The Impact of Social Media Marketing on Customer Loyalty

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One of the most effective ways for marketers right now to connect consumers with potential customers is through social media marketing. Multinational firms utilize social media marketing tools to drive their advertising strategies. Social media marketing provides businesses with more reliable grounds on which to develop customer loyalty. This study aims to investigate the impact of social media marketing on customer loyalty. Data from the manufacturing sector, whichis now viewed as a high-value business with very high profit margins per unit andloyal customers, is used to support this study. Customer from manufacturing sector between the ages of 20 and 60 make up the majority of social media users,thus they are important to marketers. Therefore, in order to better their marketing initiatives, marketers must examine university students' use of social media platforms like Facebook, Instagram, and YouTube. In order to gather information about manufacturing sector adherence to social media platforms, 250 questionnaires were distributed to them in the cities of Islamabad and Rawalpindi. SPSS software is used to carry out the descriptive test, reliability test, Pearson correlation test, and regression test. The findings of the Pearson test showed a substantial and positive connection between the dependent variable, Customer Loyalty, and the independent variables, such as Facebook, Instagram, and YouTube. The model was correct when R2 was 55.2%.

1. Introduction

Social media platforms, weblogs, discussion boards, and review websites are well-known online spaces where people may communicate with one another fast and share and exchange opinions and experiences with others, including businesses locales. (Cao et al., 2022) The way that various profit and non-profit businesses have used the internet and information and communication technology (ICT) has reminded us of the great contributions that ICT has made to marketing through interaction, communication, and other means. And, even more importantly, how social media sites can be leveraged to increase customer loyalty in addition to promoting a company's goods and services (Sharma, 2022)

Customer loyalty is frequently defined as a consumer's behavior towards a specific brand, as demonstrated by their propensity to use it frequently. In terms of generating income for any organization, it is a crucial component (Urdea, 2021). In the relationship between a brand and its customers, loyalty is also crucial. The results of brand loyalty, such as a good attitude, trust, customer pleasure, and further purchases by motivating devoted customers to spend more money, are strongly associated with success and enhanced profitability in any organization, according to studies on customer behavior (Ebrahim, 2019).

According to studies, client loyalty is defined as the recurrent usage of a certain platform for purchases, leading to a sense of loyalty towards that platform. If a bank recognizes the advantages of client loyalty which is strongly advised then communication through online banking services is a smart way for them to build a great customer experience, according to Taylor et al. Customers who have a preference for a brand, for instance, are more likely to tell their friends and relatives about it. This indicates that consumers want to maintain their cherished bond with the brand. Put differently, a customer's behavioral intention to return to a brand for additional services can be shown by their level of loyalty (Mahfodz, 2020).

The use of social media to debate and market new or existing products or services has grown explosively in recent years due to its significance in influencing client purchasing behavior. The popularity of mobile-friendly online media has led to a decrease in the consumption of traditional media (Kar & Kushwaha, 2021). Customers frequently utilize social media channels to find out important information about a firm. With the rise of smartphones and other mobile devices, using a social networking site to research a firm has become commonplace. They can also be counted on to assist marketers in learning more about the demographics of their target audience so they can better customize their campaigns for particular customers (Khoa, 2021).

Social media sites like Twitter and Facebook are now regarded as a company launch tool because they have almost infiltrated every manufacturing industry. Through the usage of platforms like Instagram, Facebook, and YouTube, this study focuses on social media marketing and how it promotes customer loyalty in the manufacturing sector.

1.1 Research Objectives

1)   To identify the marketing on Facebook leads to Customer Loyalty.

2)   To examine the marketing on Instagram leads to Customer Loyalty.

3)   To identify the marketing on YouTube leads to Customer Loyalty.

1.2 Research Question

1)   How marketing on Facebook leads to Customer Loyalty?

2)   Is Instagram marketing leads to Customer Loyalty?

3)   Is YouTube marketing leads to Customer Loyalty?

2 Literature Review

2.1 Customer Loyalty

Customer loyalty defined as the resolve to repeatedly buy a preferred service or product from the same brand, in spite of competitors' efforts to persuade customers to switch to their brand (Pinson, 1987). Loyal customers keep a close relationship with the business throughout time, which boosts sales and positive word-of-mouth. The two forms of loyalty are behavioural and attitudinal (Mandhachitara, 2011). Brand loyalty is demonstrated by repeat purchases from the same company, alsoknown as behavioural loyalty. A customer is considered to have a loyal mind-setwhen they have an emotional connection with a brand. Dedication, kindness, andpreserving unshakeable values are a few examples (Mandhachitara, 2011)

Dick and Basu (1994) assert that customer loyalty is essential to maximize profitsand improves consumers' sentiments about sticking with the same company moving forward. A fundamental tactic for corporate success is to keep customers'loyalty and its discovered that loyal consumers tend to form a bond with the business, in contrast to disloyal customers. When making a purchase decision, loyal customers take into account both economic factors and maintaining relationships with the company, in contrast to non-loyal customers, who are primarily focused on the financial side of things and have no intention of stickingwith the brand (McKee, 2010)

2.2 Social Media Marketing

The Internet has a big and essential influence on people's lives nowadays. The number of current and growing users, which has been made easier by the technological revolution, may be used to demonstrate the significance of the internet. Internet world stats estimates that there are now over 4.6 billion active users globally, an increase of 1.67 percent from 2018. People may now exchange information, publish it, express their ideas, opinions, and sentiments, and engagein electronic commerce, also known as online trade, thanks to the development of the internet (Sajid, 2016). Online social media is a kind of electronic communication that, according to the "Merriam-Webster dictionary," enables individuals to interact with one another and communicate information by sharingmessages, ideas, and other sorts of material. According to Orielly (2019), social media is a generator of natural, genuine conversation between people about something of mutual interest, a conversation built on the thoughts and experiences of the participants. Social media may be categorized into seven main

groups: blogs, wikis, social bookmarking, social networking sites, status-update services, virtual world content, and media-sharing websites. There are a few websites that integrate two or more categories, like Twitter, YouTube, Instagramand facebook (Senders, 2013).

The development of a new firm or enterprises, as well as adoption strategy, sharing, and mass engagement, all depend on social media. Control over the social media platform was consolidated by businesses (Reichheld, (1996) Social media marketing is targeting current and potential customers to be engaged in something memorable, meaningful, and relevant to them. Social media gives businesses the chance to engage and communicate with their customers (Balakrishnan et al., 2014). A few of the benefits of social media for company stated by Taprial (2012) in their book "understanding social media" include online branding, connection development, word-of-mouth/networking, online reputation management, community building, and giving the firm a human face.The development of a new firm or enterprises, as well as adoption strategy, sharing, and mass engagement, all depend on social media. Control over the social media platform was consolidated by businesses (Gamboa, 2014) Social media marketing is targeting current and potential customers to be engaged in something memorable, meaningful, and relevant to them. Social media gives businesses the chance to engage and communicate with their customers (Dehghani, 2016).

By utilizing a range of tools, such as platforms to communicate with both presentand potential customers through a number of channels (blogs, social networks, etc.) the business may gain from social media marketing. To a mass viewpoint,spread information, and publish content around a business or product (Bowen & Chen, 2001).

2.3 Facebook

Facebook is a social networking site that allows people to connect with one another internationally and to exchange concepts, ideas, and experiences. Facebook is a web-based network that links people from various backgrounds ona virtual platform, claims (Brown, 2009). Facebook is described by (Kahraman, (2010) as an online platform that facilitates communication and the sharing of thoughts and experiences. Businesses utilize Facebook as an advertising tool to contact potential clients all around the world.Businesses can use successful advertising to target particular clients and market their goods and services to them. Facebook advertising is a good tactic for drawing in clients (Vahl, 2011). Estimates that the amount of money made through commercial advertising has climbed to $2.5 billion. Many businesses dedicate a significant percentage of their budget to Facebook marketing their goods and services. Businesses think Facebook advertising is useful because it draws customers and increases the likelihood that they will make a purchase. Facebook is seen by Sendberg (2011) as an efficient channel for contacting the target demographic. It benefits businesses to interact with their clients on a sizable social network and provides a chance to boost brand recognition.

According to (Statista, 2020) Facebook provides a virtual setting where individuals with comparable interests may communicate and share pertinent information. Facebook gives businesses the ability to successfully offer their products to customers in a customized way. A more cost-effective alternative to traditional marketing is for advertisers to tailor their

ads to a particular audience (Lukka, 2014). Advertising on Facebook is a successful way to emotionally compel consumers to purchase the advertised goods. Facebook advertising has an impact on consumers' preferences for goods and perceptions of brands. Attitude towards the commercial is one of the more well-known concepts in advertising. The ad idea has an impact on consumers' perceptions of the brand and their propensity to buy (Goldsmith & Lafferty, 2002). The purpose of advertising, according to Goldsmith (2002), is to generate an emotional response from consumers towardsa brand, which will increase sales. The primary objectives of advertising are to promote purchases and raise public awareness. An informational commercial is very effective at changing consumers' perceptions of a brand while eliciting a feeling. Emotional advertising is likely to elicit an emotional response to the marketed goods (Holden, 1992)

2.3 Instagram

Instagram is the social media platform with the fastest growth, with more than one billion users (Instagram, 2019) Users may browse, share, tag, use hashtags, remark, and admire visual material in the form of images, videos, and animated gifs. It is designed primarily for visual content and enables users to capture images and videos with creative effects before sharing them either privately withfriends or openly with other Instagram users (Wally, 2014)

Instagram is distinct from Facebook. Instagram users are required to contribute aphoto or video along with their material, unlike Facebook users. Instagram offersusers a variety of special filters to enhance their images. Users frequently updatetheir Instagram profiles, which allow them to "follow," "like," "comment," and "share" on the images of strangers (Rosenthal, 2015). Due to Instagram's distinctive characteristics, user usage and interactions are different from those onother social media sites like Facebook and Twitter. Similar to how marketing onother social media platforms, Instagram marketing may be perceived differently by customers (Globalwebindex, 2015).

The study's findings indicated that Instagram marketing encourages young customers to incorporate product promotion into their campaigns through the useof hashtags and filters. The words that make up hashtags are unconnected and are picked at random, yet they nonetheless have significance to the user (Chen, 2018). Instagram marketing increases consumer happiness. High end firms utilise Instagram to forge connections with clients and raise brand awareness on social media, according to study by (Godey, 2016) Instagram specifically targets luxurycompanies due of their use of visual storytelling. Instagram is now considered a new sort of "window shopping" and a source of inspiration for consumers as customers consult social media throughout the discovery and consideration phases. According to Bonilla (2019), manufacturing industry benefit most from Instagram's visual component. The visual formats available on Instagram includeimages, videos, boomerangs, layouts, stories, and live. Everything that draws customers to the brand.

2.4 YouTube

Since beginnings in 2005, YouTube has grown to become the largest search engine after Google. Users have the ability to upload, view, comment on, and watch videos. It's

generally accepted that YouTube receives the most traffic of any website. According to Bradshaw (2008), more than one billion monthly viewers watch more than six billion hours of video each month (Perrin, 2015). YouTube is frequently used by young people between the ages of 18 and 34, according to YouTube videos are watched more often than any other cable TV station. YouTube is the most widely used social media site and is a wealth of data and business insights. One phrase entered into the search field will bring up a wealth of relevant articles that visitors can explore to expand their knowledge. YouTube serves as a medium for interaction between marketers and their audience. Customers' brand awareness and purchase intent are positively impacted by YouTube advertisements in ways that are customized and entertaining (Terantino, 2011)

YouTube has been identified as a social media tool that is successful in attractingboth new and existing audiences. YouTube increases audience awareness of brands and successfully advertises items (Rohrs, 2014). YouTube is quite good at consumers' interests and aiming for a larger market. YouTube raises brand awareness and aids in product promotion through advertising. YouTube has the highest revenue share for online video advertising (Vernon, 2014). According to a Google analysis, marketing on YouTube should cost up to six times as much as traditional forms of advertising by purchasing promotions, businesses may increase their reach on the YouTube network. . This will enable organizations to market video content affordably. On YouTube, you can advertise using a variety of methods, including bumper, sponsored cards, overlay, display, video (skippable or not), in-search discovery, and in-search discovery. An overview of YouTube as a marketing communication medium is given by these many YouTube marketing strategies (Salaway, 2011)

The click through view rates, watched videos in their entirety, number of shares, comments, and likes are all ways to measure the success of YouTube marketing.Analysis of the marketing impact of YouTube can be done using metrics including recall, comprehension, engagement, and feedback/customer reviews. A different kind is in-video advertising, which is less obtrusive than in-stream advertising, in which ads are displayed at the bottom of YouTube video players. The viewer has the option to decrease or close the advertisement (Dehghani et al., 2012)YouTube offers a variety of price plans for various forms of advertising. This makes it possible to have very tight control over costs and transparency advertisers are switching from television to online video advertising on YouTubeas a result of a rise in demand for YouTube (Shields, 2016).

2.5 Hypothesis and Theoretical Framework

H1: There is a relationship between social media marketing and customer loyalty

H2: There is a relationship between Facebook marketing and customer loyalty

H3: There is a relationship between YouTube marketing and customer loyalty

H4: There is a relationship between Instagram marketing and customer loyalty

Figure No 1: Theoretical Frame Work
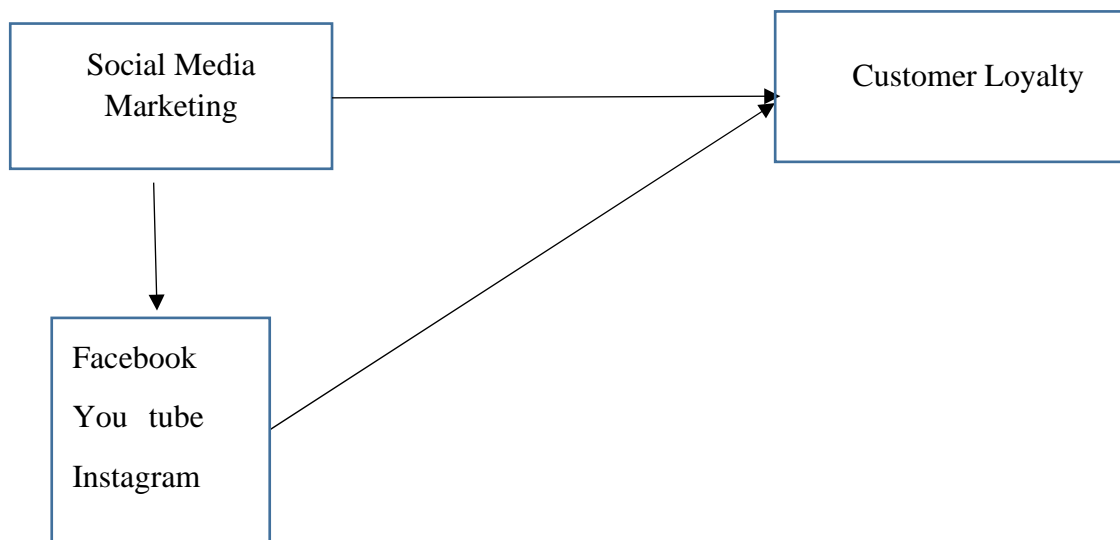
3. Research Methodology

The study analyses primary data to gain a better understanding of how social media marketing affects university students' consumer loyalty. The younger age,commonly referred to as the Net age, is becoming more and more interested in contemporary technology, which is why this study of university students was conducted. The link between dependent and independent components of the influence of social media marketing on customer loyalty is assessed in this study using a quantitative method. A questionnaire was devised to gather primary data,or information that the researcher personally acquired through survey, interview, and experiment sources.

To produce quantitative data, a closed-ended survey is made. The information gathered will help to direct the conversion of quantitative data into pertinent information. The questionnaire, which consists of 25 questions, was created to address the research subject of whether or whether consumer loyalty is increasedby social media marketing on sites like Facebook, Instagram, and YouTube. Thetarget audience, which were university students, were questioned directly. Primary and secondary data are both used in an extensive analysis. Learning howto gather primary data is beneficial since it complements secondary research methods like gathering information from books and other specialized journals.

The measuring items of components from previous research were modified for use in the survey created to collect data. Furthermore, Khoa and Nguyen (2020) employed three items to evaluate the customer loyalty of online shoppers. The 14-item assessment tool for social media marketing attributes was modified from Alalwan (2018) work. A five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), was used to score each

question.

The link between independent variables and dependent variables is calculated for this study using SPSS software. Researchers use a program called SPSS to process important data in a straightforward manner. The SPSS software efficiently manages, operates, analyses, transforms, and generates a distinctive pattern between variables. In order to make the results easier to grasp, SPSS offers a graphical depiction of the output (Noels, 2018)

4. Analysis and Discussion
4.1 Reliability analysis

The results and their consistency were defined by the reliability analysis. Conducting a reliability analysis is required to guarantee the stability of the overall results. Reliability analysis is carried out to make sure that the results are corrected and uniform. The case processing summary for the entire reliability test is provided below.

Table No 1: Overall Reliability

		N	%
	Valid	20	99.0
Cases		0	1.0
	Total	250	100.0

4.2 Correlation analysis

For this study, each independent variable's link to the dependent variable is represented by three correlation results. The outcomes of Pearson Correlation are displayed in the table below.

Table No 2: Correlation between Facebook and Customer Loyalty

		Facebook	CL
Facebook	Pearson Correlation	1	.
CL	Pearson Correlation	.647**	1

H1: There is a positive relationship between Customer Loyalty and Facebook

Table No 3: Correlation between Instagram and Customer Loyalty

		Instagram	Customer Loyalty
Instagram	Pearson Correlation	1	.637**

customerloyalty	Pearson Correlation	.637**	1

H2: There is a positive relationship between Customer Loyalty and Instagram

Table No 3: Correlation between You Tube and Customer Loyalty

		YouTube	CL
YouTube	Pearson Correlation	1	.687**
CL	Pearson Correlation	.687**	1

H3: There is a positive relationship between Customer Loyalty and YouTube

Facebook and customer loyalty have a .647 association, with a significance level of.000. Relationship between Instagram and the importance value is.000, while the Customer Loyalty is.637. Customer loyalty and YouTube have a.687 association, with a significance value of.000. A substantial association between the two variables exists if the significance threshold is smaller than 0.01. Since they are all smaller than 0.01, there is a substantial link between the variables.

4.3 Regression

By predicting the value of the dependent variable from the other independent variables, regression analysis helps one to ascertain whether or not the model's overall fit is reliable. In this study, the model's fit will be assessed using the valuein Adjusted R Square (DeCoster, 2005) The results of the multiple linear regression will be applied in order to anticipate client loyalty based on how the consumers utilize Facebook, Instagram, and YouTube.

Table No 4: Model Summary

Model	R	R Square	AdjustedR Square	Std. Error ofthe Estimate
1	.763a	.458	.512	.7987

Table No 5: ANOVA

Model	Sum ofSquares	df	Mean Square	F	Sig.
Regression	134.483	3	41.497	91.110	.000b
Residual	103.612	247	.394		
Total	293.070	250			

Table No 6: Coefficients

Model	Unstandardized B	Std. Error	Standardized Coefficient Beta	t
Constant	-.113	.213		-.485
Facebook	.334	.047	.343	5.401
Instagram	.218	.071	.218	2.876
YouTube	.343	.073	.376	3.458

51.3% of the variables affecting turnover rates were explained by the proposed model (R square = 0.513). (P 0.05) This model was significant. As a result, the findings demonstrated that characteristics such as Facebook, Instagram, and YouTube significantly affect consumer loyalty (p 0.05). Values for impact of all variables of Beta for Facebook, Instagram and YouTube are positive and significant as 0.334, 0.218 and 0.343. This means that these variables has positive significant impact on customer loyalty.

5. Conclusion and Recommendation

The findings of this study showed that social media marketing has a large impact on customer loyalty and that these three factors (face book you tube and Instagram) have a considerable impact on them other. The research makes recommendations for applications that are put to the test empirically, including the impact of social media marketing,on customer loyalty. The model used in this study passed the goodness of fit feasibility test and may be used as a library resource for research on customer loyalty.

Path analysis shows that social media marketing significantly affects loyalty through fostering trust. This may suggest that social media marketing can boost customer confidence and affect e-commerce site customers' loyalty. With posting material that can spark consumer interest on (Face book you tube and Instagram) social media, the personalization component has the largest impact on how social media marketing is shaped. In order to encourage customers to tell their friends to visit an e-commerce site's Instagram account, industry participants in the e-

commerce sector should upload intriguing material by offering relevant information. Customers who find the information shared by e-commerce sites on social media platforms like Instagram interesting will spread the word to their friends and family.

Only the three social media platforms Instagram, Facebook, and YouTube are the subject of this study. Future researchers are advised to concentrate on other social media networks like Twitter and Snapchat. Additionally, studies should pay attention to other aspects including consumer happiness with social media, social media usage, improvements in social media marketing, and whether or not social media may enhance business performance. Therefore, study in these fields will aid marketers in improving their knowledge, abilities, and ability to develop various marketing strategies.

5.1 Theoretical and Practical Contributions

This study offered several theoretical contributions, conceptually created an integrated framework, and experimentally verified consumer loyalty in the industrial industry. First, we found that in Pakistani twin cities like Islamabad and Rawalpindi, specific social media marketing had an impact on customers' loyalty. Furthermore, this seems to be the first study that incorporates social media marketing into a unified framework at least in the twin cities of Pakistan. Second, this study has added to the body of knowledge on social media marketing research by taking behaviour into account, particularly when it comes to employing social media marketing to increase consumer loyalty. To put it another way, elements like Facebook, YouTube, Instagram, and other social media marketing tools can be quite important for increasing client loyalty in Pakistani twin cities.

5.2 Limitations of this Research

The first restriction is that our research was limited to some social media sites, such as Facebook, Instagram, and YouTube. This has been acknowledged. Second, since this study was limited to the manufacturing sector in Pakistan's twin cities, data collecting presented additional challenges. Because the research participants only made generalizations about the findings, they should be evaluated and interpreted cautiously. Thirdly, the study employed a purposeful convenience-sampling methodology, which carries certain limitations. Fourth, we looked at just three aspects of social media marketing; other characteristics, outside those covered in this study, may also have an impact on consumers' loyalty. These aspects, like Twitter, LinkedIn, and Snapchat, must be investigated.

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