

# **SOCIAL MEDIA MARKETING AND ITS IMPACT ON BRAND LOYALTY AMONG YOUTH: A STUDY ON FAST-FOOD BRANDS**

By

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## MBA Thesis

2<sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement

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## Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	14 <sup>th</sup> Nov 2014	Cubicle	Learned & Discussed SPSS for Data Integration.	
6	25 <sup>th</sup> Nov 2014	Cubicle	Discussed results of regression analysis & correlation tests.	
7	5 <sup>th</sup> Dec 2014	Cubicle	Discussed on Chapter Five & Chapter Six	

## Supervisor's Approval Statement

## APPROVAL FOR EXAMINATION

Candidate's Name: Mariam Khan Registration No. 19539Thesis Title: Social Media Marketing & Its Impact on Brand Loyalty among youth: a study on Fast-Food Brands

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Date: 22-12-2014Name: Sis. Baseel DurraniHoD's Signature: Date: 22-12-2014

## Table of Content

i.	Copyright.....	ii
ii.	MBA Degree Thesis Submission Form.....	iii
iii.	Second-Half Semester Progress Report.....	iv
iv.	Supervisor's Approval Statement.....	iv
v.	Declaration of Authentication.....	v
vi.	Acknowledgement.....	vi
vii.	List of Tables.....	ix
viii.	List of Figures.....	ix
ix.	Abstract.....	x
<b>CHAPTER ONE.....</b>		<b>11</b>
1.	<b>Introduction.....</b>	<b>11</b>
1.1.	Problem Background.....	14
1.2.	Research Problem.....	16
1.3.	Problem Statement & Purpose of Research.....	16
1.4.	Introduction to the Sector over Research Work Conducted.....	17
1.5.	Aim of Research.....	19
1.6.	Research Objectives.....	19
1.7.	Research Hypotheses.....	20
1.8.	Thesis Time Horizon.....	21
1.9.	Thesis Time Scale.....	21
1.10.	Limitation of the Study.....	21
1.11.	Prospects of further research in the area thesis is written.....	22
1.12.	Justification of the Study.....	22
1.13.	Significance of the Study.....	22
1.14.	Ethical Consideration.....	23
1.15.	Important Definitions & Keywords.....	23
1.16.	Organization of Thesis.....	24
<b>CHAPTER TWO.....</b>		<b>26</b>
2.	<b>Literature Review.....</b>	<b>26</b>
2.1.	Social Media.....	26
2.2.	Social Networking Sites.....	27
2.2.1.	Facebook.....	27
2.3.	Social Media Marketing.....	28
2.4.	Brand and Brand Loyalty.....	29
2.5.	Building Brand Communities on Social Media.....	30
2.6.	Use of Social Media by Consumers.....	31

2.7. Social Media Marketing Impacts On Brand Loyalty ..... 31

2.8. Theoretical framework..... 32

2.8.1. Conceptual Framework ..... 38

2.9. Literature Gaps ..... 39

**CHAPTER THREE..... 40**

3. Research methodology..... 40

3.1. Nature of the Research..... 40

3.2. Sampling Design ..... 40

3.3. Sampling Methodology & Sample Size ..... 41

3.4. Construct Measures..... 41

3.5. Scale Evaluation..... 44

3.6. Data Collection Methodology ..... 47

3.6.1. Data Collection Instrument..... 47

3.6.2. Research Variables ..... 47

3.7. Kind of Data Collected..... 48

Primary data:..... 48

Secondary Data ..... 48

3.8. Data Integration Methodology ..... 48

**CHAPTER FOUR ..... 49**

4. Data Integration & Analysis ..... 49

Summary of Findings:..... 62

**CHAPTER FIVE ..... 64**

5. Critical Debate on the Research Findings ..... 64

**CHAPTER SIX..... 67**

6. Conclusion ..... 67

7. Recommendation ..... 68

**REFERENCES ..... 69**

**APPENDIX ..... 77**

QUESTIONNAIRE..... 77

## Abstract

**Research Purpose:** Social media marketing is a cost effective tool of marketing in a digital era, especially when today's customers are searching for place to eat or product to buy, while on-the-go. For this reason, many organizations in fast-food sector keeping youth in mind are considering social media as a most influential tool to enhance customer loyalty and satisfaction. On this basis, the goal of this research was to determine the impact of social media marketing practices (i.e. Customer Participation, Word-of-Mouth, Discounts & valuable Gift offers, Customer Recognition & Customer Awareness and Social Media Marketing Campaigns) on customer's brand loyalty.

**Research Methodology:** The research was conclusive and descriptive in nature; administrative survey with 400 respondents from students of three private business Universities was conducted in Karachi, Pakistan.

**Research Findings:** The results of a step-wise multiple regression analysis shown that two ways of Behavioral Customer Engagement (i.e. Customer Participation & Word of Mouth Marketing) on social media differed; Customer Participation on social media has positive impact on only one brand loyalty dimension (i.e. Action Loyalty), Whereas Word of Mouth Marketing on social media have a positive impact on first three brand loyalty dimensions (i.e. Cognitive, Affective, Conative, Action Loyalty). Another social media marketing practice- Rewarding customers on social media's in two ways (i.e. Discounts/Valuable Gifts offers and Customer Recognition/ Customer Appreciation) also differed; Provision of Discounts/Valuable Gifts offers on social media have positive impact on only one brand loyalty dimension (i.e. Action Loyalty), Whereas Customer Recognition/ Customer Appreciation on social media have a positive impact on first three brand loyalty dimensions (i.e. Cognitive, Affective, Conative, Action Loyalty). The last social media marketing practice- Enhancing customer experience via social media marketing campaigns have a positive impact on all four dimensions of brand loyalty.

**Practical Implication & Limitations:** This piece of research help marketers and brand managers of future how to utilize the technology to uplift there brands to their target audience in savvy way and how to enhance the brand loyalty. The limitation for this study was limited sector (only Fast-Food), limited target population (only Youth) and limited findings respondents (only Students of three Private Business Karachi Universities, who were the active social media users and follow at least one Fast- Food brand on social media.

**Keywords:** Social Media Marketing, Customer Participation, WOM, Offer Discounts & Valuable Gifts, Customer Recognition & Appreciation, Social Media Marketing Campaigns, Fast-Food Brands, Youth, Brand Loyalty.