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**THE ROLE OF SOCIAL MEDIA ACTIVITIES
FOR CUSTOMERS BRAND LOYALTY**

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THE ROLE OF SOCIAL MEDIA ACTIVITIES FOR CUSTOMERS BRAND LOYALTY



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ABSTRACT

THE ROLE OF SOCIAL MEDIA ACTIVITIES FOR CUSTOMERS BRAND LOYALTY

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The objective of extant research study was to explore the effect of social media activities (interactivity, benefits & rewards) on customer brand loyalty. This study proposed three research hypotheses. In order to examine these hypotheses, we chose consumers (i.e. university students in Turkey) as the population of this study who actively follow specific fashion brands. We approached these students through peer and personal contacts. The extant study has used quantitative research design and ran a survey to collect data through structured close ended questionnaires by applying convenience sampling method (a type of non-probability sampling). This study used responses of 268 respondents. Due to time and budgetary constraints, the data were collected in cross-sectional manners. The obtained data have been analyzed by Statistical Package for Social Sciences (SPSS). The results of the analysis confirmed that social media activities (interactivity, benefits & rewards) have positive and significant impact on customer brand loyalty. The findings of the analysis have been discussed comprehensively. This study also draws the conclusion of the results. We also provide the implications of the study e.g. this study enables service sector or social media managers to better evaluate customer brand loyalty via social media platforms. This study also have some limitations e.g. data were collected from

limited sample that is obviously not representative of whole population, which warrants that in future data should be collected from more respondents to get the true representation for proposed relationships.

Keywords: Brand Loyalty, Social Media Benefits, Social Media Interactivity, Social Media Rewards



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ABBREVIATIONS

SMI: Social Media Interactivity

SMB: Social Media Benefits

SMR: Social Media Rewards (SMR)

CBL: Customer Brand Loyalty



1. INTRODUCTION

1.1 BACKGROUND

Human connection has become virtually omnipresent thanks to social media. In fact, according to a recent Pew Research Center survey on social media use in the United States, more than 80% of all Americans use at least one form of social media, with more than two-thirds of those using Face book explicitly checking their social media accounts at least once a day (Smith &Anderson, 2018). As a consequence, as the usage of social media grows in popularity, companies want to leverage social media platforms to contact and connect with existing and future consumers. Data shows that social media spending has risen by almost 250 percent in the last ten years, with experts predicting even more growth as companies attempt to capitalize on the unique opportunities offered by social media (CMO Survey, 2018). Personalized ads based on clients' individual personal preferences, past purchase histories, demographics, and current Internet searches are one area of rising interest for marketers (Li, 2016). Producers may engage customers in this way with personalized advertisements, allowing them to connect with them on a more personal level in order to build a stronger connection and better satisfy their requirements.

The communication between the brand and the customer is directly proportionate to the development of these tailored advertising. The more the brand-to-consumer communication power, the higher the consumer's preference for and loyalty to the brand. In any event, the important thing to remember about branding is that a good relationship with customers may influence their purchasing decisions and loyalty (Kotler & Armstrong, 2004). As a result, firms are doing research to capture customers' attention, stay in their thoughts, establish a good brand image, and enhance brand loyalty by utilizingall of the communication channels available in brand communications in order to generate or defend brand value. Social media is one of the most frequent means of communication that enterprises have recently used in their marketing efforts. In general, social media is described as an online application programmed, platform, or mass media tool that allows users to connect, collaborate, or share information (Kim &Ko, 2012). The impact of social media on consumer behavior spans a broad range of activities, including educating, sharing ideas and attitudes, gaining knowledge and understanding, and visualizing post-purchase behavior without actually purchasing (Tatar &Erdoğan, 2016). This

motivates businesses to get more engaged in their marketing communications and to think of new methods to make products and brands more affordable through online marketing efforts via social media communication platforms. These tactics, which express social media marketing operations, include actions that encourage customers to choose goods and brands and that target marketing messages to other consumers online (interactivity, benefit, and rewards).

Interactivity on social media refers to communication between two or more users, with each user aware of his or her own participation in the network as well as interactions with other users (Bagozi et al., 2007). It has a huge influence on individuals in a number of ways, from moulding their opinions on important subjects to persuading them to take particular actions (Fischer&Reubar, 2011). The qualities of social media platforms that result in significant benefits from their use are known as social media advantages (Huang et al., 2018). Social media psychological advantages refer to the extent to which users of social media networks consider using social media to be enjoyable and interesting, as well as making them happy and thrilled. To gain psychological benefits from social media, you must maintain a constant connection and engage in a reciprocal environment (Parra-Lopez et al., 2011). Psychological advantages play a crucial part in the delivery of positive brand perceptions, according to previous study (Menaaghan, 1995). (e.g. loyalty). Social media rewards relate to the amount of money and member benefits that social media users get. Relational benefits that customers gain from long-term connections with service firms are becoming increasingly important to marketing experts (Gwineret al., 1998). Customers are offered such benefits by businesses in order to increase client loyalty and commitment (Henning-Thuraau et al., 2002)

Businesses may use social media marketing to establish their own personal brand identities and provide online customer assistance, product information, and special offers in a simple, cost-effective, and consistent manner (Breitsohl et al., 2015). Furthermore, informing clients about products and brands of businesses on social media platforms with millions of users is very successful in terms of brand recognition and familiarity at a low cost (O'Flynn, 2017). Marketers understand the potential and attraction of using social media as part of their marketing strategy (McKensey, 2007). According to studies, social media marketing is an important element of a company's branding strategy (Gallaugh&Ranbotham, 2010; Tsimoonis&Dimitradis, 2014). However, it has been noted in these research that social media marketing efforts are primarily focused on customer happiness and the consequences on consumer behavioral outcomes, such as

brand loyalty (Simona &Tossan, 2018).

Customers are more loyal to brands that engage with them on a regular basis through social media campaigns and public events, and as a result, earnings are greater (Hollebeek et al., 2014). Interactivity, benefit and incentive programme, public relations, and direct marketing are all popular loyalty-building methods used by successful businesses. Social media, in particular, has paved the way for producer-consumer interaction as a means of boosting brand loyalty (Jahn& Kunz, 2012). Brands are increasingly embracing online brand communities hosted on a company's website to stay updated about changing customer preferences and produce positive brand relationship outcomes through social media (Gumerus et al., 2012). A conditioned response to a product based on a positive opinion of a brand is referred to as brand loyalty (Chudhuri&Holbrok, 2001). As a consequence, if a company interacts with a customer on a regular basis during the pre- or post-purchase process, the consumer may choose to purchase that brand as a result of the positive connection (Chudhuri&Holbrok, 2001). As a result, many firms invest significant time and money to establishing these customer connections, which they often do through social media (Baldus et al., 2015). When a consequence, as manufacturers build relationships with their consumers and customer involvement grows, so will brand loyalty.

1.2 RESEARCH GAP

Fashion labels are now attempting to interact with their clients via social media channels (Loureiro et al., 2018). However, little attention has been paid to the impact of social media on customer perceptions and the development of branding frameworks (Liu, Wu, and Liue, 2019). Furthermore, there is an ongoing discussion about how to build brands online through the use of social networking sites. Current research is looking at the impact of fashion-related social media sites on the establishment of long-term connections and emotional ties (Kimet al., 2016). Fashion brands have a unique chance to build emotional relationships with internet customers through these channels. The role of social media platforms in generating various consumer outcomes, on the other hand, is understudied. According to studies, it is important to continue exploring the influence of social media on the establishment of long-term partnerships (Munnar&Jacobsan, 2014). As a result, the present study looks into social media behaviors as well as how social media engagement, benefits, and incentives impact customer brand loyalty.

1.3 PROBLEM STATEMENT

Several academics have investigated the impact of social media activity on a variety of consumer outcomes (Barreda, et al, 2020). However, the hypothesized variables have never been modeled combined before, especially in the fashion sector. So, in the context of Turkey, this study was an attempt to determine how social media activity on LinkedIn, Twitter, Instagram, YouTube, and Face book connect with brand loyalty for fashion brands.

1.4 RESEARCH QUESTIONS

The aim of this investigation was to collect data from buyers of fashion items in order to determine the proper empirical outcomes of the following research questions.

Qi: Does social media interactivity (SMI) impact customer brand loyalty (BL)?

Qii: Does social media benefits (SMB) impact customer brand loyalty?

Qiii: Does social media rewards (SMR) affect customer brand loyalty?

1.5 OBJECTIVES OF THERESEARCH

The study's primary goal is to create and verify the proposed model's viability. In the context of Turkey, it revealed the link between the factors of social media activities (interactivity, benefits, and rewards) and consumer brand loyalty among customers of fashion brands. The study's precise objectives are mentioned below:

- a. To analyze the impact of SMI on customer brand loyalty.
- b. To analyze the impact of SMB on customer brand loyalty.
- c. To analyze the impact of SMR on Customer brand loyalty.

1.6 STUDYSIGNIFICANCE

Our research offers significant contributions to the research topic of why and how social media activities (interactivity, benefits, and rewards) contribute to customer brand loyalty. First, we emphasize the importance of interaction at various social media sites as an unique and instant platform for two-way communication by extending our understanding of the link between social media interactivity and brand loyalty. Second, we'll look at how the benefits of social media connect to client brand loyalty. A critical conclusion for this relationship is that social media sites must make an attempt to give psychological advantages in a way that motivates fashion

firms and customers to stay in it. Consumers are more likely to be loyal to a company if they perceive utilizing social networking sites to be pleasant, fun, and providing them with a sense of belonging that makes them pleased and proud. Finally, this study underlines the relevance of social media incentives in promoting brand loyalty among customers. For example, we argue that paying consumers for their behaviors influences the formation of brand impressions in their brains and encourages long-term loyalty to a brand. In order to promote brand loyalty through social media networks, fashion-related social media sites must give opportunities to reward members with member benefits (e.g., upgrades), psychological and monetary rewards. These findings back with previous research that suggests that when social media users think they are obtaining monetary, psychological, or user advantages, they are more likely to have stronger brand loyalty, which encourages them to stay, connected with their preferred fashion brand.

2. LITERATURE REVIEW

2.1 SOCIAL MEDIA INTERACTIVITY (SMI)

According to Coyle and Thorson, (2001) interactivity refers to communication that takes place with or without the use of a channel. While there are low-interactivity platforms such as email and social media networks, there are high-interactivity platforms such as chat rooms, virtual-chat platforms and multiuser domains (Kaplan and Hanlein, 2010). Participants in these interactive activities are believed to have a favorable view of the brand and feel linked to it. They are also believed to have a beneficial social influence on the brand. As a result, they get connected to and happy with the company's beliefs, services, products, and procedures (Kim and Park, 2017). Users are influenced by social media interaction in a variety of ways, from establishing opinions on important subjects to being persuaded to do particular actions (Fischar and Reubar, 2011). When two or more people are conversing on social media, each of them is aware of his or her own engagement in the network as well as their interactions with other people (Bagozi et al., 2007). Social media allows you to participate in live fashion conversations and exchanges (Yoon et al., 2008). You can collaborate with people and impact their choices through web-based media (Huang et al., 2018). For this review, we characterize web-based media intelligence as the degree of correspondence that happens when design firms interface uninhibitedly, paying little mind to place or time, and offer style related data continuously through online media locales.

Interactivity's impact on the user's perception of the brand is determined by many encounters (Ashley & Tuten, 2015). Consumers' perceptions of service brands will be influenced by predicted social media involvement (Hudson & colleagues, 2016). To put it another way, a cognitive image is formed when people interact with a brand. Customers develop mental images of the expected experience in their minds based on the promise of a good or service on social media. A strong brand commitment is established when fashion consumers interact in various levels of communication and involvement through social media channels. A brand's commitment and connection tends to develop as a result of social media users interacting (Gommans et al., 2001). Fashion customers must feel loyal and connected to the company in order to create brand loyalty. Customers will develop a sense of loyalty to the companies with which they interact on social media.

2.2 SOCIAL MEDIA BENEFITS (SMB)

SMB are characteristics of social media platforms that result in considerable advantages (Huang et al., 2018). A social media psychological benefit refers to how much users of social media networks like and find pleasure using social media, and how much it makes them feel happy. Constant connection and engagement in a reciprocal environment are required to get the psychological benefits of social media (Para Lopez et al., 2011). Past studies (Menaghan, 1995) have shown that psychological benefits are critical in delivering positive brand perceptions. These beliefs are crucial in establishing a positive and compelling brand image. Small and medium-sized firms may increase customer interactions and exceed expectations, brand evaluation, affiliations, and perceptions by utilizing social media platforms. When customers receive psychological advantages from a company's brand, they become emotionally attached to it (Keler, 2002). In theory, a brand's capacity to provide psychological advantages increases an individual's brand loyalty (Smith and Franch, 2009). The more people handle the mental advantages of person to person communication, the more committed they will be to their top image (Ng and Feldmen, 2008).

Many different aims may be achieved by using social media such as Twitter and Face book, as mentioned above. This is the reason many investigations on media utilization try to build one of a kind arrangements of uses and delights associated with each channel (e.g., YouTube, Face book and IM and so forth (QuanHasse and Yung, 2010). Despite the fact that (Markus, 1994) contends those individuals' choices with respect to how and when to use an innovation decide the result, that there are both acceptable and destructive uses of innovation is likewise suggested. "Great" utilizes give great outcomes, while "awful" utilizes produce adverse outcomes. It's generally expected sense to take part in exercises that produce positive results, particularly on the grounds that the heft of our goals are intended to help us in some way. The mental appeal of diversion media use, for instance, has been defended from both a basically indulgent just as a more contemplative eudemonic perspective (Zillmann&Vorderer, 2010; Oliver & Raney, 2011). Online media clients have additionally been displayed to settle on objective choices. Madel and Muncer, (2005) concentrated on school children's use of the Internet and cells, contending that they are objective entertainers who deliberately utilize these innovations to accomplish an assortment of open objectives (for instance, utilizing email messages for more and more intricate data and message informing for more limited and more straightforward messages).

2.3 SOCIAL MEDIA REWARDS (SMR)

Customers believe that their loyalty to the brand entitles them to significant amounts of wealth that meet their own desires, which leads to brand commitment (Nydzayo et al., 2015). In this study, social media rewards are how much money and member benefits are given to social media users. Customers get relational benefits from long-term collaborations with service providers, which marketing researchers are beginning to pay special attention to (Gwiner et al., 1998). In order to enhance consumer loyalty and commitment, businesses give such advantages to their customers (Henig Thureau et al., 2002). Customers seek monetary advantages (Keng et al., 2014) from their interactions with a firm or brand (Gwiner et al., 1998). People want three types of rewards: extrinsic, intrinsic, and social (Super, 1980). Extrinsic incentives, such as monetary prizes, are genuine advantages supplied by one's environment. Intrinsic rewards, such as task autonomy, are intangible advantages provided by one's surroundings that have intrinsic ramifications for psychological growth and enjoyment. In the context in which people are participating, social incentives refer to the availability of good interpersonal interactions, such as strong bonds (Williamson & Parolin, 2013).

It has been demonstrated that online media rewards affect representative reliability (Quan & Hasse and Yong, 2010). Clients' image dedication, ability to take part in online media, and the measure of positive brand picture produced to them are totally impacted by the motivation frameworks and exercises utilized via web-based media (Koh et al., 2007). As per Web star and Kellar, (2004), compensating customers for their exercises urges them to remain in the relationship, further develops brand picture advancement, and results in sure brand assessment. Prizes like this are regularly used to expand reaction rates, online commitment, and local area interest. As a result of this, Harigan et al., (2017) believe that paying people for their participation in online communities and social media platforms enhances community involvement and image. Customers are more likely to participate in online communities, be more loyal to the brand's products, and identify with the brand if they receive monetary and psychological benefits (Xie & Lee, 2015).

People may be more likely to buy more products if they receive psychological and financial benefits (Hartman and Apaollaza-Ibeaz, 2012). "Social exchange theory," as according to Yaan and colleagues (2016), believes that human behavior and perception are ultimately aimed at fulfilling one's own goals. Incentives and rewards, both real and intangible, encourage consumers

to participate and develop a good impression of the business. When rewards are offered to social media users, according to Kuo and Feng (2013), they will be seen favorably, such as having a positive image and a sense of commitment. Social media users are more likely to see a brand favorably if they receive psychological and material rewards, according to Zheng et al. (2015; Genslar et al., 2015). All of this theoretical assistance might help your company develop a strong brand image and brand loyalty. As a result of a brand's positive image and degree of dedication, they give social media rewards (Tiago &Versimo, 2014).

2.4 CUSTOMERS BRAND LOYALTY

To be loyal to a firm means that you will buy their product/services again, even if they are competing with you, and that you will be a customer of that company on an ongoing basis in the future (Oliver, 1999). Brand advocacy is the polar opposite of brand loyalty, which is the intentional decision to buy the same brand again and over again (Solomon, 2011). According to Schiffman et al., (2010) customers who prefer or purchase the same brand in a given product or service category are termed brand loyal. Consistent brand loyalty is demonstrated by customers' buying habits (Jones and Taylor, 2007; Lam et al., 2004). As a result of their low price sensitivity and willingness to spend more, consumers that demonstrate a behavioral commitment to a firm are good at recruiting new customers (Reichheld& Schefter, 2000).Loyalty involves good brand sharing and pushing new consumers to buy the brand. According to Bloemar et al., (1999), loyalty has a cognitive component in addition to being the first thing that comes to mind and having a high price tolerance. However, additionally, and cognitively devoted customers are more likely to suggest the business to their friends and family, which is crucial for acquiring new customers. Here, brand loyalty is an important non-monetary benefit for companies (Moiescu, 2014; Jiang and Zhang, 2016).

Everyone has their own set of competitors. A number of brands are available for customers to select from, and they may allocate varying amounts of resources to each of these brands (Romaniuk&Nenycz-Thiel, 2013). Among the industries that have been subjected to competition is the fashion industry Therefore, fashion companies create a variety of methods for staying on top of the competition. To maintain long-term relationships with its consumers due to the trustworthiness of fashion companies, businesses are constantly seeking for new ways to foster trust, commitment and loyalty (Levy, 2014).A customer's brand loyalty isn't something that happens by accident; it's something that may require certain practices. Coleman, (1988) reminds

out that for any connection (even an exchange relationship) to develop, a trustworthy social environment is necessary. Because of the trusting environment, people are able to engage and establish long-term connections with one other.

2.5 SOCIAL MEDIA INTERACTIVITY AND CUSTOMERS BRAND LOYALTY

Academics have long used the term "interactivity" to describe a wide range of activities. Functional features, actions and/or processes, and interaction perceptions across time have all been investigated in the context of interactivity (Liu & Shrum, 2002; Kim, Spielman, & McMillan, 2012; Coyle & Thorson, 2001). The study of interactivity as a function aims to bring out the most obvious aspects of interaction (Okazaki, 2005). The second line of inquiry focuses on interactive processes, or the actual activities that go into making something interactive. Two procedures that are considered interactive include information sharing and user response (Liu & Shrum, 2002; Coyle & Thorson, 2001). The third area of investigation is how individuals perceive interaction (Kime et al., 2012). As far as seen connection, both idealness and commitment are similarly fundamental. Control, two-way correspondence, and time are the three factors that equivalent saw cooperation (Kime et al., 2012). Since it centers around web-based media with regards to intuitive showcasing correspondences, this review views at cooperation as a cycle and saw intuitiveness as a component of a bigger intelligence research stream.

Different examinations have uncovered various components of intelligence, including intuitiveness as a cycle and collaboration discernments, as recently referenced (Cohyle and Thorson, 2001). Client control, responsiveness, and data trade are for the most part parts of intelligence as a cycle (Chaan and Lii, 2020). Control, two-way correspondence, and timing are three interrelated however separate collaboration parts (McMillan and Hwang, 2002). As a result, they showed that interaction may be thought of as a process or an experience. Chung and Zhao (2004) added to the topic by stating that interactivity measurements must consider both the interaction process and actual actions as well as perception. It has been demonstrated that the interaction process has a positive influence on interaction perception. Most people think of interactivity as a way to share and disseminate information, promote a brand, product, or business, and engage with others (Chunng & Zhao, 2004; Kime et al., 2012). As recently expressed, a few examinations have uncovered numerous components of intuitiveness, including intelligence as a cycle and view of connection (Cohyle and Thorson, 2001). Client control,

responsiveness, and data trade are generally parts of intelligence (Chan and Lie, 20). Control, two-way correspondence, and timing are three connected yet separate collaboration parts (McMilan and Hwang, 2002).

Interactivity may be helpful to fashion firms because of its long-term impact on the customer-brand relationship. Deloitte's study of the lodging industry found that social media and new technologies are crucial to the business's growth and branding. This is because the sector is known for having a high level of experience qualities, making it more difficult for customers to analyses traits prior to making a purchase (Ban et al., 2015; Zeithaml et al., 2009).As a result, before making decisions, they tend to depend more on one other's opinions and remarks. It's partly because traditional communication channels have grown stale and customers have lost faith in them (Laung et al., 2013; Lim, 2010). According to Hartzel et al. (2011), implementing interactive marketing techniques through social media connections like Face book, Twitter, and others has a favorable impact on online companies' image and creates a leveraging effect on customer-brand interactions. Since their objective is to establish relationships with consumers and handle problems in an open and honest manner, transparency is a key concern for internet firms on social media. Twitter is one of the most prominent social media venues for communication when it comes to customer service. Because social media necessitates quick responses from businesses, corporations must watch Twitter for the latest news or virtual discussions about themselves 24 hours a day, seven days a week (Mount & Garcia Martinez, 2014; Mowat, 2010).

Organizations' web-based media advertising exercises, like supportive missions, pertinence of online media material, prevalence of web-based media content, and offering various stages and applications via web-based media, are emphatically connected to client brand dependability, as per Erdomus and Cieck (2012).According to Kime and Ko (2012), social media marketing (fun, engagement, and trendiness) enhances customer connections and brand equity, which has a favorable influence on customer buy intent. Users are influenced by social media interaction in a variety of ways, from establishing views on important subjects to encouraging them to do particular actions (Fischar and Reubar, 2011).The interactive experience of users defines the brand perception developed via repeated interactions (Ashlay and Tuten, 2015). The expected social media engagement experience would affect the customer's perception of the brand (Hudsonet al., 2016). If this perception is positive, that may lead toward brand loyalty.

Therefore, the following hypothesis has been formulated:

H1: SMI is positively and significantly associated with customer brand loyalty.

2.6 SOCIALMEDIABENEFITS AND CUSTOMERS BRAND LOYALTY

Social media marketing is seen as an efficient technique for building relationships with customers (Ismail, 2017; Choii et al., 2016). Aside from building confidence and eliminating ambiguity, such interactions will make online transactions easier (Khadim et al., 2018), as well as improve the consumer experience (Chahal and Rani, 2017). Customers regard social media as a trustworthy source of information, making it an important marketing tool. Tatar and Eren-Erdogmus, (2016) found that social media marketing features had a favorable impact on brand trust in their research. Companies use social media channels to engage with customers, connect with them, give value and experiences, and boost brand responses. Consumers' attitudes about internet marketing may help them feel better. Brand loyalty has been shown to grow when social media marketing is used (e.g., Ismail, 2017). These online actions impact customers' experiences and relationships with organizations, influencing their preferences, intentions, and loyalty (Laroche et al., 2012).

Online social contact and information sharing are provided through virtual communities. The element of social psychology amongst community members is highlighted in this interaction. The "customer-focal relationship benefits" that social media users receive by joining a brand community include incentives, as well as practical and social benefits like as time savings, convenience, companionship, and improved decision-making (Palmatier et al., 2006).The advantages to be examined are referred to as "community benefits" since the study's aims are to investigate the interaction between users and brand communities as well as the user-brand relationship. Incentives, as well as practical and social benefits like time savings, convenience, friendship, and enhanced decision-making are among the "customer-focal relationship benefits" that social media users obtain by joining a brand community (Pallmatier et al., 2006).They help each other solve difficulties and come up with fresh ideas or solutions since they often have substantial brand knowledge and relevant expertise. Because of this, brand communities may be a helpful source of information (Füller, Matzler and Hoppe, 2008). Furthermore, social media has been demonstrated to have a favorable influence on the knowledge of its users. If you're a frequent tweeter, for example, you've been proven to have a positive correlation with hard news

knowledge, but a negative correlation with soft news knowledge (Lee and Oh, 2013; Fuller, Matzler and Hoppe, 2008).

Community benefits have a second dimension, which is the "feeling of belonging." Members of virtual communities might have a sense of belonging or membership since they can receive and provide support to one other (LuoLuo, Xu, Warkentin&Sia, 2015). Customers' perceived value must be improved by offering relational advantages, such as social, confidence, and special treatment benefits, in order to establish customer relationships (Gwinner, Gremler&Bitner, 1998). This form of companionship is related to the "feeling of belonging" component in the research since social advantages pertain to the emotional element of the relationship. In contrast, clients that receive special attention benefit from price reductions or personalized services. Loyalty has been proven in several studies to have a substantial and beneficial impact on sales and profitability of a company (Jahn, & Kunz, 2012). Therefore, it is crucial for companies to understand the factors that influence client loyalty. Given that consumer loyalty may be increased by forming brand communities (Larroche, Habib, and Richard, 2013). According to Habib, Larroche, and Richard, (2014), community benefits play a significant role (Dagger, & O'Brien, 2010).

Furthermore, as Baird and Parasnis, (2011) pointed out, connecting with a firm via social media frequently results in a sense of connectivity. A feeling like this is akin to a sense of belonging. In several researches, the feeling of belonging was assessed using words like "social identity" or "user identification." Members with greater levels of emotional social identity (or affiliation with their virtual community's friendship group) have stronger feelings of connection and belonging, according to research (Tsai, &Bagozzi, 2014). A user's desire to join in a brand community is also influenced by their affiliation with the community (Fuller, Matzler, & Hoppe, 2008). Users with a higher level of social media engagement have a stronger sense of belonging. Customers and brands, as well as consumers and brand communities, benefit from a sense of belonging. According to previous study (Menaghan, 1995), psychological advantages play an important part in the delivery of positive brand impressions. These views are critical for building strong brand loyalty. Hence, it is hypothesized that:

H2: SMB are significantly and positively associated with customer brand loyalty.

2.7 SOCIAL MEDIA REWARDS AND CUSTOMERS BRAND LOYALTY

Social media facilitates the sharing and storing of information among individuals via the internet network (Peters et al., 2013). To be more precise, social media is a two-way interactive website that allows users to collaborate in a virtual world by creating, sharing, trading, and transferring information (Zeng & Geritsen, 2014). Customers were using social media to contact and search for brands, as well as to share information, experiences, and views about such businesses, according to Mihalcea and Savulescu, (2013). Companies utilize social media to connect with their customers and share their thoughts and inspiration (Sigala and Marindis, 2009). Customers' reactions to a company's brand are influenced through social media marketing, which uses social media portals to do so (Boone and Kurtz, 2015). Promotional and relational communication tools that assist the implementation of organizational marketing objectives by improving engagement through online connections between firms and customers," according to one definition of social media marketing (Ibrahim et al., 2020). To be competitive in the market, brands must work hard. Brand loyalty has long been recognized as one of the characteristics that contribute to organizational success (Zhang et al., 2010).

For a long time, building and retaining consumer loyalty toward a certain brand has been a major subject of research for marketers (Erdomus and icek, 2012). Customers develop a distinct brand preference as a result of effective branding, which can lead to brand loyalty over time. Consumer and brand loyalty is characterized by a high level of connectivity. Furthermore, committed customers do not wish to transfer brands if they are pleased and comfortable with their current one (Ingemanson et al., 2015). Different firms value brands, while marketers, on the other side, are attempting to enhance their customer perception. Customer loyalty is crucial for all businesses, but it is more important in industries and businesses with a lot of rivalry. Because of the current market's high degree of competition, businesses are always attempting to build long-term relationships with their customers in order to enhance their loyalty. Behavioral loyalty, attitudinal loyalty, and composite loyalty are the three forms of brand loyalty identified in the literature. Different firms value brands, while marketers, on the other side, are attempting to enhance their customer perception. Customer loyalty is crucial for all businesses, but it is more important in industries and businesses with a lot of rivalry. Due to the high level of competition in today's market, firms are always striving to develop long-term connections with their consumers in order to increase their loyalty. The three types of brand loyalty recognized in the

literature are behavioral loyalty, attitudinal loyalty, and composite loyalty.

Consumer-brand relationships have been strengthened via the use of social media (Ismail et al, 2018). In addition, it reduces the amount of time users spend searching for relevant information (Laroche et al., 2013). A lot of research has been done on social media marketing as a way to forecast brand loyalty. In an overview of 338 clients in Turkey who follow somewhere around one organization via web-based media, Erdomus and Icek, (2012) found that web-based media showcasing exercises well affected brand unwaveringness. Likewise, Ibrahm and Aljrah, (2018) saw that web-based media showcasing endeavors in the inn business affected structure brand unwaveringness. The mental advantages of long haul associations with administration organizations, as per promoting specialists, are turning out to be progressively significant (Gwinner et al., 1998). Such benefits are offered to consumers by businesses in order to increase loyalty and commitment among them (Hennig-Thurau et al., 2002; Selnes, 1993). A company's clients feel emotionally attached to a brand when they obtain psychological benefits from it (Keller, 2002). People's loyalty to brands is theoretically enhanced by the brand's capacity to provide psychological benefits (Smith and French, 2009). It has been proposed by Ng and Feldman, (2008) that the more people handle the psychological benefits of online media, the more committed they would be to their number one brand. Thus dependent on these contentions the accompanying hypothesis is enunciated:

H3: SMR are significantly and positively associated with customer brand loyalty.

2.8 THEORETICAL MODEL

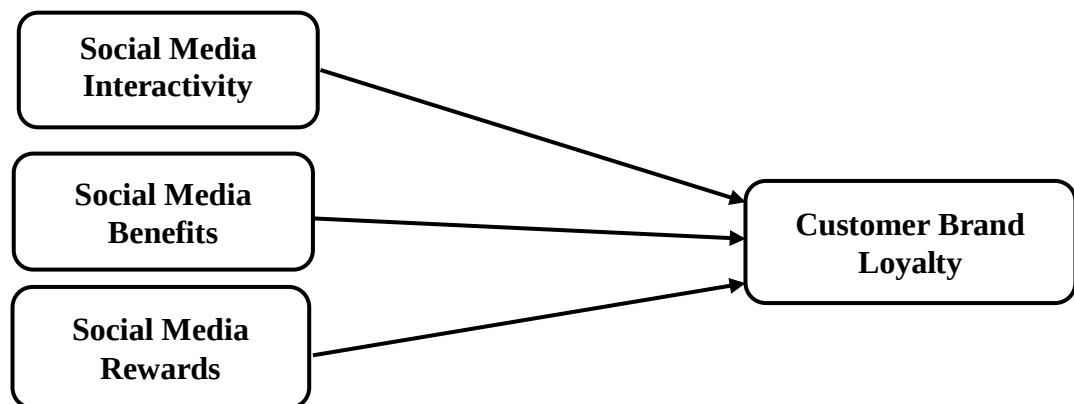


Figure 2.1: Theoretical model.

3. RESEARCH METHODS

This chapter's purpose was to describe how the researcher went about obtaining the desired results. "Once the variables in a problem scenario have been identified and the theoretical framework has been created," according to Sekran (2003), "the next stage is to arrange the study in such a manner that the essential data can be acquired and analyzed to arrive at a solution" (p.117). This chapter also explains the methodology used to assess the theoretical framework of this research. Following the identification of a topic and the formation of a theoretical framework in the social sciences, the next stage is to lay the groundwork for data collection and analysis (Creswell, 1994; Sekran, 2003; Mason, 1996). This is done in order to obtain answers to the questions posed during the study's initial phase. The current session covers the research design, data collecting process, sample, and data analysis tools.

3.1 RESEARCH DESIGN

The scholar use research design to evaluate the nature of their research and connect empirical findings to research objectives. The terms "qualitative research" and "quantitative research" refer to two different methods to study design. Researchers in the social sciences prefer quantitative research because it is more efficient and trustworthy (De Vaus, 2001). We also use standardized tools and procedures to follow quantitative research methodology. It creates trustworthy data by transforming observable facts into statistics, which may then be analyzed to find correlations, relationships, causes, and consequences (Wiersma&Jurs, 2005). It is crucial to highlight that by observable and measurable, individuals mean that they express their degree of approval with statements that match their behavior/personality, and they disagree with statements that do not match their behavior/personality. As a result, attitudes/behaviors may be measured and observed numerically. In addition, the goal of employing quantitative methods is to evaluate pre-determined hypotheses and improve the generalizability of the results. It can also be used to address more mechanical "what?" questions (Marshall, 1996). It also stresses the use of specific tools to perform objective measurements and numerical analysis of data obtained (through questionnaires and surveys). Simply said, it is based on the collecting of numerical data and the generalization of that data across groups of individuals or to describe a specific phenomenon (Babbie 2010: Muijs, 2010).

3.1.1 Study Purpose

The study's principal goal was to evaluate the theories that had been offered. The influence of social media activities such as interaction, benefits, and incentives on customer brand loyalty was investigated.

3.1.2 Study Setting

The participants in this study were university students who are fashion products consumers. They were all promised that their replies would remain secret, allowing them to openly voice their responses.

3.1.3 Research Philosophy

In the social sciences, there are a variety of philosophical perspectives known as "paradigms" that support and encourage scientific research. It's defined as "the investigation's fundamental belief system or worldview" (Guba &Lincollin, 1994). According to Bazley, (2003), a researcher's study paradigm may impact the data collecting equipment utilized as well as the interpretation of the data acquired. Philosophical techniques include ontology, epistemology, and methodology (Guba, 1990).According to Guba, (1990) ontology investigates "reality" (as experienced by researchers), whereas epistemology investigates the connection between the object of study and the researcher Methodology, on the other hand, refers to the process of creating data/knowledge based on a theory and study strategy. In the social sciences, positivist and interpretive research paradigms are more commonly used (Neumaan, 2006). Quantitative research methods are more applicable to the positivist research paradigm in the social sciences. For analysis and hypothesis testing, this paradigm demands precise scales (Neumaan, 1999). As a result, the current study utilizes a positivist research paradigm to help in logic inference in order to discover and confirm ostensible links. Because of its essentialist approach, which implies that reality is still to be disclosed, this paradigm was the greatest fit for our investigation. In order to be as "objective" as possible, researchers attempt to keep themselves separate from observed events, and they do all necessary to avoid bias that may influence study results. Furthermore, after studying theory, hypotheses are created, and numerical data is collected, analyzed, and interpreted to evaluate the hypothesis. Everything contributes to the reliability of the data (Guba, 1990).

3.1.4 Type of Study

Every study must use a certain strategy in order to meet the research objectives. The defined method enables the researcher to obtain answers to study questions based on data that has been collected in a methodical manner (Strauss & Corbin, 1998; Wiersma & Jurs, 2005). As previously stated, qualitative and quantitative research are the two commonly used techniques for doing social science research (Allwood, 2012). The objective of this study was to test several hypotheses, and the most common form of inquiry utilized to test hypotheses is causal investigation. The current study uses the survey approach to create directional hypotheses based on cause and effect relationships. The aim of testing hypotheses can be better served through causal inquiry. An overview configuration licenses information to be gathered from an example to survey member qualities and inspect the anticipated connections in the examination model (Gray, Williamson, Karp, and Dalphin, 2007). Indeed, a scientist can't direct a review on the whole populace by breaking down every individual's reply. A review is a dependable and proficient way of inspecting an enormous number of individuals who are ordinary of the whole populace, and the outcomes might be reached out to the whole populace (Dillman et al., 2009). Surveys are a low-cost method of collecting data in a short period of time (McPeaks, Batesons, & O'Neill, 2014; Kadizin, 2003). The data was collected in hard copy form to ensure its reliability and authenticity. Participants were given hardcopy questionnaires to complete out. The questionnaire was labelled and stored.

3.1.5 Unite of Analysis

The research level at which the entire inquiry is carried out is referred to as the analysis unit. It might be an individual, a couple, a group, a work department, an organization, a country, or something else entirely. Because all of the factors of interest are personal, the current study focused on the impact of social media activities on customer brand loyalty, such as social media interaction, social media advantages, and social media incentives, by treating unit analysis as an individual.

3.1.6 Time Horizon

All data for this study's variables was gathered from university students, who are also fashion brand buyers. Due to time and cost restrictions, data collection from respondents took nearly a month and was cross-sectional in nature.

3.2 POPULATION AND SAMPLE

3.2.1 Population

The population of the current study was university students. The university students were chosen for the study because students were the actual consumers of the fashion products. First they were asked if they are using fashion products or not and then data were collected from those who were using fashion products. Due to convenience, the researcher had chosen university students who use fashion brands as the unit of analysis to gauge the true impact of social media activities (SMI, SMB and SMR) on customer brand loyalty. The data were collected through personal and peers contacts by distributing structured questionnaires. I and my peer's contacts contacted university students studying in different universities of Turkey. As an added incentive for participation, we promised to share the research findings when the survey was completed.

3.2.2 Sampling Method and Sample

Sampling is commonly employed in the social sciences instead of examining the entire population because it saves time and money, and data from a sample is more likely to be right than data from the entire population. Data collection from the entire population, as well as data analysis and administration, are challenging in the case of a large population. Data processing and interpretation are simplified for the entire population when sampling is used. While it is not possible to analyze the complete population in this study, a subset of it might be investigated. The collecting, processing, and interpretation of data for the entire population is highly difficult, time-consuming, resource-intensive, and time-consuming. A strong and appropriate technique was necessary for the generalizability of sampling results over the full population.

The type of study, purpose, research questions, and research objectives are the most important factors to consider when selecting a sample technique. Probability sampling and non-probability sampling are the two types of sampling techniques accessible. We begin with a thorough sampling frame that includes every single qualifying individual from which we select our sample using probability (random) selection. Probability sampling processes, on average, will take longer and cost more than non-probability sampling methods. In a non-probability sample (non-random) investigation, we don't start with a full sampling frame, so just a few people have a chance to be chosen. As a result, we can't tell how important sampling error is, and there's a good chance we'll end up with a non-delegate sample that produces non-generalizable conclusions. Non-probability sampling, on the other hand, is less costly and better suited to exploratory

research and hypothesis generation. To suit time and cost restrictions, convenience sampling (a type of non-probability sampling) was combined with a closed-ended survey. Because the respondents were university students, the questionnaires were written in English, and they answered honestly.

3.2.3 Sample Size

Because there is no way of knowing the entire number of university students in Turkey, finding a proper sample size for an unknown population is difficult because no sampling frame can be built to collect data from such a population. The current study has a sample size of 268 respondents, which is large enough to perform analysis on relevant topics (e.g. Kaur, Paruthi, Islam, &Hollebeek, 2020).

3.2.4 Procedure

The study was conducted in a cross-sectional manner due to time and budgetary restrictions. There is a danger of common method bias in cross-sectional research (Podsako, MacKenzie, Lee, &Podsako, 2003). Common technique bias arises when the instrument generates variations in replies rather than the real predispositions of the respondents that the instrument is attempting to uncover (CMB). To put it another way, the instrument may induce a bias, which researchers will explore. As a result, the data we obtain may be contaminated by the 'noise' produced by the biased equipment. Harman's single factor score, which integrated all questions (testing latent variables) into a single factor, was one of the easiest methods for measuring CMB. According to theory, CMB has no influence on the data and hence the conclusions if the overall variation for a single component is less than 50%. In our example, the overall variance was 36.42 percent, suggesting that no common technique bias was present.

3.3 INSTRUMENTATION

Customers (students of several Turkish universities) assessed the scales we utilized to measure the study's variables. On a five-point Likert scale ranging from "strongly disagree=1 to strongly agree=5", students were questioned about social media activities (interactivity, benefits, and rewards), as well as brand loyalty.

3.3.1 Social Media Interactivity

Social media interactivity was measured by 4-item scale taken from Barreda, Nusair, Wang, Okumus, &Bilgihan, (2020). The example items are "The speed of inquiry and responses are fast

when using social networks” and “Social networks allow current customers and new customers to exchange clothing products information”.

3.3.2 Social Media Benefits

Social media benefits were assessed with 3-itemsscaleddevelopedbyParra-López, Bulchand-Gidumal, Gutiérrez-Taño, &Díaz-Armas, (2011). The example items are “I feel proud when I share information about my clothing product experiences through social networks,” and "I feel happy when I share information about my clothing products experiences through social networks”.

3.3.3 Social Media Rewards

Social media rewards were assessed by using a 3-item scale developed by Lee & Kim, (2005). Examples of the items are “I receive customer privileges (e.g. upgrades) through social networks”, and “I receive psychological rewards through social networks”.

3.3.4 Customers Brand Loyalty

Customer’s brand loyalty was assessed by using a 7-item scale developed by Keller, (2001). Examples of the items are “I consider myself loyal to this fashion brand”, and “I feel this is the only fashion brand of this product I need”.

3.4 CONTROL VARIABLES

The study's demographic characteristics, such as gender, age, education, and time spent utilizing fashion companies' items, were included as control variables. Several studies have stressed the significance of controlling demographic factors since they are likely to influence suggested connections (Barreda, et al., 2020).

3.5 DATA ANALYSIS

SPSS software was used to examine the data. Data screening was done first to see if there were any missing values or outliers in the data collection. Then a frequency test was used to evaluate the demographic variables' features. The internal consistency of each variable was then assessed using a reliabilities test. The Pearson correlation was then used to look at the link between all of the variables. Finally, the influence of social media activities, such as SMI, SMB, and SMR, on consumer brand loyalty was investigated using multiple regression analysis using linear regression. Regression analysis is a technique for calculating how much a predicting variable affects an outcome variable. It explains how the criterion variable's value changes when one or

more independent variables change. As a result, it explains the causal relationship between variables, whereas correlation analysis just reports the relationship between variables.

3.6 ETHICAL CONSIDERATION

In any study, ethical consideration is considered an important paramount. The issues of ethical consideration must start from the research problem, research design, the technique of data collection and research findings and reporting (Leedy&Ormrod, 2005). Saunders and Lewis (2012) provided the guidelines that ethical contract with the permission of management of the universities and researchers:

- a. The secrecy of students will remain as a whole.
- b. The students will be contacted by the management.
- c. The data collected by the students only at the time and the place was determined.
- d. The researcher and her leading person will not interfere with the universities' substance by asking an irrelevant question or suggest something.
- e. I get something that is neglected by the universities, which are harmful, or dangerous to any attacker or trespasser, for example, naked electric cables, the opening of the main hole, etc. informed about it to the admin department.
- f. The universities security guard or gatekeeper will not be enforced to permit the researcher to meet with the students without management permission.
- g. The findings of research only for research purpose and it will not share with any opponent or in any community with the university name.

4. RESULTS

This chapter goes through the data analysis in depth. To begin, the demographic information of the respondents is presented. Second, descriptive statistics for the variables being studied are provided. Finally, the variables are subjected to a correlation analysis, with correlation values reported for each variable. Finally, regression analysis is done to assess whether or not the anticipated relationship should be accepted.

4.1 SAMPLE CHARACTERISTICS

Gender, age, qualification, and time since using certain fashion products are the four most important demographic factors in marketing literature:

4.1.1 Gender

Table 4.1 shows that females participated in higher numbers than males, with males accounting for 26.1 percent and females accounting for 73.9 percent of the sample.

Table 4.1: Gender

	Frequency	%	Valid %	Cumulative %
Male.	70	26.1	26.1	26.1
Female.	198	73.9	73.9	100.0
Total	268	100.0	100.0	

4.1.2 Age

Table 4.2 shows the statistical results for various age groups. According to the responses, 207 students were in the 18-25 year old category. 42 students are between the ages of 26 and 33, 16 employees are between the ages of 34 and 41, and just three students under the age group of 42 and 49.

Table 4.2: Age

	Frequency	%	Valid %	Cumulative %
18-25 years	207	77.2	77.2	77.2
26-33 years	42	15.7	15.7	92.9
34-41years	16	6.0	6.0	98.9
42-49 years	3	1.1	1.1	100.0
Total	268	100.0	100.0	

4.1.3 Qualification/Education

In Table 4.3, 180 respondents' shoving Bachelor's degree, 85 respondents had a Master level degrees, and just three respondents had a PhD.

Table 4.3:Qualification/Education

	Frequency	%	Valid %	Cumulative %
Bachelors	180	67.2	67.2	67.2
Masters	85	31.7	31.7	98.9
Ph.D.	3	1.1	1.1	100.0
Total	268	100.0	100.0	

4.1.4 Time since Utilizing Some Fashion Products

The respondents' time span for using fashion products was also collected, which is the entire period they have been utilizing fashion brands' products. According to the responses, 167 students have used this brand for 1-2 years, accounting for 62.3 percent of the sample. Between the years of 3 and 4, 28 pupils have used items from a specific brand. For the recent 5 to 6 years, 23 pupils have used the brand. Only two pupils have spent more than seven years using this brand's items.

Table 4.4:Time since utilizing some fashion products

	Frequency	%	Valid %	Cumulative %
1 - 2 years	167	62.3	62.3	62.3
3-4 years	75	28.0	28.0	90.3
5-6 years	23	8.6	8.6	98.9
7-above years	3	1.1	1.1	100.0
Total	268	100.0	100.0	

4.2 RELIABILITY ANALYSIS

Table 4.5 reflects each variable of this study's reliability score. The reliability analysis was used to identify Cronbach's alpha of all variables. The consistency and unwavering quality of the scale used for estimate indicates the in Cronbach alpha. Its value should be greater than 0.7 (Nunally&Bernstein, 1994). The values of Cronbach alpha of all variables are more than .7, which show that the scales of all variables are reliable and valid.

Table 4.5: Reliability of measures

Variables	Item(s)	' α ' values
Social Media Interactivity (SMI)	4	.79
Social Media Benefits (SMB)	3	.76
Social Media Rewards (SMR)	3	.80
Customer Brand Loyalty (CBL)	7	.82
All Variables Items	17	.90

4.3 DESCRIPTIVE STATISTICS

All theoretical variables, such as social media activities (SMI, SMB, and SMR) and customer brand loyalty were analyzed using descriptive statistics. The standard deviation and mean of variables are represented in Table 4.6. The mean values indicate respondents' opinions on whether they agree or disagree with the presented question. Higher mean values indicate

respondents' preference for the agreement side of the argument, while lower means values indicate respondents' support for the disagreement side.

The mean value of social media interactivity was (Mean = 3.75, SD = .69), which reflects that respondents perceive that social media is useful platform for social interaction. The mean value of social media benefit was (Mean =3.70, SD =.72), which shows that people are getting some benefits from the usage of social media. The mean value of social media rewards was (Mean =3.77, SD =.75), which also reflects that people are also getting some social and monetary rewards from social media usage. The mean value of customer brand loyalty was (Mean = 3.81, SD = .61), which demonstrates that respondents have comparatively high loyalty to specific fashion brands.

Table 4.6:Descriptive statistics

	N	Min Value	Max Value	Means	Std. Dev
Social Media Interactivity	268	1.00	5.00	3.75	.69
Social Media Benefits	268	1.00	5.00	3.70	.72
Social Media Rewards	268	1.00	5.00	3.77	.75
Customer Brand Loyalty	268	1.00	4.86	3.81	.61

4.4 CORRELATION ANALYSIS

Correlation analysis reveals the direction of the link between two variables (expressed by the level of significance) (indicated by positive or negative signs). With the positive sign, both variables are going in the same direction, whereas the negative sign shows that they are flowing in opposing directions. The correlation coefficient is computed using Pearson correction analysis. The coefficient has a value ranging from +1.00 to -1.00. If the value is 0, there is no relationship between the variables.

As can be seen in Table 4.7, social media interactivity was significantly and positively correlated with social media benefits ($r = .74$, $p < .01$), social media rewards ($r = .65$, $p < .01$), and customer brand loyalty ($r = .53$, $p < .01$) while social media benefits is positively and significantly correlated with social media rewards ($r = .65$, $p < .01$) and customer brand loyalty ($r = .48$, p

<.01) and social media rewards is positively and significantly associated with customer brand loyalty ($r = .46$, $p < .01$).

Table 4.7: Correlation analysis

	1	2	3	4
1. Social Media Interactivity	1			
2. Social Media Benefits	.747**	1		
3. Social Media Rewards	.655**	.652**	1	
4. Customer Brand Loyalty	.532**	.486**	.468**	1

** Correlation is significant at the 0.01 level (2-tailed).

4.5 MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis is used to determine how dependent an outcome variable is on the predictor variable. It helps to understand how the criterion variable's value changes when one or more independent variables change. As a consequence, although correlation analysis clarifies the relationship between variables, it clarifies the causal link between variables.

Table 4.8: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.578 ^a	.335	.327	.50646

a. Predictors: (Constant), SMR_Mean, SMB_Mean, SMI_Mean

Table 4.9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.747	.183		9.518	.000
Social Media Interactivity	.346	.072	.387	4.834	.000
Social Media Benefits	.084	.068	.099	1.242	.215
Social Media Rewards	.122	.057	.150	2.134	.034

a. Dependent Variable: Brand Loyalty

4.5.1 Hypothesis Testing

H1: Social media interactivity is positively and significantly associated with customer brand loyalty.

Table 4.9 demonstrates that social media interactivity has a positive and significant relationship with customer brand loyalty ($\beta = .346$, $t\text{-value} = 4.834$, $p < .001$), confirming the first hypothesis. It indicates that 34 percent of customer brand loyalty is caused by social media interactivity. P value implies a greater degree of significance, implying that the Hypothesis 1 should be accepted.

According to the findings of the first hypothesis, there is a positive and substantial link between social media interaction and brand loyalty among the customers of fashion products. Previous research has found a link between social media marketing and brand loyalty (Billgin, 2018; Yadav & Rahman, 2018; Ibrahim & Aljarah, 2018). As an active communication tool, social media interactive opens up new possibilities for engagement between customers and enterprises. This two-way interaction allows users or consumers to quickly access a wealth of information about brands. As a result, social media interaction allows marketers to reach a broader audience and establish successful long-term connections with customers (Gautam & Sharma, 2017). Consumers (or followers) on social media platforms are more devoted and dedicated to corporate brands as a result of building these long-term relationships between customers and

businesses (Ismail, 2017; Bagozzi& Dholakia, 2006) and have possibilities to repurchase these products. This argument supports our stated view that brand loyalty may be developed by obtaining consumers' commitment to repurchase the products on a regular basis. According to Pancer et al. (2019), various efforts in like, commenting, and sharing improve the amount of consumer involvement with online brand communities via social media; marketers may also utilize these communities dynamically to influence brand perceptions (Hakala et al., 2017). Customers may interact with businesses on social media platforms to get the most up-to-date information about various products and services. They also believe that future goods and services will offer chances to express themselves in brand communities, which they can then utilize to create brand loyalty (Ibrahim, 2021).

H2: Social media benefits are significantly and positively associated with customer brand loyalty.

Social media benefits were positively but insignificantly linked to customer brand loyalty, according to the results shown in Table 4.9. Because the beta is positive here and the p value is greater than 0.05 ($\beta = .08$, $t = 1.24$ and $p > 0.05$). As a consequence, the results did not support the hypothesis by predicting a positive but insignificant link between the social media benefits and customer brand loyalty. These findings did not confirm hypothesis H2, which states that SMBare significantly related with customer brand loyalty.

Social media has become so prevalent in our daily lives. Companies are likely to discover an excess of consumers and followers on massive social media sites like Face book, Twitter, Instagram, and YouTube, which have endless users. Many social media platforms provide ongoing commercial possibilities. Companies must listen to their consumers on social media in order to flourish. Businesses, on the other hand, have dedicated community managers on social media who watch and listen to individuals who comment about their brands in order to build brand loyalty. Because using social media is less expensive than doing offline marketing efforts, it is advantageous. Due of the large amount of social media users, gaining new clients is also easy. In addition, content-sharing networks that employ content-marketing methods, such as Face book and other social media

Platforms rely on the creation and distribution of various online tools, such as videos, blogs, and social media postings. These activities are aimed at attracting new consumers and informing

them about products and services.

In a similar spirit, people (customers or followers) could use tags in their postings to designate certain companies, reach out, and connect with others who are expecting and even anticipating this contact. Customers see motives that allow them to behave and feel affectively engaged with a brand when they get psychological advantages (Kellar, 2002). In theory, a brand's capacity to provide psychological advantages enhances a person's brand loyalty (Smith & French, 2009). Customers have high expectations of social media and rely on it to meet their product and service demands (Ibrahim, 2021). Although the social media is providing numerous useful information or benefits to their users, however, as per results of our study it is still not compulsory that its users may be able to develop brand loyalty because of publicity of different fashion brands.

H 3: Social media rewards are positively and significantly associated with brand loyalty.

According to the results as shown in Table 4.9, SMR were positively and significantly associated with customer brand loyalty. As the beta is positive here and p value is less than 0.05 ($\beta = .12$, $t = 2.13$ and $p < 0.05$). As a result, the data supported the proposed hypothesis by forecasting a positive and significant relationship between SMR and customer brand loyalty. These results support hypothesis H3, namely that SMR is positively and significantly associated with customer brand loyalty.

The findings of this study revealed a link between SMR and brand loyalty among customers of fashion products. The findings confirm hypothesis 3, which indicates that when using social media sites in the fashion setting, SMR is positively connected to customer brand loyalty, which is consistent with prior research. Previous study, for example, suggests that brand loyalty is influenced by perceptions of social media marketing efforts, as followers of brand pages on social media platforms are more likely to be loyal and dedicated to the firm (Bagozi&Dhlakia, 2006). Consumer loyalty can be increased through online brand communities, according to previous study (Zhou et al., 2011; McAlexnder et al., 2002; Schu et al., 2009; Muiz&OGuin, 2001). The study came to the conclusion that perceived social media marketing incentives are an effective method for establishing customer connections and brand loyalty inside the social media-based brand community as a result of the findings. Rewards for actions, according to Webster and Kellar (2004), impact the creation of brand perceptions in the brains of customers and help in the development of a good brand image. Fashion-related social media sites must give

chances for members to be rewarded with member benefits (such as upgrades), psychological, and monetary benefits in order to encourage brand loyalty through social media networks. These findings support earlier research indicating that when social media users believe they are receiving monetary, psychological, or user benefits, they are more likely to have a greater level of brand commitment, which drives them to remain with the chosen business (Barreda, et al., 2020). To put it another way, when social media users are financially or psychologically rewarded, they are more inclined to be loyal to specific firms. To promote brand loyalty among social media users, fashion firms must take advantage of opportunities to reward customers while using social media sites to connect with their client base.

Table 4.10:Summary of hypothesis

	Beta Coefficients	<i>t</i> -Values	<i>p</i> -Values	Significance	Decision
SMI → Customer Brand Loyalty	.34	4.83	.000	$P < .001$	Accepted
SMB → Customer Brand Loyalty	.08	1.24	.21	$P > .05$	Rejected
SMR → Customer Brand Loyalty	.12	2.13	.03	$P < .05$	Accepted

5. CONCLUSION, IMPLICATIONS AND FUTURE DIRECTIONS

5.1 CONCLUSION

Building strong client relationships is an important aspect of relationship marketing. As social media usage rises, brands have a unique chance to build long-term brand consumer relationships. Social media platforms have become essential tools for brand marketing as a consequence of their capacity to connect customers with businesses. The results of the suggested hypothesis based on stated questions are concluded in this portion of the dissertation. When customers are active and participate on various social media platforms then, this study was meant to investigate the influence of social media activities (SMI, SMB, and SMR) on customer brand loyalty. To explore the influence of social media activities (SMI, SMB, and SMR) on customer brand loyalty, a consumer behavior model was constructed and empirically tested. A survey method was employed to obtain data. Data was collected from university students in Turkey using the convenience sampling method (a form of non-probability sampling). A quantitative method was utilized to examine the suggested model using a deductive reasoning approach. The analysis included the replies of 268 people. SPSS was used to examine the data. The findings revealed that social media activities, such as interaction, perks, and incentives, had a significant and positive relationship with customer brand loyalty. This dissertation also includes a comprehensive explanation of each theory.

5.2 STUDY IMPLICATIONS

5.2.1 Theoretical and Practical Implications

The growing body of literature, by investigative the impact of social media activities (SMI, SMB, and SMR) on customer brand loyalty of fashion industry have some implication. While the study has several practical implications for the managers, for instance, this study enables service sector or social media managers to better evaluate customer brand loyalty via social media platforms. For example, a study found that customer engagement behavior, especially affection and cognition, predicts brand loyalty (Hollebeek et al., 2016). A deductive reasoning technique was used to analyses the proposed model utilizing a quantitative manner. The responses of 268 individuals were analyzed. The data was analyzed using SPSS. The findings indicated that client brand loyalty was positively correlated with social media activities such as engagement, rewards, and incentives. A detailed description of each idea is also included in this dissertation.

Social media marketing is one of the online marketing techniques that improve brand performance. It's connected to customer relationship marketing, which boosts customer loyalty and boosts sales and profits. This research, intended at managers, emphasizes the efficacy of social media marketing in engaging customers and motivating emotional and behavioral responses. Social media has an influence on consumer purchase decisions. Companies should use social media and other online resources to give their consumers with the most up-to-date, relevant, and fresh information possible. Customers are so inspired and driven to pick their chosen brand as a consequence of this knowledge (Yadav & Rahman, 2018). Customers may share their experiences, opinions, and ideas more easily on social media and other aspects of brand loyalty can be accelerated. Customers will rely on the management of social media marketing to create a brand community that will serve as a major source of information when making decisions. Because of this incentive mechanism, users will become more involved. The positive effects of these processes are determined by consumers' level of confidence or trust in the publicly available internet information. Companies must consider how they will manage digital content and other online publications, and they must be willing to share their knowledge and experiences. Customers might be invited by firms to express their reasons for choosing the brand and give further recommendations for changes and advancements in order to strengthen the trustworthiness of the created content.

5.3 LIMITATION AND FUTURE RESEARCH DIRECTIONS

First of all data is collected from limited sample that is obviously not representative of whole population. So, in future data should be collected from more respondents to get the true representation for proposed relationships. Second, data collection was done through cross-sectional procedure due to time and resource constraints, which may expose to biasness due to some situational factors. In future, the data should be collected in time lag manner to overcome these factors. Third, the existing research was limited to buyers of fashion items, which may make extrapolating the findings to other cultures problematic. Cross-industry analysis will be an excellent method for reusing the same model in future studies. Fourth, this study focused on only one positive consequence of social media activities, there can be many other positive and negative outcomes which are needed to explore further in future research.

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QUESTIONNAIRE

Dear Respondent,

As a student of MBA at Altinbas University, Istanbul, Turkey, I am collecting data for my Research Project. Title: **THE ROLE OF SOCIAL MEDIA ACTIVITIES FOR CUSTOMERS BRAND LOYALTY**. It will take your 10-15 minutes to answer the questions by providing the valuable information. I assure you that data will be strictly kept confidential and will only be used for academic purposes. To ensure anonymity, you are not supposed to write your name or name of organization anywhere in the questionnaire.

Thanks a lot for your help and support!

Sincerely
Rasheeda HAROON

Section: 1

The following statements concern your views about your **Social media interactivity**. For each item of the statements below, please indicate one choice by ticking the appropriate number.

Sr. No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	The information that I exchange using social networks is useful for my clothing products	1	2	3	4	5
2.	I have the opportunity to communicate with other customers when using social networks	1	2	3	4	5
3.	The speed of inquiry and responses are fast when using social networks	1	2	3	4	5
4.	Social networks allow current customers and new customers to exchange clothing products information	1	2	3	4	5

Section: 2

The following statements concern your views about the **benefits you get from Social media**. For each item of the statements below, please indicate one choice by ticking the appropriate number.

Sr. No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	The use of social networks in the process of organizing clothing products is pleasing and fun	1	2	3	4	5
2.	I feel happy when I share information about my clothing products experiences through	1	2	3	4	5

	social networks					
3.	I feel proud when I share information about my clothing product experiences through social networks	1	2	3	4	5

Section: 3

The following statements concern your views about the **rewards you get from Social media**. For each item of the statements below, please indicate one choice by ticking the appropriate number.

Sr. No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I receive monetary rewards through social networks	1	2	3	4	5
2.	I receive psychological rewards through social networks	1	2	3	4	5
3.	I receive customer privileges (e.g. upgrades) through social networks	1	2	3	4	5

Section: 4

The following statements concern your views about your **Loyalty for a brand**. For each item of the statements below, please indicate one choice by ticking the appropriate number.

Sr. No.	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1.	I consider myself loyal to this fashion brand	1	2	3	4	5
2.	I buy this fashion brand whenever I can	1	2	3	4	5
3.	I buy as much of this fashion brand as I can	1	2	3	4	5
4.	I feel this is the only fashion brand of this product I need	1	2	3	4	5
5.	This is the one fashion brand I would prefer to buy/use	1	2	3	4	5
6.	If this brand was not available, it would make a big difference to me if I had to use another fashion brand	1	2	3	4	5
7.	I would go out of my way to use this fashion brand	1	2	3	4	5

Section: 5

Gender	1	2
	Male	Female

Age

1	2	3	4	5	6
Under 18	18 -25	26-33	34-41	42-49	50 and above

1	2	3	4
Secondary education	Bachelor	Master	PhD

Qualification

Time span for using products of LC Waikiki

1	2	3	4
1-2 years	3-4 years	5-6 years	7-above years