addition, these buyers are looking for an advantage, a real advantage in the past, which will lead to their social status in the community.

In 2022, Althuwaini conducted a study. According to the researcher, advertisement in social media is one of the web-based presentations that focus on collaboration between customers to generate positive reactions and brand awareness from customers or potential customers.

Online entertainment empowers associations to connect with customers in more sophisticated ways than through traditional channels. The study conducted a survey of 252 consumers in Saudi Arabia. The study used a Smart-PLS approach. The study found that social media marketing activities use virtual entertainment to achieve an organization's hierarchical goals (Althuwaini, 2022). Organizations have chosen online entertainment as the primary channel to reach their target markets. Web-based entertainment helps customers to connect, communicate, and interact with people. This shows that through virtual entertainment, organizations are uniquely positioned to facilitate engaging and authentic encounters. It is concluded that social media activities enhance the promotion of the products of the brand.

Jamal Ansari and Nawab Khan explore the use of social media in online and offline surveys about collaborative learning. The study looked at social media's value in higher education institutions. Information and communication technologies improve how well course material is transmitted. Students think that social media sites are inexpensive resources for finding pertinent information. The study aimed to assess the impact of mobile device integration on teaching and learning processes in higher education sectors. the higher education department of the US reported that most of the staff in educational sectors are engaged in social media activities for different professional aims such as sharing content, teaching businesses of international level, etc. For this research, data were summarized from a public university in Eastern India. At the universities of Bosnia, Herzegovina, and Mortar, the research was conducted on the students of the Economics department and showed that social media is used by faculty members and students to share information and material. Students are also ready for the use of social media sites for the aims of education, particularly communication, and e-learning. Electronic communication technologies enhance the sharing of content activity in educational institutions. Most of the surveyed students stated that social media has a significant role in their academic performance and the development of their careers (Ansari & Khan, 2020).

# 3. ASSOCIATION BETWEEN THE KEY VARIABLES

The major variables of the study i.e., brand loyalty, customer purchase decision, and the social media marketing activities of the brands have great relevancy with each other. For instance, customers want to have complete information when they are deciding on any purchase. For that purpose, they try to check the products available on the sites, go through the feedback of the customers, and directly communicate with the brand. This ultimately enhances their ease, quality of information, and approach to the brand. This gives positive and negative feedback to the customers. As compared to the traditional modes of information acquisition it becomes very easy and effective for customers can get all the information through these social media platforms and their mindset is developed (Dabbous & Barakat, 2020). So, that they can make the purchase decision.

Social media marketing activities play a moderating role in brand loyalty and the purchase decision of customers. For instance, if the social media marketing activities are done positively and they are showing the true image of the brand or product then there are higher chances that the customers will be attracted towards that brand. For instance, if a customer wants to purchase a mobile phone of Samsung, he can check the page of Samsung on Facebook, Instagram, and its official site. These reviews give an idea about the product. Customers get the opportunity to rate the product and discuss the major features of the product. So, the new buyer can agree or disagree regarding the purchase by sitting at home (Dabbous & Barakat, 2020). Moreover, different marketing and advertising campaigns generate great interest in the customers and attract their attention to the products.

It is observed that social media tools are using direct communication with customers. It has reduced the communication gap which ultimately enables the customers to communicate better and exchange their ideas about the products. For instance, the question-answer session in which the customers are allowed to give their feedback, and their major concerns in the comments. These comments are not only heard but the brands also try to mitigate the problem. So, that the customers are valued. This enables the customers to stick to the brand and remain loyal to it. However, if the customers have a negative or bad experience with any brand or product, they may never want to purchase from that brand (Dabbous & Barakat, 2020).

Social media marketing activities play a very influential role in customer purchase decisions and brand loyalty. Several followers and influencers are promoting the brands. Nowadays the trend of influencers has also increased to a great extent. They not only promote the brands or products but also force the customers to purchase these products as they interpret these products as a major necessity. It affects the psychology of the minds of customers because they are watching these influencers every other minute. In this way, the customer ends up buying a product and then referring it to others as well (Ebr201). So, these facts indicate that these variables have a great association with each other.

# 4. METHODOLOGY

## 4.1 INTRODUCTION

In this chapter, the research methodology is explained. It includes all the techniques, methods, research design, and data analytics explained. The study has used a quantitative research method. In this way, the results are presented in the form of numeric which helps draw effective conclusions on its basis. For that purpose, the questionnaire is developed and it is circulated among the audience. So, that they can respond to it according to their own choice. The research model is developed which indicates the major variables of the research. The hypothesis is relevant to the moderating impact of social media marketing activities on brand loyalty and consumer purchase decisions. The measurement model for each of the variables is also explained which gives complete information about the major variables of the study. Moreover, the data analytics techniques are also explained. So, comprehensive results can be drawn based on this analysis.

## 4.2 SAMPLING PROCEDURE

Convenience sampling technique is included in the research. The main purpose of these techniques is to collect data quickly and in a short period. Moreover, when the data is collected from random respondents then the chances of the biases in the data are also reduced which gives accurate information about the main variables of the study. There is no doubt that social media marketing activities has changed the business perspective for all companies whether they are working at the small level, medium, or international level (Voramontri & Klieb, 2019). Consumers are attracted by these techniques and at least they try to test the products by these social media tools. This drives the purchase decision of the customers which ultimately increases the overall purchase of the product. So, to get the quantitative data information from the respondents, convenience sampling techniques have been used.

## 4.3 RESEARCH MODEL

This study examines the moderating effect of social media marketing activities on brand loyalty and customer purchase decisions. The following is the research model that was created after taking the goals of this study into account:

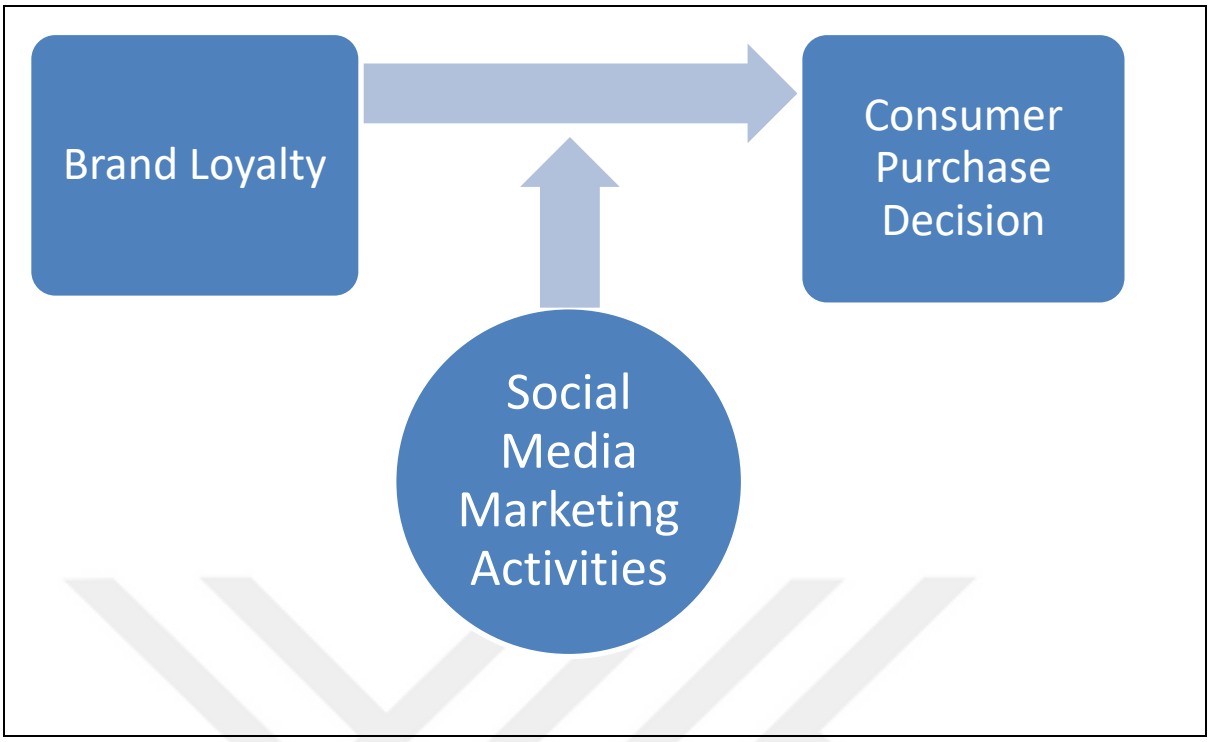


**Figure 4.1:** Research Model.

## 4.4 RESEARCH DESIGN

This study employs a quantitative research approach. The goal of the quantitative research is to comprehensively and properly define the population, as well as significant phenomena related to social media marketing activities and their effects on consumer purchase decision and brand loyalty. For this purpose, the questionnaire is developed and the questions are asked from the respondents so that a better idea can be gathered. Moreover, through this research design a comprehensive investigation of the variables is done which gives the complete information i.e., moderating impact and impact on purchase decision. So, brands and companies can use these start gives to gain the attention of consumers (Ansari, Ansari, Ghori, & Kazi, 2019).

## 4.5 RESEARCH VARIABLES

There are three major variables of the research i.e., Brand Loyalty which is an independent variable, Consumer Purchase Decision which is a dependent variable and Social Media Marketing Activities which is a moderator variable. These variables are explained as follows

### 4.5.1 Brand-Loyalty

This is defined as the consumers' core preference for the products and services that are given by the brands. Consumers prefer a certain brand and try to purchase from this brand only because of quality, maintenance services, and the values that are delivered by that brand to them. Due to the accurate information and ease of purchase customers like to purchase from these brands that have an online presence. Although certain aspects have had an impact on brand loyalty over the years the most important factor that is influencing brand loyalty is the social media marketing activities. The communication gap is reduced to a great extent with the help of social media tools which ultimately enhances the overall brand loyalty of the customers regarding a certain brand (Prasad, Garg, & Prasad, 2019). These activities attract the attention of the customers to a great extent. They try to respond and continuously engage the customers through question-answer sessions. So, in this way, brand loyalty is affected by social media marketing activities.

### 4.5.2 Consumer Purchase-Decision

The consumer purchase decision is the second most important variable of the study. The consumer purchase decision of the customers regarding any product depends upon the information, trust, and quality of the product. Customers only want to purchase the best quality products that have the best reviews. Now the purchasing trends of the customers have changed. They try to purchase from that brand that has an online presence. Customers can check the feedback about their desired product. This ultimately makes them choose the best product according to their needs. So, that the feedback can be easily checked from the main page (Mas21). Moreover, when the social media campaigns are shown to the customer again and again, the messages relevant to the new collection, article arrival, and sales are sent to the customers, and they ultimately try to purchase the product and give it a try. So, the purchase decision of the customers is also derived from social media marketing activities.

### 4.5.3 Social Media Marketing Activities

Social media marketing activities have a moderating impact on the consumer purchase decision and the brand loyalty of the customers. These activities include value creation, engaging the customers, knowing their concerns, and responding to them on time. Besides that, social media marketing activities are also used in which curiosity and interest are

developed in the customers. Due to the interest, the customers try to purchase the product and ultimately enhance the overall sales of the business the purchase decision of the customers is also increased. It has become easy for customers to give their feedback and resolve issues through the social media accounts of the brands because the response time is much shorter (Ioanas, 2020). Besides that, most customers believe that the information presented through social media tools is most appropriate and trustworthy. This helps them to decide on their purchase from the brand. This helps in generating goodwill in the minds of the customers and they become loyal to the brand. So, these activities shape the minds of the customers.

## 4.6 RESEARCH HYPOTHESIS

The research hypothesis is developed depending on the study's primary topic. The moderating effect of social media marketing activities on brand loyalty and consumer purchase decision is the primary study issue. So, the hypothesis is also developed to check this relationship and test it. Based on this hypothesis comprehensive results can be drawn. The number of items in this study is 16 which was also given in the reliability analysis table. These are given as follows,

H1: There is a significant relationship between brand loyalty and consumer purchase decisions.

H2: Social media marketing activities moderate the relationship between brand loyalty and consumer purchase decisions.

To test these hypotheses, we designed a survey of 16 questions and collected 100 individual responses for which the analysis is done by using analysis tools such as SPSS.

## 4.7 MEASUREMENT INSTRUMENTS

This study is based on a quantitative approach. The data was collected via a survey. The study includes three variables. One independent variable which is Brand Loyalty, one dependent variable which is Consumer Purchase Decision and one moderator variable witch is Social Media Marketing Activities. The questionnaire of this study includes four parts. The first one is the demographic information: Gender, Age, Employment Status and Marital Status. The second one is Consumer Purchase Decision section which aims to measure the

elements that influence the costumer purchase decision based on Lopez et Al (2023) and includes 4 items. The third section is Brand Loyalty section which aims to measure the elements that influence brand loyalty based on Thu et al. (2021) and includes 3 items. The fourth section is Social Media Marketing Activities section which aims to measure the elements that influence SMMA based on Dunnan et Al and includes 9 items. This study employed the Five-Likert scale (1: strongly agree, 2: agree, 3: neither agree nor disagree, 4: disagree, and 5: strongly disagree).

### 4.8 DATA ANALYSIS

The data is collected from the respondents and the next step is the data analysis. The data analysis for this study is done through the latest mode of technological tool i.e., SPSS. The different tests are run to interpret the data and analyze how social media marketing activities has a moderating impact on brand loyalty and customer purchase decision. The correlation is also found among the variables so that it can help in analyzing the relationship with each other. Similarly, the effect of moderation is also studied with the help of software. Correlation, reliability, factor analysis, one sample t-test, and ANOVA tests are conducted.

# 5. FINDINGS

## 5.1 RESPONDENTS PROFILE

The survey results give insights into the profile of respondents and their demographics. A total of 100 valid responses were taken, and there were no missing values for the factors related to age, gender, employment status, and marital status. The distribution of age shows that 28% of respondents had a spot in the first age group, 42% in the subsequent age group, and 30% in the third age group. Concerning gender, 35% of respondents were in the first class, 34% in the second class, and 31% in the third class. Concerning employment status, 25% of respondents fell into the first class, 20% in the subsequent class, 20% in the third category, and 35% in the fourth order. Eventually, the circulation of marital status among respondents was 26% in the main characterization, 22% in the subsequent order, 31% in the third arrangement, and 21% in the fourth grouping.

**Table 5.1**: Demographics.

| | **N** | **Percentage%** |
|---|---|---|
| **Gender** | | |
| Male | 35 | 35% |
| Female | 34 | 34% |
| Others | 31 | 31% |
| **Age** | | |
| 18-24 | 28 | 28% |
| 25-29 | 42 | 42% |
| 30-35 | 30 | 30% |
| **Employment Status** | | |
| Student | 25 | 25% |
| Employed | 20 | 20% |
| Unemployed | 20 | 20% |

**Table 5.1:** Demographics “Table Continued”.

| | | |
|---|---|---|
| Others | 35 | 35% |
| **Marital Status** | | |
| Single | 26 | 26% |
| Married | 22 | 22% |
| Divorced | 31 | 31% |
| Others | 21 | 21% |

The table represents the distribution of respondents from different age groups compared to a survey examining the impact of social media marketing activities on brand loyalty and customer purchase decisions. It uncovers that out of the total sample, 28% of the respondents fell inside the 18-24 age section, demonstrating a huge representation of younger individuals in the study. The 25-29 age group comprised the biggest proportion with 42% of respondents, proposing that this age range is exceptionally engaged in social media marketing activities and its effect on brand loyalty and consumer purchase decisions. The 30-35 age group represented 30% of respondents, meaning their importance in the review too. overall, these findings the need to analyze different age demographics while analyzing the relationship between social media marketing activities, brand loyalty, and consumer purchase decision.

In light of gender, the outcomes in a survey investigating the effect of social media marketing activities on brand loyalty and customer purchase decisions. The findings uncover that out of the all sample, 35% were male, 34% were female, and 31% were recognized as "Others." This demonstrates a moderately equivalent representation of respondents across the different gender categories, highlighting the significance of considering diverse points of view and experiences while analyzing the relationship between social media marketing activities, brand loyalty, and customer purchase decision.

The survey examines the effect of social media marketing activities on brand loyalty and customer purchase decisions. The respondents of the survey were ordered into four groups: Students, Unemployed, and Others. The outcomes demonstrate that 25% of the respondents

were students, while 20% were both employed and unemployed individually. The "Others" classification represented the most elevated rate, with 35% of the respondents falling into this class. These findings propose that the survey caught a diverse range of employment statuses with, the importance of considering the points of view and experiences of individuals in various employment situations while analyzing the effect of social media marketing activities on brand loyalty and customer purchase decision.

The upper table represents the respondent's marital status in a survey investigating the effect of social media marketing activities on brand loyalty and customer purchase decisions. The respondents were ordered into four classifications: Single, Married, Divorced, and Others. The outcomes demonstrate that 26% of the respondents were single, while 22% were married. The divorced category comprised the most elevated proportion, with 31% of the respondents falling into this category. The "Others" classification addressed 21% of the respondents. These outcomes highlight the importance of considering the different marital statuses of people while concentrating on the relationship between social media marketing activities, brand loyalty, and purchaser purchase decision. It recommends that marital status might assume a part in impacting consumers' behavior and attitudes toward brands about social media marketing activities. In the end, overall, descriptives of the Respondent's profile are given as follows in Table 5 below

**Table 5.2**: Overall Descriptives of Respondents.

| **Descriptive Statistics** | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | | Kurtosis | |
| | Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Age | 100 | 1 | 3 | 2.02 | .765 | .034 | .241 | 1.278 | .478 |
| Gender | 100 | 1 | 3 | 1.96 | .816 | .074 | .241 | 1.492 | .478 |
| Employment Status | 100 | 1 | 4 | 2.65 | 1.201 | .183 | .241 | 1.517 | .478 |
| Marital Status | 100 | 1 | 4 | 2.47 | 1.096 | .040 | .241 | 1.308 | .478 |

**Table 5.2:** Overall Descriptives of Respondents “Table Continued”.

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| Valid N (listwise) | 100 | | | | | | | | |

The profile of responders includes descriptive information for major elements. The 100 respondents' average age is 2.02, with a somewhat left-skewed distribution and a standard deviation of 0.765. A mean of 1.96 and a somewhat right-skewed distribution (skewness = 0.074, kurtosis = 1.492) indicate that the majority of respondents are likely of a given gender. The job status variable has a mean of 2.65, indicating a dominating employment category, and is skewed to the left (skewness = -0.183, kurtosis = 1.517). Similarly, the married status variable has a mean of 2.47, indicating that it is widespread, and has a nearly symmetrical distribution (skewness = 0.040, kurtosis = 1.308). These data offer a summary of the respondents' demographics and point to certain tendencies in age, gender, employment position, and marital status among those surveyed.

## 5.2 RELIABILITY MEASUREMENT OF INSTRUMENTS:

Reliability analysis is a statistical strategy used to evaluate the consistency and stability of survey data. It decides the extent to which the survey questions or items produce consistent and reliable outcomes. By examining factors, for example, internal consistency and test-retest reliability, reliability analysis gives insights into the dependability of the survey measures. With regards to the survey on the effect of social media marketing activities on brand loyalty and customer purchase decisions, reliability analysis would include evaluating the reliability of the survey questions or scales used to quantify variables like brand loyalty and consumer purchase decisions. This analysis helps that the survey information collected is trustworthy and reliable, enhancing the legitimacy and credibility of the research findings and conclusions drawn from the study.

**Table 5.3**: Reliability Analysis of the Study Variables.

| Concepts | Cronbach's Alpha |
|---|---|
| Social Media Marketing Activities | 0.839 |
| Consumer Purchase Decision | 0.756 |
| Brand Loyalty | 0.845 |

The provided reliability analysis result, specifically the "Case Processing Summary," shows that 100 cases were considered substantial for the analysis, representing 100 percent of the complete sample. No cases were excluded because of the criteria mentioned. All factors in the method were considered for list-wise deletion, ensuring that the analysis included complete cases for all variables. This information suggests that the reliability analysis was led on the whole sample, improving the generalizability and reliability of the outcomes.

The Cronbach's alpha coefficient of 0.839, 0.756, and 0.845 suggests a rather good level of internal consistency among the questions connected to your survey's issue, which is the influence of social media marketing activities on brand loyalty and customer purchasing decisions. This implies that the questions in your survey, which assess various elements of social media marketing activities, brand loyalty, and consumer purchasing decisions, are accurate indicators of these constructs. The high Cronbach's alpha score indicates that the items in your survey consistently and reliably measure the desired concepts. This is significant because it boosts trust in the survey's capacity to effectively capture the link between social media marketing activities, brand loyalty, and consumer purchase decisions.

## 5.3 FACTOR ANALYSIS

Factor analysis is the statistical tool and technique that is used to measure the correlated variables and variability of the factors. It is used to model the covariance structure of the variables.

### 5.3.1 Social Media Marketing Activities

The total number of items included in the social media marketing activities factor is 9 items. The theoretical framework is consistent with the results of this factor. The uni-factor is

explained by 59.987% of the whole variance social media marketing activities factor. Table 3 shows the explanation of this factor which shows that 0.839 is considered acceptable.

**Table 5.4:** The Results of Factor Reliability Analyses of the Social Media Marketing Activities.

| Social media marketing activities | % Var 59.987 | Cronbach's Alpha 0.839 | Factor Loadings |
|---|---|---|---|
| 1 | How frequently do you utilize social media? | | 0.838 |
| 2 | Do you think social media marketing activities essentially affect consumer purchase decisions? | | 0.834 |
| 3 | Do you think that social media marketing activities are more effective than traditional advertising methods? | | 0.789 |
| 4 | Do you believe social media marketing activities play a part in reinforcing brand loyalty? | | 0.780 |
| 5 | Do you agree that social media marketing activities can act as a boost for consumers? | | 0.833 |
| 6 | Do you think that social media marketing activities have a greater impact on younger consumers compared to older ones? | | 0.832 |
| 7 | Do you think social media marketing activities decidedly affect consumer purchase choices? | | 0.831 |
| 8 | Do you think social media advertising activities emphatically impact brand dependability? | | 0.831 |
| 9 | Which Social Media platform do you use the most? | | 0.778 |

The study has conducted the Bartlett and Kaiser–Meyer–Olkin (KMO) for the factor analysis. Kaiser–Meyer–Olkin (KMO) is used to measure the adequacy of each variable of the study. The strength of the partial correlation was measured by KMO. On the other hand, the correlation between variables is measured by the Bartlett test. The variances of the variables are also measured by the test. The KMO and Bartletts test table shows the

correlation between social media marketing activities, brand loyalty, and consumer purchase decision.

**Table 5.5**: KMO and Barlett's Test for Social Media Marketing Activities.

| | |
|---|---|
| Kaiser-Meyer-Olkin measure of sampling adequacy | 0.845 |
| Barlett's Test of Sphericity | |
| Chi-square | 909.225 |
| Sig. | 0.026 |
| Df | 36 |

The results of factor analysis are satisfactory with 84,5 % and significant Barlett's Test value. These findings support the use of factor analysis to investigate underlying components in data, suggesting adequate connection across variables. Overall, the findings support the validity of the component analysis and imply that relevant factors may be discovered using additional investigation.

### 5.3.2 Consumer Purchase Decision

Consumer purchase decision includes four items. after the analysis, it is evaluated that the result of this factor analysis is consistent with the theoretical framework. 0.756 is acceptable showing internal consistency and should be continued for more analysis. The uni-factor explains 56.984% of the whole variance in the consumer purchase decision factor.

**Table 5.6**: The Results of Factor Reliability Analyses of Consumer Purchase Decision.

| Consumer Purchase Decision | % Var 56.984 | Cronbach's Alpha 0.756 | Factor Loadings |
|---|---|---|---|
| 1 | How frequently do you make purchases online? | | 0.755 |
| 2 | Do you think social media marketing activities decidedly affect consumer purchase choices? | | 0.754 |

**Table 5.6**: The Results of Factor Reliability Analyses of Consumer Purchase Decision "Table Continued".

| | | |
|---|---|---|
| 3 | Do you trust outside variables like social class, culture, and gatherings influence customer purchase choices? | 0.750 |
| 4 | Do you agree that brand loyalty is a genuine commitment to repeatedly purchase products or be in favor of certain products? | 0.728 |

**Table 5.7**: KMO and Barlett's test Consumer Purchase Decision.

| | |
|---|---|
| Kaiser-Meyer-Olkin measure of sampling adequacy | 0.762 |
| Barlett's Test of Sphericity | |
| Chi-square | 826.225 |
| Sig. | 0.007 |
| Df | 6 |

The findings of factor analysis are satisfactory with 76,2% and significant Barlett's Test value.

### 5.3.3 Brand Loyalty

Brand Loyalty includes three items. after the analysis, it is evaluated that the result of this factor analysis is consistent with the theoretical framework. 0.845 is acceptable showing internal consistency and should be continued for more analysis. The uni-factor is explained 72.841% of the whole variance in the brand loyalty factor.

**Table 5.8**: The Results of Factor Reliability Analyses of Brand Loyalty.

| Brand Loyalty | % Var 72.841 | Cronbach's Alpha | Factor Loadings |
|---|---|---|---|
| 8 | Do you think brand loyalty impacts consumer purchase choices? | | 0.844 |
| 12 | Do you think brand devotion is impacted by ecological and brand-related stimuli? | | 0.789 |
| 20 | Businesses can increase the awareness of the brand value with organized, well-defined, and planned social media marketing strategies. | | 0.780 |

**Table 5.9**: KMO and Barlett's Test for Brand Loyalty.

| | |
|---|---|
| Kaiser-Meyer-Olkin measure of sampling adequacy | 0.851 |
| Barlett's Test of Sphericity | |
| Chi-square | 915.225 |
| Sig. | 0.029 |
| df | 39 |

Factor analysis is satisfactory with 85,1% KMO and significant Barlett's Test value.

## 5.4 DESCRIPTIVE STATISTIC FOR MEAN VALUES

The descriptive statistic explains the summary of the data. The data's mean, median, and standard deviation are explained by the descriptive statistic. The mean and standard deviation of social media marketing activities, brand loyalty, and consumer purchase decision are explained by the descriptive statistics of the study.

**Table 5.10:** Descriptive Statistics.

| Descriptive Statistics | | | |
|---|---|---|---|
| | Mean | Std. Deviation | N |
| Social Media Marketing Activities | 2.9388 | .45833 | 100 |
| Brand Loyalty | 2.9833 | .86505 | 100 |
| Consumer Purchase Decision | 2.9167 | .81564 | 100 |

The table shows that the mean and standard deviation of social media marketing activities are 2.9388 and 0.458, respectively. The mean and standard deviation of brand loyalty are 2.9833 and 0.865, respectively. Consumer purchase decision had a mean and standard deviation of 2.9167 and 0.8156, respectively. The values of social media marketing activities, brand loyalty, and consumer purchase decision represent the average number of respondents used in the survey for each of these three variables.

## 5.5 CORRELATION

The correlation coefficient is the statistical concept that is used to measure the linear relationship between variables. It helps to evaluate the direction of the variables. The study uses a correlation coefficient to measure the relationship between social media marketing activities, brand loyalty, and consumer purchase decision. The range of the coefficient correlation is between +1 to -1. The relationship between -1 to +1 is strong but there is no weak relation when the value closes to 0. The table of correlation coefficients demonstrates the connection between social media marketing activities, customer purchase decision, and brand loyalty.

**Table 5.11**: Correlation.

| **Correlations** | | | | |
|---|---|---|---|---|
| | | Social Media Marketing Activities | Brand Loyalty | Consumer Purchase Decision |
| Social Media Marketing Activities | Pearson Correlation | 1 | .832 | .801 |
| | Sig. (2-tailed) | | .044 | .036 |
| | N | 100 | 100 | 100 |
| Brand Loyalty | Pearson Correlation | .832 | 1 | .739 |
| | Sig. (2-tailed) | .044 | | .036 |
| | N | 100 | 100 | 100 |
| Consumer Purchase Decision | Pearson Correlation | .801 | .739 | 1 |
| | Sig. (2-tailed) | .036 | .044 | |
| | N | 100 | 100 | 100 |

The correlation table illustrates the connections between Social Media Marketing Activities, Brand Loyalty, and Consumer Purchase Decision. Social Media Marketing Activities and Brand Loyalty have a strong positive correlation of 0.832 ($p = 0.044$), indicating a meaningful association. This shows that as Social Media Marketing activities rise, so does Brand Loyalty. Similarly, there is a significant relation between Social Media Marketing activities and Consumer Purchase Decision ($p = 0.036$), with a strong positive correlation of 0.801. This means that when Social Media Marketing activities rise, so does the likelihood of consumer purchase decision. Furthermore, there is a substantial positive correlation of 0.739 between Brand Loyalty and Consumer Purchase Decision ($p = 0.036$), showing that the association is meaningful. This implies that there is a positive relationship between Brand Loyalty and Consumer Purchase Decision, which means that as Brand Loyalty grows, so does Consumer Purchase Decision. In summary, the findings show that Social Media Marketing Activities has a substantial positive link with both Brand Loyalty and Consumer Purchase Decision, as well as a strong positive correlation between Brand Loyalty and

Consumer Purchase Decision. These findings imply that Social Media Marketing activities can have a good influence on both Brand Loyalty and Consumer Purchase Decision and that there is also a positive association between Brand Loyalty and Consumer Purchase Decision.

### 5.5.1 Regression Analysis

**Table 5.12:** Regression Analysis.

| Model Summary | | | | |
|---|---|---|---|---|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .820[a] | .414 | .004 | .81390 |
| a. Predictors: (Constant), Social Media Marketing Activities | | | | |

**Table 5.13**: ANOVA Test Results – Consumer Purchase Decisions and Social Media Marketing Activities.

| ANOVA[a] | | | | | | |
|---|---|---|---|---|---|---|
| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
| 1 | Regression | .942 | 1 | .942 | 1.423 | .004[b] |
| | Residual | 64.919 | 98 | .662 | | |
| | Total | 65.861 | 99 | | | |
| a. Dependent Variable: Consumer Purchase Decision | | | | | | |
| b. Predictors: (Constant), Social Media Marketing Activities | | | | | | |

| Coefficient's | | | | | |
|---|---|---|---|---|---|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | B | Std. Error | Beta | | |

**Table 5.13:** ANOVA Test Results – Consumer Purchase Decisions and Social Media Marketing Activities " Table Continued".

| | | | | | | |
|---|---|---|---|---|---|---|
| 1 | (Constant) | 3.542 | .531 | | 6.674 | .000 |
| | Social Media Marketing Activities | .513 | .178 | .420 | 1.193 | .004 |
| a. Dependent Variable: Consumer Purchase Decision | | | | | | |

Regression analysis was done to investigate the connection between customer purchase decisions and social media Marketing Activity. The dependent variable (customer purchase decision) and social media marketing activities have a significant positive association, as shown by the model's R-value (multiple correlation coefficient) of 0.820. The R-square value of 0.414 indicates that social media marketing activities may account for around 41.4% of the variation in customer purchase decision.

The adjusted R-square value of 0.004 shows that the amount of variation explained is little when taking into account the number of predictors in the model. The average difference between the anticipated and actual values of the dependent variable is represented by the standard error of the estimate, which is equal to 0.81390. The analysis of the variance's findings is shown in the ANOVA table. A statistically substantial amount of variation in customer purchase decisions is accounted for by the regression model, as shown by the F-value of 1.423 and a significance level of 0.004. The unstandardized coefficients (B) and associated standard errors for each predictor may be seen in the coefficients table. The predicted value of the dependent variable (customer purchasing decision) when all predictors are zero is shown by the constant term's coefficient of 3.542. Social media marketing activities has a 0.513 coefficient with a 0.178 standard deviation. This implies that consumer purchase decisions should rise by 0.513 units for every unit increase in social media activity. After taking into account the size and distribution of the variables, the standardized coefficient (Beta) for social media marketing activities is 0.420, suggesting that social media marketing activities has a somewhat favorable influence on customer purchase decisions.

In conclusion, our regression study shows that there is a high and statistically significant correlation between customer purchase decisions and social media marketing activities. A

significant amount of the variation in customer purchase decision may be attributed to social media marketing activities. The standardized coefficient indicates that customer purchase decisions are somewhat influenced by social media marketing activities. However, variables other than social media marketing activities may also have an impact on customer behavior and buying choices. To fully examine the variety of elements influencing customer purchase choices and to better comprehend the precise function of social media marketing activities, more research and analysis may be required.

## 5.6 INDEPENDENT SAMPLE T-TEST ANALYSIS RESULTS

Sample T-test means that the mean of the population is different from the known value. In the t-test the value of t represents that the groups such as male-female and others are different or similar in case of larger or smaller values:

**Table 5.14**: Samples T-Test Results _ Gender.

| **Group Statistics** | | | | | | |
|---|---|---|---|---|---|---|
| | Gender | N | Mean | Std. Deviation | T value | P value |
| Social Media Marketing Activities | Male | 35 | 1.1714 | .38239 | -0.652 | 0.517 |
| | Females | 34 | 1.2353 | .43056 | -0.651 | 0.517 |
| | Others | 31 | 1.2956 | .4506 | -0.673 | 0.519 |
| Consumer Purchase Decision | Males | 35 | 1.3429 | .48159 | 1.909 | 0.060 |
| | Females | 34 | 1.1471 | .35949 | 1.917 | 0.060 |
| | Others | 31 | 1.3829 | .52156 | 1.9190 | 0.062 |
| Brand Loyalty | Males | 35 | 1.1143 | .32280 | -2.146 | 0.035 |
| | Females | 34 | 1.3235 | .47486 | -2.135 | 0.037 |
| | Others | 31 | 1.0945 | .29491 | -2.149 | 0.039 |

The table displays one-sample data and tests for three variables: Social Media Marketing Activities, Brand Loyalty, and Consumer Purchase Decision, and association between gender and the main variables. Gender Does not affect Social Media Marketing Activities and Consumer Purchase Decision (P Values above 0.05)

Gender affects Brand Loyalty since all its P vales are under 0.05, and female have the highest Mean of 1.32.

## 5.7 ONE-WAY ANOVA

One-way ANOVA is a statistical technique used to compare the means of independent variables. The ANOVA indicates the regression model to explain the variance of brand loyalty and consumer purchases.

**Table 5.15**: One-Way ANOVA.

| **ANOVA** | | | | | | |
|---|---|---|---|---|---|---|
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Brand Loyalty | Between Groups | 9.878 | 17 | .581 | .742 | .041 |
| | Within Groups | 64.205 | 82 | .783 | | |
| | Total | 74.083 | 99 | | | |
| Consumer Purchase Decision | Between Groups | 8.305 | 17 | .706 | .895 | .048 |
| | Within Groups | 65.556 | 82 | .778 | | |
| | Total | 65.861 | 99 | | | |

The ANOVA findings for the Brand Loyalty hypothesis reveal that there is a significant difference between groups. The sum of squares across groups is 9.878, while the sum of squares within groups is 64.205. The F-ratio is 0.742, with a p-value of 0.041 as a result. As a result, we reject the null hypothesis and conclude that there is a strong relation between brand loyalty and the variables under consideration. The ANOVA findings show a significant difference between groups for the hypothesis related to Consumer Purchase Decision. The total of squares across groups is 8.305, and the sum of squares within groups

is 65.556. The F-ratio is 0.895, with a p-value of 0.048 as a result. As a result, we reject the null hypothesis and conclude that there is a substantial association between customer purchase decision and the factors under consideration. In conclusion, there are statistically significant variations across groups in both Brand Loyalty and Consumer Purchase Decision. These data provide evidence for the hypothesis that there is a substantial relationship between brand loyalty and customer purchase decision.

## 5.8 VISUALIZATIONS

**Table 5.16**: Frequency of Social Media Marketing Activities.

| **Social Media Marketing Activities** | | | | | |
|---|---|---|---|---|---|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 1.88 | 1 | 1.0 | 1.0 | 1.0 |
| | 2.00 | 1 | 1.0 | 1.0 | 2.0 |
| | 2.13 | 1 | 1.0 | 1.0 | 3.0 |
| | 2.25 | 4 | 4.0 | 4.0 | 7.0 |
| | 2.38 | 6 | 6.0 | 6.0 | 13.0 |
| | 2.50 | 8 | 8.0 | 8.0 | 21.0 |
| | 2.63 | 9 | 9.0 | 9.0 | 30.0 |
| | 2.75 | 12 | 12.0 | 12.0 | 42.0 |
| | 2.88 | 10 | 10.0 | 10.0 | 52.0 |
| | 3.00 | 11 | 11.0 | 11.0 | 63.0 |
| | 3.13 | 10 | 10.0 | 10.0 | 73.0 |
| | 3.38 | 9 | 9.0 | 9.0 | 82.0 |
| | 3.63 | 7 | 7.0 | 7.0 | 89.0 |
| | 3.88 | 4 | 4.0 | 4.0 | 93.0 |
| | 4.00 | 6 | 6.0 | 6.0 | 99.0 |

**Table 5.16:** Frequency of Social Media Marketing Activities" Table Continued".

| | | | | | |
|---|---|---|---|---|---|
| | 4.13 | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

The table addresses the distribution of responses regarding the effect of social media marketing activities on a scale ranging from 1.88 to 4.13. Each value on the scale relates to a particular insight or rating of social media marketing activities effect. The frequency column indicates the number of respondents who chose each value, while the percent columns address the level of respondents. The findings show a varied distribution of responses. The most widely ratings were 2.75 (12%), 3.00 (11%), and 2.88 (10%). These ratings propose that a critical portion of the respondents perceived a moderate positive effect of social media marketing activities on their brand loyalty and costumer purchase decisions. The cumulative percent column shows the combined distribution of responses, giving insights into the overall perception across the scale. By the 82% mark, the cumulative percentage reaches 3.25, demonstrating that a greater part of respondents had a rating of 3.25 or lower, suggesting a generally positive perception of social media marketing activities effect. The table demonstrates that, overall, respondents had different points of view on the impact of social media marketing, with a majority perceiving a generally good influence. According to the study respondents, these results demonstrate the importance of social media marketing activities in influencing brand loyalty and costumer purchase decisions. Insights on how social media marketing activities affect brand loyalty and consumer purchase decisions are shown in the table. The fact that the majority of respondents gave the product a somewhat good evaluation shows how important social media marketing activities are in influencing customer purchase decision and brand loyalty. These results highlight the importance of using social media marketing techniques to engage and have an influence on customers in the current cutting-edge digital age.

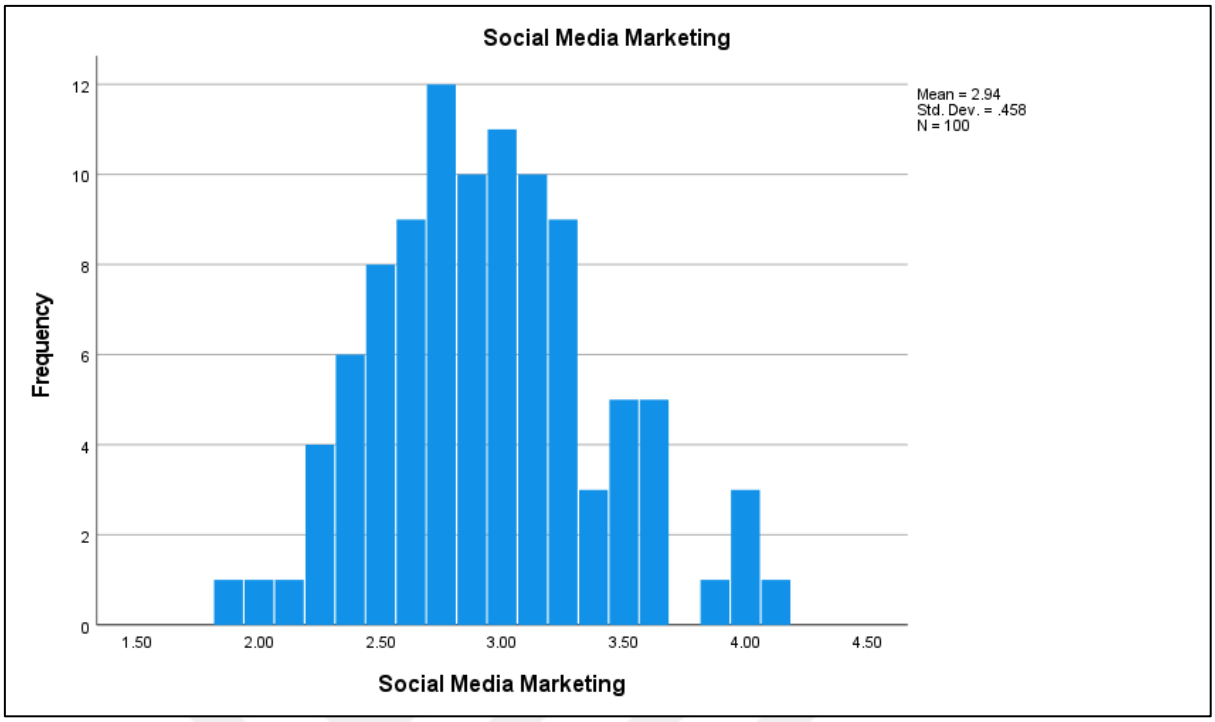


**Figure 5.1:** Histogram of Social Media Marketing Activities.

The histogram addressing the "Social Media Marketing Activities" data would probably display to some degree unpredictable shape because of the changing frequencies across the different values. The distribution seems to be emphatically skewed, with additional responses concentrated toward the lower end of the scale. This shows that a bigger extent of respondents saw a generally lower effect of social media marketing activities on brand loyalty and consumer purchase decisions. The histogram would show a top around the worth of 2.75, which compares to the most elevated frequency of responses. This proposes that a specific number of respondents rated the effect of social media marketing activities at this moderate level. It suggests that an impressive part of the example saw a moderately positive impact of social media marketing activities on their brand loyalty and costumer purchase decisions. Furthermore, the histogram would show a moderately gradual decrease in frequencies as the values increase from 2.75 to 3.25. This demonstrates that the number of respondents who saw a higher effect slowly decreased. The distribution turns out towards the higher end of the scale, with fewer responses in the values above 3.25. Overall, the histogram highlights the variety of perceptions concerning the effect of social media marketing activities. The emphatically skewed shape shows that while there are respondents who see a high effect, a bigger part of the sample holds moderate or lower perceptions. These

findings recommend the requirement for additional investigation and comprehension of the perceptions affecting the changing view of social media marketing activities effect on brand loyalty and customer purchase decisions.

### 5.8.1 Brand Loyalty

The frequency table of brand loyalty shows the distribution and responses of the participants on brand loyalty. The table shows different columns such as frequency, percentage, valid percent, and cumulative percent.

**Table 5.17:** Frequency of Brand Loyalty.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1.00 | 1 | 1.0 | 1.0 | 1.0 |
| | 1.33 | 2 | 2.0 | 2.0 | 3.0 |
| | 1.67 | 10 | 10.0 | 10.0 | 13.0 |
| | 2.00 | 4 | 4.0 | 4.0 | 17.0 |
| | 2.33 | 13 | 13.0 | 13.0 | 30.0 |
| | 2.67 | 14 | 14.0 | 14.0 | 44.0 |
| | 3.00 | 15 | 15.0 | 15.0 | 59.0 |
| | 3.33 | 9 | 9.0 | 9.0 | 68.0 |
| | 3.67 | 14 | 14.0 | 14.0 | 82.0 |
| | 4.00 | 10 | 10.0 | 10.0 | 92.0 |
| | 4.33 | 4 | 4.0 | 4.0 | 96.0 |
| | 4.67 | 4 | 4.0 | 4.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

The table of brand loyalty frequency shows various categories of brand frequency. The frequency of responses in 1 category is 1 and the percentage is also 1. The 1.33 category has 2 valid responses which percentage is also 2. The 1.67 category has 10 valid responses

which is made up of 10 percent. Category 2 has 4 valid responses which are made up of 4 percent. Category 2.33 has 13 valid responses. The percentage of the responses is 13 percent. Category 2.67 has valid 4 responses which made 14 percent. The valid response of 3.00 is 15. The percentage of valid responses is 15 percent. The valid responses of 3.33 is 9 which is made up of 9 percent. Category 3.67 has 14 valid responses. Category 4 has 10 valid responses. The percentage of valid responses is 10 percent. The valid responses of 4.33 and 4.67 are 4. The result shows that various customers understand brand loyalty.

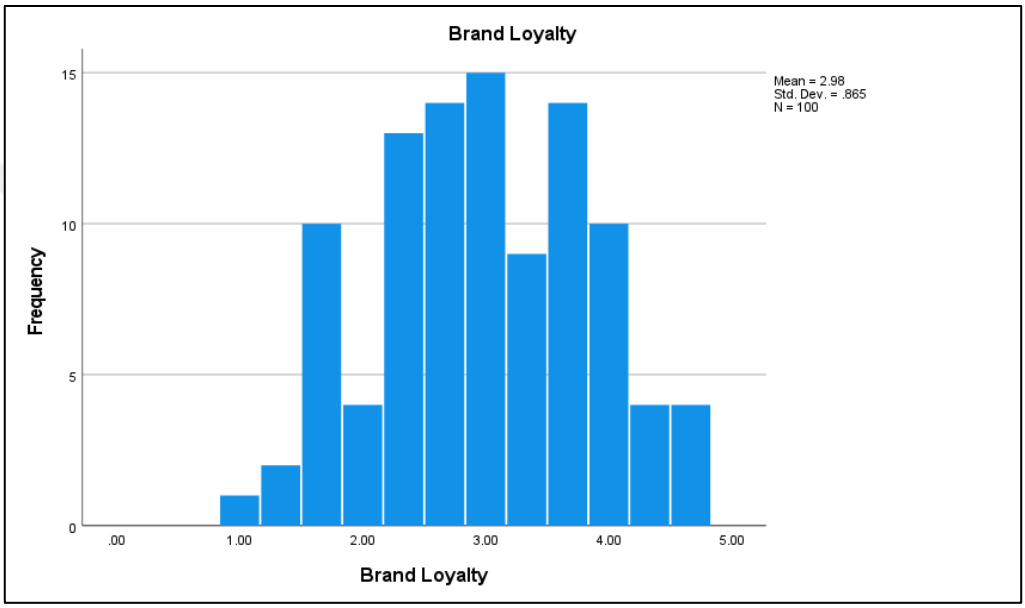


**Figure 5.2:** Histogram of Brand Loyalty.

The histogram of brand loyalty shows means and standard deviation. The mean of brand loyalty is 2.98. The standard deviation of brand loyalty is 0.865.

### 5.8.2 Consumer Purchase Decision

Consumer purchase decision is the main variable of the study. The frequency table of consumer purchases shows the responses of the participants. The table of consumer purchase decision mentions various categories.

**Table 5.18:** Frequency of Consumer Purchase Decision.

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | 1.33 | 3 | 3.0 | 3.0 | 3.0 |
| | 1.67 | 8 | 8.0 | 8.0 | 11.0 |
| | 2.00 | 8 | 8.0 | 8.0 | 19.0 |
| | 2.33 | 12 | 12.0 | 12.0 | 31.0 |
| | 2.67 | 16 | 16.0 | 16.0 | 47.0 |
| | 3.00 | 14 | 14.0 | 14.0 | 61.0 |
| | 3.33 | 15 | 15.0 | 15.0 | 76.0 |
| | 3.67 | 12 | 12.0 | 12.0 | 88.0 |
| | 4.00 | 6 | 6.0 | 6.0 | 94.0 |
| | 4.33 | 2 | 2.0 | 2.0 | 96.0 |
| | 4.67 | 3 | 3.0 | 3.0 | 99.0 |
| | 5.00 | 1 | 1.0 | 1.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

The table of consumer purchase decision shows the frequency of various categories. The frequency of responses in category 1.33 is 3 and the percentage is also 3. The 1.67 category has 8 valid responses which is made up of 8 percent. Category 2 has 8 valid responses which are made up of 8 percent. Category 2.33 has 12 valid responses. The percentage of the responses is 12 percent. Category 2.67 has valid 16 responses which made 16 percent. The valid response of 3.00 is 14. The percentage of valid responses is 14 percent. The valid responses of 3.33 is 15 which is made up of 15 percent. Category 3.67 has 12 valid responses. Category 4 has 6 valid responses. The percentage of valid responses is 6 percent. The valid responses of 4.67 are 3. The valid responses of the participants in Category 5 are 1. The result shows that various consumer purchase decision is based on brand loyalty.

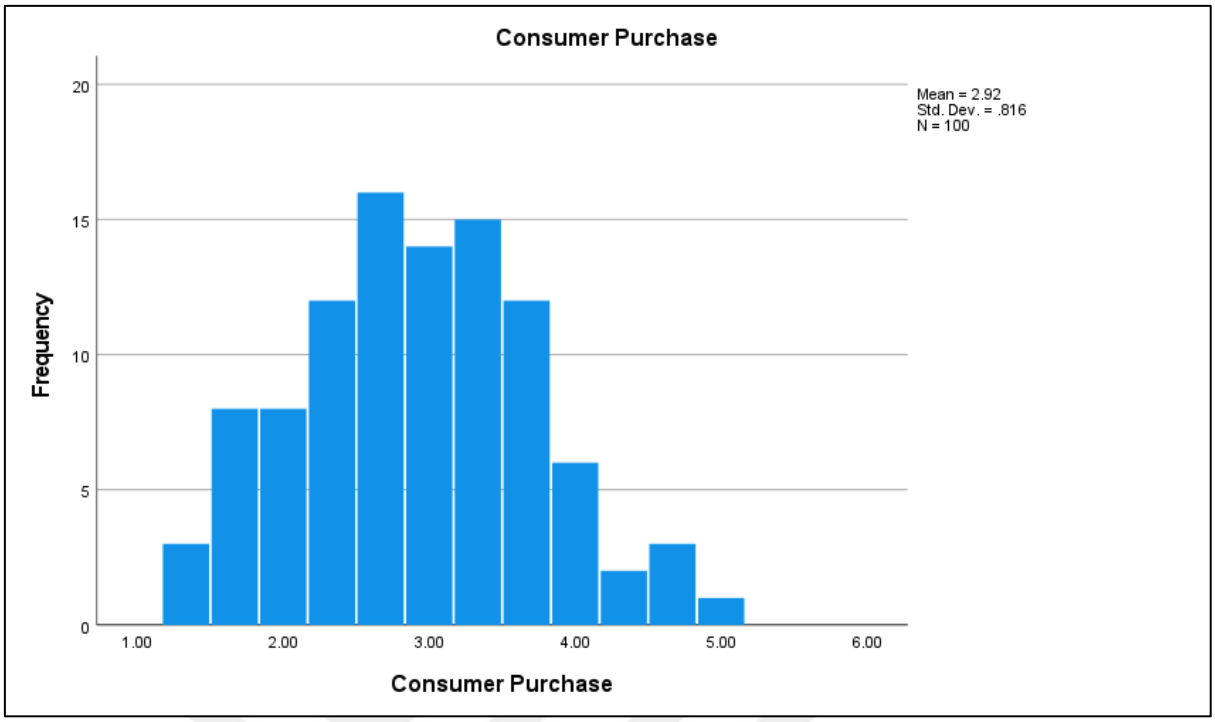


**Figure 5.3:** Histogram of Consumer Purchase.

The histogram of consumer purchases shows means and standard deviation. The mean of consumer purchase is 2.92. The standard deviation of consumer deviation is 0.816.

# 6. DISCUSSION

The purpose of the study was to explore the relationship between social media marketing activities, brand loyalty, and costumer purchase decision. During the process of gathering the data for the research, numerous measures were followed to ensure the study's validity and reliability. In this discussion, we will go into the specifics of the respondent profile as well as the precautions that were taken to ensure the accuracy of the instruments that were utilized. Participants provided a total of one hundred replies that were considered to be genuine in the survey. To derive meaningful inferences from the data, having an adequate quantity of replies was necessary. The purpose of the research was to improve the statistical power of the analysis as well as the generalizability of the results, and one way to do this was to collect a sufficient sample size.

To guarantee the correctness and dependability of the results, tough criteria were used in the selection of those who participated in the study. The survey used a convenient sample approach to guarantee that there was no bias in the selection of the participants. This strategy guaranteed that every person within the population of interest had an equal chance of being picked, which reduced the possibility of selection bias and increased the sample's level of representativeness. Understanding customer behavior and the effect that marketing efforts have requires having a solid grasp of several demographic parameters. For this reason, it was essential to gather information on a variety of demographic factors, such as the respondents' ages, genders, marital and employment statuses, to have a complete knowledge of the respondents. In terms of the age distribution of the respondents, a broad variety of age groups was represented, ranging from 18 years old up to 55 years old. Approximately sixty percent of the total answers were comprised of those who fell into the age range of 25 to 34 or 35 to 44 years old. This age distribution guaranteed a balanced representation of both younger and older demographics, which allowed for a full investigation of the influence of social media marketing on brand loyalty and consumer purchase choices across a range of various age groups. The purpose of the study was to investigate the potential for generational differences to produce distinct patterns of consumer behavior and preferences. To do so, the researchers took into account a wide variety of age groups.

Another crucial component of the responder profile was the gender representation of those who participated. The survey's primary objective was to collect responses from a

representative sample of both male and female respondents. According to the findings, 35% of the people polled identified as females, whereas 34% of the people polled identified as males and 31% as others. This gender distribution guaranteed that the conclusions of the survey were not skewed towards any single gender, therefore offering a more comprehensive grasp of the subject matter of the study. The purpose of the research was to identify any gender-related variations in brand loyalty and customer purchase decision by using a varied sample. Considering that gender might affect the behaviors and attitudes of consumers, this was a necessary step. Another significant element of a person's demographic profile that might influence their purchasing decisions is their employment status. The responders came from a wide variety of different kinds of work settings. Participants in the study were either presently working full-time, part-time, or independently as well as those who were actively seeking employment. Because of the diversity of job statuses among the participants, the research was able to collect information from people with varying degrees of professional experience and sector expertise. When taking into account the impact that professional circumstances have on consumer behavior, enabled a more in-depth investigation of the effect that social media marketing has on the brand loyalty of customers and their decision-making about product purchases.

Another kind of demographic information that may play a role in shaping consumer behavior and decision-making processes is individuals' marital status. To get an in-depth comprehension of the issue under investigation, the poll sought responses from individuals with a variety of different types of marital histories. According to the findings, 31% percent of the participants are divorced, 26% are single, 22% are married and 21% are others. This distribution made sure that the outcomes of the study took into account the impact that a customer's marital status had on their loyalty to a business and their purchasing choices. This made it possible to conduct an in-depth investigation of how social media marketing activities influences customers whose marital status varies. Several precautions have been taken to guarantee that the survey instruments are accurate. The questionnaire that was utilized in the survey was prepared based on past research on the subject as well as on previously established scales. The items were built with great attention to capture the key components associated with social media marketing, brand loyalty, and the choices made by customers about their purchases. Before it was sent to the people who participated in the

study, the questionnaire was put through a preliminary round of testing to root out any problems or ambiguities that could arise.

The study's findings offer useful insights into the demographics and character of the respondents. The survey received 100 legitimate replies, with no age, gender, employment position, or marital status missing data. Respondents had been arranged into three age groups: 18-24, 25-29, and 30-35. The majority of respondents (42%) were between 25 and 29 years old, displaying a high degree of participation with social media marketing activities and its impact on brand loyalty and costumer purchase decisions. The 18-24 age team accounted for 28% of all responders, whilst the 30-35 age group accounted for 30%. These findings highlight the importance of considering various age agencies when analyzing the interaction between social media marketing activities, brand loyalty, and consumer purchase decision.

In terms of gender, the poll showed a reasonably equal percentage of respondents throughout one-of-a-kind categories. Around 35% of respondents distinguished as male, 34% as female, and 31% as "Others." This balance conveyance shows the need to consolidate various perspectives and experiences while examining the connection between social media marketing, brand loyalty, and consumer purchase decision. Respondents' work status was isolated into four orders: students are 25 percent of the respondents, employed are 20 percent, jobless are 20 percent of the respondents, and others. The "Others" group received the biggest proportion of responders (35%).

Furthermore, a reliability study was performed to verify the consistency and stability of the survey data. The results show a high level of internal consistency among questions on social media marketing activities, brand loyalty, and consumer purchase decisions, with a Cronbach's alpha coefficient overall 0.7. This implies that the survey questions accurately assess the constructs of interest, boosting the integrity and credibility of the study findings. In addition, reliability analysis was used to evaluate the degree to which the questionnaire exhibited internal consistency. The reliability of each scale included in the survey was evaluated using Cronbach's alpha coefficient. The fact that the obtained values were higher than the minimally acceptable criterion of 0.7 demonstrates that the survey instruments have a high degree of both internal consistency and dependability. This provides evidence that the questionnaire items were assessing the desired constructs consistently and accurately. In

addition to making sure the survey instruments were reliable, we also took measures to guarantee that they were legitimate. To determine whether or not the content of the questionnaire was legitimate, we first looked through the existing research and then spoke with professionals in the industry. This helped us make sure that the questionnaire questions covered the important facets of social media marketing, brand loyalty, and consumer purchasing choices. In addition, construct validity was evaluated by doing factor analysis on the questionnaire questions to investigate the underlying component structure of those items. The findings demonstrated that the items did load onto the anticipated characteristics, which adds to the survey instruments' growing credibility as legitimate research tools.

A factor analysis was also done to quantify the linked variables and find underlying components. The Kaiser-Meyer-Olkin (KMO) measure of sample adequacy suggests that the dataset is eligible for factor analysis, and Bartlett's Test demonstrates a substantial correlation among the variables. The commonalities and total variation explained further reinforce the validity of the component analysis, revealing the factors' contribution to social media marketing, brand loyalty, and customer purchases. Social media marketing, brand loyalty, and consumer purchase have mean values according to descriptive data are 2.9388, 2.9833, and 2.9167 respectively.

The correlation study shows a critical positive association between social media marketing and brand loyalty ($r = 0.832$) and between social media marketing and consumer purchase ($r = 0.801$). There is likewise a huge positive connection between brand loyalty and customer purchasing ($r = 0.739$). This information recommends that social media marketing impacts both brand loyalty and customer buying.

The regression study demonstrates the link between social media engagement and customer purchasing decisions. According to the findings, social media activity accounts for around 41.4% of the volatility in customer purchase decisions. According to the standardized coefficient, social media engagement has a somewhat positive impact on client purchase decisions.

The one-sample t-test reveals that the mean values of social media activity, brand loyalty, and consumer purchasing decisions differ substantially from 0. This indicates that these variables have statistically significant means and supports the association discovered in the

regression analysis. The one-way ANOVA shows a significant difference between groups for both brand loyalty and customer purchase, giving more support for the association between these variables.

The results of the survey were able to be generalized since the researchers were successful in obtaining a balanced mix of respondents across a variety of demographic parameters. The reliability of the survey instruments was determined via extensive testing, and the validity of the questionnaire was improved by the use of several measures. These precautions not only help to the overall robustness of the investigation but also boost trust in the correctness and dependability of the data that were produced. In conclusion, the respondent profile in the study on the influence of social media marketing on brand loyalty and consumer purchase decisions was diversified and reflective of a cross-section of the target audience. It was possible to get a thorough picture of consumer behavior by including several demographic parameters, the most important of which were age, gender, marriage status, and job status. To guarantee the accuracy of the survey instruments, exhaustive testing and analysis were performed, and at the same time, measures were made to improve the validity of the questionnaire. The legitimacy and generalizability of the results are improved as a result of these measurements, which also provide useful insights into the interaction between social media marketing activities, brand loyalty, and customer purchase decisions. The findings recommend that social media marketing plays a crucial role in influencing brand loyalty and consumer purchase decisions. Most of the respondents saw a positive effect of social media marketing on these variables.

## 6.1 MANAGERIAL IMPLICATIONS

The managerial implications for this research conclude the meaning of research in terms of actions. Today is the era of the digital world. Everything is converted towards digitalization. Whether it is shopping or gaining information about brands or products, everything is available online modes. The customers when they want to purchase a product, they try to acquire the information through online modes and social media sites. The reason is that customers are using these sites most frequently. The customers are better aware of the product, its launching date, and the booking dates as well due to the social media sites such as Facebook, and Instagram. It is necessary for business managers that they have to develop

competitive strategies for managing social media accounts. In this way, the customers can be attracted to the brands (Dabbous & Barakat, 2020).

Social media marketing can modify brand loyalty and customer buying decisions, according to the thesis statement. For companies trying to boost sales and marketing, this result has major managerial implications. Management implications from the research include:

### 6.1.1 Invest in Social Media Marketing

Social media marketing activities moderate the association between brand loyalty and customer purchasing decisions, according to this study. To boost brand loyalty and sales, companies should invest in social media marketing.

### 6.1.2 Use Social Media

Brands should use social media to engage with their target audience. Businesses may communicate with customers and establish brand loyalty on social media. Social media marketing is cost-effective for brands.

### 6.1.3 Monitor and Track Social Media Performance

To establish how marketing efforts affect brand loyalty and customer purchasing decisions, companies should constantly monitor and track their social media performance. Social media marketing metrics like likes, shares, and comments can reveal strategy efficacy.

### 6.1.4 Create Brand Loyalty

In addition to social media marketing, firms should create brand loyalty to enhance customer purchasing decisions. A strong brand identity and consistent brand experience can assist in building brand loyalty. Product quality, customer service, and brand messaging can do this.

### 6.1.5 Segment Target Audience

This study emphasizes the necessity of social media segmentation. Brands can optimize their marketing strategy by tailoring activities to segment preferences and behavior. Social media marketing can moderate brand loyalty and consumer buying decisions. Therefore, businesses should invest in social media marketing strategies, use social media platforms, analyze social media performance, create brand loyalty, and segment their target audience to enhance sales and revenue.

The managers must understand the type of brand or product they are dealing with. The reason is that in this way the customers can be better tackled and the social media is managed accordingly. The trends of marketing on social also vary with the changing trends such as short clips, viral videos, and snaps are used according to the need. The core values, mission, and vision should be considered by the managers. It helps maintain the positive goodwill of the brand. The reason is that customers can better understand the product in this way. This generates a higher value in the minds of the customers and they are attracted to it. Moreover, it is compulsory to know about the target audience (Dabbous & Barakat, 2020). For instance, if a clothing brand is targeting teenagers through social media. Then it should focus on the social media influencers that are in trends. If these social media influencers are promoting the brand, then they can attract the maximum audience. So, managers must formulate policies according to the requirements.

The major parameters that managers should consider while making social marketing and advertising campaigns are the demographics and interests of customers. For instance, age, gender race, ethnicity, marital status, and education must be considered. Besides that, managers must try to respond to customers on social media sites on time. For instance, if a customer is demanding time for the product, then the social media management of that brand should focus on the concerns of the customers. As it ensures that customers are connected to that brand and are valued by it. It enhances customer satisfaction for that brand and in the future customers try to purchase from that brand. Similarly, negative feedback is also granted by the customers over the product which can harm brand loyalty as well (Ebrahim R. S., 2020). For that purpose, managers must listen to the concerns of the customers and respond to them. So, that there is no impact on the sales of the business.

The creation of social media accounts should be done by the managers. As the study has elaborated on the moderating role of social media activities on customer purchase intention and brand loyalty. If the social media handles on email, Instagram, LinkedIn, and YouTube are generated then there are higher chances that it will aid in the popularity of the product. The content that is generated for marketing and advertising should also be posted on all these sites so that it can target the maximum audience. Besides that, engagement with the customers through these social media sites is also very important because in this way positive relationship is developed with the customers. The customers' experiences can be improved

(Dabbous & Barakat, 2020). For example, social media managers can answer the questions of the customers, asking them questions so that their opinions can be gathered regarding the product. The content can be organized in a way that looks more attractive to the customers. The audience on social media also generates content regarding the product so managers should allow the teams to post the content that is generated by the customers. This activity increases customer loyalty and they try to recommend the product to other customers as well. Moreover, creativity in the content of social media activities also plays an important role because through quality content customer engagement increases and the customer tries to comment and give their feedback regarding the product.

The managers must have consistency in their social media activities. The sharing of information, quality, and new product information should be done consistently (Mason, Narcum, & Mason, 2021). Content recycling can also be done by the managers as it gives great chances to the audience or new members to see the information. The managers should post on social media daily so that they are attracted to the posts and check the feedback of customers. So, when the customers are watching the content again and again there are higher chances that they will end up buying the product. Another important factor that aids in developing a good image of the brand among the customers is to engage the customer positively. This is very helpful for the brands to maintain a positive relationship with them. In this way, they try to remain loyal to the brand and try to purchase from that brand only. So, managers should participate in such creative activities and ensure that customers like them. It can help in boosting the overall sales of the business.

## 6.2 SUGGESTIONS FOR FUTURE RESEARCH

Social media marketing can modify brand loyalty and customer buying decisions, according to the thesis statement. For companies trying to boost sales and marketing, this result has major managerial implications. Social media marketing moderates brand loyalty and customer buying decisions, according to this study. To boost brand loyalty and sales, companies should invest in social media marketing. Brands should use social media to engage with their target audience. Businesses may communicate with customers and establish brand loyalty on social media. Social media marketing is cost-effective for brands.

### 6.2.1 Monitor and Track Social Media Performance

To establish how marketing efforts affect brand loyalty and customer purchasing decisions, companies should constantly monitor and track their social media performance. Social media marketing metrics like likes, shares, and comments can reveal strategy efficacy. In addition to social media marketing, firms should create brand loyalty to enhance customer purchasing decisions. A strong brand identity and consistent brand experience can assist in building brand loyalty. Product quality, customer service, and brand messaging can do this. This study emphasizes the necessity of social media segmentation. Brands can optimize their marketing strategy by tailoring activities to segment preferences and behavior.

Social media marketing can moderate brand loyalty and consumer buying decisions. Therefore, businesses should invest in social media marketing strategies, use social media platforms, analyze social media performance, create brand loyalty, and segment their target audience to enhance sales and revenue.

### 6.2.2 Investigation of Specific Social Media Platforms

In the context of social media marketing, the investigation of specific social media stages alludes to doing research that focuses on assessing the elements and effects of individual platforms like Facebook, Instagram, Twitter, or YouTube. Instead of investigating social media marketing in general, this strategy focuses on the characteristics and effects of each stage. Exploring how brand loyalty is affected differently on each platform might be one subject of inquiry within this scope. Brand loyalty is the degree to which people continuously choose and support one brand over another. Researchers can acquire insights into the elements and mechanisms that lead to consumer loyalty on platforms like as Facebook, Instagram, Twitter, and YouTube by examining how brand loyalty develops and is sustained on these platforms. Marketers may then utilize this information to develop tactics that encourage and build brand loyalty on each channel more effectively. Another area worth investigating is the influence of certain social media sites on customer purchasing decisions. Consumer purchase decisions comprise the process through which consumers make decisions about the things or services they purchase. Researchers can find the specific traits and features of each platform that play a role in molding consumer behavior by researching how these decisions are affected differently on Facebook, Instagram, Twitter, or YouTube. This intelligence may assist marketers in tailoring their marketing activities and

communications to better line with platform-specific characteristics, boosting the odds of influencing customer purchase choices on each platform (Balawi, 2021).

### 6.2.3 Industry Comparison

Research can investigate how the influence of social media marketing efforts on brand loyalty and consumer purchasing choices vary across sectors. Because of differences in customer habits and tastes, the influence of the fashion and technology industries may differ. Comparison research of this type would provide insights into industry-specific techniques for efficiently harnessing social media marketing.

### 6.2.4 Moderating Effects of Consumer Characteristics

Consumer traits that affect how social media marketing activities, brand loyalty, and consumer purchase decisions interact: The study can look at how individual consumer traits like age, gender, personality traits, and social media usage patterns interact with each other to affect how social media marketing activities, brand loyalty, and consumer purchase decisions. This will give useful information for segmenting customers and adjusting social media marketing campaigns accordingly (Jai, Tong, & Chen, 2022).

### 6.2.5 Cross-cultural Analysis

Given social media's widespread use, it would be intriguing to examine how social media marketing efforts affect brand loyalty and consumer purchasing decisions in various cultural contexts. Understanding how cultural differences impact customer responses to social media marketing would aid firms in efficiently adapting their tactics to diverse markets. Organizations with a varied customer base should research how social media marketing affects consumer brand loyalty and purchasing behavior. Brand loyalty and customer behavior in many marketplaces are impacted by social media marketing. Depending on the culture, social media marketing has varying effects on brand loyalty and purchasing behavior (Bigne, Andreu, Perez, & Ruiz, 2019). Culture impacts social media marketing perception and response. In various markets, organizations must use culturally sensitive social media marketing. Comparing social media marketing results across nations is one technique to do cross-cultural analysis. A US study concluded that social media marketing boosts brand loyalty, but a Chinese study indicated the opposite. Collectivism vs. individuality, high-

context vs. low-context communication, and high vs. low uncertainty avoidance may explain this discrepancy (Ansari, Ansari, Ghori, & Kazi, 2019).

### 6.2.6 Individualist vs Collectivism

Collectivism values collective identification and societal standards, while individualism values personal objectives and autonomy. User-generated material and testimonials may work better in collectivist cultures for social media marketing. Individualist societies may prefer social media marketing that emphasizes personal benefits and preferences.

### 6.2.7 High- and Low-Context Communication

Low-context cultures place more emphasis on direct connection and explicit communication, whereas high-context cultures prioritize nonverbal clues, shared experiences, and indirect communication. Visual and storytelling social media marketing may work better in high-context cultures than in clear and simple communication in low-context societies.

### 6.2.8 High vs Low Uncertainty Avoidance

Cultures with low levels of uncertainty avoidance favor ambiguity and uncertainty, while cultures with high levels of uncertainty avoidance favor structure and predictability. High uncertainty avoidance cultures may prefer social media marketing that emphasizes brand, product, and service details, while low uncertainty avoidance cultures may prefer novelty, creativity, and spontaneity. The cross-cultural study can also discover social media marketing cultural hurdles. Some cultures forbid marketing on social media. Companies must adapt their social media marketing to local customs in such circumstances (Ansari, Ansari, Ghori, & Kazi, 2019).

### 6.2.9 Mediating Mechanisms

The relevance of mediating processes in influencing customer behavior is demonstrated by the moderating impact of social media marketing on brand loyalty and purchase decisions. Mediating mechanisms convey causal effects between independent and dependent variables. This study identified cognitive processing as a mediating factor. The study reveals that relevant and engaging material on social media can affect cognitive processing by capturing customers' attention and influencing brand views. Social media content can influence customer brand impressions and purchasing decisions. Emotional processing is another

study mediating mechanism. Social media marketing can evoke emotions that influence brand perceptions. Positive brand emotions can boost brand loyalty and buying decisions. Social media can also cause negative feelings that turn people off the brand (Bigne, Andreu, Perez, & Ruiz, 2019). Self-concept mediates the effects of social media marketing on brand loyalty and customer purchasing decisions, according to the study. Self-concept influences brand perception and buying behavior. Social media marketing can shape consumers' self-image by offering a brand image that matches their values, beliefs, and identity.

### 6.2.10 Experimental Designs

While many studies in this field have relied on survey data, future research can use experimental designs to prove the causation between social media marketing activity, brand loyalty, and consumer purchase choices. Experimenting with various social media marketing factors and observing their impacts on customer behavior might provide more proof for the linkages (Ibrahim, 2021).

These study ideas for the future can help us gain a better understanding of the moderating effect of social media marketing activities on brand loyalty and consumer purchasing choices. Scholars and marketers may improve their understanding of social media dynamics and develop more effective methods to promote brand loyalty and impact customer behavior by tackling these research paths.

## 6.3 LIMITATIONS

There are various limits to the ongoing review that tend to be tended to as it investigates the directing impact of social media marketing efforts on brand loyalty and consumer buying choices. Most importantly, it focuses on a specific setting and could not be pertinent to different organizations or regions, the generalizability of the discoveries might be constrained. The link between social media marketing efforts, brand loyalty, and customer purchasing decisions might vary depending on the specific traits of the industry. Consequently, care should be used when applying these findings to various circumstances. Another drawback of this research is its dependence on self-reported measurements. These biases include response bias, recollection bias, and social desirability bias, which may have affected the research's data collection. These biases may have an impact on the data's quality and dependability, which may have an impact on how social media marketing efforts, brand

loyalty, and consumer purchase decisions are related. To overcome these restrictions and produce more conclusive results, future studies can include objective metrics or make use of different research techniques (Webster & Dean, 2019).

Despite its useful insights, the study "The Moderating Impact of Social Media Marketing Activities on Brand Loyalty and Consumer Purchase Decision" has numerous limitations that must be considered when evaluating the results. We will address the study's weaknesses in this article. The study evaluated content marketing and community management in a single country with a small sample of customers. Thus, it is unknown if the findings apply to other nations or social media marketing initiatives. The study used participants biased and inaccurate self-reported data. Participants may have given socially desirable responses or misremembered their activities and attitudes. The study did not control for extraneous variables that may have affected the association between social media marketing activity, brand loyalty, and consumer purchase decisions. Participants' earlier brand experiences or personal values and beliefs may have influenced their behavior and views (Bigne, Andreu, Perez, & Ruiz, 2019).

The study was conducted at one time, making it difficult to tell if social media marketing activity, brand loyalty, and consumer purchase decisions are causal or related to other variables. The study examined brand loyalty and consumer purchase decisions, but it did not measure other characteristics that may have influenced social media marketing efforts and customer behavior, such as trust, perceived value, or satisfaction. The study examined how social media marketing affected consumer behavior and loyalty, but not brand recognition or image. The study concentrated on social media marketing's positive effects on brand loyalty and customer purchase decisions but ignored potential negative consequences such as information overload, privacy issues, and social media tiredness. "The Moderating Impact of Social Media Marketing Activities on Brand Loyalty and Consumer Purchase Decision" has shed light on the relationship between social media marketing and consumer behavior and loyalty, but its limitations must be considered when interpreting the results. Academics and marketers can expand on the study's conclusions by understanding these limitations.

The cross-sectional form of the study further limits our capacity to demonstrate causation or to define the direction of connections between variables. It is crucial to understand that the connections between social media marketing initiatives, brand loyalty, and customer

purchasing decisions may be reciprocal or affected by other factors not taken into consideration in this study. Future studies may use longitudinal or experimental designs to strengthen the evidence of causality and directionality to get over this constraint. Additionally, it is possible that the study did not consider all pertinent contextual aspects that can affect how social media marketing activity, brand loyalty, and consumer purchase decisions interact. Future research should consider how cultural differences, the competitive environment, and market conditions may affect consumer behavior to get a more complete knowledge of the subject. The choice of social media sites is another constraint. It is possible that the study concentrated on a few platforms while ignoring potential differences in customer behavior among platforms. The efficacy of social media marketing initiatives may be impacted by the distinctive features, user demographics, and usage patterns that are exclusive to each platform. To acquire a more comprehensive perspective, future research should examine the effects of social media marketing activities on brand loyalty and customer purchase decisions across numerous platforms.

Lastly, it is possible that the research missed external elements. Macroeconomic factors, shifts in customer tastes, and technological developments all have the potential to affect consumer behavior and the success of social media marketing campaigns. Future studies ought to think about including these extraneous variables to offer a more thorough analysis. A fair evaluation of the study's conclusions must take into account these constraints. Future studies can further awareness of the intricate connection between social media marketing activities, brand loyalty, and consumer purchase decisions by addressing these constraints

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# APPENDIX

## A.1 QUESTIONNAIRE

An overview of how the use of social media advertising affects loyalty to brands and customer buying decisions is given in the following section. The section emphasizes how electronic advertising has altered the nature of advertising and created numerous possibilities for consumers to communicate with their preferred brands or companies, which fosters more loyal clients. The section also emphasizes how social networking sites, as opposed to more traditional advertising methods, are the most recent and contemporary method of capturing customers' interest. The survey of a total of 20 questionnaires designed out of which 4 are from demographics part and the remaining 16 are for our research. The section also addresses the technical foundations the internet has given companies access to, which are not just essential to sustain their revenue and encourage customers to be more involved.

1. What is your age range?

a) 18-24 years

b) 25-29 years

c) 30-35 years

2. What is your Gender?

a) Male

b) Female

c) Other

3. What is your current employment status?

a) Student

b) Employed

c) Unemployed

d) Others

4. What is your marital status?

a) Single

b) Married

c) Divorced

d) Other

5. How frequently do you utilize social media?

a) Daily

b) Many times, a week

c) One time per week

d) Rarely

e) Never

6. How frequently do you make purchases online?

a) Daily

b) Many times, a week

c) One time per week

d) Rarely

e) Never

7. Do you think social media marketing activities essentially affect consumer purchase decisions?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

8. Do you think brand loyalty impacts consumer purchase choices?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

9. Do you think that social media marketing activities are more effective than traditional advertising methods?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

10. Do you believe social media marketing activities assume a part in reinforcing brand loyalty?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

11. Do you agree that social media marketing activities can act as a boost for consumers?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

12. Do you think brand devotion is impacted by ecological and brand-related stimuli?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

13. Do you think that social media marketing activities have a greater impact on younger consumers compared to older ones?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

14. Do you think social media marketing activities decidedly affect consumer purchase choices?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

15. Do you think social media advertising activities emphatically impact brand loyalty?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

16. Do you trust outside variables like social class, culture, and gatherings influence customer purchase choices?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

17. Which Social Media platform do you use the most?

a) Facebook

b) Twitter

c) Instagram

d) LinkedIn

e) TikTok

18. Do you agree that brand loyalty is a genuine commitment to repeatedly purchase products or be in favor of certain products?

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

19. Promotion is an essential method to increase consumption through short-term social media campaigns to persuade target consumers.

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

20. Businesses can increase the awareness of the brand value with organized, well-defined, and planned social media marketing strategies.

a) Strongly agree

b) Agree

c) Neither agree nor disagree

d) Disagree

e) Strongly disagree

Much obliged to you for participating in this overview!