



How the social media affect the customer's loyalty?

In Marketing Communication strategies

Lucas FRANKHAUSER

Bachelor's thesis
September 2024
International Business
Business Administration

FRANKHAUSER Lucas

How the social media affect the customer's loyalty?, in Marketing communication strategies

Jyväskylä: JAMK University of Applied Sciences, September 2024, 40 pages.

Business, Business Administration. Bachelor's thesis.

Permission for web publication: Yes

Language of publication: English

Abstract

The rise of social media has transformed the landscape of marketing communication, playing a critical role in shaping consumer behavior. This thesis examines the impact of Social Media Features (SMF), Informativeness (INF), and Efficiency (EFF) on customer loyalty. By focusing on how these factors influence consumer engagement with brands, the study aims to explore how businesses can optimize their use of social media to build and sustain long-term relationships with their customers.

This research investigates how consumers learn and develop brand loyalty through interactions on social media platforms. The study utilizes a quantitative approach, gathering data through a structured questionnaire to assess the effectiveness of SMF, INF, and EFF in fostering customer loyalty.

The questionnaire was answered by 122 peoples. The data, calculated with SPSS Software, revealed that only the EWM factor is significant ($\text{sig} < 0,001$) and can influence the customer loyalty within a brand. Moreover, neither SMF nor INF are significant. In conclusion, the author attests that only the EWM is a significant factor that can influence the customer loyalty within a brand.

Keywords/tags (subjects)

Evolution of Social Media in Marketing Communication, Content marketing on social media, Customer Loyalty, Electronic Word of Mouth, Social media features, Social media informativeness

Miscellaneous (Confidential information)

Respondents' answers are confidential and remain anonymous.

Contents

1.1	Background, motivation, and purpose.....	6
1.2	Research objectives, questions and approach.....	7
1.3	Thesis structure.....	7
2	Literature review	8
2.1	Overview of Social Media in Marketing Communication	8
2.2	Strategies employed by companies on the social media.....	8
2.2.1	Social Media Features (SMF) and Customer Loyalty	8
2.2.2	The Role of Electronic Word of Mouth (EWM)	9
2.2.3	Informativeness (INF) and its Impact on Loyalty	10
2.2.4	Social Media Features, EWM, and INF Combined: A Synergistic Effect	11
2.3	Identified Research Gap	12
2.4	Theoretical Framework	13
3	Research methods and implementation	15
3.1	Research context.....	15
3.2	Research design.....	15
3.2.1	Research purpose	16
3.2.2	Research philosophy	16
3.2.3	Research approach	16
3.2.4	Research strategy/method/s.....	17
3.2.5	Methodological choice	17
3.2.6	Time horizon	17
3.3	Data collection	17
3.4	Data analysis.....	18
3.4.1	Quantitative data analysis	18
3.4.2	Qualitative data analysis.....	18
3.5	Ethical considerations	18
4	Research Results.....	18
4.1	Profiling questions.....	19
4.2	Social Media features.....	26
4.3	Electronic Word of Mouth	30
4.4	Informativeness.....	34
4.5	Customer Loyalty	37
4.6	Linear regression models	40

5	Discussion.....	42
5.1	Limitations, reliability and validity	42
5.2	Answering the research questions.....	43
5.3	Dialogue between key results and knowledge base.....	44
5.3.1	Social Media Features and Customer Loyalty	44
5.3.2	Electronic Word of Mouth	44
5.3.3	Informativeness	44
5.4	Compliance with research ethics guidelines.....	45
6	Conclusions.....	45
6.1	Key Findings.....	46
6.2	Managerial implications	46
6.3	Recommendations for future research.....	46
	References	48
	Appendices	50
	Appendix 1. Questionnaire	51

Figures

Figure 1	Conceptual customer loyalty framework	14
Figure 2	Conceptual customer loyalty adapted framework	14
Figure 3	"Research onion" (Saunders et al., 2009)	16
Figure 4	Respondents' age through generations.....	19
Figure 5	Respondents' nationality	20
Figure 6	Respondents' gender	20
Figure 7	Respondents' professional status	21
Figure 8	Respondents' monthly discretionary expenditure	22
Figure 9	Influence of social media on the purchasing decision process compare to traditional advertising.....	23
Figure 10	Participation of the respondents to a loyalty program or promotion by a brand on social media.....	24
Figure 11	How often respondents' share or repost content on social media	25
Figure 12	Engagement of the respondents with branded content on social media	26
Figure 13	Enjoyability of Nike's social media content for the respondents.....	27
Figure 14	Pleasibility of Nike' s social media content.....	28
Figure 15	Improvement of respondents' shopping experience following Nike's social media contents	29

Figure 16 Improvement of respondents' shopping process following Nike's social media contents	30
Figure 17 Respondents sharing Nike's brand related content with friends and relatives	31
Figure 18 Encouragement by respondents through social media to buy Nike's product	32
Figure 19 Communication through social media to friends and relatives the choice of a Nike's product.....	33
Figure 20 Introduction through social media Nike's product.....	34
Figure 21 Social media are good source of information about Nike's product.....	35
Figure 22 Social media supply relevant informations about Nike's product	36
Figure 23 Informativeness of social media about Nike's products.....	37
Figure 24 Respondents' loyalty to the Nike brand	38
Figure 25 Nike is the first choice of the respondents for a sport equipment	39
Figure 26 Respondents' fidelity to the Nike brand is other brands are available	40

Tables

Table 1 Model summary of the SPSS calculation	41
Table 2 Model ANOVA	41
Table 3 Summary of the coefficient with linear regression calculations.....	41

Introduction

Social media is one of the most useful platforms among them, and marketers are heavily relying on it to engage with customers in this digital era. This is why so many companies are turning to platforms like Facebook, Instagram, Twitter and TikTok in order to establish a reputation with its follower base that goes beyond what consumers typically expect of a brand. Social media is a two-way communication channel as opposed to traditional media, and it allows brands and their communities to interact on the spot. This development certainly opens up new possibilities but also throws hurdles in the way of building and ensuring customer remains loyal to your brand.

Traditionally speaking, product quality and customer service were the cornerstones of loyalty — but that foundation has been smudged by a thumb print. A brand's online reputation, its handling of feedback and the content they are able to produce that directly connects a viewer with what would appeal most to them is an important factor in customer retention today. With their growing options and the increasing ease of access to competitors, it has never been more urgent that companies come up with cutting-edge social media strategies not only to attract consumers but also in order to keep them waiting for every next update.

1.1 Background, motivation, and purpose

New dynamics into marketing communication has been generalized with the adoption of social media as marketing communication tools. This adoption has transformed the relation between businesses and their customers. With the use of social media, companies are enabled, via social media platforms, to establish more direct dialogue with their audiences, overgoing the traditional marketing channels possibilities and their limitations. This shift has empowered consumers, giving them a voice in brand conversations and greater influence over the success of marketing campaigns.

As businesses rely on digital interactions to create brand loyalty and social media channels for customer relationships, a better understanding of how social media can help or hurt is needed. He said not only does this elevate your visibility, but it forges stronger emotional bonds and could increase customer retention, loyalty and advocacy

Research into this area is motivated by the increased need for business to remain competitive and relevant within an ever fast paced digital environment, in order attract customers and sustain customer loyal over

time. This research seeks to investigate the effect of social media upon customer loyalty, which strategies are deemed essential to increase long-term brand commitment. The purpose of Market research is to give insights about how social media marketing communication may design specifically and more effectively.

1.2 Research objectives, questions and approach

The primary objective of this research is to explore how social media platforms influence customer loyalty within the framework of marketing communication strategies. The study will focus on the following key research questions:

- How does social media engagement impact customer loyalty towards brands?
- What are the most effective social media strategies in fostering customer loyalty?

To carry out this thesis, a quantitative approach, with questionnaire will be used.

1.3 Thesis structure

This thesis is divided into the following sections:

- **Chapter 1: Introduction** – Provides an overview of the study, including background, research objectives, and the scope of the research.
- **Chapter 2: Literature Review** – Examines existing theories and studies related to social media, customer loyalty, and marketing communication strategies.
- **Chapter 3: Methodology** – Outlines the research design, data collection methods, and analysis techniques.
- **Chapter 4: Data Analysis and Findings** – Presents the results of the research and offers an interpretation of the data.
- **Chapter 5: Discussion and Conclusion** – Summarizes the key findings, discusses their implications, and offers recommendations.

2 Literature review

2.1 Overview of Social Media in Marketing Communication

Since the beginning of the twenty-first century, the advent of social media has dramatically transformed traditional marketing communications. Initially created as platforms for personal networking and social interactions, channels such as Facebook, X, Instagram or LinkedIn have evolved in incredible powerful tools for brand promotion, customer engagement and market research (Ryan (2016)). Thus, the evolution brought about by advancements in technology, changes in consumer behavior and an increasing penetration of digital communication into everyday lives has led the way to new marketing communication strategies.

If done right, social media has the potential to provide any business an unparalleled level of access with their target demographic in a way that is exciting and highly interactive. Companies can target specific demographics with targeted advertising, sponsored content and influencer partnerships (de Vries et al., 2012). Further, the dynamic nature of social media encourages businesses to interact with their market in real-time and have genuine conversations that can likely resonate directly into stronger relationships (and brand loyalty) between consumers and brands (Smith et al., (2012)). The growth of social media as a marketing communications channel is just part and parcel with broader transformations in consumer behavior and how consumers are engaging with the me-dia. As people are using social media and spending considerable amount of time online, marketers have perceived the need to adopt their marketing strategies based on how consumers take decisions (Mangold & Faulds, (2009)). This has subsequently fused social media as an inherent constituent of the marketing mix across sectors, thereby pushing innovation and changing industry regulations.

2.2 Strategies employed by companies on the social media

2.2.1 Social Media Features (SMF) and Customer Loyalty

Social media offers several features that brands can take advantage of to attract their audience and turn them into loyal customers. In fact, according to Shendrik (2024), social media allows for real-time communication, enabling brands to respond quickly to customer inquiries and feedback. As explained by Vinerean (2017), platforms facilitate customer-to-customer interactions, fostering community and brand advocacy. So, features like live streaming, comment sections or even something simple as a 'like' are all

interactive aspects which promote user interaction and engagement while building up the idea of community within itself. The immediacy of these functions allows the customer to interact directly with the brand which will be whether it is giving opinions or just asking questions or giving feedback.

Given the intertwining and customizing of social media content, Chang et Lu (2015) notes that it could be a useful tool towards loyalty as human beings experience emotions and most customers want to have personalized experiences. Take Instagram for example, its algorithm can tailor the content of your feed based on what you are interested in and with that information they almost guarantee more engagement from users to stay hooked around their app. Similarly, platforms like twitter where brands can nearly instantaneously reply to questions from customers and even concerns or complaints that demonstrate they are not only listening to their audience but not also integrating it within the experience. With the use of this platforms, “businesses can utilize social media analytics to gain insights into consumer behavior and preferences, informing marketing strategies” (Revathi et al., 2024).

In addition, the use of polls or stories and direct messaging help brands to “to reach a global audience without significant investment” (Shendrik, 2024). Making the best use of such social media features will only strengthen this bond and contribute to increased levels in customer loyalty.

2.2.2 The Role of Electronic Word of Mouth (EWM)

In this digital era, Electronic Word of Mouth (EWM) is a key element on how consumers form their opinion and perception about the brand. It's not like traditional word of mouth through conversation, it's online e-word of mouth that can reach millions in an instant. Studies show that e-WOM positively affects brand image and purchase intentions, especially in e-commerce settings (Jayad et al., 2023). So, EWM is seen as being more believable compared with traditional advertising making it a major element in improving brand customer loyalty.

First, we can see through some studies that e-word of mouth has an influence on the personification of brands, indeed Brand personification creates a relatable image, enhancing emotional connections with consumers (Kussusanti & Gunawan, 2024). Moreover, the social presence fosters a sense of community, encouraging users to share their experiences and opinions (Kussusanti & Gunawan, 2024). We can suppose that the e-word of mouth is a new key tool for the future of the marketing communication strategies.

Additionally, we understand that social platforms are such huge avenues in sharing experience, opinion, and review among wide-reaching networks that they somehow magnify the relevance of EWM. Positive comments and suggestions made via social media could significantly elevate a specific brand's stature in the end and retain close ties to the customers. For example, quality, quantity, and credibility of e-WOM are critical predictors of purchase intention on platforms like Instagram and TikTok (Pratama & Astarini, 2023).

Social factors, like customer review interactions on Facebook, become instrumental in the buying behavior of prospective buyers-since these factors mostly affect the top point in purchasing decision making. Consumers are likely to stay loyal to brands with a mix of constant positive ratings and high level of customer activity as they tend to imply trustworthiness and dependability. On the other hand, negative EWM can also take root quite fast and cause harm to a company's image and thus, such companies have no choice but to ingratiate themselves online and deal with the negativity promptly.

Furthermore, some studies suggest that while e-WOM can influence brand image, its direct impact on purchase decisions may vary, indicating a complex relationship that requires further exploration (Sastri, 2023). The EWM approach is about creating good experiences to the customers where the customers do not encourage only the usage of the products but also the complaining about the product to their friends and family generating brand loyalty and advocacy.

2.2.3 Informativeness (INF) and its Impact on Loyalty

Informativeness (INF) in social media marketing plays a pivotal role in cultivating brand loyalty among consumers by shaping their perceptions and fostering emotional connections with brands. The quality and relevance of information shared on social media platforms directly enhance consumer trust and engagement, which are crucial for loyalty (Rai & Dahal, 2024). High informativeness also contributes to perceived functional and emotional value, enabling brands to effectively communicate their value propositions and retain loyal customers (Mu & Yi, 2024). The role of informativeness is also to perceive the usefulness of the social media in marketing strategies; in fact, some studies show that the perceived usefulness of social media content significantly influences customer loyalty, particularly in the banking sector (Elareshi et al., 2023).

Furthermore, personalization of content through informative marketing strategies strengthens emotional bonds with consumers, while active engagement and responsive feedback in social media interactions enhance the overall brand experience, further solidifying loyalty (Wilson et al., 2024). However, while

informativeness is essential, it must be balanced with entertainment and engagement strategies to avoid consumer disengagement. An overemphasis on information at the expense of consumer preferences underscores the need for a holistic approach to social media marketing (Bashir et al., 2024).

This has forced an increasing number of consumers to look for brands that do not just promote themselves, but rather offer practical content that is informative and meaningful. According to Luo and Lee (2015), Yan, informative content adds to the consumer's trust towards a brand, which serves as a foundation for long-term brand loyalty.

Brands that offer instructions on how to use their products, provide industry knowledge or come up with solutions for existing user problems, help establish brands as authorities, which generates trust among audiences. Consequently, it enhances customer loyalty since they are better informed before purchasing any goods. For example, Sephora is one of the many brands that have taken to the internet and social media to provide their customers with value in the form of makeup tutorials, skin care tips as well as product pointers rather than just selling their products. This understanding is reflected in the customers' loyalty to the cosmetic brands as they appreciate the extra works done and are therefore willing to stick with the brand.

Moreover, informativeness has an impact on the customer engagement, with some direct interactions, like the live streaming on Instagram for example, it facilitates direct communication between brands and consumers, leading to increased engagement and loyalty (Susanto & Ruswanti, 2024).

Further, informativeness helps to tackle one of the main problems, which is uncertainty in the process of buying. When audience receives the needed amount of relevant and precise information about the brand and its proposal, they tend to believe it more and eventually become satisfied and loyal to the brand for a longer period. On the other hand, when a brand does not actively provide any pertinent or relevant information it may disengage the audience and lead to a decrease in customer retention.

2.2.4 Social Media Features, EWM, and INF Combined: A Synergistic Effect

The integration of social media features, electronic word-of-mouth (E-WOM), and informativeness creates a synergistic effect that significantly enhances social media marketing strategies. This synergy not only boosts brand visibility but also influences consumer purchasing decisions by increasing engagement and brand loyalty. Social media features, such as content, relationships, and interactions, play a key role in driving user engagement, which is essential for brand visibility (Goswami et al., 2013). Additionally, positive E-WOM significantly impacts brand image and consumer interest, leading to higher purchase intentions (Jayad et al., 2023). Through repeated exposure, social media marketing strengthens brand awareness,

which in turn shapes consumer decisions (Ellitan, 2022). While these elements may not always have a direct effect on purchase intentions, they indirectly contribute by fostering brand loyalty (Dülek & Aydin, 2020).

Furthermore, sharing informative content on social media builds consumer trust, making them more likely to engage with brands and make purchases ("Social Media Advertising, Celebrity Endorsement, And Electronic Word-of-Mouth Effect on Health Supplement Purchasing Behaviour," 2023). However, it is important to recognize that not all digital strategies yield immediate results. Some consumers remain skeptical of online marketing tactics, highlighting the need for a balanced approach that combines traditional and digital marketing strategies.

Kim and Ko (2012) claim that the effective coordination of these elements enhances emotional and cognitive loyalty which ultimately leads to the retention of customers in the long run. For example, a brand that not only communicates valuable content via social media but also active social media engagement and creating a positive experience with storytelling can build a customer base that goes beyond the repeat purchase behavior. Such customers become brand ambassadors thereby extending the reach and the credibility of the brand. This, in turn, leads to the increased loyalty of the consumers.

In the end, it is the fusion of SMF, EWM, and INF that helps brands establish more effective emotional and cognitive connections with their consumers. This cohesive strategy is efficient in enhancing the engagement of the customers, increasing the chances of their loyalty as well as turning them into advocates of the brand for life.

2.3 Identified Research Gap

Despite the extensive literature on social media marketing, there exists a research gap concerning the effectiveness of different strategies across various industries and cultural contexts. While numerous studies have examined the impact of social media on customer's loyalty toward a brand, there is a lack of consensus regarding the most effective strategies for achieving marketing objectives (Fischer & Reuber, (2011). Moreover, existing research tends to focus on specific platforms or tactics, rather than providing holistic insights into integrated marketing approaches (Hajli, (2014)). Some gaps existed due to the lack of comparison with other industry sectors and the limited focus on specific social media platforms (Ali & Raza, 2023), or the limited focus on frozen food community, excluding broader audience and lack of historical background information on examined items (Kristiyono et al., 2023).

This thesis seeks to bridge these gaps by investigating SMM strategies across a broader range of industries, emphasizing the integration of SMF, EWM, and INF to understand their collective influence on loyalty. Additionally, the research incorporates quantitative approaches to provide an understanding of generational, cultural, and emotional factors influencing customer loyalty in the context of marketing communication strategies

2.4 Theoretical Framework

This section reviews anterior research on the impact of social media marketing strategies on customer's behavior, then presents the specific theoretical framework for the study. The framework evolved from a more complex model, where mediating variables such as behavioral intention and perceived usefulness played a central role, to a more direct model where social media marketing dimensions directly influence customer loyalty. The study then presents and analyzes the research problem, its questions and hypotheses and ends with the expected impact the research could make.

The first model (figure 1) looks in general at how Social Media Marketing (SMM), disaggregated into three aspects: Social Media Features (SMF), Electronic Word of Mouth (EWM), and Informativeness (INF), contributes to Perceived Usefulness and Perceived Ease of Use, which in turn, Behavioral Intention, finally leading to Customer Loyalty. The evolution of the study was however aimed at eliminating the complexities inherent in this approach.

In the revised version of the model (figure 2), three components of SMR as predictive and Critical Success Elements (SMF, EWM and INF) contribute directly to Customer Loyalty without mediation in terms of usefulness or intention. This reduction enhances the clarity in the study because it seeks to establish only the effect of the relationship marketing strategies and components on base level of customer loyalty. The research hypotheses are as follows:

- H₁: Social Media Features (SMF) have a positive effect on customer loyalty.
- H₂: Electronic Word of Mouth (EWM) has a positive effect on customer loyalty.
- H₃: Informativeness (INF) have a positive effect on customer loyalty.

This revision of the hypotheses allows for a more precise understanding of the direct impact of Social Media Marketing strategies on Customer Loyalty, without considering additional mediating variables, thus simplifying the analysis. This study aims to contribute by providing insights into the effectiveness of these different digital marketing levers and their respective impacts on customer loyalty.

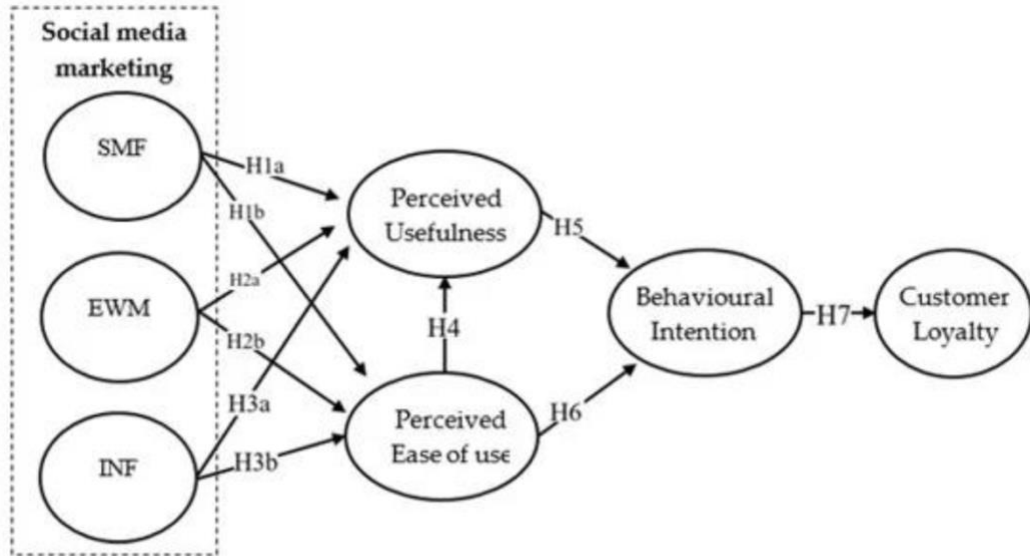
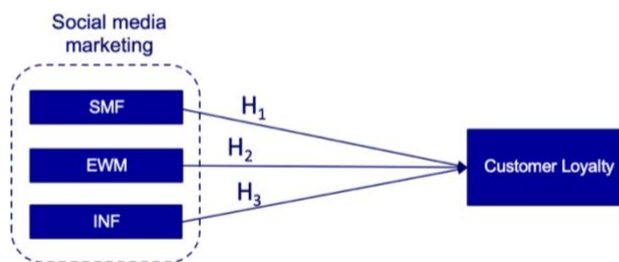


Figure 1 Conceptual customer loyalty framework

Adapted research framework



$$\text{Customer_Loyalty}_i = \beta_0 + \beta_1 \text{SMF}_i + \beta_2 \text{EWM}_i + \beta_3 \text{INF}_i + \varepsilon_i$$

Research hypotheses:

- H₁: SMF has a positive effect on Customer Loyalty
- H₂: EWM has a positive effect on Customer Loyalty
- H₃: INF has a positive effect on Customer Loyalty

Figure 2 Conceptual customer loyalty adapted framework

3 Research methods and implementation

The subsequent sections describe the methodology of the research. There is a discussion on data collection methods and research design, also description of the sample and its characteristics. The author covers the inclusion of the questionnaire into a pre-existing framework as shown in this paper's theoretical framework. The methodology chapter describes how the study was executed-in order to adequately respond to research questions. It encompasses the theoretical and philosophical assumptions as well as the implications associated with the method employed (Saunders et al., 2009).

3.1 Research context

The quantitative questionnaire is about the impact how social media in marketing communication strategies on the customer's loyalty. Most of the participants taking part to the survey are from France and the other respondents are from other countries all around the world.

3.2 Research design

This section focuses on the strategy employed to implement and determinate the components of the study. Its research design permits to ensure an effective response to the research problem including data collection.

The design is based on the research onion below (figure 2).

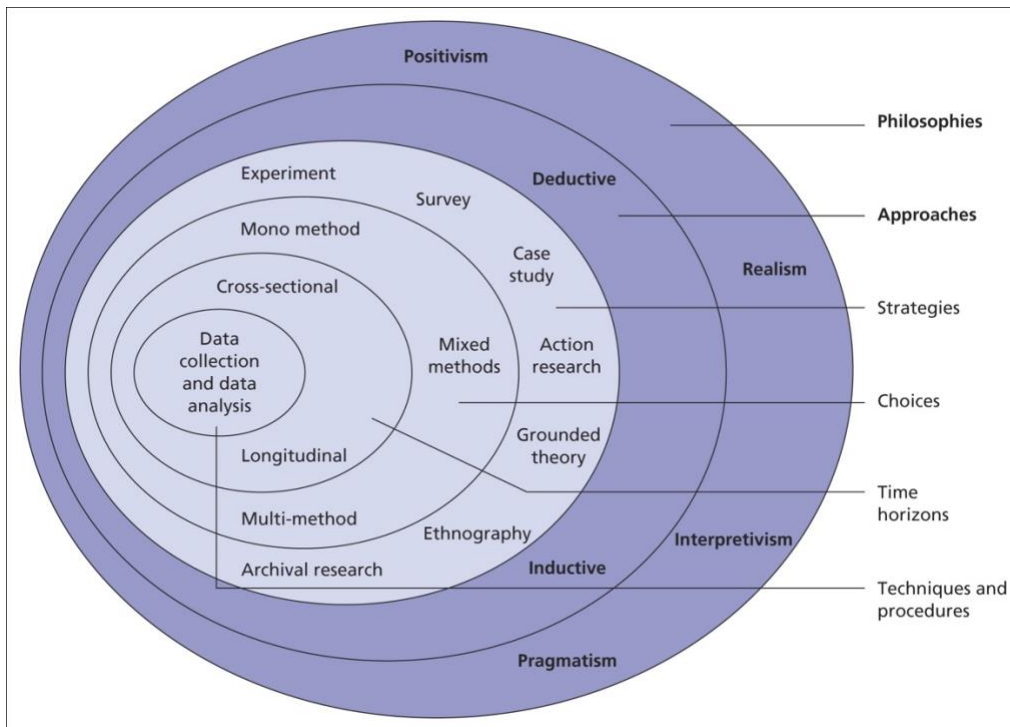


Figure 3 "Research onion" (Saunders et al., 2009)

3.2.1 Research purpose

The objective of this research study is to explore and understand the relationship between social media factors in marketing communication strategies and the customer loyalty in some businesses. By examining consumers' loyalty depends on several factors of social media communication strategies, the study aims measures the efficiency of the social media features, the e-word of mouth and the informativeness of social media marketing strategies on the customer loyalty.

3.2.2 Research philosophy

The research will adopt a pragmatic approach. While acknowledging the importance of empirical evidence and quantitative analysis in understanding marketing phenomena, the study will also recognize the subjective interpretations and social constructions inherent in consumer loyalty and marketing strategies.

3.2.3 Research approach

The methodology of the investigation is deductive which means the research hypotheses are inferred from theories available, but these theories are subsequently manipulated experimentally either to verify or falsify them. To apply this approach, the writer has to comprehend the subject matter to the extent of reproducing new findings with respect to previous ones gathered from the review of related literature.

3.2.4 Research strategy/method/s

The word "questionnaire" regroups various techniques for data collection, but the fundamental principle remains the same: to gather a broad range of responses from a large sample, enabling thorough analysis of the answers to complete a research project. This approach is effective only when the survey is pertinent to the research questions.

The author concluded that a quantitative questionnaire survey was the most suitable option given the research questions and objectives. The quantitative research method allows researchers to analyze behaviors, opinions, and expectations in measurable terms. Unlike qualitative surveys, which focus on descriptive data, the primary aim here is to draw statistically significant conclusions. In this situation, a quantitative questionnaire is used designed to confirm or demonstrate aspects by assigning numbers to a given phenomenon.

3.2.5 Methodological choice

The method used will be a mono-method due to the only way to collect data which is the surveys. Surveys will provide quantitative data on customer's loyalty depending on each factor of social media (SMF, EWM, INF).

3.2.6 Time horizon

The research will have a cross-sectional time horizon, focusing on the current state of social media marketing practices and consumer behaviors. While historical data may inform the analysis of trends and developments, the primary focus will be on capturing contemporary practices and attitudes towards social media in marketing communication strategies.

3.3 Data collection

This primary data is collected with the use of a quantitative survey. It is allowing us to understand the impact of social media on the consumer's loyalty with a brand thanks to the respondents' answers. The author should be able to collect numerous responses that could allow for meaningful analyses and further substantiate their research such that data results would be verifiable and dependable.

3.4 Data analysis

3.4.1 Quantitative data analysis

The researcher has therefore also engaged quantitative analysis since he has developed a questionnaire quantitatively in keeping with his research questions. Evaluation of regression models was done with the assistance of SPSS Software. The values included into the models were computed as respective valid places in the filled-up questionnaires.

3.4.2 Qualitative data analysis

The researcher has not employed qualitative approaches to carry out the objective of the study.

3.5 Ethical considerations

This study on the influence of social media on customer loyalty within marketing communication strategies raises several important ethical considerations. Firstly, it emphasizes the need for complete transparency regarding the study's objectives, data collection methods, and any external implications. Additionally, there has been a focus on the need for objectivity and transparency-aligned communication of results. It is maintained that the findings of the study reflect all the available data without any bias or embellishment. It is also mentioned that the research has its limitations.

To protect the privacy and confidentiality of participants, an anonymous questionnaire was utilized, conducted through Google Forms, in line with principles of confidentiality and privacy for respondents. Additionally, this thesis adheres to ethical standards concerning the citation and referencing of sources. The main objective is to achieve trustworthy and ethical results that will further enhance our understanding of the correlation between social media and customer loyalty in marketing communication efforts.

4 Research Results

The quantitative questionnaire yielded responses regarding "The emergence of social media in Marketing Communication strategies". A total of 122 responses were collected from the questionnaire. The profiling questions are meant to understand the characteristics of the respondent by age, nationality, gender, status, and how frequently they use social media. Then the research hypotheses were separate in four categories for each factor (Social Media Features, Electronic Word of Mouth, Informativeness and Customer loyalty).

4.1 Profiling questions

What is your age?

Quel âge avez-vous? / How old are you ?

122 réponses

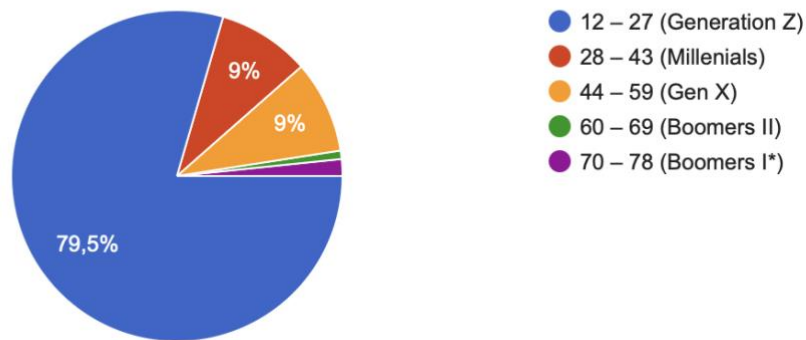


Figure 4 Respondents' age through generations

The respondents are mainly Generation Z, with 79,5% (97 people), Millennials and Generation X are represented by 9% of the respondents (11 people for each). Finally, Boomers II are represented by one person and Boomers I by two people.

What is your nationality?

Nationalité /Nationality

122 réponses

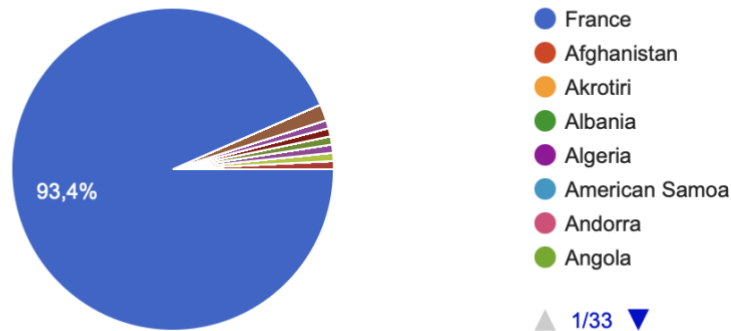


Figure 5 Respondents' nationality

The major nationality portion is France, which occupies 93.4% (114 people). Other nationalities include Belgium (2), Cambodia (1), Luxembourg (1), Mauritius (1), United Kingdom (1), Netherlands (1), and Zimbabwe (1). These represent persons currently or formerly residing in France. Their answers become so valuable and interesting when compared with others' customs regarding uses of social media, with theirs and analyzed effects.

What is your gender?

Genre / Gender

122 réponses

 Copier

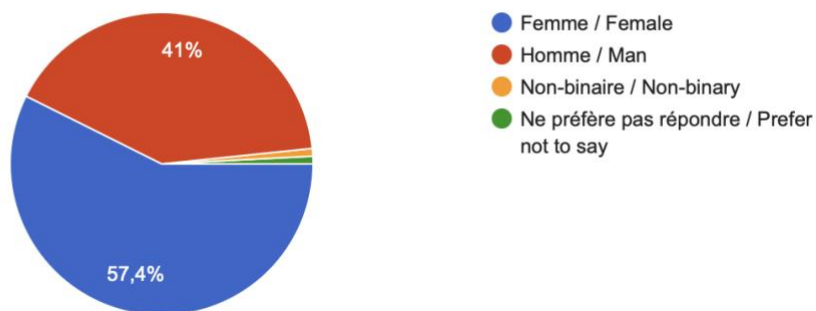


Figure 6 Respondents' gender

This profiling question aims to know the gender of respondents. Of 122 respondents, 41% (50 people) are men, 57,4% (70 people) are female, 0,8% (1 people) is non-binary and 0,8% (1 people) prefers not to say.

What is your status?

Statut / Status

122 réponses

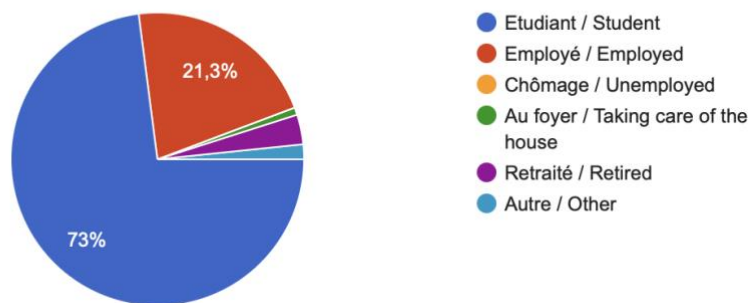


Figure 7 Respondents' professional status

With this profiling question, 73% (89 people) are students, 21,3% (26 people) are employed, 0,8% (1 people) is taking care of the house, 3,3% (4 people) are retired and 1,6% (2 people) choose the "other" option.

How much are your monthly discretionary expenditure?

Dépenses mensuelles / Monthly Discretionary Expenditure. (€)

122 réponses

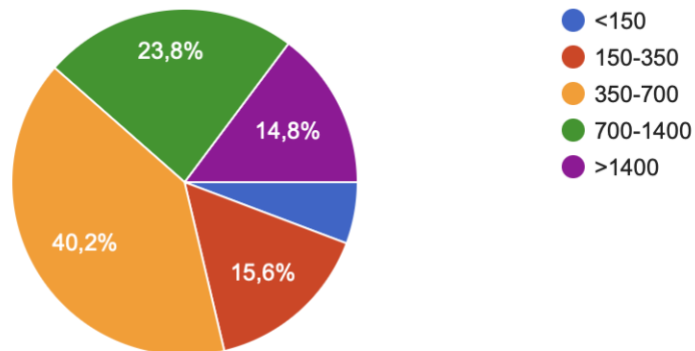


Figure 8 Respondents' monthly discretionary expenditure

This profiling question aims to know the gender of respondents. Of 122 respondents, 40,2% (49 people) are spending between 350€ to 750€ by month, 23,8% (29 people) are spending between 700€ to 1400€ by month, 15,6% (19 people) are spending between 150€ to 350€ by month, 14,8% (18 people) are spending over than 1400€ by month and 5,7% (7 people) are spending less than 150€ by month.

How influential are social media recommendations in your purchasing decisions compared to traditional advertising?

Dans quelle mesure les recommandations des médias sociaux sont-elles influentes dans vos décisions d'achat par rapport à la publicité traditionnelle ? / How influential are social media recommendations in your purchasing decisions compared to traditional advertising?

 Copier

122 réponses

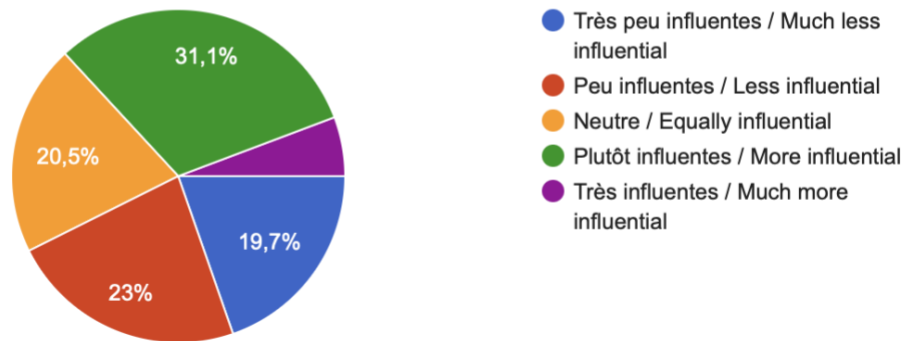


Figure 9 Influence of social media on the purchasing decision process compare to traditional advertising

This profiling question aims to know the influences of social media recommendations on the customers' purchasing decisions compared of traditional advertising. Of 122 respondents, 31,1% (38 people) say that the recommendation are more influential on them than traditional advertising, 23% (28 people) say that the recommendation are less influential on them than traditional advertising, 20,5% (25 people) say that the recommendation are as influential on them as traditional advertising, 19,7% (24 people) say that the recommendation are much less influential on them than traditional advertising and 5,7% (7 people) say that the recommendation are much more influential on them than traditional advertising.

Have you ever participated in loyalty programs or promotions offered by brands on social media?

Avez-vous déjà participé à des programmes de fidélité ou à des promotions offerts par des marques sur les médias sociaux ? / Have you ever participated in loyalty programs or promotions offered by brands on social media?

122 réponses

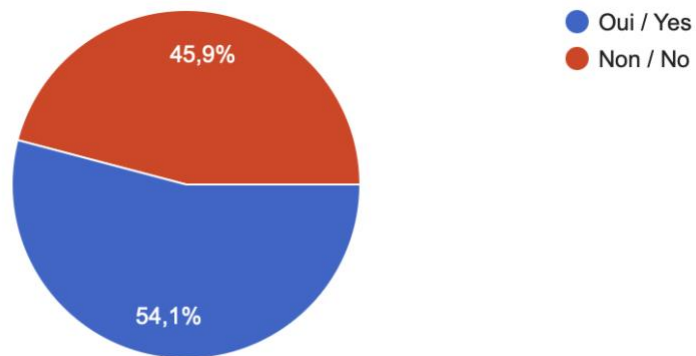


Figure 10 Participation of the respondents to a loyalty program or promotion by a brand on social media

This question aims to determine if the responders have ever participated in loyalty programs or promotions offered by brands on social media. Of 122 responders, 54,1% (66 people) say “Yes” and 45,9% (56 people) say “No”.

How often do you share or repost content on social media platforms?

À quelle fréquence partagez-vous ou republiez-vous du contenu sur les plateformes de médias sociaux? / How often do you share or repost content on social media platforms?



122 réponses

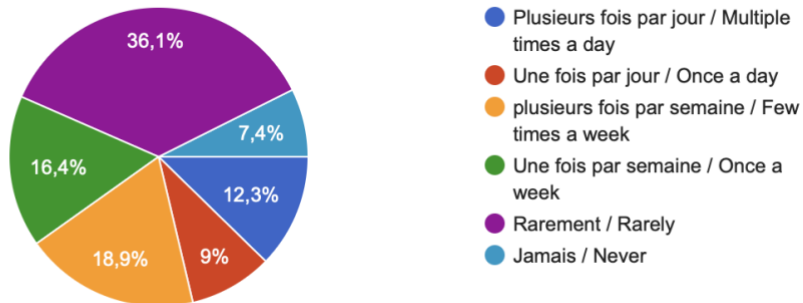


Figure 11 How often respondents' share or repost content on social media

According to these graphs, 36,1% of responders (44 people) rarely share or repost content on social media platforms, 18,9% (23 people) share or repost few times a week content on social media platforms, 16,4% (20 people) share or repost once a week content on social media platforms, 12,3% (15 people) share or repost multiple times a day content on social media platforms, 9% (11 people) share or repost once a day content on social media platforms and 7,4% (9 people) never share or repost content on social media platforms. If the author refers to those answers, mostly of users on social media rarely repost or share content on social media platforms even if lots of people repost or share at least once a week content on social media platforms.

How likely are you to engage with branded content on social media (e.g., liking, commenting, sharing)?

Quelle est la probabilité que vous interagissiez avec du contenu de marque sur les médias sociaux (par exemple, aimer, commenter, partager) ? / How likely are you to engage with branded content on social media (e.g., liking, commenting, sharing)?

 Copier

121 réponses

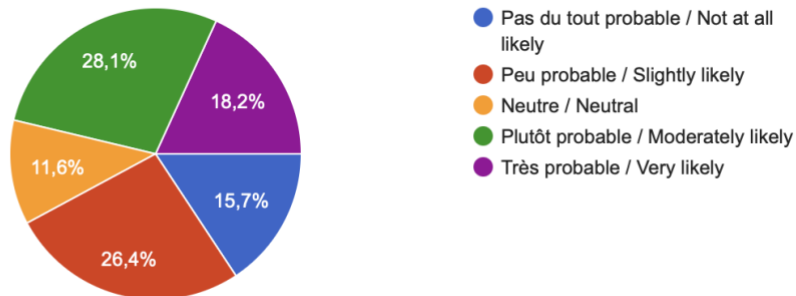


Figure 12 Engagement of the respondents with branded content on social media

The pie chart above represents the probability that responders are engaged with brand's content on social media. 28,1% of the responders (34 people) choose "moderately likely", 26,4% (32 people) choose "slightly likely", 18,2% (22 people) answer "very likely", 15,7% (19 people) answer "not at all likely" and 11,6% (14 people) respond "neutral".

According to the answers, mostly people are probably engaged with branded content (46,3% of responders are moderately to very likely engaged with branded content).

4.2 Social Media features

For the following section, the answers will be graded on a scale from 1 to 5 where:

1 Strongly disagree

2 Slightly disagree

3 Nether agree nor disagree

4 Slightly agree

5 Strongly agree

SMF 1. Social media content about Nike is enjoyable.

SMF1. Le contenu des médias sociaux sur Nike est agréable. / Social media content about Nike is enjoyable.

 Copier le graphique

122 réponses

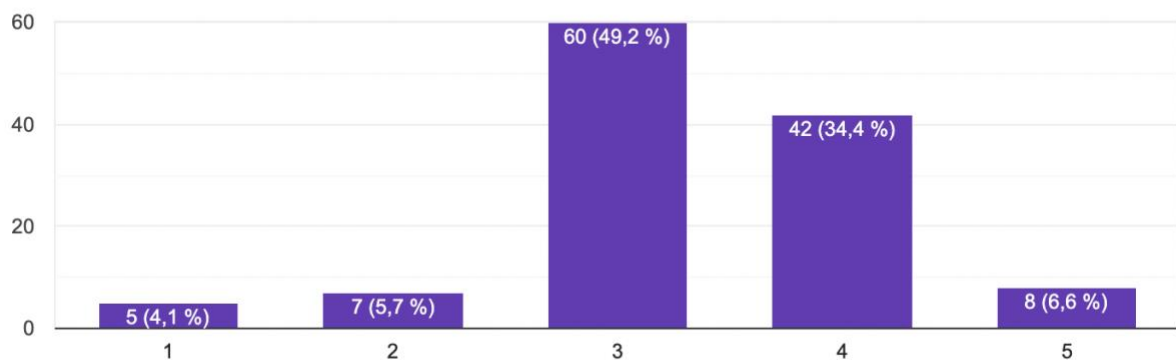


Figure 13 Enjoyability of Nike's social media content for the respondents

According to this graph, we can see that 49,2% (60 persons) answers the option 3 on the enjoyability of Nike's social content, 34,4% (42 people) said that they are slightly agree with this statement and 6,6% (8 peoples) are strongly agree. Moreover, 5,7% (7 peoples) are slightly disagree and 4,1% (5 peoples) are strongly disagree with this statement.

Mostly of the respondent answered that they are not agree or disagree with thus statement so we can not defined if the social media content of Nike is enjoyable.

SMF 2. Social media content about Nike is pleasing.

SMF2. Le contenu des médias sociaux concernant Nike est plaisant. /
Social media content about Nike is pleasing.

 Copier le graphique

122 réponses

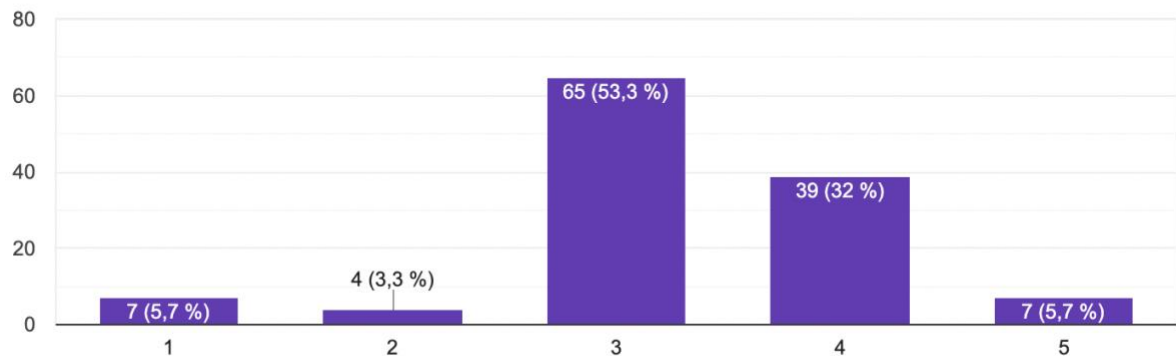


Figure 14 Pleasibility of Nike' s social media content

For this statement, 53,3% (65 peoples) said that they are not agree or disagree with this statement. 32% (39 peoples) said that they are slightly agree and 5,7% (7 peoples) are strongly agree with the question. Finally, 5,7% (7 peoples) are strongly disagree and 3,3% (4 peoples) are slightly disagree about the pleasibility of Nike's social media content.

According to the answers, mostly of the people said that they are not agree or disagree with this statement so the social media content of Nike is not very pleasant.

SMF 3. Following social media content about Nike can improve my shopping experience.

SMF3. Suivre le contenu des médias sociaux sur Nike peut améliorer mon expérience d'achat. / Following social media content about Nike can improve my shopping experience.

 Copier le graphique

122 réponses

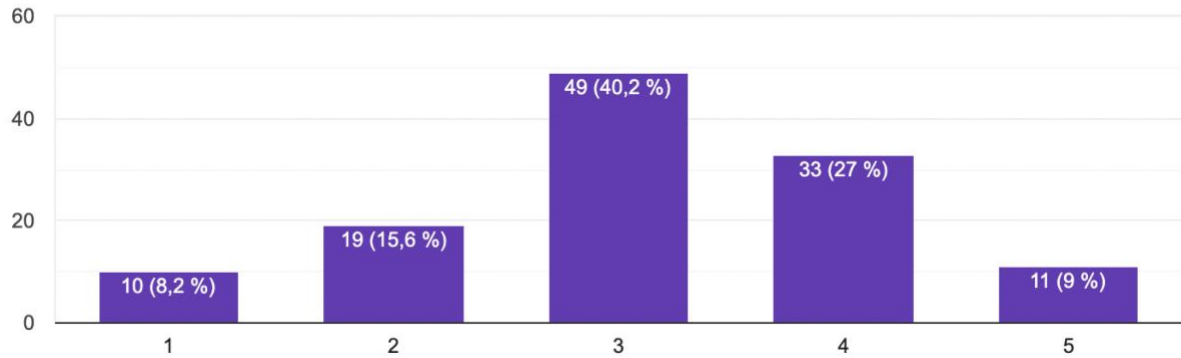


Figure 15 Improvement of respondents' shopping experience following Nike's social media contents

According to this graphic, 40,2% (49 peoples) said that they are not agree or disagree with the following statement, 27% (33 peoples) said that they are slightly agree and 15,6% (19 peoples) are slightly disagree. Finally, 9% (11 peoples) are strongly agree and 8,2% (10 peoples) are strongly disagree.

For most of the people, they said that they are not agree or disagree with this statement, and a part are slightly to strongly agree with it (44 peoples) so we can supposed that for the peoples engaged with Nike, if they follow social media content about Nike it can improves their shopping experience.

SMF 4. Following social media content about Nike can improve my shopping process.

SMF4. Suivre le contenu des médias sociaux sur Nike peut améliorer mon processus d'achat. / Following social media content about Nike can improve my shopping process.

 Copier le graphique

122 réponses

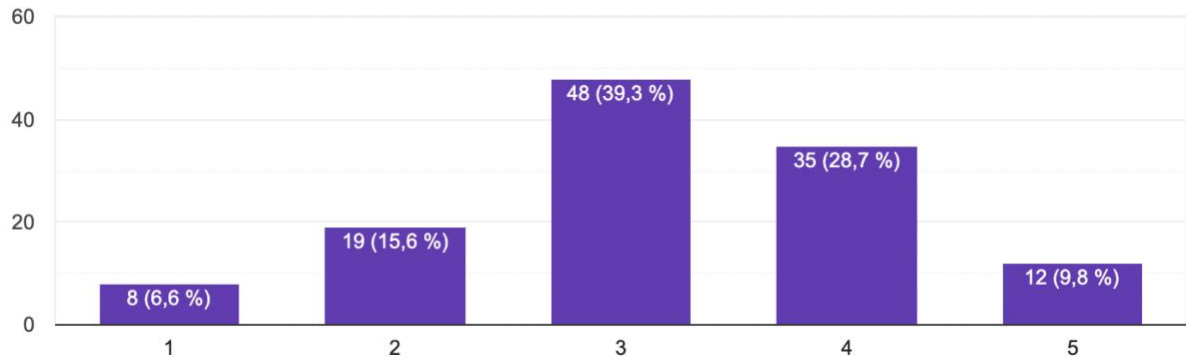


Figure 16 Improvement of respondents' shopping process following Nike's social media contents

According to the responders of the questionnary, 39,3% (48 peoples) said that they are not agree or disagree with this statement, 28,7% (35 peoples) are slightly agree and 15,6% (19 peoples) are slightly disagree. Finally, 9,8% (12 peoples) are strongly agree and 6,6% (8 peoples) are strongly disagree.

The main part of the responders (48 peoples) said that they are not agree or disagree with this statement but 47 peoples are slightly to strongly agree with it so we can conclude that following social media content about Nike can improve their shopping process.

4.3 Electronic Word of Mouth

For the following section, the answers will be graded on a scale from 1 to 5 where:

1 Strongly disagree

2 Slightly disagree

3 Nether agree nor disagree

4 Slightly agree

5 Strongly agree

EW1. When I have the opportunity, I am willing to share through social media Nike's brand related content with friends and relatives.

EWM1. Lorsque j'en ai l'occasion, je suis prêt à partager via les médias sociaux le contenu lié à la marque Nike avec mes amis et mes parents. /
When I have the opportunity, I am willing to share through social media Nike's brand related content with friends and relatives.

 Copier le graphique

122 réponses

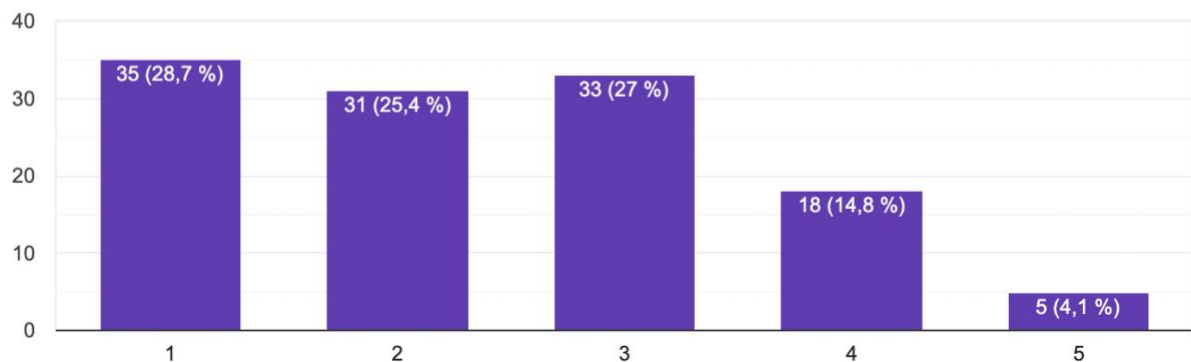


Figure 17 Respondents sharing Nike's brand related content with friends and relatives

Following this graphic, mostly of the responders are not agree with this statement, 28,7% (35 peoples) are strongly disagree and 25,4% (31 peoples) are slightly disagree. 27% (33 peoples) are not agree or disagree, they are neutral. Finally, 14,8% (18 peoples) are slightly agree and 4,1% (5 peoples) are strongly agree with the statement.

According to the responses, most of the people (66 peoples) are slightly to strongly disagree with the statement here, so we can defined that when they have the opportunity, they won't share through social media Nike's brand related content with their friends and relatives.

EW2. I encourage through social media my friends and relatives to buy Nike's product.

EWM2. J'encourage mes amis et mes parents à acheter le produit Nike via les médias sociaux. / I encourage through social media my friends and relatives to buy Nike's product.

 Copier le graphique

122 réponses

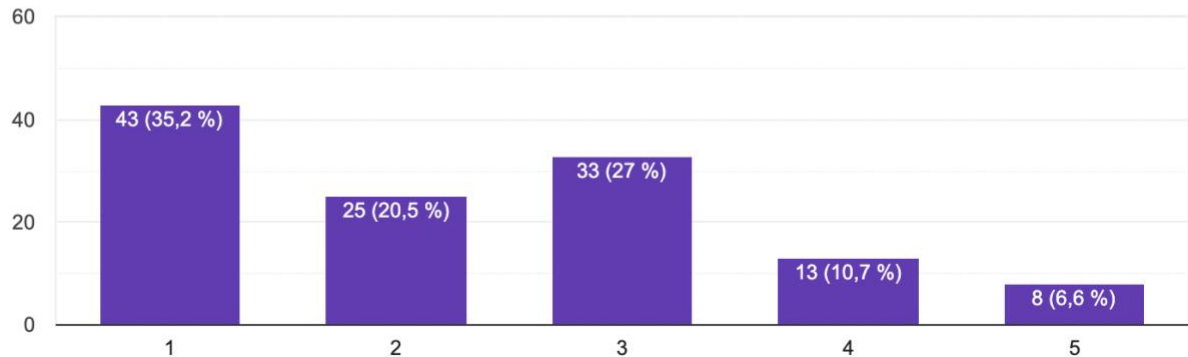


Figure 18 Encouragement by respondents through social media to buy Nike's product

Through this statement, we can see that 35,2% (43 peoples) are strongly disagree, 20,5% (25 peoples) are slightly disagree with the purpose. 27% (33 peoples) of the respondents are not agree or disagree, 10,7% (13 peoples) are slithgly agree and 6,6% (8 peoples) are strongly agree with the statement.

For most of the people (58 peoles), they are slightly to strongly disagree with the statement, so we can said that they don't encourage their friends and relatives to buy Nike's product on social media.

EW3. I am proud to communicate through social media to my friends and relatives that I have chosen a Nike's product.

EWM3. Je suis fier de communiquer via les médias sociaux à mes amis et à ma famille que j'ai choisi un produit Nike. / I am proud to communicate through social media to my friends and relatives that I have chosen a Nike's product.

 Copier le graphique

122 réponses

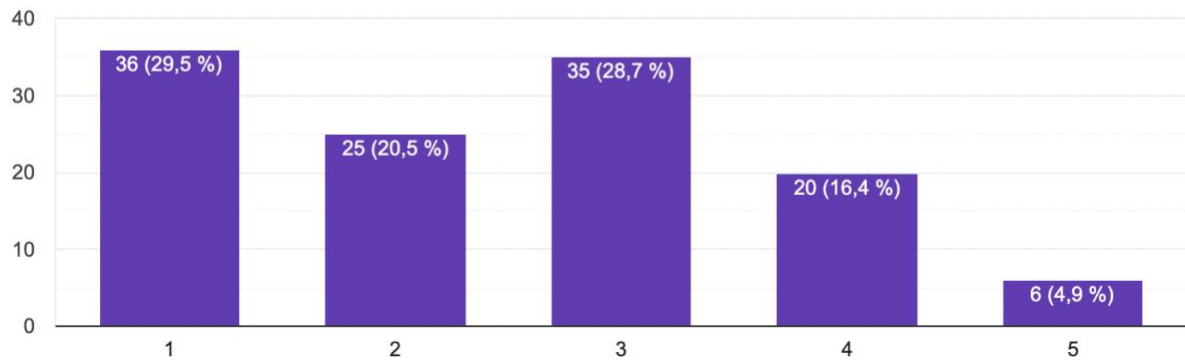


Figure 19 Communication through social media to friends and relatives the choice of a Nike's product

We can see that 29,5% (36 peoples) are strongly disagree with the statement and 20,5% (26 peoples) are slightly disagree with the statement. 28,7% (35 peoples) are neutral with this, 16,4% (20 peoples) are slightly agree and finally 4,9% (6 peoples) are strongly agree.

So for the main part of the responders, 51 peoples are not agree with the statement here, so they are not particulary proud to communicate through social media to their friends and relatives that they have chosen a Nike's product.

EW4. I like to introduce through social media Nike's products to everyone when it's possible

EWM4. J'aime présenter les produits de Nike à tout le monde sur les réseaux sociaux lorsque c'est possible. / I like to introduce through social media Nike's products to everyone when it's possible.

 Copier le graphique

122 réponses

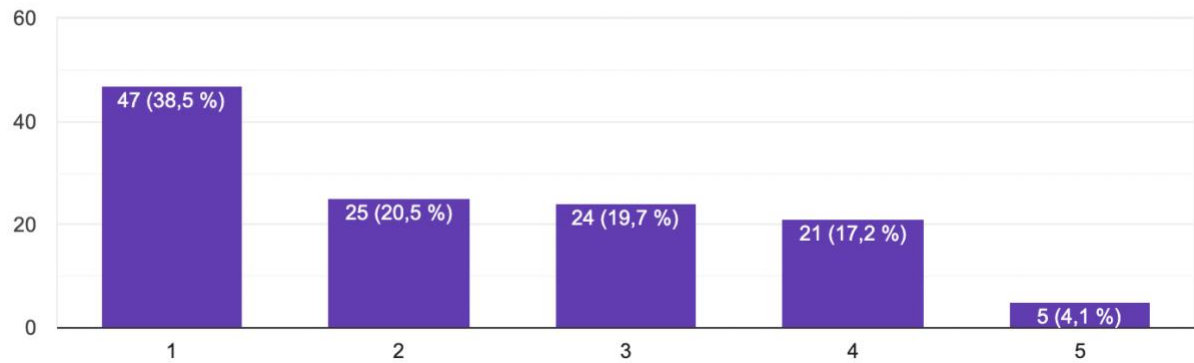


Figure 20 Introduction through social media Nike's product

According to this graphic, 38,5% (47 peoples) are strongly disagree with this purpose and 20,5% (25 peoples) are slightly disagree, 19,7% (24 peoples) are not agree or disagree, 17,2% (21 peoples) are slightly agree with the statement and 4,1% (5 peoples) are strongly agree with this statement.

We can deduct that mostly of the responders don't introduce to everyone through social media Nike's product when they get the occasion.

4.4 Informativeness

For the following section, the answers will be graded on a scale from 1 to 5 where:

1 Strongly disagree

2 Slightly disagree

3 Nether agree nor disagree

4 Slightly agree

5 Strongly agree

INF 1. Social media are good sources of information about Nike's products

INF1. Les médias sociaux sont de bonnes sources d'informations sur les produits Nike. / Social media are good sources of information about Nike's products

 Copier le graphique

122 réponses

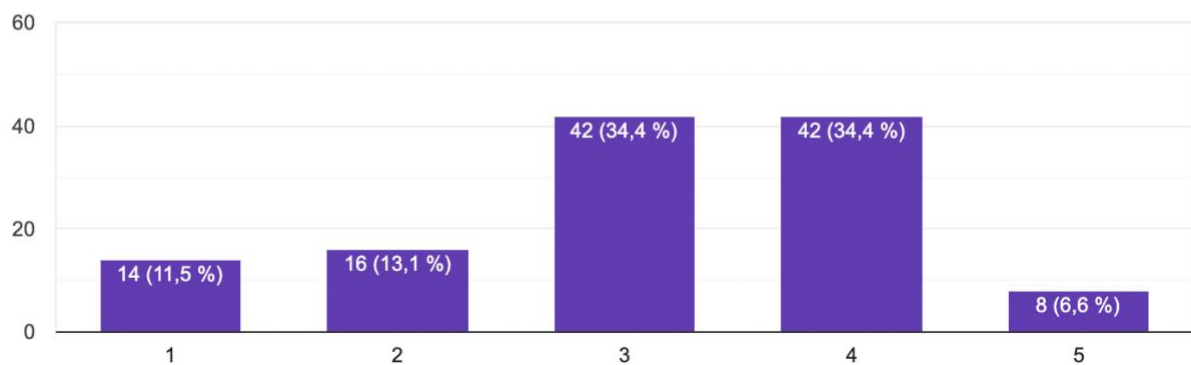


Figure 21 Social media are good source of information about Nike's product

According to the responders, 34,4% (42 peoples) are not agree or disagree with the statement, and 34,4% are slightly agree. 13,1% of the responders (16 peoples) are slightly disagree and 11, 5% are strongly disagree with the purpose. Finally, 6,6% (8 peoples) are strongly agree that social media are good sources of informations about Nike's product.

We can conclude that for less than the half of the responders the social media are good sources of informations about Nike's product.

INF 2. Social media supplie relevant information about Nike's product

INF2. Les médias sociaux fournissent des informations pertinentes sur les produits Nike. / Social media supplies relevant information about Nike's products.

 Copier le graphique

122 réponses

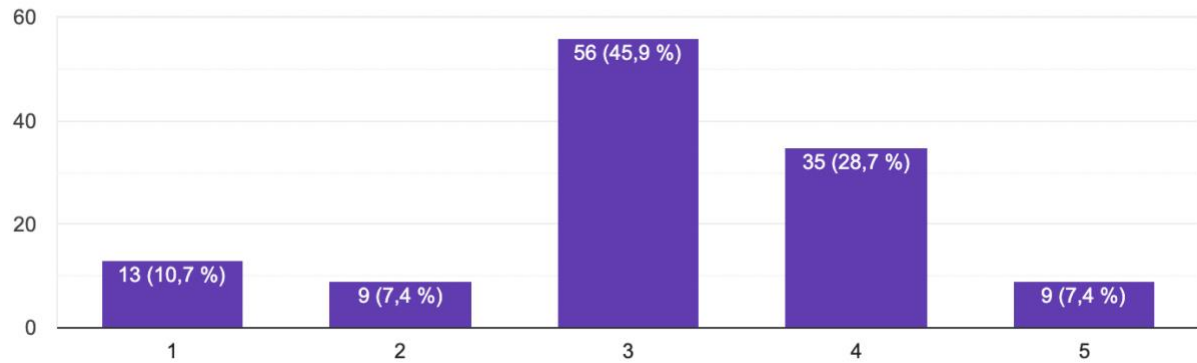


Figure 22 Social media supplies relevant information about Nike's product

For 45,9% (56 people), they are not agree or disagree with the statement, 28,7% (35 people) are slightly agree with it and 7,4% (9 people) are strongly agree. Contrary to the 10,7% (13 people) who are strongly disagree and 7,4% (9 people) are slightly disagree.

According to the answers, we can deduce that the social media don't supply or supply relevant information about Nike's product.

INF 3. Social media are informative about Nike's products.

INF3. Les médias sociaux sont instructifs sur les produits de Nike. /
Social media are informative about Nike's products.

 Copier le graphique

122 réponses

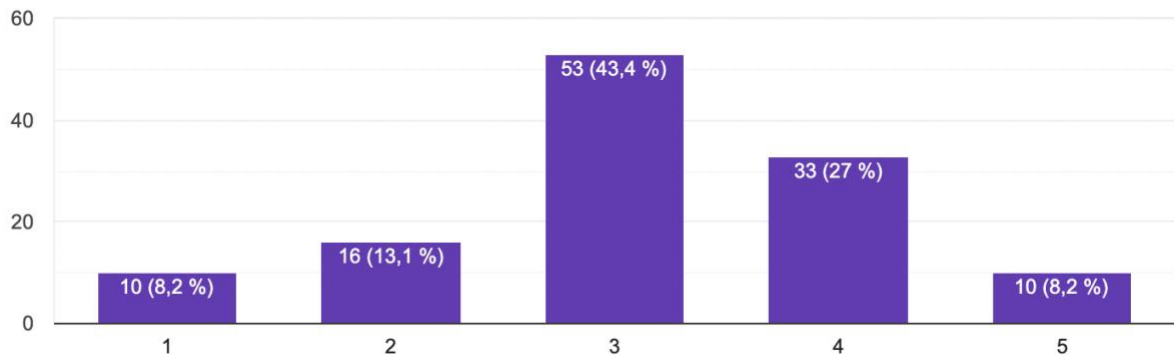


Figure 23 Informativeness of social media about Nike's products

According to these graphic, 43,4% (53 peoples) are agree or not agree with this statement, 27% are slightly agree and 8,2% are strongly agree with it. Moreover, 13,1% (16 peoples) are slightly disagree and 8,2% (10 peoples) are strongly disagree with the purpose.

Finally, we can say that for many people the social media are not as informative that we can pretend about Nike's products.

4.5 Customer Loyalty

For the following section, the answers will be graded on a scale from 1 to 5 where:

1 Strongly disagree

2 Slightly disagree

3 Nether agree nor disagree

4 Slightly agree

5 Strongly agree

CL 1. I consider myself to be loyal to the Nike brand

CL1. Je me considère fidèle à la marque Nike. / I consider myself to be loyal to the Nike brand.

 Copier le graphique

122 réponses

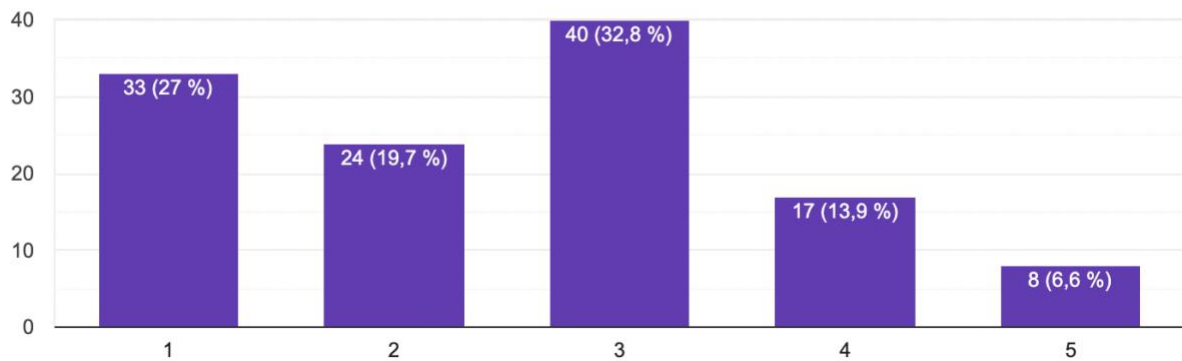


Figure 24 Respondents' loyalty to the Nike brand

According to the answers, 32,8% (40 peoples) are not agree or disagree. Moreover, 27% (33 peoples) are strongly disagree and 19,7% (24 peoples) are slightly disagree with the purpose. Finally, 13,9% (17 peoples) are slightly agree and 6,6% (8 peoples) are strongly agree with the statement.

In conclusion, we can said that many people don't have an opinion about this statement but a large part of the responders (57 peoples) don't consider themselves as a customer loyal to Nike's brand.

CL 2. When it comes to sport equipment, Nike brand would be my first choice.

CL2. En ce qui concerne l'équipement sportif, la marque Nike serait mon premier choix. / When it comes to sport equipment, Nike brand would be my first choice.

 Copier le graphique

122 réponses

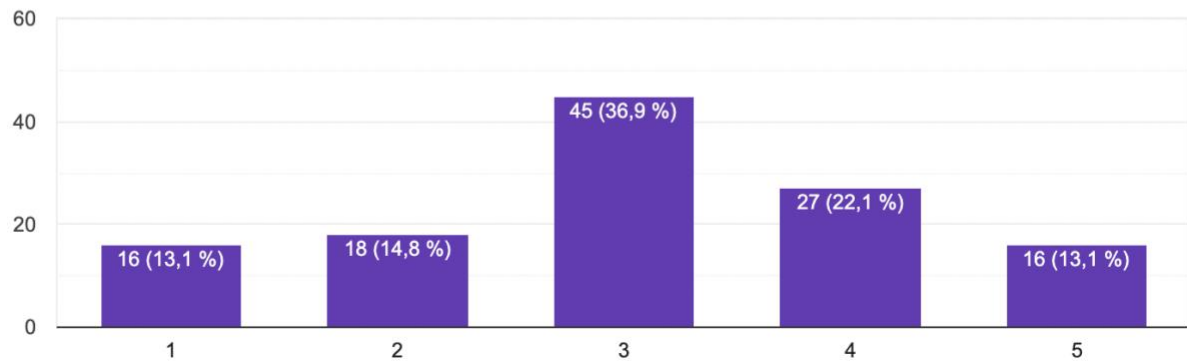


Figure 25 Nike is the first choice of the respondents for a sport equipment

For this statement, 36,9% (45 peoples) of the responders are not agree or disagree with the statement. Moreover 22,1% (27 peoples) are slightly agree and 13,1% (16 peoples) are strongly agree with the purpose. Finally, 14,8% (18 peoples) are slightly disagree and 13,1% (16 peoples) are strongly disagree with it.

According to the answers, the main part of the responders are not agree or disagree with the statement and 43 peoples are agree (at different level) with the statement.

CL 3. I will not buy other sports brands if the Nike brand is available at the store

CL3. Je n'achèterai pas d'autres marques de sport si la marque Nike est disponible au magasin. / I will not buy other sport brands if the Nike brand is available at the store.

 Copier le graphique

122 réponses

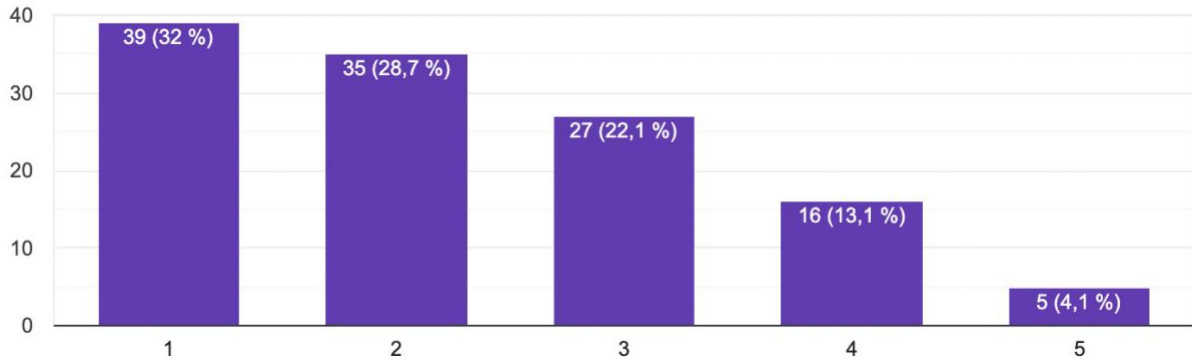


Figure 26 Respondents' fidelity to the Nike brand is other brands are available

According to the graphic, 32% (39 peoples) are strongly disagree with the purpose, 28,7% (35 peoples) are slightly disagree with it. 22,1% of the responders (27 peoples) are not agree or disagree with the statement, 13,1% (16 peoples) are slightly agree with it and 4,1% (5 peoples) are strongly agree with it. We can conclude that for the large part of the responders (74 peoples), they won't buy a sport product for Nike's brand if the brand is available with other sport brands in a shop.

4.6 Linear regression models

Table 1 Model summary of the SPSS calculation

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,681 ^a	,463	,450	,72696421154

a. Predictors: (Constant), @INF, EWM, SMF

Table 2 Model ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53,819	3	17,940	33,946	<,001 ^b
	Residual	62,360	118	,528		
	Total	116,179	121			

a. Dependent Variable: CL

b. Predictors: (Constant), @INF, EWM, SMF

Table 3 Summary of the coefficient with linear regression calculations

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,554	,292		1,896	,060
	SMF	,132	,133	,103	,989	,325
	EWM	,494	,077	,536	6,389	<,001
	@INF	,153	,093	,148	1,648	,102

a. Dependent Variable: CL

From the results of the SPSS calculation, we can see that the regression is significant (with significant level < 0,001%) so it confirms that at least one of the variable can explained the influence of social medias on the customer loyalty. In fact, the SMF variable is not significant (sig. level of 0,325) as well as INF variable (sig. level of 0,102). However, we can see that the EWF variable is significant (sig. level < 0,001) so it proves that the Electronic word of mouth is in relationship with the customer loyalty and can influence it with efficiency. Moreover, the model explains only about 46% of the variability of the customer loyalty, so it is evident that there are some other factors not studied here which could be determine and explain the different ways that the customer loyalty could be influence.

Summarizing:

Research hypothesis 1 is not supported.

Research hypothesis 2 is supported. Electronic Word of Mouth has a positive effect on customer loyalty.

Research hypothesis 3 is not supported.

5 Discussion

5.1 Limitations, reliability and validity

This research utilizes a quantitative mono-method approach, which one permits to gather a large quantity of responses and analyze it with efficiency, has the disadvantage to limiting the freedom of expression. This limitation restricts the ability to get a complete opinion from the responders. It could be fix by adding some open-ended questions into the survey or by interviewing some customers to obtain more qualitative data.

Another limitation of this project was the differences of generations in the use of social media. Around 80% of the responders was aged between 12-27 years old and for the Millennials and Gen X only around 10% and for the Boomers I and II only 1%. Moreover, the nationality of the responders (around 93% of people are from France) limits us in the plurality of the answers with different cultures or way to use social media in some other countries.

Despite the considerable size of the conducted analysis, its limitations raised question about the result's reliability. However, the author cannot completely relate his theoretical framework model to the validation. Yet, it highlights the potential influence of social media on customer loyalty because of several factors discussed herein.

In the end, regarding the validity of the study, the theoretical model proposed here (Figure 2) is essentially mapped out against a pre-existing model (Figure 1) and is readapted by the author to fit the topic analyzed here.

5.2 Answering the research questions

The work of this study is to focus the three research questions framed by the researcher as such at the start of the research undertaking.

Thus, utilizing results as defined in the fourth chapter, an answer is given to the three research questions.

It was whether Social Media Features (SMF) positively influence customer loyalty is the first research question that sought an answer. This characteristic, analyze in SPSS software, has not a significant effect on the customer loyalty so the author can conclude that Social Media Features has no effect on the customer loyalty.

The second research question was if the Electronic Word of Mouth (EWM) has a positive effect on the customer loyalty. The data collected via the survey can resolve these questions, confirming the analysis of the literature. Moreover, the analysis shows that Electronic Word of Mouth is a significant factor in explaining the influence of social media on the customer loyalty.

The third research question was if the Informativeness (INF) of social media has a positive effect on the customer loyalty. This characteristic, analyze in SPSS software, has not a significant effect on the customer loyalty, so the author can conclude that the Informativeness has no effect on the customer loyalty.

5.3 Dialogue between key results and knowledge base

5.3.1 Social Media Features and Customer Loyalty

The analysis of social media features (SMF) has no significant impact on customer loyalty in this study. This finding contrasts with studies such as those by Chang and Lu (2015), which said that interactive and personalized content raise the customer loyalty with creation of emotional connections. In this survey, the respondents were largely neutral about the enjoyment and pleasure about Nike's social media content, indicating that while interactive features exist, they might not be effective to build emotional engagement or drive customer loyalty. These results suggest that the presence of features like "likes" and "comments" is insufficient without strategic content that resonates emotionally with the targeted audience (Kaplan & Haenlein, 2010).

5.3.2 Electronic Word of Mouth

This factor has a significant influence on the customer loyalty. Aligning with the research conducted by Smith et al. (2012), in which the power of user-generated content in shaping brand perception is highlighted. In fact, positive Electronic Word of Mouth on platforms such as Facebook or Instagram can enhance a brand's reputation. These results support the fact that consumer trust is more effectively built through peer recommendations than through direct marketing messages (de Vries et al., 2012). The strong effect of EWM highlights its importance in a brand's social media strategy, particularly in managing customer relationships and boosting retention (Cheung & Thadani, 2012).

5.3.3 Informativeness

The informativeness variable has not a significant impact on customer loyalty (Table 3. Summary of the coefficient with linear regression calculations). Firstly highlighted as crucial for customer trust (Luo & Lee, 2015), it did not show a significant impact on loyalty in this research. The neutral responses to statements regarding the informativeness of Nike's social media content suggest that users might not perceive social media as a primary source of useful information. This challenges the assumption that providing more product details and insights alone can strengthen customer loyalty. It points to the need for a more engaging way of sharing information, perhaps blending informativeness with interactivity to capture customer interest and retain their loyalty (Mangold & Faulds, 2009).

5.4 Compliance with research ethics guidelines

It does maintain the rules of strict transparency in announcing the results, stating the conclusions of the study objectively according to the data collected and without exaggeration or distortion of facts.

To ensure the privacy and confidentiality of the survey's participants, an anonymous questionnaire was created and shared through Google Form, adhering to the principles of confidentiality and privacy. With these measures, the individual privacy is preserved, and any personal data are used in this thesis.

This report complies with all the ethical norms in citation and reference to sources. The study's exceptional role under the guidance of reliability and ethics is that it will contribute positively to the understanding of social media's impacts on aspects such as customer loyalty. More details can be found in the chapter 3.5: Ethical Consideration.

6 Conclusions

To summarize, this research dealt with three main research issues which pertained to the effects of social media features, electronic word of mouth and informativeness on customer loyalty. The findings presented in chapter 4 help to understand better the patterns of customer behavior in social media marketing strategies.

By and large, this study addressed one intriguing aspect of social network sites. It was not expected a clear distinction between attitudes towards social network sites and brand loyalty would be observed. On the contrary, the examination reveals that social media features have no clear effect on the customer loyalty metrics. This finding raises doubts as to the commonly held views on the ability of social media features to foster engagement and emotional attachment that ultimately drive loyalty.

In addition, the results reveal that electronic word of mouth has a positive impact on customer loyalty. This premises that other customers' recommendations and reviews, may it be online or offline, helps develop a brand image and positively impacts the customers' brand loyalty. Electronic word of mouth's positive effect highlights the importance of fostering positive word of mouth in social media marketing strategies.

Lastly, the research about the impact of informativeness on customer loyalty showed that providing detailed and relevant content alone does not affect the customer loyalty. This contradicts some research

that emphasized the importance of informativeness to build trust and long-term relationship. Finally in this study, informativeness was not found to be a significant variable to influence the customer loyalty.

6.1 Key Findings

According to the results in the Chapter 4, the study revealed different results for each concept.

For the Social Media Features, there is no significant relationship between the Social Media Features and customer loyalty. This challenges the assumption that Social Media Features is sufficient to build customer loyalty, and it suggest that other strategies may be required to make this variable effective.

Concerning the Electronic Word of Mouth, it has a positive and significant impact on the customer loyalty. This aligns with some existing research promoting the role of peer reviews in shaping customer loyalty.

Contrary to the expectations, Informativeness has not a significant impact on the customer loyalty. These results suggest that while useful information is valuable, if it is alone so it does not ensure long-term engagement from customer.

6.2 Managerial implications

The survey results showed that Social Media Features and Informativeness are not enough significant to impact the customer loyalty in social media marketing strategies.

However, these results offer the possibility to improve the social media marketing strategies by combining maybe other factors which can improve their efficiency within the customer loyalty and developing new ways to promote contents on social media.

6.3 Recommendations for future research

In the section, I provide recommendations on how to improve and overcome the limitations of my thesis.

Firstly, to examine other demographics samples, including older age group to determine the impact of Social Media Features, Electronic Word of Mouth and Informativeness varies across different generations.

Secondly, researchers should investigate other factors that may influence the customer loyalty, for example the emotional engagement to gain a more comprehensive understanding of social media's impact on it.

Finally, further studies could include qualitative methods such as interviews to gain deeper insights on the emotional aspect of customer loyalty that cannot be captured in quantitative surveys.

References

- (2023). 3. Social Media Advertising, Celebrity Endorsement, And Electronic Word-of-Mouth Effect on Health Supplement Purchasing Behaviour. *Asian Journal of Research in Business and Management*, doi: 10.55057/ajrbm.2022.4.4.15
- Anuradha, Goswami., S., Vijayakumar, Bharathi., Ramakrishnan, Raman., Apoorva, Vikrant, Kulkarni., Shaji, Joseph., Bhooshan, P., Kelkar. (2013). 2. Synergies between social media features and user engagement to enhance online brand visibility - a conceptual model. *Social Science Research Network*,
- Bambang, Susanto., Endang, Ruswanti. (2024). 2. The Influence of Social Media Marketing Activities on Brand Loyalty in Mobile Phone Products. *Eduvest*, doi: 10.59188/eduvest.v4i1.1001
- Bharat, Rai., Rewan, Kumar, Dahal. (2024). 2. Social Media Marketing Initiatives and Brand Loyalty. *Nepal journal of multidisciplinary research*, doi: 10.3126/njmr.v7i1.65241
- Bulut, Dülek., İbrahim, Aydin. (2020). 4. Effect of social media marketing on e-wom, brand loyalty, and purchase intent. doi: 10.29029/BUSBED.734350
- Chang, Y., & Lu, H.-P. (2015). Understanding social networking sites (SNSs) continuance intention: A service quality perspective. *Information & Management*, 52(1), 66-76. <https://doi.org/10.1016/j.im.2014.10.002>
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461-470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Chikal, Adi, Pratama., RR, Dyah, Astarini. (2023). 5. Electronic Word of Mouth as a Predictor of Purchase Intention: Evidence from Instagram and TikTok in Indonesia. *International Journal of Digital Entrepreneurship and Business*, doi: 10.52238/ideb.v4i2.119
- de Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83-91. <https://doi.org/10.1016/j.intmar.2012.01.003>
- Fischer, E., & Reuber, A. R. (2010). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*, 26(1), 1-18. <https://doi.org/10.1016/j.jbusvent.2010.09.002>
- George, Wilson., Oliver, Johnson., William, L., Brown. (2024). 4. The Influence of Social Media Marketing on Brand Loyalty. doi: 10.20944/preprints202408.0332.v1
- Ghofifah, Umi, Sastri. (2023). 2. Pengaruh Electronic Word Of Mouth (E-WOM), Perceived Quality, dan Social Media Marketing Terhadap Keputusan Pembelian Produk Mayoutfit. *Jurnal Ekobis Dewantara*, doi: 10.30738/ed_en.v6i3.3846

Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387–404. <https://doi.org/10.2501/ijmr-2014-025>

Ismed, Jayad., Agung, Minto, Wahyu., Sumardi. (2023). 4. The influence of electronic word of mouth and social media marketing on brand image and interest in buying e-commerce cosmetic products. doi: 10.56107/penanomics.v2i1.95

Ismed, Jayad., Agung, Minto, Wahyu., Sumardi. (2023). 5. The influence of electronic word of mouth and social media marketing on brand image and interest in buying e-commerce cosmetic products. doi: 10.56107/penanomics.v2i1.95

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486. <https://doi.org/10.1016/j.jbusres.2011.10.014>

Kristiyono, Y. R., Supratikno, H., & Hariandja, E. S. (2023). The role of social media marketing (SMM) in building frozen food brand loyalty. *Innovative Marketing*, 19(4), 173–186. [https://doi.org/10.21511/im.19\(4\).2023.14](https://doi.org/10.21511/im.19(4).2023.14)

Kussusanti, Kussusanti., Imsar, Gunawan. (2024). 1. Optimizing Positive e-Word of Mouth: Unveiling the Influence of Brand Personification, Social Presence, and Message Characteristics. *Ekspresi dan Persepsi : Jurnal Ilmu Komunikasi*, doi: 10.33822/jep.v7i1.7185

Lena, Ellitan. (2022). 1. The role of social media marketing, brand awareness and e-wom to increase purchase decision. doi: 10.56799/ekoma.v2i1.882

Luo, X., & Lee, J. (2015). The effect of the presence of the internet and social media on customer loyalty. *Journal of Marketing Science*, 14(3), 22–30. <https://doi.org/10.1016/j.intmar.2012.04.001>

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), 357–365. <https://doi.org/10.1016/j.bushor.2009.03.002>

Ms., K., Lakshmi, Revathi., Dr, T., Varalakshmi., G., Dharani. (2024). 2. Social Media in Business: Leveraging Platforms for Marketing and Communication Strategies. *Deleted Journal*, doi: 10.47392/irjaem.2024.0234

Mohsin, Raza. (2023). 1. The Impact of Social Media Marketing on Customer Loyalty. *Research Journal for Societal Issues*, doi: 10.56976/rjsi.v5i4.193

Mokhtar, Elareshi., Mohammed, Habes., Amjad, Omar, Safori., Razaz, Waheeb, Attar., Muhammad, Noor, Al, adwan., Waleed, Mugahed, Al-Rahmi. (2023). 1. Understanding the Effects of Social Media Marketing on Customers' Bank Loyalty: A SEM Approach. *Electronics*, doi: 10.3390/electronics12081822

Muhammad, Adnan, Bashir., Ummi, Naiemah, Binti, Saraih., Raghava, Rao, Gundala., Junaid, Ansari., Muhammad, Azeem, Qureshi., Shiraz, Ahmed. (2024). 5. Digital Influence: Examining Social Media Marketing Dynamics and How They Affect Consumer Brand Loyalty. Wseas Transactions On Business And Economics, doi: 10.37394/23207.2024.21.128

Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. Kogan Page Publishers. <https://books.google.fi/books>

Simona, Vinerean. (2017). 5. *Importance of Strategic Social Media Marketing*.

Smith, A. N., Fischer, E., & Yongjian, C. (2012). How does brand-related user-generated content differ across YouTube, Facebook, and Twitter? *Journal of Interactive Marketing*, 26(2), 102-113. <https://doi.org/10.1016/j.intmar.2012.01.002>

V., V., Shendrik. (2024). 1. *Social Media and Affordable Internet Marketing for Small Businesses. Učenyje zapiski Rossijskoj Akademii predprinimatel'stva. Rol' i mesto predprinimatel'stva v èkonomike Rossii*, doi: 10.24182/2073-6258-2024-23-1-67-74

Weizhe, Mu., Yating, Yi. (2024). 3. The Impact of Social Media Advertising Features of Emerging Direct-to-Consumer Brands on Consumer Loyalty. doi: 10.2139/ssrn.4721429

Appendices

Appendix 1. Questionnaire

Q1. Quel âge avez-vous? / How old are you?

- 12 – 27 (Generation Z)
- 28 – 43 (Millennials)
- 44 – 59 (Gen X)
- 60 – 69 (Boomers II)
- 70 – 78 (Boomers I*)

Q2. Nationalité /Nationality

- France
- Afghanistan
- Akrotiri
- ...

Q3. Genre / Gender

- Femme / Female
- Homme / Man
- Non-binaire / Non-binary
- Ne préfère pas répondre / Prefer not to say

Q4. Statut / Status

- Etudiant / Student
- Employé / Employed
- Chômage / Unemployed
- Au foyer / Taking care of the house
- Retraité / Retired
- Autre / Other

Q5. Dépenses mensuelles / Monthly Discretionary Expenditure. (€)

- <150
- 150-350
- 350-700
- 700-1400
- >1400

Q6. Dans quelle mesure les recommandations des médias sociaux sont-elles influentes dans vos décisions d'achat par rapport à la publicité traditionnelle ? / How influential are social media recommendations in your purchasing decisions compared to traditional advertising ?

- Très peu influentes / Much less influential
- Peu influentes / Less influential
- Neutre / Equally influential
- Plutôt influentes / More influential
- Très influentes / Much more influential

Q7. Avez-vous déjà participé à des programmes de fidélité ou à des promotions offertes par des marques sur les médias sociaux ? / Have you ever participated in loyalty programs or promotions offered by brands on social media ?

- Oui / Yes
- Non / No

Q8. À quelle fréquence partagez-vous ou republiez-vous du contenu sur les plateformes de médias sociaux ? / How often do you share or repost content on social media platforms ?

- Plusieurs fois par jour / Multiple times a day
- Une fois par jour / Once a day
- Plusieurs fois par semaine / Few times a week
- Une fois par semaine / Once a week
- Rarement / Rarely
- Jamais / Never

Q9. Quelle est la probabilité que vous interagissiez avec du contenu de marque sur les médias sociaux (par exemple, aimer, commenter, partager) ? / How likely are you to engage with branded content on social media (e.g., liking, commenting, sharing) ?

- Pas du tout probable / Not at all likely
- Peu probable / Slightly likely
- Neutre / Neutral
- Plutôt probable / Moderately likely
- Très probable / Very likely

Fonctionnalités des médias sociaux / Social Media Features

Q10. SMF1. Le contenu des médias sociaux sur Nike est agréable. / Social media content about Nike is enjoyable.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q11. SMF2. Le contenu des médias sociaux concernant Nike est plaisant. / Social media content about Nike is pleasing.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q12. SMF3. Suivre le contenu des médias sociaux sur Nike peut améliorer mon expérience d'achat. / Following social media content about Nike can improve my shopping experience.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree

- 4 Slightly agree
- 5 Strongly agree

Q14. SMF4. Suivre le contenu des médias sociaux sur Nike peut améliorer mon processus d'achat. / Following social media content about Nike can improve my shopping process.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Bouches à oreilles sur Internet / Electronic Word of Mouth

Q15. EWM1. Lorsque j'en ai l'occasion, je suis prêt à partager via les médias sociaux le contenu lié à la marque Nike avec mes amis et mes parents. / When I have the opportunity, I am willing to share through social media Nike's brand related content with friends and relatives.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q16. EWM2. J'encourage mes amis et mes parents à acheter le produit Nike via les médias sociaux. / I encourage through social media my friends and relatives to buy Nike's product.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q17. EWM3. Je suis fier de communiquer via les médias sociaux à mes amis et à ma famille que j'ai choisi un produit Nike. / I am proud to communicate through social media to my friends and relatives that I have chosen a Nike's product.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q18. EWM4. J'aime présenter les produits de Nike à tout le monde sur les réseaux sociaux lorsque c'est possible. / I like to introduce through social media Nike's products to everyone when it's possible.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Informativité / Informativeness

Q19. INF1. Les médias sociaux sont de bonnes sources d'informations sur les produits Nike. / Social media are good sources of information about Nike's products

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q20. INF2. Les médias sociaux fournissent des informations pertinentes sur les produits Nike. / Social media provide relevant information about Nike's products.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Neither agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q21. INF3. Les médias sociaux sont instructifs sur les produits de Nike. / Social media are informative about Nike's products.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Neither agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Fidélité Cliente / Customer Loyalty

Q22. CL1. Je me considère fidèle à la marque Nike. / I consider myself to be loyal to the Nike brand.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Neither agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q23. CL2. En ce qui concerne l'équipement sportif, la marque Nike serait mon premier choix. / When it comes to sport equipment, Nike brand would be my first choice.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree

Q24. CL3. Je n'achèterai pas d'autres marques de sport si la marque Nike est disponible au magasin. / I will not buy other sport brands if the Nike brand is available at the store.

- 1 Strongly disagree
- 2 Slightly disagree
- 3 Nether agree nor disagree
- 4 Slightly agree
- 5 Strongly agree