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IMPACT OF Facebook Marketing on Brand Loyalty. A study on E-Commerce Industry



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Abstract: -

The research study has aimed to investigate the relationship between Facebook marketing and its impact on brand loyalty. The study was conducted in Islamabad at two universities including Bahria University Islamabad Campus and Air University Islamabad campus. In our research, Facebook marketing is the independent variable and brand loyalty is the dependent variable. An adapted questionnaire is taken and data is collected from 200 questionnaires. 113 respondents were males, 84 females and the remaining preferred not to distinguish their gender. The scale of significance 5 percent or p value of 0.05 is used to study the hypothesis. A p value less than 0.05 indicates that hypothesis is accepted and p value greater than 0.05 indicates that the hypothesis must be rejected. Facebook marketing and brand loyalty are not correlated at significance value of 0.05. Adaptive questionnaires were taken and convenience sampling technique is used. SPSS software is used to derive the theoretical model and study the research hypothesis H1 that is Facebook marketing affects brand loyalty. Based on the empirical relationship between dependent variable which is brand loyalty and independent variable which is Facebook marketing is studied through linear regression analysis. Limitation refers to what were the lacking abilities in one's research work. In this research study, there are two main limitations. The first one is time limitation and the second one is data limited to Islamabad. Therefore, it is recommended that the study should be done broader aspect and should include more important cities of Pakistan.

Chapter 1: Introduction

1.1. Background:

E-commerce means the buying and selling goods and services online. There are four types of e-commerce: Business to Business (B to B), business to consumers (B to C), consumers to consumers (C to C), and consumers to business (C to B) (Investopedia). E-commerce recorded sale of \$4.7 trillion worldwide. And these numbers are expected to get doubled in the next 4 years (Chevalier, 2022).

According to a study conducted by Alana Twelmeyer (2020) during Covid 19 brand loyalty decreased because customers were shifting to alternative brands. In the same concept, Oliver (1999) stated that cognitive loyalty is short-term and can be changed with the message of time when a customer gets new information. Social media marketing is the new channel of communication which have changed the marketing World (Porter, 2001). Social media marketing let organization and customers communicate with each other and that communication can lead to brand loyalty (Jackson, 2011; Kaplan & Haenlein, 2010). In the year 2021, online presence has nearly extended to 7.3% lately, over a year, and There are 4.66 billion web clients all over the planet, and the amount of people who attracted with social media showed up at 4.2 billion, which is improvement of in abundance of 13% than prior year 2020 (Data Reportal, 2021). Furthermore, 47% of the web client ages between 16 years to 64 have put a more noteworthy number of hours through virtual diversion in 2020 than in the year 2019 (Buffer, 2020). Various high level sponsors have been drawn to the web's and virtual diversion's quick advancement since they basically rely upon Facebook (93.7%) and Twitter (84.4%) to sell their brands (Buffer, 2019).

In current circumstances, Instagram getting well known among publicists, which was followed through on October 6, 2010, as a fundamental photo taking and photo sharing stage. Instagram have around one multi month to month powerful clients all around the planet. Besides, pretty much one in every three web clients are Instagram clients (Statista, 2021), and that suggests that Instagram's client base has grown out of promoters to dismiss. With connection with other significant electronic stages, Instagram has more vivacious group with 64% of the clients are between the age of 18-34. In addition, Instagram

features are made to attract the youngsters. Till 2021, Instagram has more than 25 million business accounts (Influencer Marketing Hub, 2021). According to Meta, 90% of Instagram clients follows a business account. Likewise, according to a Meta review, two out of three individuals acknowledge Instagram grants them to talk with brands. Exactly when buyers view adverts for a brand on Instagram, half get more captivated by it. Instagram, according to 83% of clients, assists with the exposure of new things and organizations. While Instagram is used by 81% of Instagram clients to explore things and organizations. (Instagram for business, 2022). Instagram contains many features, With Instagram stories being most renowned components. There were 500 million unique clients of Instagram stories as nitty gritty by Instagram in January 2019 (Statista, 2022). 44% of associations have utilized Instagram Stories to propel their things or organizations (Hootsuite 2022). Just TikTok beat Instagram to the extent that downloads in Fall 2021, which is genuinely astonishing considering the application has been dynamic for a long while (Hootsuite, 2022)

In Pakistan, Instagram had 15.63 million clients in May 2022, which is indistinguishable from 7.1 percent of Pakistan's Population. 7 million of these clients are people developed between 18 to 24, making it the 2 greatest client get-together of Instagram in Pakistan (NapoleonCat, 2022). Besides, expecting that we examine the scope of Instagram commercials 16.2% of outright web clients in Pakistan uses the stage (Data Reportal, 2021). Electronic diversion is maybe of the primary medium coordinates in the ongoing time frame, while Instagram being a huge piece of it. Instagram is used as an essential advancing stage by more than 70% of the United States associations (Coschedule, 2018). Along these lines, Understanding the elements that impact brand knowledge and social instinctive responsibility of clients with brand Instagram accounts is critical.

1.2. Contextual Analysis:

E-commerce was first invented in 1982. The first-ever E-commerce was Boston Computer Exchange which was launched in 1982. Boston computer exchange was a platform that sell used computers online. E-commerce recorded sale of \$4.7 trillion worldwide. And these numbers are expected to get doubled in

the next 4 years (Chevalier, 2022). In 2020 Pakistan recorded \$628 million in sales only in E-commerce these numbers are expected to increase by 35% (staista.com). With the increase in sales of E-commerce, there is a need for every brand to keep their loyal customers. With the loyalty model of Oliver (1999) loyalty can be judged.

1.3. Gap Analysis:

A wide composing study uncovered that limited examinations have been guided concerning collaboration between buyers' virtual diversion activity and brand knowledge with Instagram records of the brands. In January 2021, Pakistan people was 223 million which extended by 4.3 million in a year (Data Reportal, 2021). With over 64% of youth people, Pakistan is one of the greatest youth people countries on earth (The News, 2021). Likewise, online amusement is for the most part notable among youth incredibly youngsters with 97% purposes a virtual diversion stage (Mayo Clinic, 2022). As referred to before 13.75 million people includes Instagram in Pakistan, making it one of the most accommodating stages for sponsors.

There is a lot of research done on the impact of social media marketing on brand loyalty. But with the increase and awareness of e-commerce in Pakistan, there is a gap for the researchers to study the impact of Facebook marketing on brand loyalty. In the past research was done in Pakistan apparel brands using social media marketing. Research can be done by making it specific and by making improve social media marketing strategy (Rukhsar M Iqbal, Sadaf Khan, 2021).

1.4. Problem Statement:

Social media marketing has affected brand loyalty and changed the perspective of the brands. Along these lines, that is the thing we recommend expecting the brand understanding of the client is sure about the brand account, it will increase social smart responsibility which will incite positive verbal trade about the brand. Instagram features i.e., deals with, stories, reels are getting popular among the clients in Pakistan as we have seen a noteworthy improvement is Instagram client's general population is very

limited time (Napoleon Cat, 2022). It is a critical issue for Pakistani sponsors to ponder these Instagram incorporates and make brand experience i.e., by using the component of Instagram stories. Besides, how they sincerely commit to social natural responsibility among clients moreover, as well as the brand by utilizing this huge number of features of Instagram. As gainfully utilizing these components will at last make positive casual trade about the brand

1.5. Research Objective:

Our goal in this research is to develop an analysis of how Facebook marketing can impact brand loyalty. Following are the objective of the study.

- 1) To understand Facebook marketing's impact on human mental processes.
- 2) To understand Facebook marketing's impact on emotional factors that create brand loyalty.

1.6. Research Question:

- 1) Does Facebook marketing have an impact on human mental processes?
- 2) Does Facebook marketing have an impact on human emotional factors?

1.7. Significance:

Previous studies are very limited to some areas and segmentation. This study will briefly explain the importance and the role of Facebook marketing in creating brand loyalty. Oliver's (1999) loyalty factors will be highlighted during this research. During this research, the impact of Facebook marketing on cognitive and affective loyalty will be highlighted.

Chapter 2: Literature review:

2.1. Cognitive Loyalty:

Cognitive is psychology about who we think about things. Cognitive is the mental process that goes in our minds all the time. This thinking creates perception, learning, and thinking. Cognitive research is very important for every firm because it will improve their strategies (Cherry. K. 2019). Cognitive is the science that how we think and perceive the message and communication. It is the process of thinking, perception, learning, language, memories, and attention (Farnsworth. B. 2019). Cognitive is the branch of psychology that deals with the thinking of the mind. In other words, cognitive is the input and output of the mind (Roundy. L. 2015). Cognitive psychology is the mental thinking of any individual that includes problem-solving, learning, and decision making. Cognitive information is the mental information that helps in the decision-making of any individual. When there is more information then an individual can make a better decision (Neset. S. 2018). Cognitive is the study of how the mind process information. Its focuses on who we take information from outside the World and how we interact with that information. Cognitive psychology becomes famous in The id 1950s (McLeod, 2020). Cognitive is the internal mental process that is needed to smell and understand the environment and based on that they decide their action (Sutton, 2021). Cognitive is how the brain works and how humans think, how humans remember, how humans learn, and based on that information and thinking they make da decisions (American Psychological Association). Cognitive psychology is the study of how people think, this study explains how and why we do thinking based on interaction, learning, perception, memories, attention, and human decides after this thinking (Introduction to Psychology).

Oliver in 1999 proposed that four types of behavioral loyalty are cognitive, affective, conative, and action. The first branch of Oliver's theory of loyalty is cognitive loyalty. Oliver's theory state that based on quality, features, or experience customer feel good about the brand and repurchase this is cognitive loyalty. Cognitive loyalty in the majority is based on experience or recommendations. If a brand is not

satisfying the need of these customers that means that the brand is not creating any loyalty. Similarly, if the brand is satisfying and fulfilling the need of the customers that means that the brand is creating loyalty and that loyalty will become emotional (Oliver, 1999). Cognitive loyalty means to create a behavior that has an intention to buy your product. They have such a good and strong attachment with your brand. In other words, this is the state where customers feel very positive about the brand and they want to purchase again and again because they are now loyal to a brand. Cognitive loyalty is attitudinal loyalty that creates loyalty based on psychological factors and that allows the customer to repurchase from a brand. Cognitive loyalty is even stronger than affective loyalty because cognitive loyalty tends to create customers more loyal (Oliver, 1999).

2.2. Affective Loyalty

Affective is the emotion, values, and motivation that affects the beliefs and behavior of the individual. This behavior includes how you keep your relationship with others, how you behave with others, the effect on mental emotions, the individual goal in a lifespan. (Psychological science). Affective play a vital role in creating brand loyalty. (Curth, Uhrich, & Benkenstein, 2014). Affective commitment is a very important element of marketing research (Curth et al., 2014). There are three commitment components, affective commitment, calculative commitment, and normative commitment. Affective commitment deals with the emotional development that comes for the brand after getting their service (Allen, & Meyer, 1990). Affective is the emotional factor that is developed after someone experience the brand and that create positive relation and loyalty (Fullerton, 2003). When any customer starts linking (love for a brand) a firm it means affective commitment is developed (Fullerton, 2003). Affective loyalty is the level of acceptance and loving the brand. Similarly, effective loyalty is the number of people that are emotionally connected and love the brand (Kumar Roy, 2019). According to Ercis (2012), there are two types of loyalty, Full loyalty, and brand loyalty. Brand loyalty is further divided into effective loyalty and continuance loyalty. Affective loyalty is customers are positively connected with the brand this connectivity is the attachment of a customer and a brand. This attachment continues

the loyalty and customers don't switch to the other brands. While on the other hand continuance loyalty is a customer base that switches from one brand to another brand very easily.

Customer satisfaction is the heart of advancing thought as the possibility of satisfying the prerequisites and needs of purchasers (Spreng, MacKenzie, and Olshavsky, 1996). The overall held depiction of customer dedication among investigators bases on the purchaser's overall judgment, including organization incorporates, the assist thing, manages staffing, or other situational factors. Shopper faithfulness results when clients either certify their pre purchase suspicions for a purchased organization or positively disconfirm (outperform) their suppositions about purchased organizations, achieving some level of post purchase impact toward the experience (Cardozo, 1965). Social brand endurance can be portrayed as a client's obvious approach to acting toward a specific brand to the extent that repeat purchasing plans. Specifically, a repetitive purchasing model not permanently set up as veritable purchase repeat, the degree of occasions in which a specific brand is purchased when stood out from the hard and fast number of purchased brands or possibly the genuine proportion of obtainment. Different brand unwaveringness experts have used this social approach simply by assessing those direct factors to anticipate the client's purchasing conduct from here onward (Ehrenberg, 1991; Guadagni and Little, 1983). In any case, various researchers recommended that assessing social brand commitment alone may prompt a couple of issues. Dick and Basu(1994) battled that this lead approach ignores the meaning of the client's dynamic cycle, which doesn't separate brand immovability from direct repetitive purchasing conduct. Thus, none of the utilitarian definitions in friendly brand devotion focuses on depicted until recently show an understanding of the components central and making ready to stamp immovable purchasing (Pritchard, Howard, and Havitz, 1992). Various issues consolidate "(1) giving conflicting end norms; (2) forgetting to assess the complexity and abundance of brand dependability; (3) focusing in on the aftereffect of direct and not making definitions that extension at the fundamental causative factors" (Jacoby and Chestnut, 1978, p. 47).

A couple of subject matter experts (Bowen and Chen, 2001; Jacoby and Chestnut, 1978; Stern, 1997) analyzed the need to join social and attitudinal pieces of brand dependability and encourage extents of brand endurance similarly. Such examinations have depicted brand reliability because of repeat purchase lead as well as a result of intricate mental points of view toward a specific brand. As Jacoby and Kyner (1973) communicated, unwavering quality is an uneven direct conveyed for a really long time by an individual in regard to undoubtedly another choices and is a component of mental cycles. Thusly, neither lead measures nor attitudinal/mental measures alone are sufficient to overview brand constancy.

Like various types of assessments, a couple of risks are suggested with the assessment, as unseemly increment of attitudinal and lead credits, picking lacking things, excusing the impacts of enormous intervening elements, and nonattendance of key speculative support (Bowen and Shoemaker, 1998; Pritchard et al. 1992). In this manner, one of the huge commitments of experts is to all the almost certain sort out the association among attitudinal and social brand resolve. A superior cognizance enables them to cultivate strong brand steadfastness assessments by spreading out solid areas for an and speculative foundation and creating effective assessment methodology to refine assessment

In the model of Oliver, 1999 the second important element is Affective loyalty. Affective loyalty is based on the positive attachment or a good experience that a customer has during their first experience with the brand. This is the stage where the customer becomes committed to a brand and is connected emotionally this is known as emotional loyalty. Affective loyalty is very hard to break because customers feel emotional & connected towards a brand and they have emotional connectivity with the brand while cognitive loyalty can be changed when where there is new information. Studies found that a great number of customers have shifted from their loyal brands where they were satisfied. As a result, marketers will improve their marketing strategies and will try to attract and convert as many customers as possible.

2.3. Brand Loyalty:

Customer loyalty is a commitment with a firm by a customer to repurchase their service and product no matter how competitors try to grab that loyalty for the present and future and customer is only loyal to one brand (Dick & Basu, 1994). Brand loyalty is the decision to continue repurchasing from a brand (Solomon, 2011). Brand loyalty is the expression to purchase from a brand or a decision to keep on purchasing from a one brand products and services (Schiffman, 2010). Purchasing from one brand, again and again, shows the behavioral aspect of loyalty (Jones and Taylor, 2007). Reichheld and Scheffer (2000) stated that the low price creates behavioral loyalty and that motivates people to purchase more. Positive feedback from the customer to the potential customer motivates potential customers to purchase from a brand is also a behavioral aspect of loyalty. Brand loyalty is an intangible asset of every firm (Moisescu, 2014). Brand loyalty is to purchase from a brand to continue to shop from one brand which help them to brand in the future because of a good past experience. (Chaudhuri and Holbrook, 2001). Attitudinal loyalty to the commitment, emotions, behavior and attitude towards one brand (Chaudhuri and Holbrook, 2001).

According to Ali and Muqadas (2015) brand faithfulness is a relationship that permits clients to repurchase from a brand. Dehdashti (2012) characterizes brand unwaveringness as the drawn out process where clients have an uplifting perspective on the brand and they repurchase from the brand. Wulandari (2016) expressed that brand dedication depends on the idea of two factors, the first is to repurchase since clients have an exceptionally inspirational perspective on the brand and the second is to re-belittle all labor and products of the brand. Malik (2013) expressed that brand dependability is the connection between a brand and a client. In the event that brand and clients have a positive relationship, there is brand unwaveringness. Brand Awareness can be depicted as a basic viewpoint (Aaker, 1993) in brand regard model and from Keller (2013) viewpoint it drives brand information and in this manner foster brand regard. Brand regard is an additional impact on the reaction of the client to the brand that associates external the authentic thing and its associated credits (J Su, X Tong, 2015). Keller (1993)

depicts brand care as including two things which is memorability and brand review. Brand study implies breaking point of the purchasers to recover a specific brand from their memory. In actuality side memorability can be portrayed as the fundamental and starting consistently work in brand correspondence. (Aaker, 1991, p. 109). Keller (2013, p. 72) depicts "Brand care" as "the strength of the brand community point or go on in memory, which we can check as the client's capacity to perceive the brand under various circumstances". In present day mechanical time virtual redirection interest impelled revealed brand notorieties, and producers plainly saying the more natural the client's area a brand is, the more significant the likely results of responsibility for brand character will be tried by purchasers (McCarthy et al., 2013). Past assessments overviewed and found specific brand correspondence repercussions for brand care on Facebook (Dabrowski, 2015). In this manner, we expect here that any work attempted, and rehearses did online on Facebook tenaciously impacts brand care. Brand unwavering quality has been extensively analyzed in standard displaying composing with the main complement on two unmistakable parts of the thought: social and attitudinal constancy. Oliver (1997) has presented a determined arrangement of brand constancy that integrates the full scope of brand commitment considering a request for influences model with mental, close to home, conative (social arrangement), and action (reiterate purchase direct) angles. A definition consolidating this complex foster has been given (Oliver, 1999) as: "a significantly held commitment to rebuy or patronize a leaned toward thing/organization dependably later on, as such causing excess same-brand or same brand-set purchasing, regardless of situational influences and advancing undertakings having the ability to cause trading conduct." The possibility of e-reliability widens the standard brand faithfulness thought to online purchaser direct. Yet the fundamental speculative preparations of standard brand relentlessness and the as of late described characteristics of e-dependability are generally near, there are exceptional pieces of it in the space of Internet based displaying and buyer lead. Schultz (2000) portrays client/brand commitment in the web as an improvement from the still up in the air, sponsor controlled thought towards a dispersal driven, buyer controlled, and advancement worked with thought. Besides, e-

dedication moreover has a couple equivalents to the "store resolve" thought (Corstjens and Lal, 2000) such as building repeat store visiting conduct as well as the procurement of spread out brand name things in the store. As generally analyzed in Schefter and Reichheld (2000), e-resolve is about quality client help, on-time transport, persuading thing presentations, accommodating and reasonably assessed postage, and clear and dependable insurance draws near. The fragments that follow address the resemblances and differentiations between standard brand trustworthiness and e-commitment.

Iglesias (2011) mentioned that two dimensions of brand loyalty are behavioral loyalty and residual loyalty. Shukla (2009) suggested that brand loyalty and brand switching are the two elements of consumer behavioral brand loyalty. He further added that brand loyalty is a repurchase from a brand and the relationship built during a period. Zeithaml (1996) stated that there are five types of behavioral loyalty. Types: attention to repurchase, brand loyalty, the response to complaints, word of mouth, the amount of money that customer wants to pay. According to Ali and Muqadas (2015), there are two dimensions of brand loyalty, behavioral loyalty and attitudinal loyalty based on these loyalty attitudinal loyalty is more important because it's very easy to measure. The theory of Oliver, 1999 stated that there are four elements of brand loyalty: cognitive, affective, conative, and action. These four elements explain how brand loyalty works.

H1: Brand loyalty has a positive relationship with Facebook marketing.

2.4. Facebook Marketing

Facebook marketing is creating a Facebook page and using it on daily basis to attract customers and stay in touch with them. Using a Facebook page actively allows fans to follow a firm and creates a positive fan base (Marketing School). Facebook marketing provides a platform to create and target current and firm potential customers with ads creative and messages that can convert them to take action.

Performance marketers create a campaign and target their audience with the ad sets in the campaign (Consumer Acquisition). Facebook marketing is a platform that allows firms to target their audience

with paid promotion and organic posts that help the firm to present its products and services in front of a large audience. Over the decade Facebook marketing shifted from medium to one of the biggest platforms of social media on the internet (Send Pulse). Facebook marketing is the presence, maintaining, and promoting on Facebook with both paid and unpaid posts (Big Commerce). Facebook which is the world's goliath to the degree that strong clients having more than 1.6 billion clients, has on an exceptionally fundamental level significantly impacted the business points of view (State of Search, 2021). It likewise pulled in displaying and brand bosses to fan out, advance and establish brands online in virtual entertainment climate. The most extraordinary long arrive at social correspondence progressions are changing occurrences of lifestyle and imaginative corporate practices. Affiliations have begun to fathom the meaning of the Internet, likewise they have anticipated command over it by showing thought, interest, and joint effort in electronic web associations (Berthon et al., 2012). Having uncovered brands to purchaser's perspective, remarks, and participatory activities it is a test how to develop and expand brand regard in this steady generally town which is most crucial issue in the field of publicizing in current time. The field of publicizing is responsive and open to anything it is happening in the business place and marketspace. With the progression of web various individuals joined virtual entertainment stage to concede and connect with brands on Facebook (Venkatraman et al., 2010). The majority of the customers are now using social media and spend a lot of time on social media (Edelman, 2004). Facebook is a platform that connects companies with their customers. Companies are now able to approach their customers via phones, email, and social media ads (Luke, 2009). One of the most important benefits of social media marketing is that it's very cheap in comparison with other marketing tools. Similarly, it allows organizations to create a brand image directly at a very low cost using platforms like Facebook, Instagram, and others. Organizations can now connect with millions of people in a very short time and at a low cost and can convey their message (Mize, 2009; Palmer & Koenig-Lewis, 2009). Facebook target ads, based on demography (sex, age, gender, income) and detailed marketing which are tightly restricted allow many organizations to target their potential customers.

Facebook marketing is becoming first choice for small and medium enterprises and big companies as a preferred marketing tool (Yang et al. 2008). Facebook marketing is the most appealing and best tool in social media (Francisco, 2006).

2.5. Social Media Marketing.

The new technology communication channels, social media network has changed the market and challenged the market leaders that have a competitive advantage (Porter, 2001). Internet and social media changed the perspective and the habits of the consumer by providing new ways of lifestyle, clothing, and buying goods and services online (Albors, Ramos, & Hervas, 2008). The research by eMarketer (2013) finds that firms are now more focused and adopted social media for their marketing activities such as branding, sales, and marketing promotion, research of the market, and customer relationship management.

The improvement of new data and correspondence movements, especially the Internet and easygoing affiliations, has changed market parts, undermining the fierce spots of firms (Porter, 2001) and expanding the force of purchasers (Urban, 2005).

The Internet-and online-based virtual entertainment have changed client utilization affinities by furnishing purchasers with better procedures for searching for, surveying, picking, and purchasing work and things (Albors, Ramos, and Hervas, 2008). These degrees of progress impact what patrons work and mean for displaying rehearses like both technique and systems by giving advertisers new difficulties and tough decisions (Thomas, 2007).

We value virtual redirection as including all Internet-based mechanical applications, as per the standards of Web 2.0 and giving the creation and trade of client conveyed content, while likewise working with correspondence and investment between people (Kaplan and Haenlein, 2010). Such applications additionally coordinate locales and microblogs (like Twitter), easygoing correspondence regions (like MySpace and Facebook), virtual universes (like Second Life), supportive undertakings (like Wikipedia),

content area (e.g., YouTube, Flickr), and complaints zeroed in on examination (for example online discussions; Chan and Guillet, 2011; Mangold and Faulds, 2009).

As exhibited by Mangold and Faulds (2009), virtual redirection empowers firms to chat with their clients and additionally permits clients to converse with one another. Correspondences among firms and their clients assist with building brand reliability past standard frameworks (Jackson, 2011; Kaplan and Haenlein, 2010), which regard the progress of things and associations as well as the setting up of online associations of brand pupils (Kaplan and Haenlein, 2010). Moreover, discussions between clients give firms new method for expanding brand care, memorability, and brand review (Gunelius, 2011).

Specialists like Castronovo and Huang (2012) remain mindful of that displaying frameworks including propelling data, degrees of progress, publicizing, thing and client the bosses, and raising correspondences ought to start looking at and utilizing virtual redirection, not just considering how there is a making pay among buyers in Internet use, yet besides considering the way that purchasers consider data shared through web-based redirection as more reliable than data gave straight by firms (Constantinides et al., 2010). As per eMarketer (2013), firms have progressively taken through online redirection for different showing works out, for example, stepping, verifiable investigating, client relationship the pioneers, association plan, and courses of action movement close by different evaluations that are pushing proof of the positive results of sending virtual entertainment in propelling systems. In any case, many firms quite can't organize online entertainment into their systems (Chan and Guillet, 2011) despite the presence of different appraisals giving preliminary proof of the advantages to affiliations (see, e.g., Alhabash, McAlister, Quilliam, Richards, and Lou , 2015; Kozinets, Valck, Wojnicki, and Wilner, 2010; Kumar and Mirchandani, 2012; Kumar et al., 2013; Luo and Zhang, 2013; Yu, Duan, and Cao, 2013), as well as posting the means by which virtual redirection showing procedures might be improved and utilized (see, e.g., Guo, Pathak, and Cheng, 2015; Liu and Park, 2015; Lorenzo-Romero, Alarcon-' Del-Amo, and Constantinides, 2012; Qazi, Raj, Tahir, Cambria, and Syed, 2014; Tang et al., 2015).

Given the restricted level of assessment concerning the various bits of virtual redirection, as well as their particular importance to affiliation propelling exercises, this article completes an investigation of the forming through online entertainment displaying. The avocation for this article is moreover to perceive the fields of showing where online entertainment publicizing procedures have been applied and dissected, the outcomes found, such appraisal made, and what thoughts may be drawn from these assessments for both association practice and hypothesis. Obviously, there has been no standard survey of electronic entertainment showing, and thus this article genuinely focuses on this field of examination. Hence, our point consolidates adding to expanding and systemizing the assessment of online redirection progressing by assessing the most unmistakable lines of evaluation as well as those requiring further overview. Additionally, by systemizing the fruitions of different web based redirection showing studies, we moreover cultivate the information firms desire to either do whatever it may take or develop their response to virtual entertainment for basic purposes. Online entertainment is completely utilized by in every practical sense, all additionally, amazingly, the relationship, regardless of their size have begun utilizing electronic entertainment to uncover and advance themselves. Immense brands utilize the web based redirection to convey strong regions for them and charming client relationship. Colossal brands like IBM, Dell and Burger King have utilized the electronic redirection to a more basic degree. IBM ensures more than 100 extraordinary districts, twelve islands in the virtual world, a couple official Twitter accounts, and a perceived gathering called Developer Works. It disperses a machine series on YouTube, and two or three workers move colleagues with the media-sharing-site SlideShare. Dell has tapped the force of online entertainment with its tremendously well known Idea Storm website, where clients add contemplations for new creation lines and update, get them or down, and remark on comfort. By ethicalness of the site, Dell has progressing to ship PCs with Linux present, and has added area. Starbucks has additionally begun to utilize this portrayal to some accomplishment with its My Starbucks Idea Site. Burger King has made title ceaselessly time again with its innovative and viral social showing

tries. The burger chain offered Facebook clients a free Whopper coupon in the event that they would "unfriend" 10 of their easygoing neighborhood.

2.6. Research Model / Framework



Chapter 3: Methodology

This chapter is comprising one-of-a-kind methodologies used for assessing the connection between work climate and instructors job performance. The chapter now not most effective focuses on studies technique used for information series and analysis however also the technique, instruments, gadgets, populace, sample length, and the philosophy used to assess the connection among work weather and teachers performance. The research is quantitative in nature and perfect survey techniques has been followed. The number one facts will be gathered through dependent questionnaires with near-ended questions and opportunity solutions.

3.1 Research Method:

According to mackey and gass (2015), research design is a blueprint used to collect, degree, and analyze facts to extract a conclusion. Extraordinary varieties of methodologies can be used when accomplishing a research look at which include qualitative, quantitative, and blended. The time period "qualitative methodology" refers to a form of technique that evaluates the feelings and sentiments of the subjects. (makmur) "quantitative method" is an method which is used to degree the indicator of variables in order that a top level view and end could be received from the research trouble. But, blended methodology is defined as a type of method that appears at statistical disparities among variables in addition to the concern's feelings (kumar, 2019). This have a look at will be carried out quantitatively. Quantitative studies variables in consisted of work weather (x) and its impact on teachers' performance (y). Then all of the facts obtained is processed and processed with a quantitative evaluation.

3.2. Type of the study

This study is a correlational study because it examines the relationship between all the variables that is Social Media Marketing and Brand Loyalty.

3.3. Interference of the Research

The researcher's function is mandatory. The data of this research is gathered by distributing questionnaires to the respondent. Calculations by statistical exams is done to establish the relationship among all variables of this study. Within the conclusion of the study, the researcher created the conclusions and draw suggestions and recommendation

3.4. Philosophy of the Research

The studies philosophy essentially includes the set of ideals that trouble the person of the truth that's being inquired (bryman, 2012). It's far the number one elegance of the temperament of facts. The presumptions which are fashioned with the aid of manner of the studies philosophy supply the cause of how the particular studies may be tried (flick, 2011). Research philosophies may be differentiated on the idea of the dreams of the look at and additionally on the exceptional manner which may be carried out to acquire the ones goals (goddard & melville, 2004). It is also believed that the option of research philosophy is defined with the aid of the usage of the sort of facts and statistics that is being inquired in the research study (can also, 2011). As a result, we can say that know-how of the research philosophy this is being carried out could help in explaining the suppositions which is probably built in inside the research technique and moreover the way it exquisite fits the technique that is being used.

In this studies we've observed the positivism studies philosophy. This framework can be defined otherwise, as an example, we can also call it empiricism. But the easy supposition is extensively comparable (bryman, 2012). Empiricism method that each one the expertise is drawn from the experience and what's being sensed (martin et al., 2012) positivism presumes that truth lives one after the alternative of the thing that is being studied. By means of the use of translating the idea in to motion, it manner that the significance of phenomena is normal between subjects (newman, 1998). Consistent with this philosophy, it could be presumed that what's going to be decided, may be interpreted inside the identical way as it's far, a number of the participants. In positivism, "actual" understanding accumulated by the observations and then they created a sense of reliability. As a end result, positivism is applied in this study to have a look at on study philosophy.

3.5. Research Approach

A quantitative approach and a supportive angle are used to hold objectivity. The deductive method used inside this study starts with the creation of hypotheses primarily based on the literature. After that, using research strategies, set-up hypotheses are tested (flick, 2015). Records are gathered using available literature to confirm the ideas. The elements of this approach include technology of hypothesis, hypothesis system, facts accumulating, and facts analysis.

3.6. Research Strategy

Strategy in research is that how the researcher pursuits to perform the studies (saunders et al., 2007). It can include wide variety of diverse methods, like a scientific literature evaluate, experimental studies, surveys, action studies, interviews, or a case study studies.

The research approach which is used in this study is the survey method. Surveys are utilized within the quantitative research studies; it includes sampling of a consultant amount of populace (bryman & bell, 2011). Surveys generate quantitative data which might be empirically analyzed. Surveys are very often utilized in order that we will have a look at causative variables the various data of various kinds. This is the equal type of research wherein reason and impact has been studied; therefore, the survey strategy is adopted.

3.7. Unit of Analysis

Respondents that use Facebook in Pakistan are the examiner's unit of analysis. Survey of present research became conducted in Pakistan, which has approximately extra than 15 million Facebook customers (napoleoncat, 2022). Facebook ads reach in Pakistan within the starting of 2022 became equal to sixteen. 6% of all internet users in Pakistan, irrespective of age (facts reportal, 2022)

3.8. Population:

Population indicates the target audience that a researcher identifies to study (kumar, 2019). The population of this research is all Bahria and Air University students who use Facebook. Records collection from every individual within the population is sort of unimaginable. As a end result, a sample is selected to symbolize the

overall population. Special equipment such the pattern length calculator had been used to determine a reliable sample that accurately represents the population.

3.9. Sampling technique:

Non-opportunity convenience sampling will be used to ensure the randomness at the same time as collecting the information from massive sample size. The questionnaires can be developed thru google forms and circulated on net.

3.10. Sampling Size:

The pattern length is of 200 respondents is students of Bahria and Air university.

3.12. Scale used for size: (Likert Scale)

- One = Strongly Disagree
- Two = Disagree
- Three = Neutral
- Four = Agree
- Five = Strongly Agree

3.11. Questionnaire:

The questionnaire for measurement of autonomy turned into tailored from (Dysvik and Kuvaas 2011) . The questionnaire used for size of consider became adapted from (Bews 2012). The questionnaire used for measurement of support was adapted from (Valentine, Greller et al. 2006). The questionnaire for fairness turned into adapted from (Greenberg 1986). The questionnaire for reputation become adapted from (Kariuki and Kiiru 2021). The questionnaire for cohesiveness was adapted from (Jarvenpaa, Shaw et al. 2004). The questionnaire for work weather changed into tailored from (Peña-Suárez, Muñiz et al. 2013). The questionnaire for trainer performance was adapted from (Brayfield and Crockett 1955).

3.12. Data Collection Process

200 respondents accessed the questionnaire for data series which became adapted from preceding studies research. The questionnaire was created through google Form and become shared thru the social media websites inclusive of WhatsApp, Facebook, Instagram, twitter, and via emails. The questionnaire become kept easy and separated into distinct subsections to assist respondents have better expertise and offer dependable responses. Moreover, to keep away from any ambiguity or vagueness, the questionnaire incorporates simple and clean commands for the respondents.

3.13. Data Analysis:

The records can be analyzed on SPSS to test the authenticity of the hypotheses. Facts analysis follows records amassing, and it involves running statistical checks at the facts accumulated from the survey (reliability, correlation, and regression analysis). The hyperlink among work climate (an independent variable) and teachers' overall performance (structured variable) turned into studied the use of SPSS software program to authenticate the hypotheses. The statistical analyses (reliability, correlation, and regression) show the connection between variables.

Chapter 4: Data Analysis and Findings

4.1. Introduction:

Adapted structured questionnaire was distributed to the respondents and the data was collected from 200 respondents (teachers & student of Bahria University and Air University Islamabad) in the survey. Data analysis is done, based on the data which is collected through the survey, and with the help of SPSS Data Analysis Software and using different statistical test like reliability analysis, correlation, and regression.

4.2. Data Analysis:

4.3. Descriptive Frequencies:

Different demographic categories are made within the questionnaire for data distribution which helps in data interpretation. In the questionnaire, the demographic section was divided into three sub-sections including gender, age, and education (under graduation, graduation and post-graduation). Demographic data collected from the respondents through questionnaire is listed as follows:

Demographics		Frequencies	Percentages	Cumulative Percentage
Gender	Male	113	56.5	56.5
	Female	84	42	98.5
	Prefer not to say	3	1.5	100
Age	18-24	19	9.5	9.5
	25-31	31	15.5	25.0

	32-38	50	25.0	50.0
	39+	100	50.0	100
	Undergraduate	74	37.0	37.0
Education	Graduation	58	29	66
	Post Grad	68	34	100

The descriptive frequencies suggest that based on gender, 113 out of 200 respondents (56.5 percent) are males and 84 out of 200 respondents (42 percent) are females and 3 out of 200 (1.5 percent) people prefer not to say about gender. Based on age, 19 out of 200 respondents (9.5 percent) falls between the age group of 18-25 years. 31 out of 200 respondents (15.5 percent) falls between the age group of 25-31 years. 50 out of 200 respondents (25 percent) falls between the age group of 32-38 years. 100 out of 200 respondents (50 percent) is above 39+ years. Based on frequency of education 74 out of 200 respondents (37 percent) are undergraduate. 58 out of 200 respondents (29 percent) are graduates and 68 out of 200 are post graduates (34 percent).

The analysis of the descriptive frequencies indicates that majority of the respondents were males with 56.5 percent with female respondents respectively 42 percent, 1.5 percent of the respondents preferred not to reveal their identity. Based on age, 19 out of 200 respondents that is 9.5 percent are between 18-24 age group, 31 out of 200 are between 25-31 age group(15.5 percent), 50 respondents are between 32-38 age group (25 percent) and 100 out of 200 respondents are above 39 (50 percent). Based on education, 74 out of 200 respondents are undergraduate (37 percent), 58 out of 200 respondents are graduates (29 percent) and 68 out of 200 respondents are post graduates (34 percent).

4.4. Reliability Analysis:

Reliability analysis is defined as the analysis that tells about the authenticity of questionnaires. It tells us about how relevant the data is used in questionnaires. The measure of reliability that we use in our research is Cronbach alpha test. The value for Cronbach Alpha lies between 0 and 1. Deviations in intervals determine a questionnaire's level of dependability. Higher levels of questionnaire reliability are associated with lower variances. Additionally, a questionnaire's dependability, relevance, and consistency may also be utilized to assess its reliability. The findings of the reliability analysis are mentioned below:

Reliability Statistics

Variable	Cronbach's Alpha	N of Items
F-B	.717	8
B-L	.912	15
Total	.814	23

The closer the value is to 1, the greater the reliability of the questionnaire is. If the reliability lies between 0.7-0.9, it means that the data and questionnaire is very reliable. We did Cronbach Alpha for our variables Facebook marketing abbreviated as F-B and Brand loyalty abbreviated as B-L. The value of Cronbach alpha for F-B is 0.7 and that of B-L is 0.9. This shows that F-B data is reliable and has less variances than mean. Similarly, B-L reliability is 0.9 indicating high reliability and very less variance in the data. The overall reliability is 0.8 indicating high reliability of data and questionnaire.

4.5. Correlation Analysis:

Correlation is defined as the relationship between two or more independent variables. If the relationship between independent variables is strong, it will reduce the impact of dependent variable on independent variable. This is known as the problem of multicollinearity. Correlation value lies between +1 to -1. A value of +1 indicates perfect positive correlation which means both variables move in the same direction. A value of -1 indicates perfect negative correlation which means both variables moves in opposite direction and the variance between them becomes zero. A value of 0 indicates no correlation that is both variables are independent of each other. The correlation coefficient must be less than 0.4. To analyze the correlation between the study variables, Pearson r is used in the analysis shown below.

Correlation			
		F-B	B-L
F-B	Pearson	1	.256**
	Correlation		
	Sig. (1-tailed)		.000
	N	200	198
B-L	Pearson	.256**	1
	Correlation		
	Sig. (1-tailed)	.000	
	N	198	198

The results shown in the analysis indicates that these is a reasonably significant relationship between (F-B) and (B-L) with a magnitude of 0.256 in a positive direction. Positive correlation between variables proves that increasing the independent variable (B-L) inevitably increases the dependent variable (B-L) and vice versa, indicating that there is a positive (direct) relationship between the variables.

4.6. Regression Analysis:

The relationship between dependent and independent variables is known as regression. Regression analysis tells us about the impact of dependent variable of independent variable. The model summary for linear regression is given as:

4.7. The impact of F-B dimensions on B-L: -

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.256a	.065	.061	.59928	1.814

a. Predictors: (Constant), FB

b. Dependent variable: BL

The change in dependent variable BL caused by the change in independent variable FB can be seen through the value of R square in regression analysis. R square tells us the degree to which FB is affecting/impacting BL. The value of R square lies between 0-1. The closer the value is to value, the greater is the impact of dependent variable (which in our case is FB) on the independent variable (in our case BL). Here the value if R square is 0.065 or 65 percent. This means that FB affects the brand loyalty up to 65 percent. The adjusted R square tells us how much theoretically fit our model is. In our case, the value of adjusted R square is 0.061 or 61 percent. This means that the model is fit up to 61 percent against the R square of 65 percent. Durbin Watson is used to check autocorrelation. The value lies between 0-4. The acceptability range of Durbin Watson is 1.5-2.5. This means that any value that lies within 1.5-2.5 does not have first order autocorrelation. Our Durbin Watson value is 1.8 indicating that there is no first order autocorrelation.

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4.921	1	4.921	13.702	.000b
	Residual	70.390	196	.359		
	Total	75.311	197			

a. Dependent Variable: BL

b. Predictors: (Constant), FB

The ANOVA table shows that the value of F is immensely greater than 4 and the significance value is less than 0.05 which indicates that the statistical significance of the theoretical model is recognized. With the reference of ANOVA, FB have a significant impact on BL.

4.8. Coefficients:

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.474	.276		8.963	.000
	FB	.447	.121	.256	3.702	.000

a. Dependent Variable: BL

b. Predictors: (Constant), FB

The coefficient table above shows that FB have positive impact on BL. The model indicates that significance value of FB is less than 0.05 which means that there is a positive relationship between them. E-S (b=0.447) is significant with coefficient being positive which indicates that higher FB is related to higher BL.

4.9. Data Findings:

Hypothesis	Statement	Accepted/Rejected
H1	FB has a positive relation with BL	Accepted

CHAPTER 5: DISCUSSION AND CONCLUSION.

5.1 Discussion: -

The research study has aimed to investigate the relationship between Facebook marketing and its impact on brand loyalty. The study was conducted in Islamabad at two universities including Bahria University Islamabad Campus and Air University Islamabad campus. In our research, Facebook marketing is the independent variable and brand loyalty is the dependent variable. An adapted questionnaire is taken and data is collected from 200 questionnaires. 113 respondents were males, 84 females and the remaining preferred not to distinguish their gender. The scale of significance 5 percent or p value of 0.05 is used to study the hypothesis. A p value less than 0.05 indicates that hypothesis is accepted and p value greater than 0.05 indicates that the hypothesis must be rejected. Facebook marketing and brand loyalty are not correlated at significance value of 0.05. Our hypothesis H1 which was based on the theoretical framework is acknowledged and proven relevant, this means that our hypothesis saying that Facebook marketing affects brand loyalty is accepted. Regression analysis indicates that there is a significant relationship between Facebook marketing and brand loyalty in Islamabad, Pakistan accepting H1.

5.2 Theoretical implications: -

The study proves significant for research students, brand managers and marketing experts as it shows that Facebook marketing affects brand loyalty in Pakistan up to 65 percent. This research paper acts as a base for future research scholars, managers and marketers to go forward in the direction and use Facebook marketing (a tool of digital marketing) for increasing brand loyalty, sales and eventually market share. Apart from theoretical implication of this paper for marketing students, it has real life practical implications for practitioners in the market.

5.3 Practical Implication: -

In the light of this research paper, it is safe to say that digital and social media marketing tools are revolutionizing the world. We have taken one such social media tool which is Facebook marketing to

study its impact on brand loyalty. Based on our regression model and theoretical framework, our model is 61 percent fit indicating that Facebook marketing positively impacts brand loyalty, this holds tremendous practical implication as practitioners including social media managers, social media experts and company CFO's and sales staff can use social media marketing as a tool to increase sales. They can use it to grab their customers and raise awareness regarding their brand and create specific market share.

5.4 Limitation: -

Limitation refers to what were the lacking abilities in one's research work. In this research study, there are two main limitations. The first one is time limitation. Since the study data needs to be collected within a limited time range, it has limited the time frame and thus data collection was limited. If given more time, the quality and quantity of research can be improved. The second limited is that our data is limited to 200 respondents only in Islamabad. Islamabad is the capital of Pakistan and people are technologically as well financially better than rest of the country. Therefore, our sample size does not justify the whole country. It needs to include at least four to five major cities at least from each province to get a clearer image of how Facebook marketing is impacting and affecting brand loyalty in all market segments of Pakistan.

5.5 Recommendation: -

It is recommended that the scope of this study must be analyzed on a boarder aspect. There is a lot of potential in the social media marketing and we have taken only of its aspect that is Facebook marketing. Other social media marketing including Instagram ads, search engine optimization and various social media marketing techniques and their impacts of brand loyalty, sales and brand performance can be studied.

5.6 Conclusion: -

The research paper is done to study the impact of Facebook marketing on brand loyalty in Islamabad Pakistan. The sample includes 200 respondents from Bahria University and Air University. Adaptive questionnaires were taken and convenience sampling technique is used. SPSS software is used to derive the theoretical model and study the research hypothesis H1 that is Facebook marketing affects brand loyalty. Based on the empirical relationship between dependent variable which is brand loyalty and independent variable which is Facebook marketing is studied through linear regression analysis. Based on the R square value, Facebook marketing positively affects brand loyalty up to 65 percent. The model is fit up to 61 percent as per adjusted R square value. Therefore, H1 is accepted. The future implications of our research work has broader aspects and paves way for marketers and managers to invest more social media marketing including Facebook marketing to increase brand loyalty. This can be used to increase brand sales and market share. This research paper is just the beginning of an era of endless possibilities of using technology to make money without human relations and saving future costs.

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