

Research on the Impact of Social Media on Brand Loyalty

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Abstract: This study aims to explore the impact of social media on brand loyalty. By analyzing brand interaction, consumer engagement, and the breadth and depth of information dissemination on social media, this study reveals its impact mechanism on brand cognition and relationship, and brand attitude. The study uses web crawler technology to collect interactive data from brand official accounts, and uses descriptive statistical analysis, Pearson correlation analysis, multiple regression analysis, and structural equation model (SEM) for data analysis. The results show that brand interaction significantly improves consumers' brand cognition, consumer engagement plays an important role in brand relationships, and the breadth and depth of information dissemination help to enhance brand attitudes. These factors work together to significantly improve brand loyalty. This research is fundamental because it proves the fact that brand cognition, brand relationship, and brand attitude have a direct effect on brand loyalty, and brand relationship is, of all factors, the most positive factor which influences brand loyalty. This research not only enriched theoretical studies on brand loyalty but also verified the brand marketing strategy on social media with empirical evidence. Moreover, companies increase their brand loyalty by using a better interactivity platform with the consumers, the width and depth of information passing increase, which results in a rise in the level of user engagement by consumers, and the company can increase its competitive advantage in the market.

1. Introduction

support to the company when formulating effective social media marketing strategies.

1.1. Research background and importance

1.2. Research objectives

In this digitized world, social media has become an essential interactive platform for an enterprise with its consumers. This has not only changed the information dissemination process but also affected consumer behavior and brand loyalty [1]. Of late, interest has mainly shifted towards studies focusing on the influence of social media marketing on brand loyalty; the findings indicate that social media interaction has a significant effect on the improvement of consumer brand loyalty [2]. For instance, posting interesting and engaging publications for brands is likely to attract more attention and involvement from people; this will increase brand loyalty [3]. Indeed, word of mouth through social media is dramatically affecting brand loyalty. Interaction and recommendations from the consumers could effectively cause an increase in brand awareness and trust in the products [4]. At the same time, it is highly crucial for companies to figure out how best they can implement these social media among the increasing user base, as well as how to diversify such platforms for optimum brand loyalty. Hence, through this paper, an exploration of the influential mechanism of social media marketing activities on brand loyalty was set to serve as the theoretical basis and to provide empirical

2. Literature review

2.1. Definition and composition of brand loyalty

UDQG OR\DOW\ UHIHUV WR FRQVXPHU SXUFKDVH EHKDYLRU IRU D FHUWDLQ FRPSRVHG RI DWLWXLGH DQG EHKDY

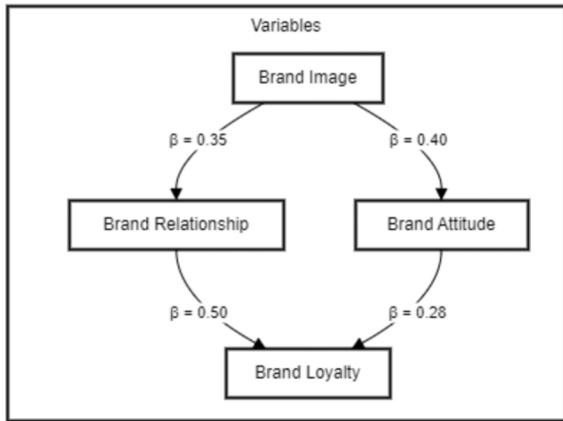


Figure 3: 6WUXFWXUDO HTXDWLRQ PRGHO WKH SDWK UHODWLRQV KLS EHWZHHQ WKH SDWK UHODWLRQV KLS

① 3RVLWLYH HIIHFWV RQ EUDQG FRJQLWLRQ UHODWLRQV KLS V KRZHG WKH PRVW VLJQLILFDQW HIIHFW LQGLFDWLQJ EUDQG PDQDJHPHQW IRU PRUH DWWHQWLRQ DQG HPSKDVLV RQ FXOWLYDWLQJ DQGLPSDFW RI EUDQG FRJQLWLRQV KLS

② 6WUXFWXUDO HTXDWLRQ PRGHO WKH SDWK UHODWLRQV KLS EHWZHHQ WKH SDWK UHODWLRQV KLS V KRZ WKDW EUDQG LQWHUDFWLRQ KDV D VLJQLILFDQW SRVLWLYH LPSDFW RQ EUDQG FRJQLWLRQV KLS D UHJUHVVLRQ FRHIILFLHQW RI 7KH EUHDGWK DQG GHSWK RI VRFLDO PHLD FRPPXQLFDWLRQ D UHJUHVVLRQ FRHIILFLHQW RI 7KH EUHDGWK DQG GHSWK RI VRFLDO PHLD FRPPXQLFDWLRQ

HIIHFWV RQ EUDQG FRJQLWLRQ UHODWLRQV KLS V KRZHG WKH PRVW VLJQLILFDQW HIIHFW LQGLFDWLQJ EUDQG PDQDJHPHQW IRU PRUH DWWHQWLRQ DQG HPSKDVLV RQ FXOWLYDWLQJ DQGLPSDFW RI EUDQG FRJQLWLRQV KLS

7KURXJK PXOWLSOH UHJUHVVLRQ DWLWLRQ PRGHOLQJ 60 WKH VWXLPDFW RI EUDQG FRJQLWLRQ UHODWLRQV KLS RQ EUDQG FRJQLWLRQ UHODWLRQV KLS RQ EUDQG FRJQLWLRQ UHODWLRQV KLS RQ EUDQG FRJQLWLRQ UHODWLRQV KLS

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4.3. Experimental results

%DVHG RQ WKH DERYH GDWD FRQWHVWLQJ DQGLPSDFW RI EUDQG FRJQLWLRQV KLS V KRZHG WKH PRVW VLJQLILFDQW HIIHFW LQGLFDWLQJ EUDQG PDQDJHPHQW IRU PRUH DWWHQWLRQ DQG HPSKDVLV RQ FXOWLYDWLQJ DQGLPSDFW RI EUDQG FRJQLWLRQV KLS

5. Conclusion

7KLV VWXG\ SURSRVHG DQG YHULILFDQW EUDQG FRJQLWLRQ UHODWLRQV KLS V KRZHG WKH PRVW VLJQLILFDQW HIIHFW LQGLFDWLQJ EUDQG PDQDJHPHQW IRU PRUH DWWHQWLRQ DQG HPSKDVLV RQ FXOWLYDWLQJ DQGLPSDFW RI EUDQG FRJQLWLRQV KLS

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