

The Impact of Social Media Marketing on Brand Loyalty: Reference to Fashion Retailing Industry in Kandy District

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Abstract

A recent development from the static of web climate shows that, social media marketing is in the number one place. Because of that, most people are using social media platforms for their convenience, and it helps to increase the brand loyalty of the customers. The researchers selected the fashion retailing industry as one of the most popular industries is that in the social media marketing platform. The industry specific characteristic of a shorter product life cycle has made the requirement for developing more interactive communication methods for the consumers. The central purpose of the study is to investigate the impact of social media marketing on brand loyalty. Social media marketing consists of five dimensions namely, social planning, social influence, social community, social attitudes, and social results. Hence, brand loyalty consists of two dimensions as attributing loyalty and behavioural loyalty. The conceptualization and the operationalization of the study were based on a comprehensive review of the literature. The study utilized deductive approach using quantitative data which was collected by a survey. The primary data was collected via a structured questionnaire, a sample of 384 customers were surveyed who use social media using a simple random sampling method. At the data analysis phase, descriptive statistics and inferential statistics were utilized. Research data were tested by measuring the correlation and regression analysis. The study emphasized that social attitudes as a major factor in intimate relationships among persons, as a strengthened brand consumer relationship online will ultimately impact their brand loyalty. Moreover, the findings of the study reveal the social planning, social influence, and social community has a considerable moderate impact on brand loyalty.

Keywords: Brand loyalty, social media, social media marketing