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(IJLGC)www.ijlgc.comPERCEPTIONS OF A BRAND'S SOCIAL MEDIA MARKETING
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This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)**Abstract:**

At present, from Malaysia's population that consists of over 32 million people, 91.7% are social media users. This data is an evidence that businesses need to move to the online platforms to be able to reach more customers and to ensure the customers retention and loyalty. Therefore, this research investigates and describes the concept of consumer perception of a brand's social media marketing on consumers' loyalty. The study examines the different approaches adopted by companies to build their loyal customer. Consequently, there are four variables that have been discussed in this study which are trendiness, customer experience, community outreach and customer expectation. All of these factors were analysed using frequency analysis, descriptive analysis, reliability analysis, multiple regression analysis and correlation analysis. The results show that there is a significant relationship between customer experience and customer expectation and customer loyalty. Whereas, customer outreach and trendiness showed insignificant results towards customer loyalty. Customer expectation was the variable that has the strongest impact on customer loyalty. This finding is aligned with past research and proves that when the gap of customers' expectations and final product or services are reduced, they will turn to be a loyal customer to the brand and support the brand continuously.

Keywords:

Consumer Loyalty, Trendiness, Customer Experience, Community Outreach, Customer Expectation, Social Media

Introduction

Social media was a main tool for every marketer in marketing strategy. This is because social media has an important role in marketing strategy where it can determine the success of the business. According to Ignatius, C. (2022), Malaysia has a total population of over 32 million people, and almost 90% of them are internet users. From the Malaysia's population, 91.7% are social media users. Therefore, the most effective way to enter this market and make an impactful entrance is through digital, internet, and social media marketing (Ignatius, C., 2022). Today with the evolution and development in technology, there has been a countless change that led to the shift in business management as well (Hadi, 2019). Many businesses have started to convert their approach in business from traditional towards a new way of being trendier and more practical to align with the current movement. This includes the various techniques and approaches from social media that can be implemented in promotion and marketing for the product and brand. Since the early quarter of this year, Facebook has roughly 2.89 billion active users every month (Statista, 2021). This statistic shows that Facebook is one of the biggest social networks used by everyone around the globe. Everyone has their own social media and possibly it has become the most necessary and important communication medium with each other. Hence, social media has proven to have a bigger impact on marketing strategy (Hadi, 2019). This is because of its massive prevalence with marketing strategy and as a medium to connect with the customer, it turned out to be the main focus in numerous business ventures.

One of the crucial and vital subjects in research for marketers is maintaining and building brand loyalty in every business (Oracle, 2021). It has been a very famous study for a long time where the marketer must find a way on how to maintain their customer's loyalty towards their business. Loyalty is much needed for every business to maintain and guarantee their success. Customer loyalty can be described as an ongoing emotional relationship between the seller and their customer (Oracle, 2021). Usually, it measures customer likeliness to repeat their purchase with the business or certain brand (Sendpulse, 2021). Social media platforms such as Facebook can help to encourage relationship establishment between the customer and the business. Further, it can lead to brand trust. Besides that, there are various benefits the business could get by having a loyal customer (Sendpulse, 2021). For example, loyal customers tend to repeat their purchase and produce a higher conversion rate compared to new customers.

Hence, customer loyalty is the outcome from the company consistently meeting and exceeding customer needs and expectations. However, past study shows that 83% of customers said that their loyal behaviour towards the brand comes from the trust they gained from the business (Chambers, 2020). In other words, customer loyalty comes from the ability to trust and rely towards the product and the brand. Without a happy customer surely, there will be no one to buy the product. The business also cannot afford to survive in the industry. Even though keeping customers coming back for more is a very critical struggle, finding a new one is very costly to start from the start (Chambers, 2020). With that, every company has tried their best to keep their loyal customer in hand to maintain and expand their business.

Mass marketing messages are no longer sufficient in this current time. Due to that every brand needs to be more useful towards their customer to build loyalty among them (Hueffner, 2020). The most crucial way to get consumer participation with the brand is extrinsic reinforcement such as giveaways and promotions. This is to show to the consumer that the brands are very trustworthy and reliable. Besides, to enhance brand loyalty, companies need to invest more in social media marketing. Social media marketing should be one of the organization's main and

important strategies to maximize brand loyalty (Hadi, 2019). Furthermore, companies should also give a lot of concern towards the brand effect so that most effective social media marketing activities can be successfully progressed.

Therefore, the aim of this research is to identify the relationship between the four predictors which are trendiness, customer's experience, community outreach, and customer's expectation and the criterion variables which is customer loyalty.

Consumers Loyalty

Customer loyalty is defined as consumers that made a constant purchase on the goods or services. This behaviour usually in longevity and repetition attitude affected the attentiveness and satisfaction of the products itself (Kusela, 2020). Customer loyalty is a results of continuous satisfaction with a brand or product. Good word-of-mouth will be uttered by customers who are loyal (Sarah Sabir Ahmad & Maznah Wan Omar, 2019).

Brand's Social Media Marketing

There are four predictor variables that have been used in this research. First is trendiness. Trendiness is something that gains a lot of attention. Trendiness in social media marketing refers to the up-to-date information regarding technology that implements on the channels (Hadi, 2019).

Second, is customer experience where it is defined as everything related to a business that can give a huge impact on customer's perception and feeling towards the brand and the product (Hueffner, 2020).

Next, is community outreach and it can be described as something different to every individual, but the most basic definition is that it is an activity of providing services to any population who might not have access to those services otherwise. It also says that a key component of outreach is that the groups who are providing are not stationary, but mobile such as a campaign and so on (Ragan, 2017).

Lastly, customer expectation which include the set of responses, behaviours, prices, offers, service or product improvements, personalization, experiences, and etc. that customers long for or anticipate while interacting and engaging with a company (Bhasin, 2021).

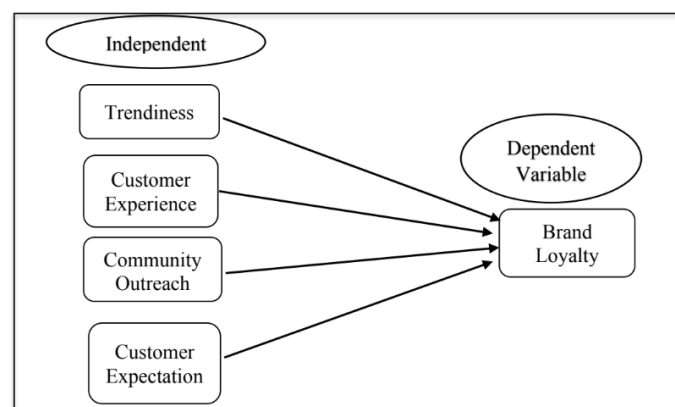


Figure 1: Theoretical Framework

Data Collection and Analyses Methods

For the purpose of this study, students of UiTM in Kedah were selected as the population. Based on the sampling table by Bougie & Sekaran (2019), a 150 samples were randomly selected for this study. Simple random sampling method was adopted to ensure generalizability and reduce biasness in data collection. The unit of analysis of this study was individual and the data was collected at one point in time (cross-sectional) in the duration of 3 weeks.

The electronically distributed questionnaires were used as a method to collect the data from the samples. This technique refers to the method of gathering the statistical information about the attributes, attitudes, or actions of a targeted population by a structured set of questions. The target population needs to answer a set of questions consisting of three sections of questions from the total of 33 questions. The three sections are demographic, independent variable and dependent variable section. All of the questions were adapted from two studies on Korean Cosmetic Firms from Choedon & Lee (2020) and Samsung Smartphone (Thu & Phuong, 2021).

The main advantage from this method is that it is very practical and inexpensive at the same time. Besides, it is scalability and comparability as the researcher can easily analyse and visualize to get an instant result from the survey. What is more, the questionnaire survey is also very flexible and allows respondents to maintain their anonymity (Bougie & Sekaran, 2019). Data was collected using the simple random sampling method as it best fit the situation at hand and the questionnaires was easily distributed but still maintaining the equal probability for every subjects. Out of 150 questionnaires distributed, 117 were useable and therefore this study received 78% response rate.

Besides that, four analyses were conducted in this study which are frequency analysis, reliability analysis, descriptive analysis and multiple regression analysis.

Results and Discussions

Profile of the Respondents

Based on the results of the study findings the respondents involved in this study are few male respondents that is a total of 32 with 27.4%. While the rest are 85 of female respondents with 72.6% which indicated females are most involved in this study compared to male. The results of the study showed that the respondents aged 20 years old and below which is 12.8% represent 15 respondents. Respondents aged 21 to 30 years old which is 85.5% represent 100 respondents. Meanwhile, both respondents aged 31 to 40 and 41 to 50 years old which is 0.9% represent 1 respondent respectively.

The results also showed that the respondents who are active users on social media platforms (89.7%) represent 105 respondents which far more than inactive users (10.3%) represent 12 respondents. In terms of frequency of logins on social media, this study findings showed that a total of respondents who login into social media daily is 95 respondents representing 81.2%. This was followed by 6 respondents representing 5.1% for every other day, 4 respondents representing 3.4% for every two days, and 12 respondents representing 10.3% for every hour. Finally, in terms of social media marketing strategy that has been used by the following platform, the findings found that video promotion was most chosen by the respondents, of which a total of 61 respondents represent 52.1% who have chosen video promotion. This was followed by 42 respondents representing 35.9% who have chosen picture or poster promotion,

and a total of 14 respondents representing 12.0% who have chosen live streaming based on their own observation.

Reliability Measures

Reliability analysis refers to the stability and consistency of a tool or instrument measuring a concept at any time and in any situation and being able to give the same score almost the same even if measured repeatedly (Bougie & Sekaran, 2019). The Cronbach's alpha test was conducted to see if the survey questions measured based on the Likert Scale were reliable. Due to that, variables such as trendiness, customer experience, community outreach, customer expectation, and customer loyalty were used to test its reliability. For Cronbach's alpha, each construct has a value greater than 0.6 (Bougie & Sekaran, 2019). A value higher than 0.6 indicated that the instrument has consistence results and did not have any issue of reliability.

Table 4.1 below shows the reliability values of the Cronbach's alpha result for each factor. The overall Cronbach's alpha value for the item for Trendiness is 0.799. The overall value of the Customer Experience recorded a value of 0.847 while Community Outreach recorded a value of 0.842. Followed by Customer Expectation with a Cronbach's Alpha of 0.839 followed by a Customer Loyalty with a Cronbach's alpha of 0.594. The reliability analysis for all items shows that the Cronbach's alpha values were 0.6 and above which indicated no issue and was accepted without any deletion of constructs.

Table 1 Results of Reliability Analysis

Variable	Total Items	Items Deleted	Cronbach's Alpha
Trendiness	5	None	0.799
Customer Experience	5	None	0.847
Community Outreach	5	None	0.842
Customer Expectation	5	None	0.839
Customer Loyalty	5	None	0.594

Descriptive Analysis

Table 2 below shows the overall results of the descriptive analysis on the mean score level for all variables tested. This analysis includes responses from a total of 117 respondents. The results of the analysis found that the highest mean value is Trendiness which is 4.49 with standard deviation of 0.497, following by Community Outreach which shows mean value at 4.30 with standard deviation of 0.517, and Customer Experience with a mean value of 4.05 with standard deviation of 0.607. The mean value of Customer Expectation is 4.02 with standard deviation of 0.575. Meanwhile, Customer Loyalty has a mean value of 3.82 with a standard deviation of 0.573.

The findings of this study indicated that the Trendiness has a relatively high overall mean average when compared to other items in this study. In addition, the findings of this study also indicated that the Trendiness, Customer Experience, Community Outreach, and Customer Expectation recorded a mean average at the five-point scale level (strongly agree). Meanwhile, the mean for Customer Loyalty were recorded at agree in five-point scale level.

Table 2 Descriptive Analysis

Factor	Mean	Standard Deviation
Trendiness	4.49	0.497
Customer Experience	4.05	0.607
Community Outreach	4.30	0.517
Customer Expectation	4.02	0.575
Customer Loyalty	3.82	0.573

Multiple Regression Analysis

Multiple regression analysis was used to measure the extent of the influence between the independent variable and the dependent variable. The results of regression analysis of independent variables (Trendiness, Customer Experience, Community Outreach, and Customer Expectation) with the Customer Loyalty variable as the dependent variable are shown in Table 3. The regression model shows the R^2 is 0.308 which indicates that only 30.8% of the variance in dependent variables can be explained by the independent variables. A p-value less than 0.05 is statistically significant as it indicates strong evidence against the null hypothesis. The study of the model found p-value for regression coefficients of independent variables such as Customer Experience and Customer Expectation were statistically significant. Meanwhile, independent variables such as Trendiness and Community Outreach were not significant. In addition, the standardized coefficients beta for Customer Expectation shows 0.341 indicating the highest value which gives a strongest impact on Customer Loyalty followed by Customer Experience. Thus, the H2 and H4 are accepted as shown in Table 4 below.

Table 3 Regression Analysis

Factor	Standardize Coefficient Beta	Significant
Trendiness	-0.035	0.695
Customer Experience	0.250	0.018
Community Outreach	0.061	0.569
Customer Expectation	0.341	0.002

* R^2 0.308, p value <0.001

Conclusion

As a conclusion, the result of the study shows that the consumer perceptions of a brand's social media marketing on consumer's loyalty is very stimulating and inquisitive. Based on all of the interpretations above, the relationship between the predictor variables which are customer experience and customer expectation were significantly correlated with customer loyalty. From the regression analysis result, it indicates that customer expectation was the variable which gives the strongest effect or impact to the customer loyalty.

It shows that people's preference towards social media is high. People are using their smartphone or computers in terms of finding information especially about the products to find the trustworthiness and quality of the products. It can be confirmed that the results show that 89.7% of people are active in using their social media. This means that when their perceptions or expectations are met, people feel satisfied and therefore leads them to be a loyal customer of a brand. This finding is aligned with past research by Mukarramah *et. al.* (2021) who stated that price, product selection, uniqueness of comfort, reliability, quality of service, money value, reliable information, and the right place to learn are nine elements that influence

customer expectations. And customer expectations influence customer satisfaction in a favourable way.

However, the findings also indicated that people's preference in terms of trying new things that are trendier and reached community outlook did not have a significant impact on customer loyalty. The findings is contradict to the research by Zhang (2019) who stated that customer prefer brands that create fun, engaging customer experiences, create and deliver content, develop new technologies that improve lives, and even get involved in social issues and shaping our environments. This may specify that customers prefer brand's on social media to be advertised up to their expectation and experiences for them to be a loyal customer to the brand and not just brand that are trendy ad new without knowing its quality as per the price they are paying.

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