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**ENHANCING BRAND LOYALTY THROUGH EFFECTIVE BRAND ENGAGEMENT
AND COMMITMENT: SOCIAL MEDIA CONTEXT OF PAKISTAN**



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Abstract

This research discusses on enhancing brand loyalty through affecting brand engagement and commitment in social media context of Pakistan. The major focus of carrying out this research was to know how brand engagement and brand commitment have a profound impact on establishing brand loyalty. There is also an emphasis in detail on how this further leads towards in promoting brand loyalty with the help to social media. This research includes two independent variables and one dependent variable. The independent variables included Brand Engagement and Brand commitment and the dependent variable was brand loyalty. The data collection was carried out on online questionnaire made on Google forms. The number of total respondents was 301. The collected data was then analyzed in detail by using SPSS software and by using reliability statistics, chronbach's Alpha and regression. With the help of these we extracted the statistical data. The results suggests element of brand engagement and brand commitment which play a major role in establishing and strengthening brand loyalty. In the end section of the thesis recommendation are given based upon the finding of the research. There were a few constraints faced by the researcher including lack of time, resources and the unusual COVID – 19 (Corona Virus) pandemic situations in Pakistan. If we include mediating and other variable for analyzing brand loyalty the study could be improved.

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