Project Dissertation on

STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY

Submitted By:

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CERTIFICATE

This is to certify that Shobhit Sharma, Roll No: 2K18/EMBA/535, student of Masters of Business Administration (Executive 2018-2020) at Delhi Technological University, Delhi has accomplished the project titled "**Study on Impact of Social Media Marketing on Brand Loyalty**" under my guidance and to the best of my knowledge completed the project successfully, for the fulfilment of the course Executive MBA.

Dr. Rajan Yadav   **Dr. Archana Singh**
Head of Department   **Asst. Professor**
Delhi School of Management   **Delhi School of Management**
Delhi Technological University   **Delhi Technological University**

DECLARATION

I, **Shobhit Sharma,** student of Executive MBA 2018-20 of Delhi School Of Management, Delhi Technological University Bawana Road Delhi -110042 declare that Dissertation Report on **"STUDY ON IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY"** submitted in partial fulfillment of Degree of Executive Masters of Business Administration is the original work conducted by me.
The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted in any other university for award of any other Degree, Diploma and Fellowship.

SHOBHIT SHARMA

2K18/MBA/535

ACKNOWLEDGEMENT

I express my deep sense of gratitude to my respected and learned guide, Dr. Archana Singh for her valuable help and guidance, I am Thankful to the encouragement she has given me in completing this project.

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EXECUTIVE SUMMARY

Brand loyalty is expressed as a phenomenon of consumers to continuously purchase one brand's products over another again and again. Consumer behavior establishes a design that consumers will continue to buy products from a brand that has nurtured a trusting relationship. The importance of customer loyalty impacts almost every metric important to running a business.

Social media is known as a group of web-oriented applications that is constructed on the conceptual and technical foundations of the World wide web which allows the creation and transformation of consumer-generated content. Consumers use social media to search for data about wanted products with the best prices. While making a purchase, consumers have different outlooks. Consumers could be brand conscious with a tendency to interpret brands as signs of status and prestige. Contrastingly, Consumer could be value-conscious and utilize social media to determine the prices of different products from different brands, to draw the maximum value for the cost incurred.

The question is "How brand loyalty can be built and strengthened through social media? Are there an impact of Social Media Marketing (SMM) activities on brand- and value-conscious consumers? "

The current research is conducted to develop a research model to understand the relationships between SMM activities, brand loyalty, brand-consciousness, and value-consciousness.

Table of Contents

CHAPTER-1

INTRODUCTION

Social media has now changed its identity and is not just a place where stories and pictures were posted. Nowadays, businesses use social media in countless different ways. For instance, organizations now tap and screen social media conversations and respond to applicable references in order to know about what customers have to say about their brand. Social media marketing (SMM) is the utilization of social media websites to engage with the crowd to create a brand image, increment sales, and generate organic online traffic. This involves posting content on social media presence, engaging your subscribers, analyzing your results, and running social media campaigns. Organizations were campaigning their promotions on social media to generate leads and organic traffic to their websites and, hopefully, results in a purchase order.

The process of utilizing social media is new and is used by Internet users widely. Organizations using social media in different contexts for different objectives in one shot is now gaining popularity. Advertising is one of the marketing fields where its association with social media has gradually become popular.

In order to get the best quote about a product, customers utilize social media to find as a source of information. Social media have inescapably altered communication between customers and marketers. It makes sharing of experiences with other online users and voicing their opinion about products in the social community easier. While making a purchase, consumers have different outlooks. Consumers could be brand conscious with a tendency to interpret brands as a symbol of stature. Contrastingly, Consumer could be value-conscious and utilize social media to determine the cost of various products from different brands, to draw the maximum worth for the cost incurred. Businesses are utilizing social media for targeting and segmenting those consumers and accomplish less costly cohesive campaigns. Most organizations globally are participating in SMM activities to market their products and services. Social media is seen as a marketing warfare to do market research, promotions, branding, and customer service and CRM.

CHAPTER-2

LITERATURE REVIEW

2.1 Social Media Marketing

Okazaki et al., 2015 claimed that many organizations utilize social media platforms for engagement of consumers with the brand. "However, those organizations still struggle to achieve brand loyalty because they do not completely understand how to build a consumer-brand relationship in social media environment" stated Fournier et al., 2009. Referencing Tuten et al., 2008, "Social media marketing is a wide-ranging portfolio of advertising using the social network, virtual worlds, user-generated product reviews, blogger endorsement, RSS feeds of content and social news sites, podcasts and games". By using the social context and the existing social media platforms like YouTube, Facebook, Instagram, etc., marketers can utilize SMM for advertising campaigns and communicate and engage customers.

Barefoot et al. 2010 suggested that "Social media marketing activities are a subcategory of online marketing events that take care of web-based promotion campaigns, such as e-mail newsletters and online advertising campaigns." Akar et al.,2011 noted in their study that "Social media converts customers into marketers and promoters, who create, modify, and share online information about organizations, products and services." Hence Social networks become a platform for an online community to share their experiences with their social circle with ease.

In today's era, consumers can track their preferred brands on Social media, to stay up to date with the upcoming products, be aware of promotional deals and discounts and be engaged with brands and organizations. Aaker et al, 1996 and Fournier et al. 1998 are indicated in researches that "Promoters can increase their brand loyalty by reinforcing consumer-brand relationships."

According to Liao et al., 2014, "consumer-brand engagement results in many profits to the consumer, such as product or service quality, price and distinct treatment." Muñiz et al., 2001 stated that "Those alleged relationship benefits can boost consumer's satisfaction and create positive word-of-mouth and build brand loyalty through brand community".

2.2 Brand loyalty

Jacoby, 1971 described it as "preference-based psychological response expressed over time by consumers with respect to one or more substitute brands out of a set of brands and is a function of emotional processes". According to Fournier et al.,1997, "the expansion and maintenance of consumer brand loyalty are the core of the organization's marketing strategies". Carroll et al., 2006 suggested that "Brand affection is related to higher levels of brand loyalty and positive word-of-mouth". Aaker, 1991 and Reichheld, 1996 also quoted that "Importance of Brand loyalty is of chief importance for marketers and consumer researchers."

"In literature for the services industry, many researchers obsessed on the importance and consequence of brand loyalty" as per Asuncian et al., 2004.

Many firms are able to capture a big chunk of market share and higher ROI by maintaining a pool of brand loyalists. Researchers from Buzzell et al., 1975 encourage marketers to produce and honor brand loyalists. Hence in order to maximize the brand loyalty, it becomes imperative to find out what factors influence it the most. In a study, Anderson et al. ,2004 claimed "a loyal and contented customer base helps the growth of the organization's bargaining power regarding suppliers, partners and channels. So, customer

loyalty should affect stakeholder value in a positive manner by reducing uncertainty and associated risk with anticipated future cash flows." As per Dick et al., 1994 "Brand loyalty among customers generates positive Word of Mouth communication and beats the competitive strategies by other Brands." These conclusions demand marketing managers generate and sustain robust Brand loyalty among their customer base.

Kotler and Keller, 2005 in their study mentioned that "based on a 20-80 principle, the top 20% of the clienteles may result in 80% of return for an organization." Hence, it is pleasing and rewarding to have a promising connection between an organization and its consumers.

2.3 Value Consciousness

A study from Ailawadi et al., 2001 shows that "value consciousness is known to be a thought process for paying low prices, with some quality limitation in mind." There are customers who do not believe in shopping branded products as a key to happiness and signs of high stature in society. According to Lichtenstein et al., 1990, "consumers are more value-conscious and they carefully utilize resources and avoid waste". As per Sharma, 2011, "Value-conscious consumers tend to be concerned about low prices as well as the product quality at the same time." Dick et al elaborated "value consciousness as customers assessment of product quality in comparison to the price required to buy that product." In his words, "They are also more likely to routinely use social media platforms to purchase for the lowest cost which brings many substantial benefits like saving money by allowing them to achieve the lowest price, identifying the accurate products to satisfy their needs and do a comparison of prices among different brands."
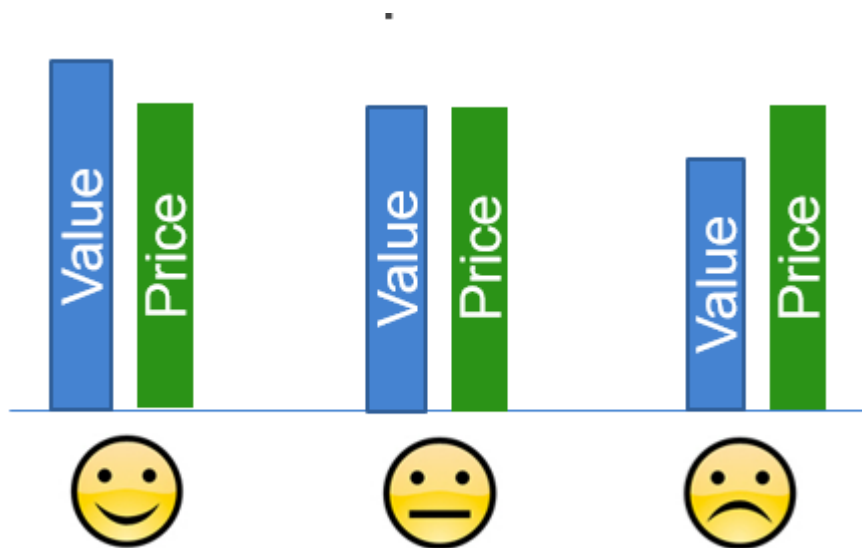
Interestingly, the price assessment website "www.priceline.com" has over 6 lacs followers on their Facebook presence. Consumers who subscribe to this content are gesturing that there is a concern for the price of products and services different organizations propose. Batra et al., 1997; hence claimed that "purchasing products at a low cost is comparatively significant than the quality of the product or image of the brand in buying decisions."

2.4 Brand Consciousness

Sproles et al., 1986 said that Brand consciousness is "the attitude to select products that are renowned and well-advertised brand names." Manrai et al., 2001 stated in his study that Consumers frequently express distinct characteristics and favorites through choice in brands. Liao and Wang, 2009 agreed that "those consumers with a high degree of brand consciousness incline to buy more expensive and established brands". Escalas and Bettman, 2005 reiterated that "consumers use the brands as symbols of status and prestige. They gain confidence in building their own self-identity and define such a uniqueness to others." Liao & Wang, 2009 hence claim "that consumers are willing to pay a price premium for a well-known brand's product." Regardless of its reputation, the impact of SMM activities on brand consciousness is still rather unfamiliar. Yoo et al., 2000 in his study talked about "Previous researches showcased that traditional methods like TV, radio and magazines, etc. of marketing communications have a positive impact on different constructs such as brand loyalty, brand association and brand awareness."

Mangold et al., 2009 hence concluded: "Consumers are now spinning away from traditional media and are gradually using social media to search for product information because it is observed as a more trustworthy source of information than those traditional instruments."

CHAPTER-3

OBJECTIVES
&
RESEARCH PROBLEM

3.1 Research problem

The preferential choice of a customer in terms of a specific brand in a specific product category is known as Brand loyalty. Customers who showcase fondness for a brand say: "I am devoted to this brand", "I am prepared to pay a premium for this brand over other brands" and "I will endorse this brand to others." Higher share in consumer market, minimal budgeting requirement for promotions, and great prospects for brand enhancement stem from good brand loyalty. Feelings of confidence, youth, style statement, etc. remain constant among customers whereas monetary value in eyes of customers for different brands will vary. Hence for every organization, just satisfying the demand of customers is not enough. Cultivation of positive feelings regarding the brand must be the top priority for all the organizations in order to ensure recurrent purchases from customers. Does Social media Marketing help in meeting that objective, asks the Marketer. Will a customer appreciate regular communication from the brand through SMM activities and will it further enhance their brand loyalty?

3.2 Background

Wilkie et al., 1994 said "A favorable attitude towards, and consistent purchase of, a brand is known as brand loyalty." Brand loyalty in respect of customer's decision is either expressed if a customer shows aims to rebuy a particular brand midst the competitors. In the past few years, customer engagement is done through Social media platforms. But those organizations still fight to accomplish brand loyalty because it is challenging to drive the relationship between a consumer and a brand in a social media environment. SMM is a wide-ranging category of promotions which includes advertising in social network websites and applications. It utilizes the cultural context of the social framework to meet branding and communication purposes.

3.3 Problem statement

This research has been conducted is to address the challenges to create Brand loyalty through Social Media. In today's IT-oriented world and innovative style of Businesses, there are numerous options to pick from in the field of Advertising. This study will enable marketers to develop and sustain brand loyalty among customers through SMM activities.

3.4 Research Objective

To answer the problem statement, this study has a goal to investigate the impact of variables – **Social Media Marketing, Brand-consciousness and Value-consciousness** on **Brand loyalty**.
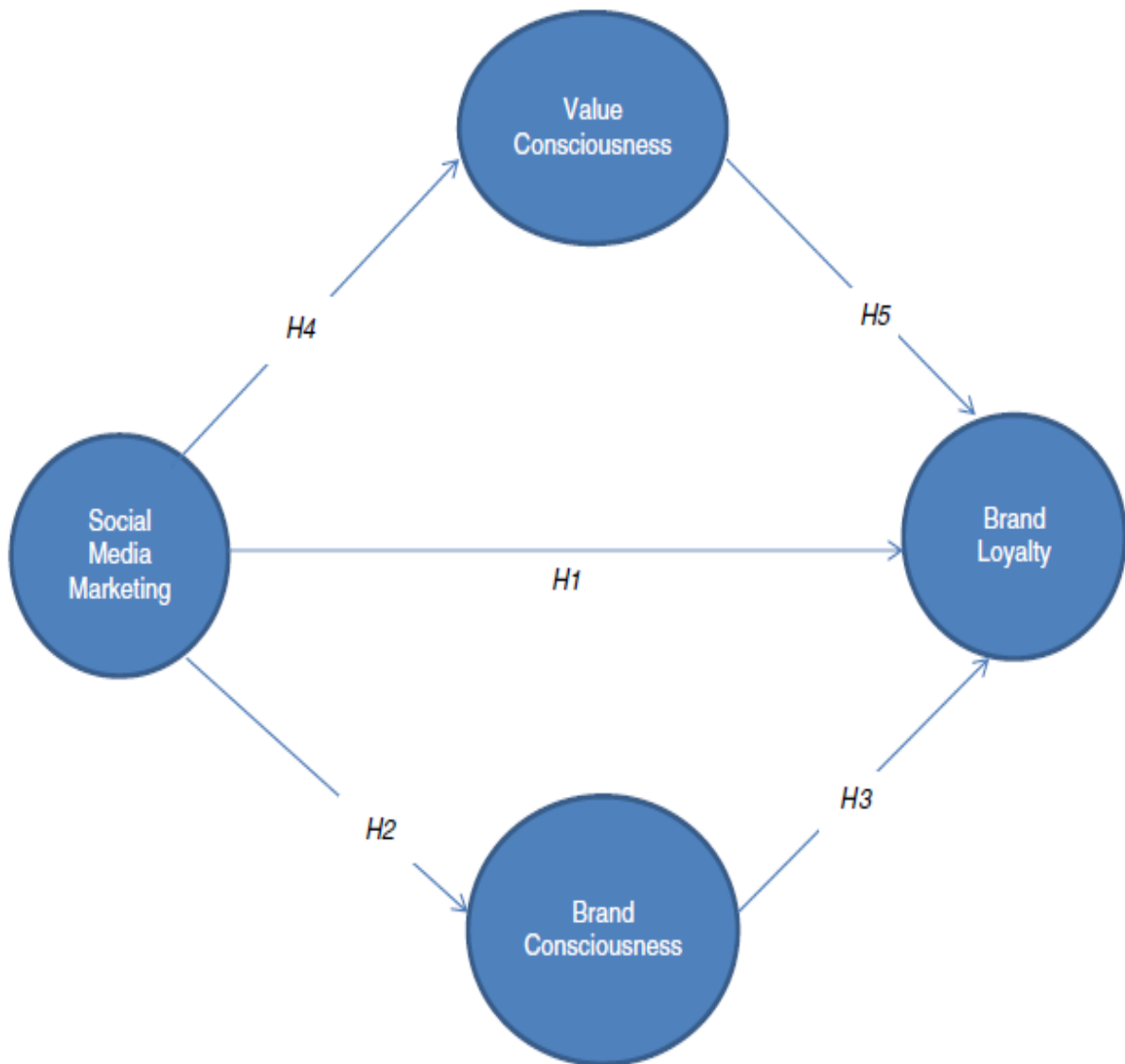
3.5 Limitations

Time constraints and Less no. of respondents are the limitations of this research. Because of such restrictions, Google Forms are used to administer the Questionnaire which is not as customizable as other paid survey tools like SurveyMonkey or any other for that matter.

3.6 Future Scope of Study

Demographic parameters could be a Determinant that controls the effectiveness of supposed SMM activities on the study variables. These arbitrators are not debated in this research. Future survey also needs to be improved in terms of the parameters and data points. Research on each question of the survey and under expert guidance, we can improve the questions and data points and compare the traditional methods of advertising with SMM activities and compare which method applies a higher effect on the study variables.

3.7 Hypothesis

First Hypothesis: -

H0: Social Media marketing activities have no effect on brand loyalty.

H1: Social Media marketing activities have an effect on brand loyalty.

Second Hypothesis: -

H0: Social Media marketing activities have no effect on brand consciousness.

H1: Social Media marketing activities have an effect on brand consciousness.

Third Hypothesis: -

H0: Brand consciousness has no effect on brand loyalty.

H1: Brand consciousness has an effect on brand loyalty.

Fourth Hypothesis: -

H0: Social Media marketing activities have no effect on value consciousness.

H1: Social Media marketing activities have an effect on value consciousness.

Fifth Hypothesis: -

H0: Value consciousness has no effect on brand loyalty.

H1: Value consciousness has an effect on brand loyalty.

CHAPTER-4

RESEARCH METHODOLOGY

4.1 Research Design

The research design is Descriptive Research design leading to the formulation of Hypothesis is used in the present study. Descriptive research includes a congregation of data which events and then organizes, tabulates, depicts, and describes the data collection.

4.2 Research Method

The research method used in the study is Linear Regression which determines the equation between a reliant and self-regulated variable. It allows researchers to predict the behavior of different variables and effect on each other. Basically, this method tells us how much impact the independent variable has on the Dependent variable.

4.3 Sample Size

Convenience Sampling was used as a Sampling technique. Respondents were chosen based on convenient accessibility and proximity. Due to the limitation of time, the number of responses received was less and the sample size for the study is 60.

4.4 Data Collection

Primary Data is collected through a self-administered Questionnaire sent through email and Social media apps like WhatsApp, Facebook Messenger. The questionnaire is easily comprehensible for all audiences. Technical terms or Jargons are not used in the questionnaire.

The first 5 Questions apprehended the Demographic factors namely – Name, Age, Sex, Qualification and Marital Status.

Further 16 Questions of Questionnaire are broadly designed on the following determinants and is adapted from the existing Literature on these parameters.

Brand-Consciousness – Q6 to Q9 – Measuring Brand awareness and its subjectivity to the Quality of the product.

Social Media Marketing – Q10 to Q13 – Measuring the use of Social media for searching and publishing about Products and Brands.

Value-Consciousness – Q14 to 17 – Measuring Price and Quality Handoff between different Brands and Products.

Brand Loyalty – Q18 to Q21 – Measuring preference of one brand among consumers while making a purchase decision.

The responses for the above 16 questions were recorded on a Likert scale –

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

4.5 Data Analysis

Analysis of the Data collected is done using the below tools.

- Data Visualization (Graphs and Charts) – Microsoft Power BI.
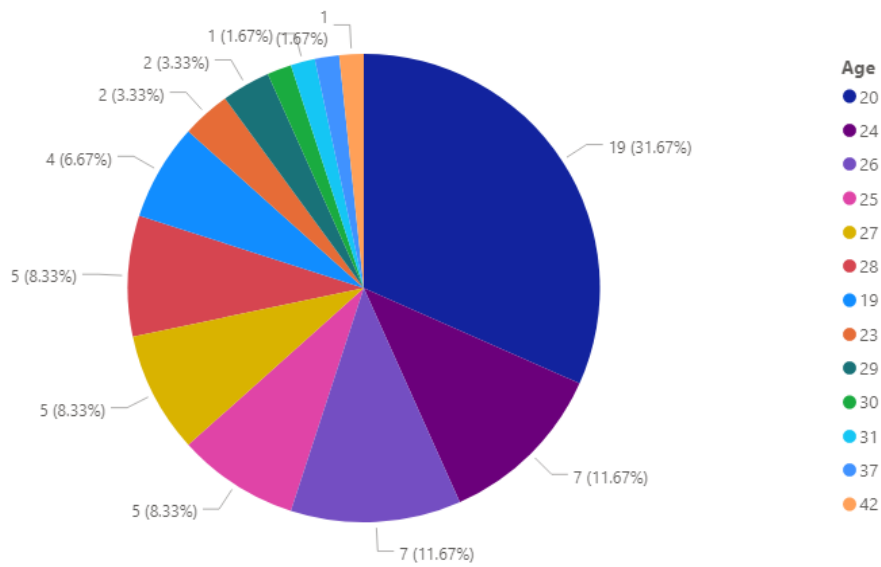- Statistical Analysis (Linear Regression) – IBM SPSS
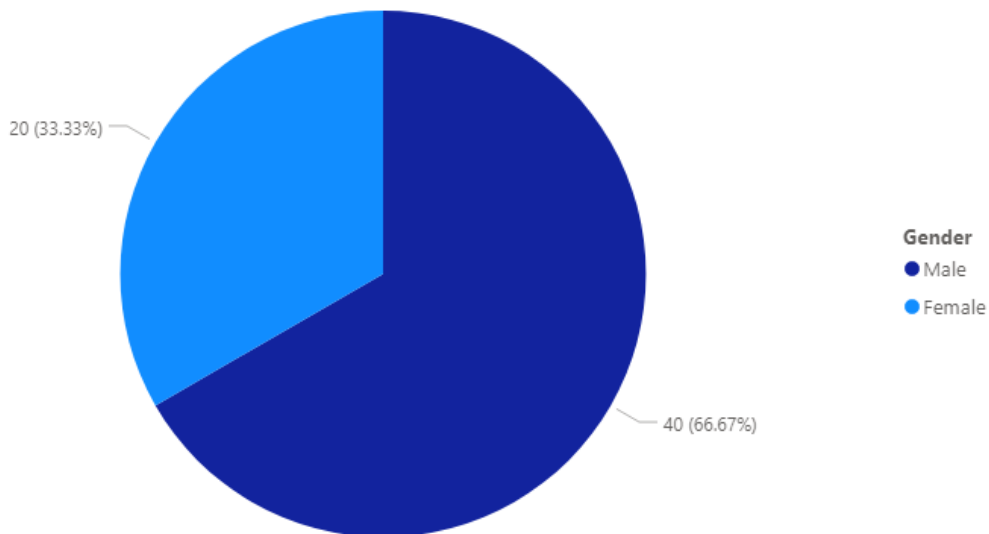
CHAPTER-5

ANALYSIS
&
INTERPRETATION

5.1 Demographic Statistics

Age

Gender

Qualification

1 (1.67%)

7 (11.67%)

27 (45%)

24 (40%)

Qualification
- Graduate
- Undergraduate
- Postgraduate
- Doctrate
- Phd

Marital Status

17 (28.33%)

43 (71.67%)

Marital
- Unmarried
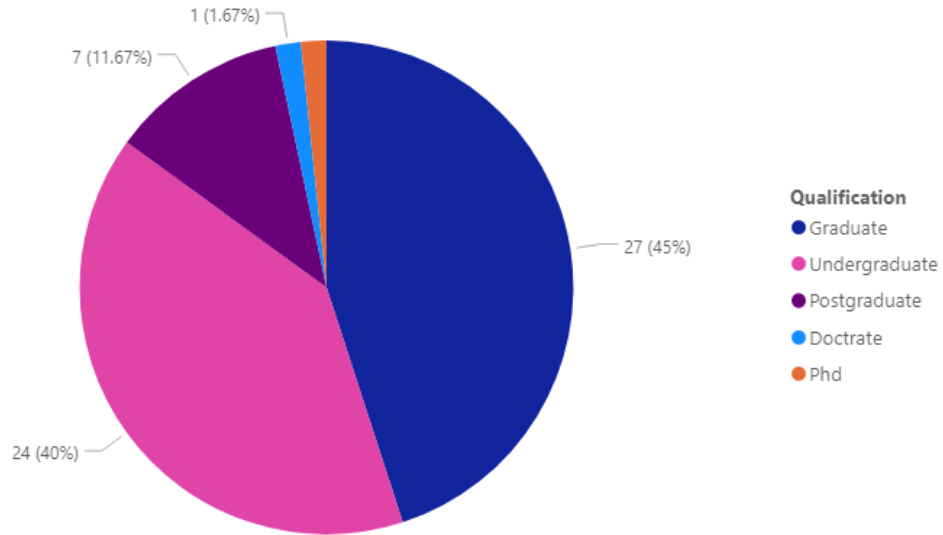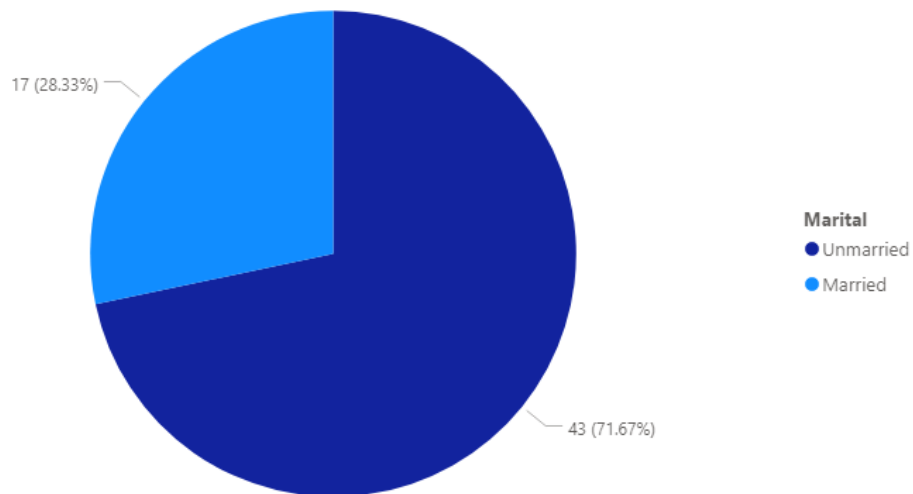- Married

5.2 Analysis of Respondents

Question 6

I pay attention to the brand names of the products I buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:
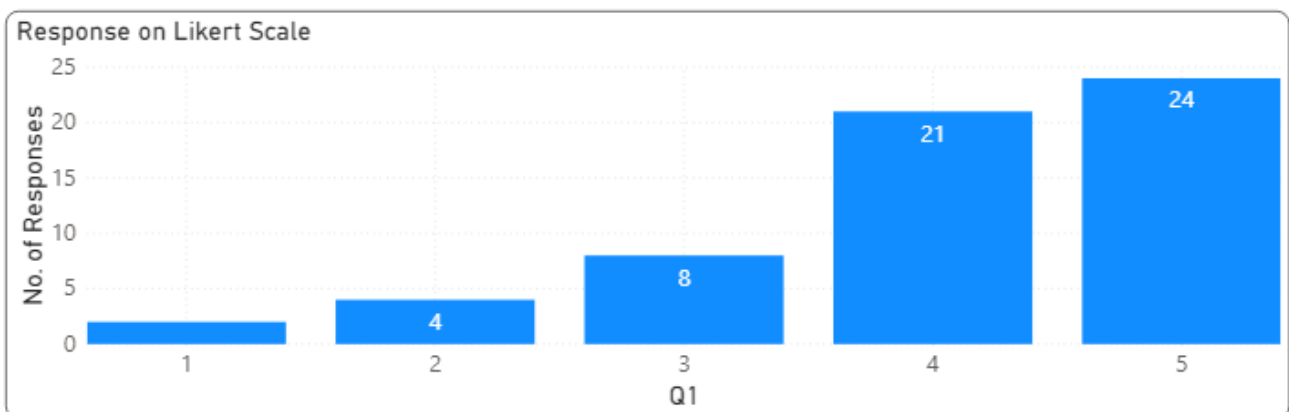
The above graph depicts that majority of responses are in strongly agree and agree area. Only a few of them disagreed and strongly disagree with the statement respectively and remaining are neutral on this statement.

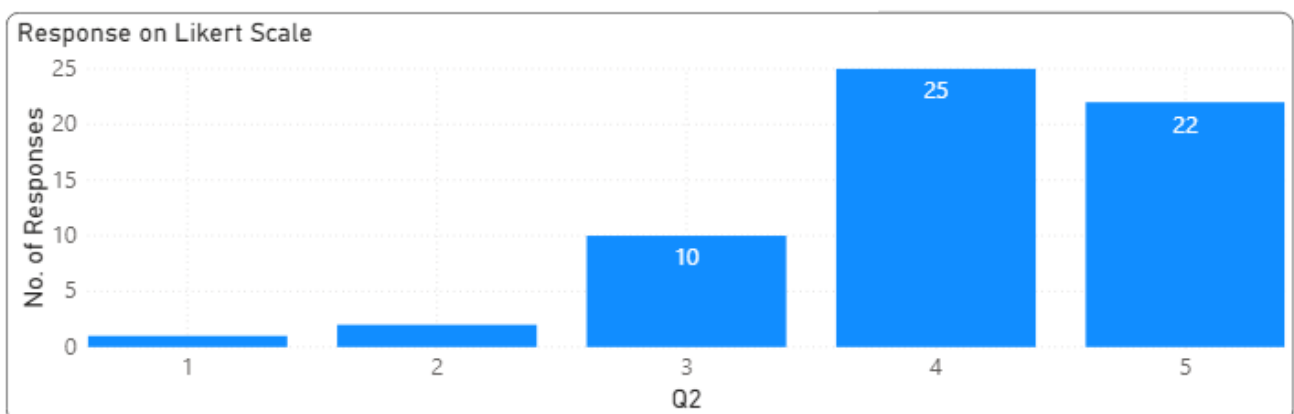Consumers show attentiveness towards Brand Names.

Question 7

Brand names tell me something about the quality of the products *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

The above graph proves that the maximum no. of responses is for Agree and Strongly Agree region. Though 17% of responses came to be neutral on this statement. Only 2% of respondents are disagreed as well as strongly disagree.

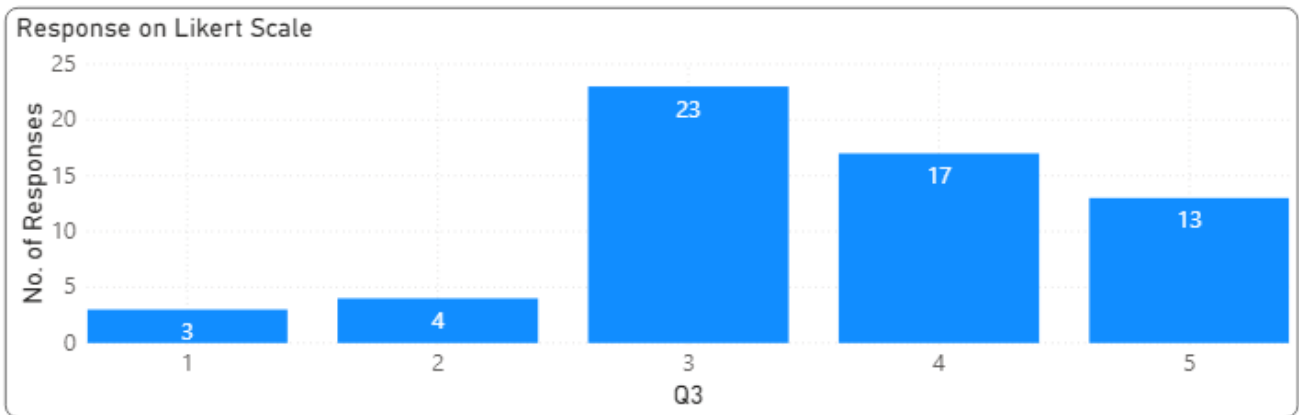Customers relate the Quality of the product with the Brand Name.

Question 8

Sometimes I am willing to pay more money for products because of its brand name *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Response on Likert Scale

Scale	1	2	3	4	5
No. of Responses	3	4	23	17	13

The majority of response which is 38% is neutral in this case. 30% and 22% of respondents are agreeing and strongly agreeing respectively. 8% of respondents are strongly disagreed as well as disagree with the statement.

There is a neutral response towards paying more money for a Branded Product.
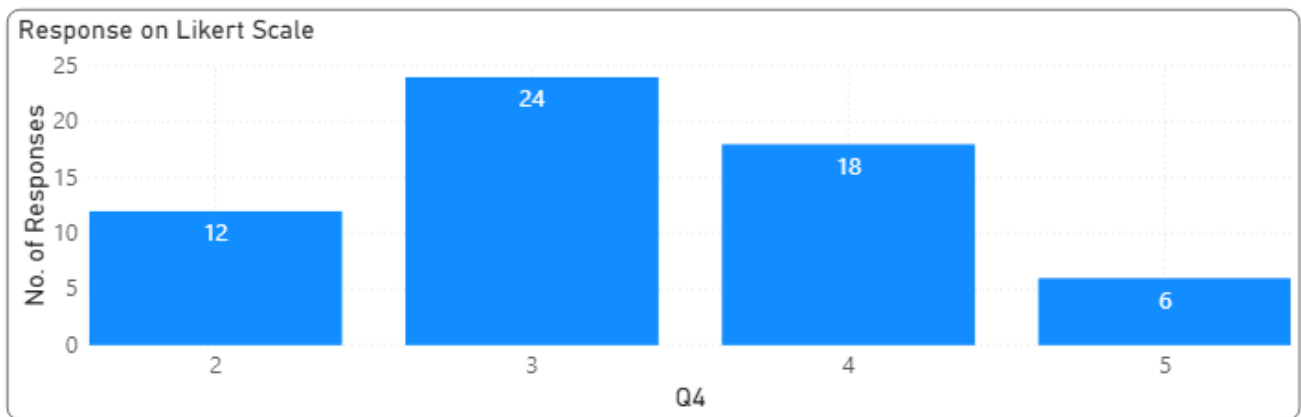
Question 9

Branded products that cost a lot of money are good quality *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Response on Likert Scale

The majority of respondents that is 40% is neutral with this statement. 30% and 10% responses are agreed and strongly agreed respectively. 25% of responses are found to have disagreed.

As per Consumers, it's not necessary that an expensive Branded product has to have good quality.

Question 10

I find interesting contents shown in social media about the brand I am considering to buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:
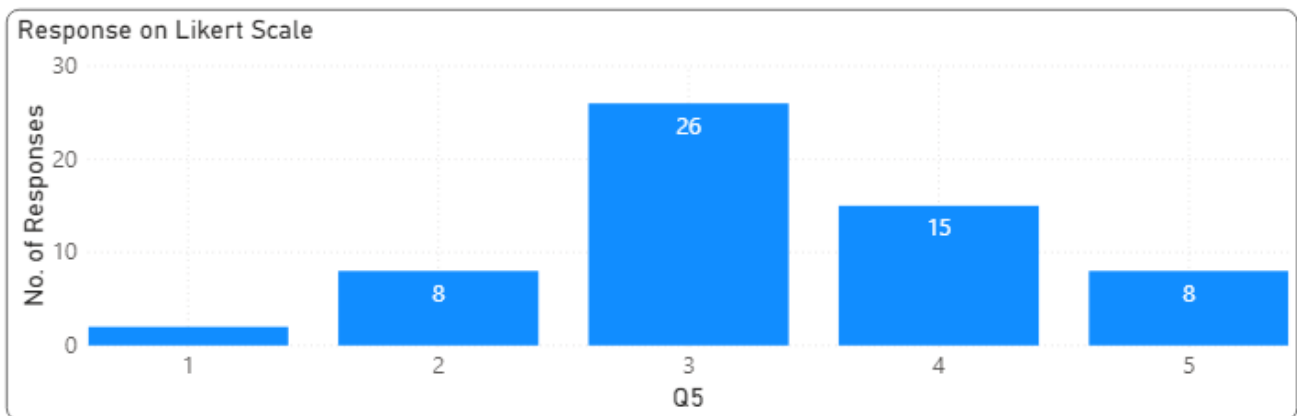
Majority of respondents that is 45% are neutral. 25% and 18% of respondents are agreeing and strongly agreeing to the statement respectively. 1% of respondents are strongly disagreed, and 9% have disagreed.

Social media is could be a platform to run campaigns about the products you want to advertise.

Question 11

It is easy to deliver my opinion about the brand I am considering buying through social media *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:
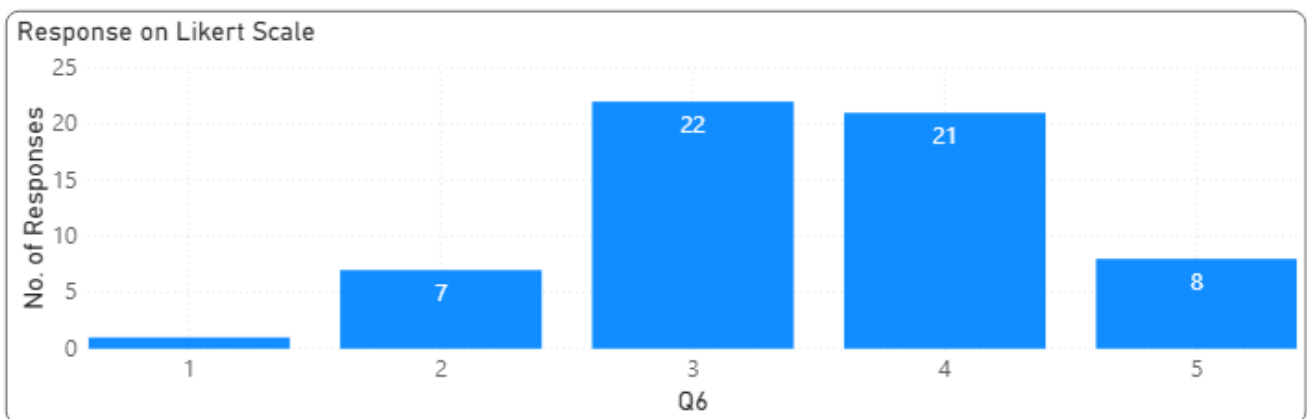
Majority of respondents that is 37% is neutral. 34% and 17% of respondents are agreed and strongly agree respectively. 3% of respondents are strongly disagreed, and 9% of respondents have disagreed with the statement.

Consumers use the Social Media platform to talk about their purchase.

Question 12

Using social media to search for information about the brand I am considering buying is very trendy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:
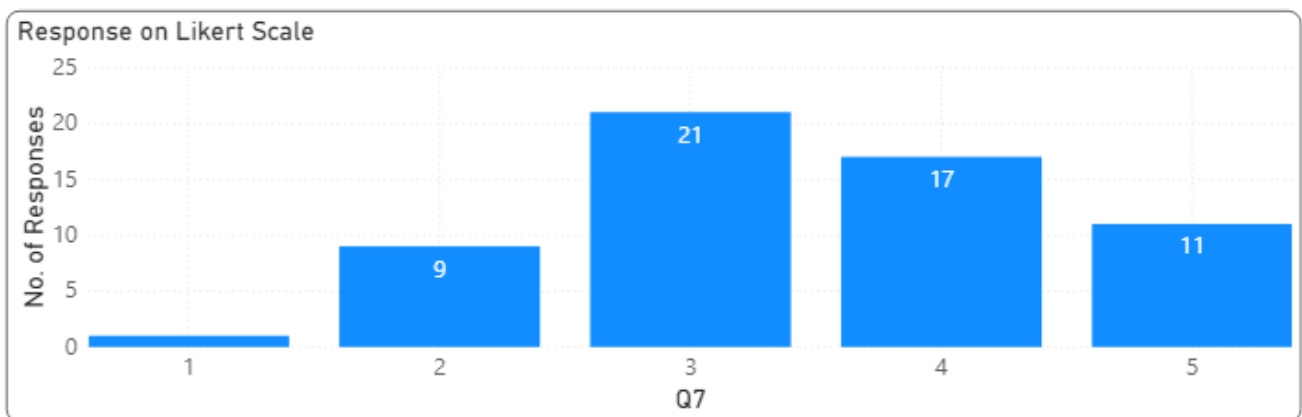
Majority of respondents that is 33% is neutral. 30% and 17% of responses are agreed and strongly agree with the statement respectively. 5% of responses came in for strongly disagree and 12% of respondents have disagreed.

Social media in the eyes of consumers can be a great platform to gather Product knowledge.

Question 13

I would like to pass along information on brand, product, or services from social media to my friends *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:
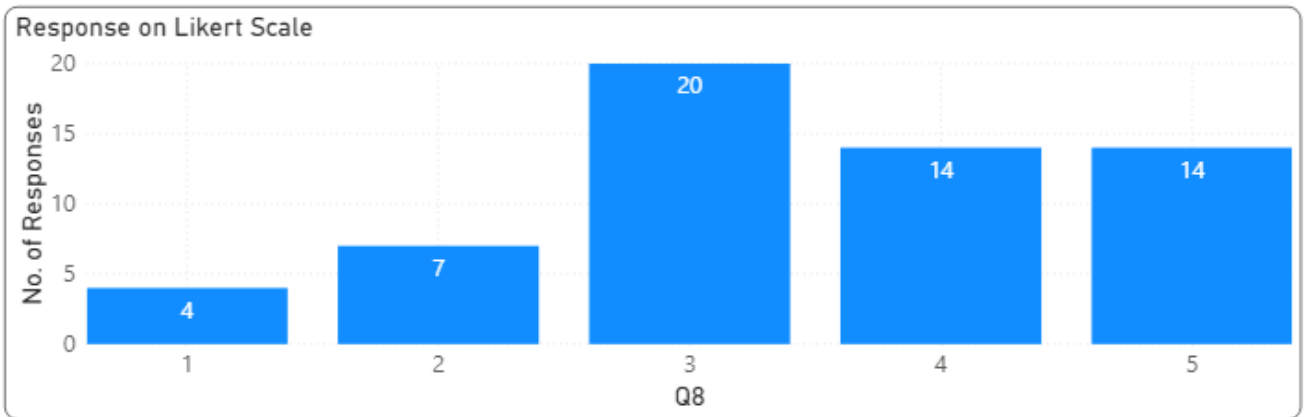
The majority of responses that are 33% are neutral. An equal 23% of respondents are agreeing and strongly agreeing respectively. 6% of responses are strongly disagree, and 12% responses disagree.

Social Media platforms are widely used by consumers to spread Word of mouth.

Question 14

I am very concerned about low prices, but I am equally concerned about product quality *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

Analysis:
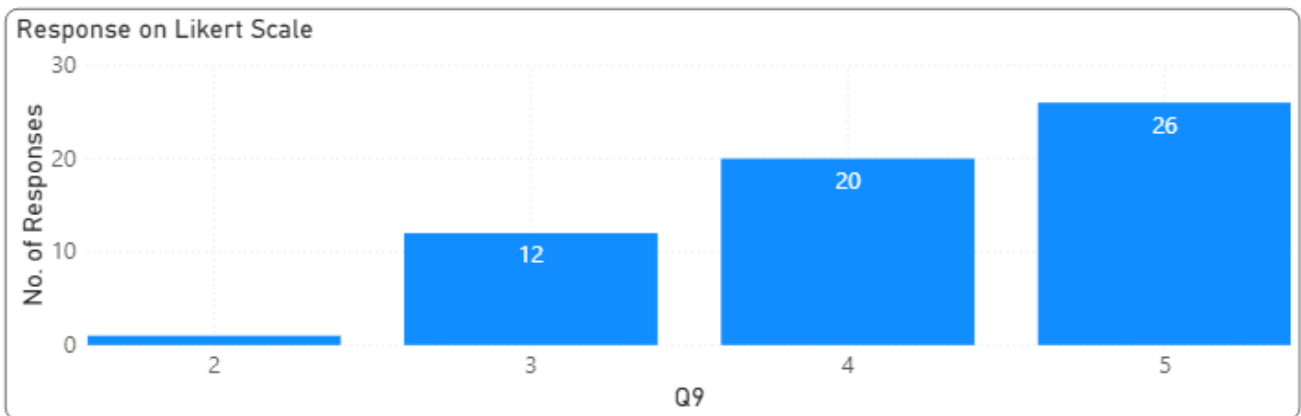
Majority of respondents that is 48% is strongly agreed. 1% of responses show disagree. 33% of respondents are agreeing and 26% of respondents are neutral.

Product quality is very important to the Consumers no what how good a deal is they are getting on price.

Question 15

When shopping, I compare the prices of different brands to be sure I get the best value for the money *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	⬭	⬭	⬭	⬭	⬭	Strongly Agree

Analysis:
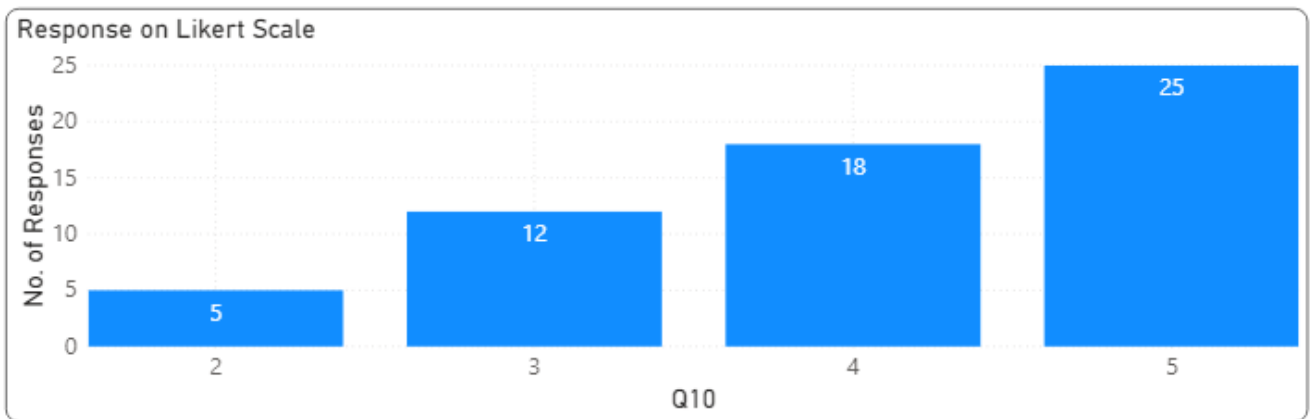
Majority of respondents that is 47% strongly agrees. 5% responses disagree. 28% responses came in for agree and 20% of respondents stayed neutral.

Price Sensitivity is observed in Consumers when comparing between two Brands or Product.

Question 16

When purchasing a product, I always try to maximize the quality I get for the money I spend *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Response on Likert Scale

Q11	No. of Responses
2	6
3	9
4	20
5	23
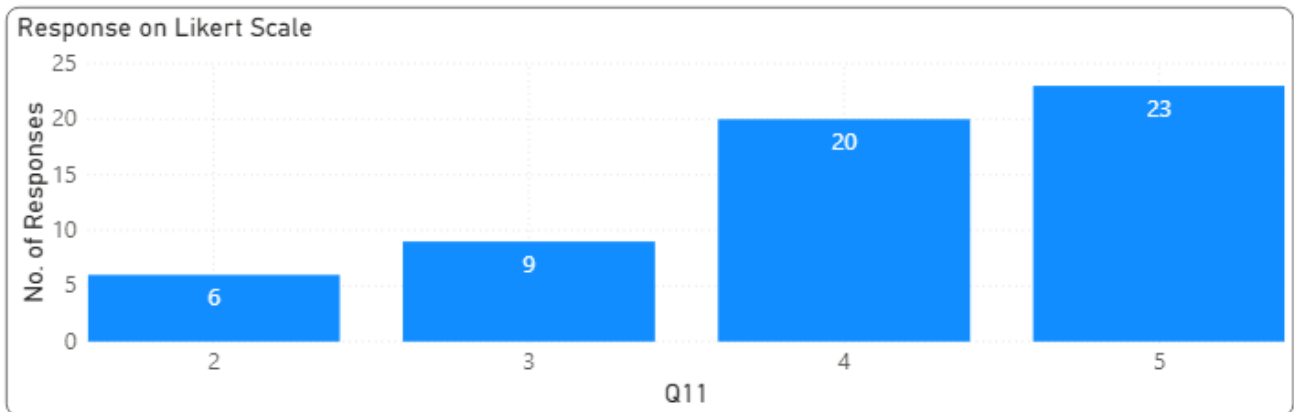
Majority of respondents that is 38% are strongly agree. 10% responses came in for disagree. 33% of responses are in agreement and 15% of respondents are neutral.

Consumers look for the best quality deal for the money they spend.

Question 17

When I buy products, I like to be sure that I am getting my money's worth *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Majority of respondents that is 50% is strongly agreed with this statement. 3% of respondents disagree with the statement. 25% of responses are agreed statement and 17% of responses are neutral.

When spending money, a consumer wants the best product available for that cost.

Question 18

I would rather stick with a brand I usually buy than try something I am not very sure of *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:
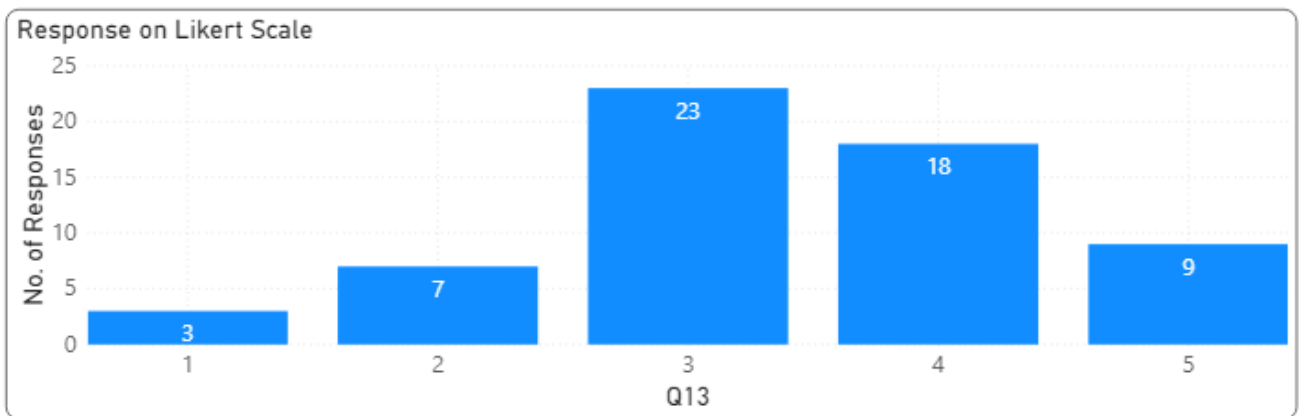
The majority of responses that are 38% are neutral. 30% and 15% of respondents are in agreement and strongly agree region. 7% of respondents strongly disagree and 13% of responses came for disagreed.

Consumers tend to remain Brand loyal instead of trying new brands.

Question 19

I have certain types of brands that I always buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Response on Likert Scale
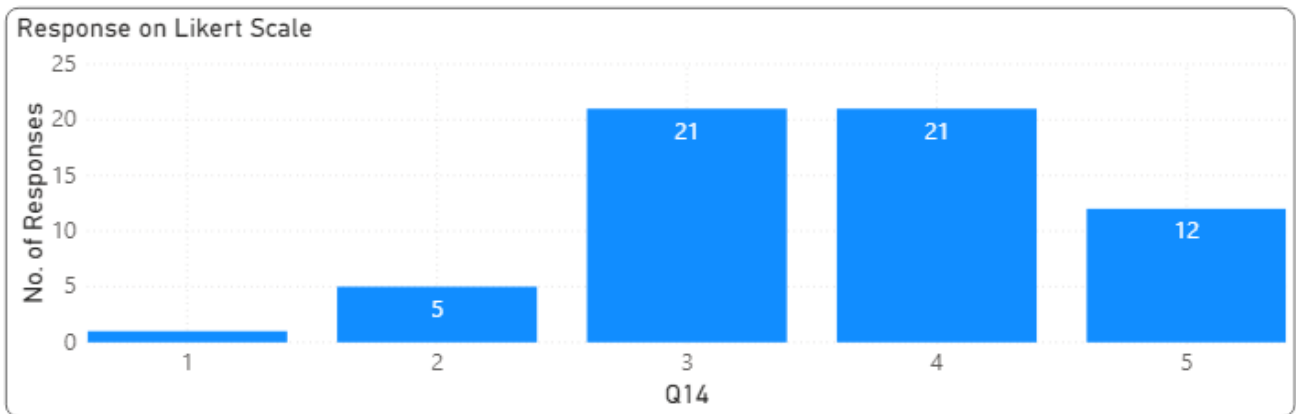
Majority of responses that is 35% are agree. 20% responses are strongly agreed. 1% of responses came in for strongly disagree and 8% of responses are disagree. 35% of respondents are neutral on this statement.

Preference for Brands exists among the Consumer mindset.

Question 20

I consider myself to be loyal to one brand of product *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Majority of respondents that is 32% is neutral. 38% and 11% of responses are to agree and strongly agree respectively. 9% of responses are for strongly disagree and 11% responses came in for disagree.

Normally, Consumers agree that they are Loyal to one Brand.

Question 21

I feel confidence in a brand that I always buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Analysis:

Response on Likert Scale — No. of Responses vs Q16
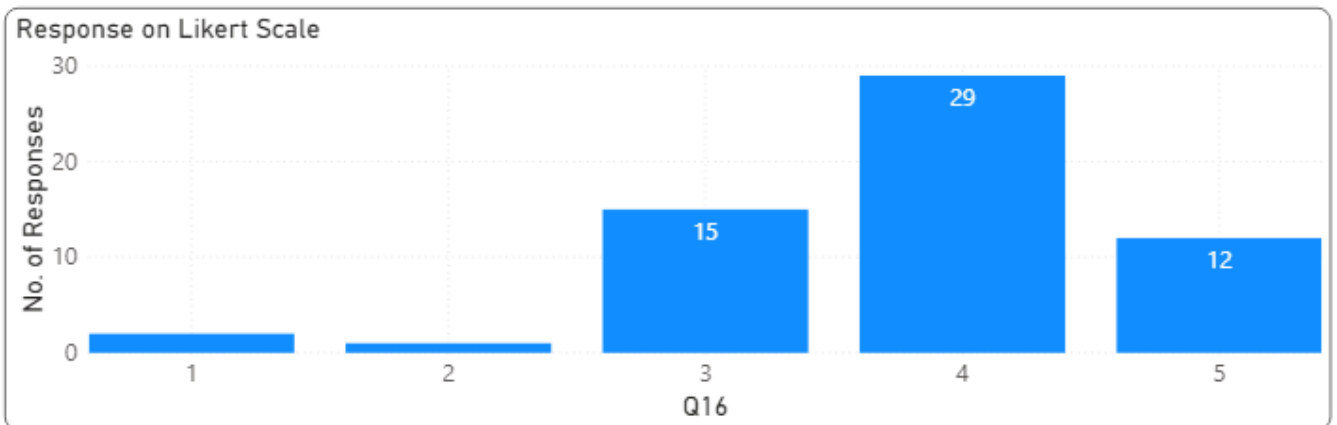
Majority of respondents that is 50% are agreeing. 20% of responses came in for strongly agree. 2% of respondents strongly disagree and only 1% responses are for disagree. However, 25% respondents are neutral.

Consumers tend to be confident in what Brand they buy.

5.3 Hypothesis Results

- **First Hypothesis**

H0: Social Media marketing activities have no effect on brand loyalty.

H1: Social Media marketing activities have an effect on brand loyalty.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.668	1	2.668	5.402	.024[b]
	Residual	28.644	58	.494		
	Total	31.311	59			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), SocialMediaMarketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.572	.429		5.999	.000
	SocialMediaMarketing	.282	.121	.292	2.324	.024

a. Dependent Variable: BrandLoyalty

Analysis depict that the significance value is less than 0.05 (Resulted Sig. Value = 0.024) in the Linear Regression Analysis, therefore we reject our Null Hypothesis and accept the Alternate Hypothesis that is SMM activities have an effect on brand loyalty.

- **Second Hypothesis**

H0: Social Media marketing activities have no effect on brand consciousness.

H1: Social Media marketing activities have an effect on brand consciousness.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.800	1	9.800	26.893	.000[b]
	Residual	21.136	58	.364		
	Total	30.936	59			

a. Dependent Variable: BrandConciousness
b. Predictors: (Constant), SocialMediaMarketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.879	.368		5.102	.000
	SocialMediaMarketing	.541	.104	.563	5.186	.000

a. Dependent Variable: BrandConciousness

Data shows that the significance value is less than 0.05 (Resulted Sig. Value = 0.000) in the Linear Regression Analysis, hence the Null Hypothesis is rejected, and Alternate Hypothesis is accepted which says Social Media marketing activities have an effect on brand consciousness.

- **Third Hypothesis**

H0: Brand consciousness has no effect on brand loyalty.

H1: Brand consciousness has an effect on brand loyalty.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.903	1	7.903	19.582	.000[b]
	Residual	23.408	58	.404		
	Total	31.311	59			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), BrandConciousness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.653	.436		3.793	.000
	BrandConciousness	.505	.114	.502	4.425	.000

a. Dependent Variable: BrandLoyalty

Analysis depicts that the significance value is less than 0.05 (Resulted Sig. Value = 0.000) in the Linear Regression Analysis, hence the Null Hypothesis is rejected, and the Alternate Hypothesis is accepted which is Brand Consciousness influences Brand Loyalty.

- **Fourth Hypothesis**

H0: Social Media marketing activities have no effect on value consciousness.

H1: Social Media marketing activities have an effect on value consciousness.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.230	1	4.230	8.661	.005[b]
	Residual	28.328	58	.488		
	Total	32.558	59			

a. Dependent Variable: ValueConsiousness

b. Predictors: (Constant), SocialMediaMarketing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.907	.426		6.818	.000
	SocialMediaMarketing	.355	.121	.360	2.943	.005

a. Dependent Variable: ValueConsiousness

Analysis depicts that the significance value is less than 0.05 (Resulted Sig. Value = 0.005) in the Linear Regression Analysis, hence, the Null Hypothesis gets rejected and the Alternate Hypothesis is accepted which proves SMM activities influence value consciousness.

- **Fifth Hypothesis**

H0: Value consciousness has no effect on brand loyalty.

H1: Value consciousness has an effect on brand loyalty.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.289	1	2.289	4.575	.037[b]
	Residual	29.022	58	.500		
	Total	31.311	59			

a. Dependent Variable: BrandLoyalty

b. Predictors: (Constant), ValueConsiousness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.450	.520		4.707	.000
	ValueConsiousness	.265	.124	.270	2.139	.037

a. Dependent Variable: BrandLoyalty

Analysis depicts that the significance value is less than 0.05 (Resulted Sig. Value = 0.037) in the Linear Regression Analysis, hence the Null Hypothesis gets rejected and the Alternate Hypothesis is accepted which says Value consciousness affects brand loyalty.

CHAPTER-6

CONCLUSION

After all the analysis and interpretation of the data done, all the Alternate Hypotheses are accepted. It can be concluded that there is an effect of SMM activities on brand loyalty. The test conducted reinforced the fact that SMM activities and brand loyalty have a Linear relationship with each other. Also, there is an effect of SMM activities on brand consciousness. The test conducted supported the fact that SMM activities and consciousness can be expressed in Linear regression expression. Next, there is an effect of brand consciousness on brand loyalty. The test conducted supported the fact that brand consciousness and brand loyalty are dependent on each other. There is an effect of SMM activities on value consciousness and the test conducted supported the fact that SMM activities and value consciousness are related to each other. In the last test, there is an effect of value consciousness on brand loyalty and the test conducted supported the fact that brand consciousness and value consciousness are related to each other.

So, we can say that from the study people are brand consciousness and value consciousness while choosing a product with the help of SMM activities. Also, people just not buy any product by seeing the brand name, but also consider the value of that product before buying that product. Since our literature also shows such relations, so the results of the study go according to our literature also. People's decisions about choosing brand and value consciousness are affected by SMM activities. In the end, marketers can utilize social media marketing as an instrument to increase organization's brand loyal customer base to great effect.

CHAPTER-7

ANNEXURE

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Questionnaire

* Required

1. Name *

    _____

2. Age *

    _____

3. Gender *

    Mark only one oval.

    ( ) Male

    ( ) Female

    Other: _____

4. Qualification * *Mark*

    only one oval.

    ( ) 10th pass

    ( ) 12th pass

    ( ) Undergraduate

    ( ) Graduate

    ( ) Postgraduate

    ( ) Other: _____

5. Marital status *

Mark only one oval.

◯ Unmarried

◯ Married

Brand consciousness

6. I pay attention to the brand names of the products I buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

7. Brand names tell me something about the quality of the products *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

8. Sometimes I am willing to pay more money for products because of its brand name *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

9. Branded products that cost a lot of money are good quality *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Social media marketing

10. I find interesting contents shown in social media about the brand I am considering to buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

11. It is easy to deliver my opinion about the brand I am considering buying through social media *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

12. Using social media to search for information about the brand I am considering buying is very trendy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

13. I would like to pass along information on brand, product, or services from social media to my friends *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Value consciousness

14. I am very concerned about low prices, but I am equally concerned about product quality *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

15. When shopping, I compare the prices of different brands to be sure I get the best value for the money *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

16. When purchasing a product, I always try to maximize the quality I get for the money I spend *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

17. When I buy products, I like to be sure that I am getting my money's worth *

   Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

Brand loyalty

18. I would rather stick with a brand I usually buy than try something I am not very sure of *

   Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

19. I have certain types of brands that I always buy *

   Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

20. I consider myself to be loyal to one brand of product *

   Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree

21. I feel confidence in a brand that I always buy *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	◯	◯	◯	◯	◯	Strongly Agree