

**Analyzing Impact of determinants of brand loyalty on
social networking sites**

By

Saba Naeem

Registration No.48138

Enrolment No. 02-222612-014

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Name of Student	Saba Naeem
Registration No	48138
Thesis Title	Analyzing the Impact of determinants of brand loyalty on social networking sites

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DEDICATION

-All challenging work require self-efforts along with supervision of seniors particularly those who are very much corporative and supportivel

This work is dedicated to my advisors, Supervisor, my respectful teachers who have always helped me by all means. They have inspired me by shaping the motivation within me to conduct the research on impact of brand loyalty on social networking sites in all professions. I believe, without their wholehearted backing, it would not have been possible for me to complete this study in its present form. I also dedicate it to my parents, for always been so supporting and helpful with all my work and obligations in all areas of my life.

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Saba Naeem

Regn. # :48138

ABSTRACT

Purpose

The purpose of the study is to evaluate the impact of determinants of brand loyalty that are brand distinctiveness, social interaction and self expression on social networking sites.

Methodology & Design

It is an exploratory research based on deductive approach used the quantitative research method to analyze the cause and effect relationship of variables. Data was collected through questionnaire using convenient probability sampling. Regression analysis was used to evaluate the hypothesis.

Findings

The results were partially consistent with the hypothesis, it was observed that self expression, brand distinctiveness and social interaction have a positive significant relationship with the brand loyalty on the other hand the mediating effect of social media is negatively associated with self expression and social interaction while brand distinctiveness has a positive association with the social media.

Limitations

The short time frame is the biggest limitation found during the research it prevented the researcher to collect a large sample size that can represent the rightful view of the target population that is Pakistanis' social media users. The study is further limited to small set of variables for presenting the behaviour of consumers.

Recommendations

The research recommends the managers and professionals to focus on enhancing the consumer experience with the brand; advancements in its attributes, increase in brand engagement and involvement, developing the social interaction and even the welcome greetings of receiving a customer on social media site enhances the experience of the customer with brand and in turn it increases the brand loyalty among customers.

Key words

Brand distinctiveness, brand loyalty, self expression and social interaction

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