

**YANGON UNIVERSITY OF ECONOMICS**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**MBA PROGRAMME**

**EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES**  
**ON BRAND LOYALTY OF ESCORT FASHION**

**PWINT MYAT MAR**

**MBA II – 38**

**MBA 23<sup>rd</sup> BATCH**

**DECEMBER, 2019**

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**ACADEMIC YEAR (2017 – 2019)**

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A thesis submitted to the Board of Examiners in partial fulfilment of the requirements for  
the degree of Master of Business Administration (MBA)

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## **ABSTRACT**

The purposes of this study are to examine the effect of social media marketing activities on customer engagement and to analyze the effect of customer engagement on brand loyalty of Escort Fashion Brand. The data are collected from 303 respondents with structured questionnaires which is designed with five-point Likert scale in Yangon. According to the finding, Interaction and advertisement have a significant effect on all dimensions of customer engagement. Among these five dimensions, it is found out that customization have a positive effect on retention and advocacy and commitment and advocacy is affected by entertainment. It is found out that all dimensions of customer engagement can also have effect on brand loyalty. As a result, the study recommended that Escort Fashion brand should focus on the customer feedback, sharing their experience, brand advertisement and providing new entertainment services for social media marketing activities to boost brand loyalty through customer engagement.

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# CHAPTER 1

## INTRODUCTION

The development of social media on the internet has changed the way people interact with each other and sharing of information. The entire marketing landscape of the traditional marketing is shifting towards social media marketing (Cicek & Erdogmus, 2012). Businesses are now more active on social media compare to the past (Hainla, 2017). Some businesses have more than one presence on social media platforms to interact with social media users.

Consumers started to be exposed to an excessive amount of advertisements through the advent of mass media. On the one hand, this was a great opportunity for consumers to acquire information about products and services of companies. It is undeniable that the use of social media keeps increasing these days.

Almost everyone has a social media account and is always up-to-date with their social media account, according to Statistic brain. One of the most popular social media is Facebook, as of the fourth quarter of 2018, it had 2.32 billion monthly active users with the high use of social media marketers, who also see that social media can be used as a quite effective marketing tool, because social media can also boost engagement with customers, which in turn have an impact on customer loyalty to the brand. Social media is a tool that many marketers use to increase engagement and brand loyalty, as through social media, companies can create two-way direct communication flow, fast and interactive communication between the company and its customers. This was confirmed by Tabroni, where social media invite anyone who is interested in the participation by contributing and giving feedback openly and share information in a short time unlimitedly (Tabroni, 2014).

The high level of social media used by the public, especially in Myanmar, is also the reason of why social media became an important tool for improving engagement with customers, which in turn is expected to make customers more loyal to the brand. Myanmar, people are changing their lifestyle and social media usage is highly competitive which is the most effective way to communicate with consumers and the business owner can know their needs and wants of each kind of business and also they will get the competitive advantage over other competitors.

Furthermore, it can be revealed that at least half of Twitter and Facebook users claim that they were more likely to discuss, recommend or purchase the company's products after they began to follow and engage with companies on social media. This statement is supported by research conducted by (Cicek & Erdogmus, 2012) who argued that customer loyalty to a brand is positively affected when the brand offers a profitable campaign and relevant contents on social media.

Social media has become an increasingly popular platform for brand communication and consumer engagement over the past few years. Engagement may take place when customers are loyal and delighted, share their experiences in their social networks with others and become advocates for a product, brand or business. The business has had to create strong emotional bonds with customers to achieve customer engagement. Customer involvement engages customers in value creation, increases their loyalty and converts customers into fans. (Hofman-Kohlmeyer, 2017)

## **1.1 Rationale of the Study**

South-East Asia region is seeing a boom in the e-commerce, and in Myanmar, the government commitments and initiatives, and as well as private sector such as shop.com.mm eyeing on Myanmar as the regional distribution hub for their e-commerce businesses. In Myanmar, e-commerce merchants are expecting a fierce fight to be competitive, brand awareness, and the engagement with the consumers to attract and retain customer base.

Therefore, this research played a pivotal role to provide an understanding of the current social media context, especially in our country Myanmar. The critical elements investigated in this study has significant influence on the consumer's decision to purchase a product or service. Consumers are progressively shifting away from traditional media to digital media for day-to-day information. Marketers that advocate traditional marketing media now could explore digital marketing on various platforms.

Social media marketing does works differently from traditional marketing efforts (Cicek & Erdogmus, 2012). It is a platform where both business and consumers co-creating and receiving information about a product or service. The information created through social media marketing played a significant role in influencing other consumers in the

making purchase decisions. The social media marketing stands as a medium to advocate marketing to the consumers.

The retaining loyal customers are ever tougher with digital marketing channels. Consumers are exposed to many brands everyday on social media platform and there is a notable change in the brand loyalty. The evolving needs of different generations in this digital age, and the loyalty pledge to brands are no longer satisfactory because consumers are widely exposed to newer brands everyday on social media that are thriving to establish the connection with consumers rather promoting the products. Therefore, it is an opportunity for marketers to effectively engage Myanmar consumers to build the brand affections.

According to the current trends in the field of marketing, technological advancements that have allowed our culture to communicate in real time and the utilization of social networking sites to conveniently access product reviews from other ordinary consumers, are both partially responsible for the recent development of personal relationships between consumer and brand.

It is imperative for a company to provide effective customer service to increase brand loyalty. Now, companies maximize upon this by directly communicating with their consumers through social media, whether they are responding to positive feedback, or generating better understanding as to why a consumer was unhappy with their product. Through researching the latest social media marketing tactics used to improve the customer engagement, it will be useful for public relations and marketing professionals who utilize this means of communication for a brand.

This study is conducted on how effectively Escort Fashion is using social media marketing (Facebook) as a marketing tool in their marketing and loyalty. Having a social media page to display their products is generating endless opportunities for business owners and consumers, i.e. saving time and money. Myanmar has more than 8 million Facebook users, including over 2 million fans, such as on the Facebook page of Escort Fashion. Escort Fashion has been focusing on the social media marketing via Facebook since their brand was started. Escort has now become the most popular brand in Yangon. Because of a reasonable price, it is easy to buy trendy designs for medium-class young people. That is why researching Escort Fashion brand would be the best reason why social media marketing plays a major role in building positive customer engagement and brand loyalty.

## **1.2 Objectives of the Study**

This study is to identify and examine brand loyalty of Escort Fashion Brand through social media marketing. Besides that, this research is to ascertain the relationships between of both social media marketing activities and customer engagement among the customers in Yangon leading to brand loyalty.

The main objectives of the study are as follows:

- (1) To analyze the effect of social media marketing activities on customer engagement of Escort Fashion brand.
- (2) To examine the effect of customer engagement on brand loyalty of Escort Fashion brand.

## **1.3 Scope and Method of the Study**

The aim of this study is the Effect of Social Media Marketing Activities on Brand Loyalty of Escort Fashion. This study was done by the descriptive analysis methods. Quantitative research methodology was used for this study. A simple random sampling of unknown population standard used as a sampling technique. The sample size is 384 by using the Cochran formula to find the sample size calculation for a 95% interval for and unknown population and consists of people with the age between (15 to 45) years old in Yangon.

This analysis used both primary and secondary data. The primary data was collected with survey to the respondents by using the structured questionnaire. Only 303 respondents are responded back the survey questionnaires. The questionnaire is designed using multiple choices and 5 point Likert scale type questionnaires to collect data by the online surveys. The structural questionnaire was used to explore social media marketing activities on customer engagement and brand loyalty of Escort Fashion Brand.

The scope of result is intended to customers who make decisions through the social media marketing activities. Mean values of each variable were calculated in this study. The strength of the relationship was measured by multiple linear regression using SPSS statistic software. The secondary data is collected from reports, journals from reports, journals, the literature, journals, web search and some previous papers.

#### **1.4 Organization of the Study**

This study is organized by five chapters. In chapter one, it begins with the introduction of this paper which includes the rationale of the study, objectives of the study, scope and method of the study and the organization of the study. At chapter two, it discusses with the theoretical background, activities concerning on customer engagement theory and the chapter three describes to identify the social media marketing activities concerning of Escort Fashion Brand. The chapter four focus on the analysis on the effect of social media marketing activities on consumer engagement of Escort Fashion Brand and its relationship between customer engagement and its brand loyalty. Lastly, chapter five is conclusion chapter which described the findings and discussions, suggestions and recommendations and limitation and needs for further research.

## CHAPTER 2

### THEORETICAL BACKGROUND

This chapter attempts to explain the literature for the theoretical background and concepts that relevant to the study of social media marketing activities to understand customer engagement towards brand loyalty and the conceptual framework of this study.

Nowadays, marketers have the opportunity to engage in broader and more innovative forms of online media communications by using social media marketing tools. Social networking is also a significant target area for marketers seeking to engage users (Motwani, Shrimali, & Agarwal , 2014). It is relatively low-cost form of marketing that enables organizations to engage in direct and end user interaction. Customers influence other customers (Motwani, Shrimali, & Agarwal , 2014). Their attitude affects repurchase which further affect future earnings and long-term organizational sustainability.

#### 2.1 Social Media

Social Media defines the type of media based on online conversation and people to people interaction. Social media also appears in many different forms, including Internet forums, social blogs, microblogging, pictures, and video. It also includes technologies such as e-mail, picture-sharing, blogs, wall-postings, and music-sharing (Frost & Strauss, 2016). Social media is a tool that many marketers use to increase customer engagement and brand loyalty, as through social media, companies can create two-way direct communication flow, fast and interactive communication between the company and its customers.

Social Media platforms become one of the online portals driven by technology and it enhances the use, steaming and sharing of multimedia content (voice, video and data). These platforms are transforming into the fast-growing ‘virtual communities’ in the emerging global village (Nielsen & Razmerita, 2014). The easy accessibility to anyone anywhere across the world with internet access makes it potential marketplace where brands can easily promote their products and engage the targeted customers. Increased communication on social media platforms for organization fosters customer engagement and improved customer loyalty on the brand.

Social media is composed of a variety of platforms in which information is created and exchanged by individuals online (Mangold & Faulds, 2009). There is 5 Social media platform which are mostly popular in Myanmar. Some examples of these include- (i) Blogs: WordPress, Blogger/Blog Spot (ii) Social Networks: Facebook, Google, LinkIn (iii) Communities share multimedia content: YouTube, iTunes (iv) Communities share personal information: Twitter, Instagram (v) Community share a message via WhatsApp, Viber, Facebook Messengers, (We are Social, 2015)

### **2.1.1 Social Media in Fashion Retailer**

Fashion is everywhere, mostly due to the internet. Its engaging experience offers the customers the opportunity to voice opinions and challenge fashion critics in the past two years. The use of social media technology encourages customers to interact with brands. These customer interactions build the brand by increasing the brand awareness, involvement and engagement thus adding the brand recall and stimulating purchase (McEachern , 2014) . Blogs and social networks like Facebook, Twitter, YouTube, Instagram, WeChat and Viber offer fashion brands ways to connect with audiences (Ozdemir & Aydin, 2015). Though many fashion brands consider social networking would weaken the relationship with customer, social media is now considered as an opportunity to improve customer relationships and to ultimately capture a larger audience (Mohr, 2013).

The development of social media has boosted interest in word of mouth (WOM) and virtual marketing among clothing or fashion brands. Word of mouth (WOM) is interpersonal communication between customers on products and services, is one of the most powerful sources of customer market information. (Mohr, 2013). It becomes crucial and most effective as WOM through the internet, regardless of whether the information is good or bad (Duley, 2015).

It becomes increasingly challenging to sort out the facts for the follower of the social media page since the immediacy of the information is extreme with no standard to find the truth. The spread of information takes people to a common sphere to exchange views (Mohr, 2013). Now, customers can meet the latest looks from fusionist and trend setters as well as share favorites fashion finds and outfits. Even more like Facebook, users interact with styles and share Twitter post tweets (Mohr, 2013).

## **2.2 Social Media Marketing**

Social media marketing could be described the processing of traffic or brand awareness through social media platforms like Facebook, Instagram, LinkedIn and YouTube. Social media could be described as new foundations of information that is effectively created, originated, disseminated and applied by consumer's intent on educating each other about products, services, brands, personalities and issues (Blackshaw, 2006). Social media marketing differs from traditional marketing methods; thus, to achieve brand image and loyalty, it needs special attention and strategy building.

Companies also need to stay away from big campaigns and stick with small acts since some small campaigns can easily reach more people and achieve the goals in a very short time (Coon, 2010). In its customer communication, social media marketing is also sincere and trying to show what the brand is rather than trying to control its image. Finally, today's customers are more active and busy, therefore every social media outlet such as Facebook, Twitter, Blogs, Forums should be available and accessible to business (Gordhammer, 2019). Social media marketing is becoming the newest and up-to-date source of information for the customers (Hamind, Bukhari, Ravana, Norman, & Ijab, 2016) because information is concurrently shared in real-time on the social media platforms.

### **2.2.1 Social Media Marketing Activities**

It is possible for social media to have a functional role in the marketing actions of businesses with framing and defining and also applying the marketing activities in an effective way on the social media. Social media marketing activities can be varying and modified depend on the industry. One of the leading classification of social media marketing for luxurious brands as entertainment, interaction, trendiness, customization and word of mouth communication (Kim & Ko, 2012). Purchase intention is added to those components (Koivulenhto, 2017). In airline industry, perceived risk is added as a social media marketing activities (Seo & Park, 2018). In insurance services, It has identified the components of social media marketing activities as interaction, trendiness, customization and perceived risk (Sano, 2014). In this research, social media marketing activities have been considered as entertainment, interaction, trendiness, advertisement, and customization.

**(a) Entertainment**

Entertainment is a vital part that encourages participant behavior and continuity of follow-up which brings into being positive emotions and feelings about the brand in the followers' mind and thoughts on social media (Kang, 2005). Even if the reason for using social media differ, the individual emphasizes on the content which arouses their attention and makes them feeling of amusing and pleasing (Manthiou, Chiang, & Tang, 2013). In that respect, with the understanding of entertaining shares, business should advocate liking and sharing or large number of people and be able to turn it into an advantage (Schivinski & Dabrowski, 2015). It outcomes from the fun and play appear from the experience on social media (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008). From a hedonic perspective, social media users are assumed as pleasure seekers, feeling the entertainment and enjoyment that occurs in social media activities (Manthiou, Chiang, & Tang, 2013)

**(b) Trendiness**

Trendiness refers the latest and current information on products for customer (Godey, et al., 2016). Social media trendiness is the information that covers for motivations, namely, surveillance knowledge, pre-purchase information and inspiration. Trendiness is the social media tool for grabbing attention by providing customers with the most recent information on the latest trends. Surveillance refers to the observation of the updates on the social environment of specific consumers. Knowledge refers to the information provided by brands to tell consumes about their products. Pre purchase information refers to product reviews on brand communities which can help customers make the right buying decision. Lastly, inspiration describes how customers follow information related to the brand and obtain new ideas which they consider to be a source of inspiration.

**(c) Interaction**

Unlike the traditional mass communication channels, social media can assist the process of the interaction, content sharing and collaboration of businesses with their customers (Wang, 2012). It is possible to attain the customers' requests, needs, opinions and suggestions on the products and the brands in real time by utilizing social media as the interactive communication between business and customer (Vukasovic, 2013). Social interaction in virtual worlds where customers can communicate and interact in real time can be used to connect with other customers, facilitate information and experiences and retrieve customer input (Tikkanen, Hietanen, Henttonen, & Rokka, 2009).

**(d) Advertising**

Advertising refers to the promotional and advertising campaigns which businesses have run through the social media platform for developing customer portfolio and for increasing in sales (Duffett, 2017). Findings on the effects of social media marketing activities on perceptions and awareness of the customers have indicated that advertising is one of the significant parts of social media marketing activities (Mangold & Faulds, 2009).

**(e) Customization**

Customization refers to the creating of customer satisfaction based on the contact of the business with individual user (Seo & Park, 2018). Businesses can quickly deliver the uniqueness of the product and brand to the customers by means of peer to peer communication through social media. Moreover, they can also deal with their individual each problem and can be influential on product and brand preferences by making touches that will make the customer feel important.

### **2.3 Customer Engagement**

Customer Engagement is a psychological process that has formed the underlying customer loyalty from the new customers, as well as the mechanism through which the customer loyalty can be sustained for regular brand purchases. (Bowden, 2009).

Customer Engagement can be defined by seven stages: Connection, Interaction, Satisfaction, Retention, Commitment, Advocacy, and Engagement (Sashi, 2012). Customer engagement in the field of relationship marketing includes not only incorporates the relations established between buyers and sellers, but also any possible combination between potential and actual customers, non-customers, sellers, and the stakeholders.

Interactions are the means of achieving engagement, the outcome of stakeholder interaction with the company's products, services and activities (Configurations of value) of the firm. Such encounters would not occur without the intervention and participation of customers. Based on eWOM, the relationships of customer engagement, loyalty and satisfaction are directly affected by social network marketing (Kasavana, Nusair, & Teodosic, 2010).

Long term customer retention is built and maintained not only through direct sales, but also through other interconnected communication channels with customers, such as e-mail, social media or virtual communities (Sigala & Marinidis, 2009).

Individuals are no longer seen as mere passive receivers of marketing actions from the perspective of the customer engagement, but increasingly as proactive participants in interactive processes of co-creation that generate value (Sawhney, Verona, & Prandelli, 2005). Client commitment has been suggested to produce improved organizational efficiency, including increased sales, higher competitive advantage and productivity. (Hollebeek, 2011), emotional connections/attachment (Chan & Li, 2010) and confidence and consumer interest.

Social media marketing not only enhance the existing firm of customer to customer relationships, but also create new variations on conventional options, boosting the ability of firms to interact in firm-customer dialog, enhancing their communications. The ease of contact, volume, speed, and nature of these interactions are fundamentally changed (Gallaughar & Ransbotham, 2010).

These five definitions are different when conceptualizing customer engagement. However, they have common fact of two-way relationship between a brand and a customer concept. According to the above table, the first four definitions have in common the idea of the active participation of the customers in their relationship with a brand. The last definition is more about a psychological phenomenon that occurs when a customer has a contact with a brand through a first purchase that makes him continue buying the brand’s products. Engaged customers add value to an organization’s brand and act as advocates when interacting with other users thus creating a community within a brand (Sashi, 2012).

Many other authors defined customer engagement in several ways, which we will see below:

**Table (2.1) Definitions of Customer Engagement**

Author	Definition of Customer Engagement
(Hollebeek, 2011)	“Consumers’ proactive contributions in co-creating their personalized experiences and perceived value with organizations through active, explicit, and ongoing dialogue and interactions”

(Vivek, Beatty, & Morgan, 2012)	“The intensity of an individual’s participation and connection with the organization’s offering and activities initiated by either the customer or the organization.”
(Peterson, 2014)	“The level of a customer’s physical, cognitive and emotional presence in their relationship with a service organization.”
(Brodie, Hollebeek, Juric, & Llic, 2011)	“A motivational state that occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g. a brand) in focal service relationships.”
(Bowden, 2009)	A psychological process that models the underlying mechanisms by which customer loyalty forms for new customers of a service brand, as well as the mechanisms by which loyalty may be maintained for repeat purchase customers of a service brand.”

Source: Cuillierier, 2016

**(a) Connection**

The prerequisite for establishing relational exchange with emotional bonds is the way for connecting the business and customer each other. Its connections may be established using both traditional offline methods and new digital online methods. Social media marketing can greatly facilitate the connections with large number of customers and wide variety of individuals and firms. Customers may use existing connections with sellers and other customers to satisfy the need or seek new connections with sellers and other customers outside their current circle.

The need of customers may prompt a search for products that has potential solutions and sellers could assist the customer in choosing particular solutions and products. Sellers can communicate with potential customers before needs arise so that in a position to suggest existing products as the solutions or even develop new products.

Social media platforms facilitate the creation of one-click function which can, in time, grow into relationships with customers (Hanna , Rohm, & Crittenden, 2011) and allow the organizations to deliver the direct message to an audience of consumers who have already registered the interest through clicking the “Like” or “Follow” (Aichner & Jacob, 2015).

**(b) Satisfaction**

The successful progression to customer engagement requires that customers are satisfied with the interaction (Sashi, 2012). Satisfaction is not an end in itself because the use of customer satisfaction surveys and ratings sometimes implies but an intermediate step in strategies to achieve the goals of a business (Mittal & Kamakura, 2001). Only if the interactions between business and customer can result in the customer satisfaction that will stay connected and continue to interact with each customers and progress towards customer engagement. Satisfaction may not be the result of repurchasing and a long term relationship cannot be ensued.

A distinction was made between transaction-specific and cumulative customer satisfaction (Oliver, Cognitive, affective, and attribute bases of the satisfaction response, 1993), with cumulative or overall satisfaction defined as an overall assessment based on the overall experience of buying and consuming goods or service over time (Anderson, Fornell, & Lehmann, 1994). A high level of satisfaction achieved when the customers' expectations are exceeded and emotions become highly positive was shown not only as the customer satisfaction but also as delighted (Oliver, Rust, & Varki, 1997).

**(c) Retention**

Retention can be developed over time as satisfaction may be increasing (Sashi, 2012). It can also be attained through creating strong positive emotions towards a brand even though low levels of brand saliency in financial services it can be definitely difficult for organizations (Dunn & Hoegg, 2014). Overall satisfaction over time emerges as a result of customer repurchasing the products and implies a long term relationship with business and customers.

**(d) Commitment**

Commitment in the customer relationship as the another component in the customer engagement. It can be classified into major dimensions: affective commitment which is more emotional and results from the trust and reciprocity and calculative commitment which is more rational and results from a lack of choice or switching costs (Gustafsson, Johnson, & Roos, 2005).

Commitment can be achieved through affective customer loyalty where customers form an emotional attachment with the brand (Sashi, 2012). On the other hands, customer

loyalty can be achieved through cognitive loyalty where rational consumers remain loyal by lacking a better option (Fraering & Minor, 2013).

If customers are loyalty and delighted, it means that customers commitment to a business encompasses both calculative and affective commitment and then the customers and business are in an enduring rational exchange with strong emotional bonds.

**(e) Advocacy**

Advocacy is particularly visible as it becomes very manifest for advocates to share the customers' views and bond with a brand (Sashi, 2012). Business and customers can take the part of advocacy roles in the relationships. Digital technologies have shifted the focus from relationship marketing with their slogan like "Customer Care" and "Delight your Customers" to acting in the best interests of the customers being their advocates (Urban, 2004).

Business needs to find the best products for its customers with the condition that those offering are from other competitors because if a business advocates for its customers, they will reciprocate either now or in the future with their trust, loyalty and purchases (Urban, 2004).

## **2.4 Brand Loyalty**

A loyal customer is a person who does repeat in purchasing as well as who promotes the brands to others. Consumer loyalty can also be defined as one of the primary objective of the customer relationship management (Randeni & Wanninayake, 2011). Brand loyalty can be conceptualized as the final dimension of consumer brand resonance symbolization the consumer's ultimate relationship and level of identification with a brand (Keller, 2009). As brands gain exclusive, positive and prominent meaning in mind of a large number of consumers.

Brand with loyal customers helps to increase its sales, market share, profits for organization and it helps the organizations for more growth or at least it maintains the position in the market (Keller, 2009). Nowadays, brand awareness, brand recognition and brand loyalty are through social media and it can be expresses that organization should use the social media marketing activities to generate the brand loyalty by voice, text, image, videos by posting on social media (Coon, 2010). Attracting the loyalty of customer and maintaining the brand loyalty.

## 2.5 Empirical Studies

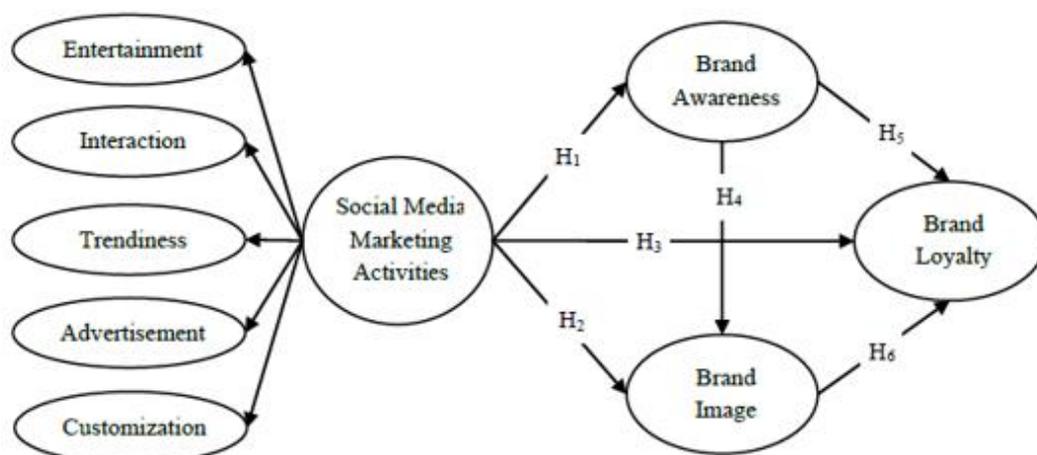
The study mainly based on two previous research papers from foreign universities which is adopted form two research papers and modified from “The effect of social media marketing on customer engagement and its impact on brand loyalty in caring cosmetics, Martha Tilaar” by Brian Garda Muchardie, Nabila Hanindya Yudiana and Annetta Gunawan and another one is from “The effect of social media marketing activities on brand awareness, brand image and brand loyalty” studied by Yusuf Bilgin.

### 2.5.1 The Effect of Social Media Marketing Activities On Brand Loyalty

The title of this research was a study of effect of social media marketing activities on brand awareness, brand image and brand loyalty. The aim of the study is to analyze the effect of social media marketing activities on brand awareness, brand image and brand loyalty as well as brand image and brand awareness finally effects on brand loyalty.

In the research, it has been found that social media becomes the main role of today’s business strategy, popularity and cost-cutting measures and activities of competitors on social media marketer to attain social media marketing activities. It basis and proposed entertainment, interaction, trendiness, advertisement and customization combined with such variables as social media marketing activities.

**Figure (2.1) Conceptual Framework by Bilgin**

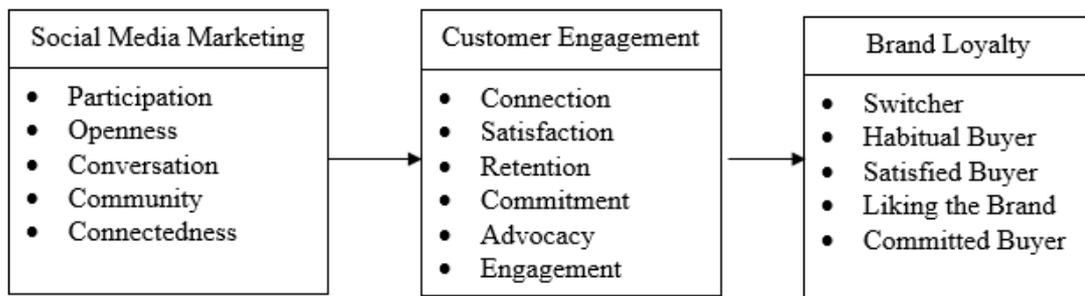


Source: Bilgin, 2018

## 2.5.2 Study the Effect of Customer Engagement On Brand Loyalty

One is from Turkey and its explored the effect of social media marketing on brand awareness, brand image and brand loyalty. Another one is from Indonesia and its study focus on the effect of social media marketing on customer engagement and its impact on brand loyalty in caring colors cosmetics, Martha Tilaar. The briefly explanations, findings and their conceptual frameworks are described in the following.

**Figure (2.2) Conceptual Framework by Muchardie, Yudiana, Gunawan**



Source: Muchardie, Yudiana, Gunawan, 2016

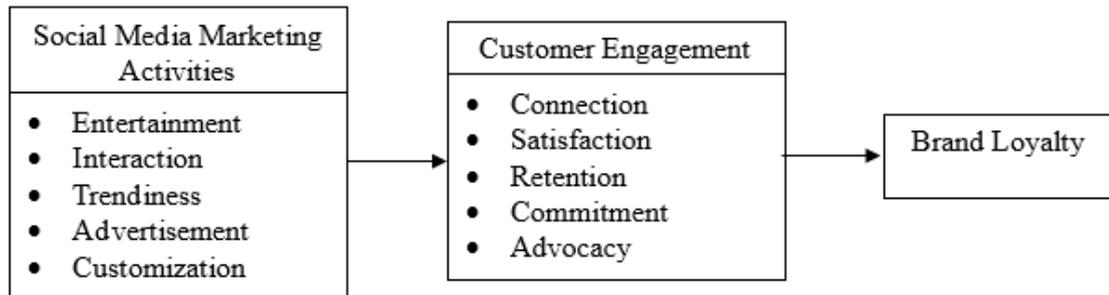
A few years back, the concept of consumer engagement was about catching the attention of customers by emphasizing on ‘touch-points’ when marketing products and services (Lea, 2012). Social media can be used to engage customers by creating value for them. In other words, strengthening social media marketing as medium for business promotion is necessary.

## 2.6 Conceptual Framework of the Study

This conceptual framework for this research study is the combination of the theoretical reviews and previous researches. The framework is about the effect towards social media marketing activities and the relationship between customer engagement and brand loyalty. In above previous model, there are different variables which directly and indirectly affect the dependent variables of customer engagement such like the entertainment, interaction, trendiness, advertisement, and customization.

Moreover, customer engagement is dependent variables such as connection, satisfaction, retention, commitment and advocacy which change due to these independent variables because customer engagement relies on these variables and as a result of brand loyalty.

**Figure (2.3) Conceptual Framework of the Study**



Source: Own Compilation, 2019

Referring to the literature reviews and previous research papers, the concept has then been shown by the cause and effect relationship in which the social media marketing activities, customer engagement and its outcome as a customer loyalty will be studied. In this conceptual framework, social media marketing refers to the communication platform that are generated and supported by the social interaction of people through the specific medium or tool to attain customer engagement and brand loyalty. Using the internet-based technology, people share their knowledge and information to others through the variety of social media platform.

Social media marketing plays a greater role in influencing the customer engagement towards by consumers. The social media marketing campaigns done on regular basis can influence the loyalty. Social media provide the platform for feedback from customers and it is a two-way communication process where companies communicates its message to end customers and customers provide feedback about their experience related to product. Thus, social media is applicable in engaging process as a medium to create the brand loyalty.

Customer engagement has been regarded as a fundamental determinant of long term customer loyalty. The relationship between customer engagement and brand loyalty has been identified. This study takes an initiative to explore the effect of social media marketing activities customer engagement and also to analyze the effect of customer engagement on brand loyalty of Escort Fashion Brand.

## **CHAPTER 3**

### **PROFILE AND SOCIAL MEDIA MARKETING ACTIVITIES OF ESCORT FASHION BRAND**

This chapter includes three parts. The first part consists of the profile of Escort Fashion Brand. The second part presents the demographics profiles of the respondents. The last part is to explain about factors influencing on the social media marketing with the mean scores based on the findings.

#### **3.1 Profile of Escort Fashion Brand**

New Ever Best Trading Company Limited was established since 1999 and readymade wear was introduced at 2008 as Escort Brand. Escort is one of the top ready to wear brands in Myanmar today. Escort was first introduced to the market at 2008, modern fashion and pretty design by external and internal famous fashion designers with the best quality fabric used, also the printing machine for garment and silk screen is provided for the Escort brand qualification items. Escort is the best known for their T-shirt clothing line. It offers T-shirt, shirt, dresses, shirts, jeans, outerwear, accessories and scarves. It is a one stop solution for everyone whether you want to buy formal or casuals. One can choose from different styles Escort has to offer. It launches at least 100 new designs in a year. Escort provides latest fashion at low prices in all its stores as compared to other competitors' brands. The taste of the target market influences the availability of products line. Escort also teams up with the local talent fashion designer to provide the best fashion trends.

##### **3.1.1 Social Media Marketing Activities of Escort Fashion Brand**

According to the changing trend of consumer behavior and lifestyle of people, also changing development of technology and telecommunication, business have to think the marketing strategy and activities. Most organization use social media as marketing communication and promotion tool to attract and get the customer engagement and retain the brand loyalty with customers. Consumers, who are already active social media users and tend to trust others on social media more than other sources. Consumers will use social media to connect with each other as well as to share their experience of the quality of products, performance and services.

Escort Brand also consider not only for the traditional marketing communication and promotion mix but also need to consider the social media as the new marketing communication tool. Facebook becomes one of the largest social media and it holds a great potential for promoting product information for Ready to wear fashion brand company.

The main target of social media marketing communication is to produce the content that users will share with their social network to help a company increase brand exposure and broaden consumer reach. Companies produce the quality content which can grab their target attention and customer engagement towards brand loyalty. Company posts about information, promotion, activities, entertainment, wishing for memorial days, campaigns, sharing the information which can be relates to the company's products and articles by sharing to incorporating info graphics, videos and interactive elements into their posts to get their targeted customers' attention and engagement.

## **3.2 Profile of Respondents**

The respondents were first screened by means of filter questions to ascertain the eligibility to participate in the study. A majority of the questions comprised of multiple choice questions on Social Media usage pattern and six demographic factors out of which the respondents have to choose the most relevant one. Total of 303 respondents who wear Escort Fashion Brand are included in this survey.

### **3.2.1 Demographic Profile of the Respondents**

According to the survey data, the respondents' demographic (personal) factors are classified into six categories such as gender, age category, marital status, education, occupation and income level. There are a total of 303 respondents who were surveyed with structured questionnaire to measure the brand loyalty towards customer who wear Escort Fashion Brand. Table (3.1) represents the demographic data of the respondents as below.

According to the Table (3.1), the majority of the respondents are female with the percent of (71) out of total (303) respondents. The rest are the male respondents and it is (85) respondents and it is making up of the percent of (29) out of the total. The most dominant age group who wear the Escort Fashion Brand is the age group between (15) and (25) years which accounted for 42% of the total respondents.

The marital status of the respondents is classified into three groups in the Table (3.1). the majority of the respondents is single by (226) respondents and followed by married which takes (77) respondents. There is no respondent who has other marital status. For the education level, the majority of respondents get the master degree, followed by the bachelor and undergraduate degree. It can be concluded that the most of the social media users are graduated for this study.

**Table (3.1) Demographic Profile of Escort Fashion Brand**

No.	Demographic Data	No. of Respondents	Percent %
	Total	303	100
1.	<u>Gender</u>		
	Female	218	71
	Male	85	28
2.	<u>Age Group (Years)</u>		
	15-25 years	128	42
	25-35 years	111	37
	35-45 years	54	18
	Above 45 years	10	3
3.	<u>Marital Status</u>		
	Single	226	75
	Married	77	25
4.	<u>Education Level</u>		
	High School	10	3
	Undergraduate	18	6
	Bachelor	90	30
	Master	170	56
	Other	15	5

5.	<u>Occupational Status</u>		
	Student	81	27
	Unemployed	9	3
	Employee	143	47
	Self-Employed	45	15
	Other	25	8
6.	<u>Monthly Income</u>		
	Less than 150,000 Ks	57	19
	150,001-300,000 Ks	73	24
	300,001-500,000 Ks	66	21
	500,001-1,000,000 Ks	53	18
	Over 1,000,000 Ks	54	18

Source: Survey Data, 2019

In the survey result, the respondents have (5) different occupation. The occupation is classified into five groups: Student, Unemployed, Self-employed, Employee, and others. The company employee is the largest groups in terms of occupation which accounted for 47 percent of total respondents, followed by the student and self-employee which are 27 percent and 15 percent respectively.

In terms of income level, (150,000-300,000) Ks is the highest group in five income level groups with 24 percent of total respondents and (300,000-500,000) Ks income groups is the second highest group with 66 respondents. The group of (500,001-1,000,000) Ks and (Over 1,000,000) Ks are the least group of income. These two groups are not differing too much in number, 54 percent and 53 percent respectively.

According to the Table (3.1), it is found that the most respondents are the females. It is because of the increasing population of female in the world and also in Myanmar. It can be said that female use the social media more than male for this study and they are single so that they have more time and having time to take care about themselves. The most dominant age group among respondents is between 15 to 25 years old.

Most of the respondents are educated who are holding the master degree as those people use social media like Facebook to get up to date news and information. Most are company employee and they can earn between (150,001) Ks to (300,000) Ks either their income level is low or high, all of them use social media. Based on the result, (15) to (25) years old single women, who has between (150,001) Ks to (300,000) Ks income are more spending time and enjoyable to use social media.

### 3.2.2 Social Media Usage Pattern of the Respondents

Questionnaire Part 2 includes 6 questions related about the usages patterns of social media. Social Media usages included what kind of social networking sites the respondents use, what kind of device they use, why they use it, how often they recognize advertising on social media websites, how often they use it social media sites, and what kind of activities they search on social media.

**Table (3.2) Social Media Usage Behaviors of the Respondents**

No.	Demographic Factors	No. of Respondents	Percent %
	<b>Total</b>	<b>303</b>	<b>100</b>
1.	<b><u>Types of Social Media Platform</u></b>		
	Website	3	1
	Facebook	300	99
	Viber	113	37
	WeChat	41	13
2.	<b><u>Years of using Facebook</u></b>		
	Less than 1 year	6	2
	1 to 3 years	25	8
	4 to 6 years	91	30
	More than 6 years	181	60
3.	<b><u>Usage Frequency</u></b>		
	Everyday	291	96
	3-5 days per week	12	4

4.	<b><u>Primary Purposes</u></b>		
	For networking with friends	207	68
	For reading news and information	229	75
	For entertainment	166	55
	For posting and sharing experience	37	12
	For shopping	99	33
	For business	77	25
5.	<b><u>Devices Used</u></b>		
	Mobile Phones	296	98
	Personal Computer	120	40
6.	<b><u>Search of Marketing Activities</u></b>		
	Product Specification	149	49
	New Product	120	40
	Price Information	178	59
	Promotion	142	47
	Shop Location	143	47
7.	<b><u>Recognition of Advertisement</u></b>		
	Very rarely	31	10
	Occasionally	105	35
	Often	119	40
	Very Often	48	16
8.	<b><u>Search of Brand Pages</u></b>		
	Very rarely	25	8
	Occasionally	115	38
	Often	128	42
	Very Often	35	11

As shown in Table (3.2), there is four different types of social media sites which Escort Fashion Brand used as the social media marketing platforms. Almost 99 percent of total (303) respondents choose Facebook platforms is the most social media sites they use. It is the same that Facebook is a top global social media networking site and it is also the most popular social media site in Myanmar. Table shows that Viber is the second most popular social media site in here because of the purpose of the using social media platform. It can easily contact each other easily and more private for the personal data.

The majority of the respondents have been using Facebook more than 6 years by (181) respondents and followed by (91) respondents who has been using Facebook for 4 to 5 years and only (6) respondents has been using Facebook less than 1 year. (291) respondents are using every day and followed by only (12) respondents who use Facebook three to five days per week. There are no respondents who use the Facebook once or twice a week and very rarely.

The 95% of the respondents use the mobile phone and it becomes the first choice garget to use social media. It seems that mobile phones are not luxury things anymore and it is the basic needs for everyone in today. The another reason is that mobile phones are handy and always together with us. The purposes of social media usage are classified into six groups. User may have more than one purpose so it can be answered more than one answer.

The detailed information can be seen in the Table (3.2). Reading news and information is the strongest reason to use the social media, followed by networking with friends. Respondents can choose more than one purpose so it can be assumed that social media sites can be used in different ways according to everyone selections.

In the survey, the majority of the (178) respondents of 59 percent search on social media marketing activity about price information on Facebook platform. For how people recognize the advertisements on the social media. The (114) respondents often recognize the advertisements on social media and it is accounted as 40 percent of the respondents.

Almost all the respondents are familiar with social media especially Facebook for the purpose of searching the information and news and price information. Marketing activities are needed to know before making decision in reality. Searching these items on social media can save time, money and energy more than other ways.

It can be assumed that majority of respondents are interested in social media marketing activities because they recognize advertisements on social media very often and sufficient information with minimum effort by searching brand page form social media.

### 3.3 Reliability Test

The reliability measurements provide consistency in the measurement of variables. Hair et.al.(2007) can be defined that the reliability is a variable or a set of variable which is the consistent to be measured. As this study uses multiple items in all variables, internal consistency analysis was carried out through Cronbach alpha reliability tests. The results can be found in the following Table (3.3).

**Table (3.3) Reliability Analysis**

Factor	No. of items	Alpha Value
Entertainment	5	0.872
Interaction	5	0.881
Trendiness	4	0.862
Advertisement	4	0.909
Customization	4	0.906
Connection	4	0.905
Satisfaction	3	0.874
Retention	3	0.908
Commitment	4	0.924
Advocacy	3	0.865
Brand Loyalty	6	0.942

Source: Survey data, 2019

According to the test results, the questionnaires are valid and significant. According to Nunnally (1978) and Malhorta (2004), standard minimum value of Alpha value is 0.862. Thus, the Alpha's value can be defined as the sufficient confirmation of internal consistency and data reliability of the variables.

### 3.4 Social Media Marketing Activities of Escort Fashion Brand

The effects of the independent variables (Entertainment, Interaction, Trendiness, Advertisement, and Customization) of social media marketing activities analyzed in the study on the dependent variables (Connection, Satisfaction, Retention, Commitment, and Advocacy) of customer engagement were conducted. The results of the multiple regression analysis can be found in the following tables respectively.

In this study, these following questionnaires are necessary to understand what social media marketing activities effect on customer engagement. The attributes are measured on five-point Likert Scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) in order to find out the effect of social media marketing in the Escort Fashion Brand. Since the mean score of 3 is neutral, it can be presumed that if the mean score is below 3, it indicates customer disagree while the mean score above 3 indicates employees agree.

#### 3.4.1 Entertainment

Entertainment is one of the important activities in social media marketing. The combination of five survey questions is used to investigate how well the respondents perceive entertainment towards customer engagement of Escort Fashion Brand and the survey results of entertainment are shown in the Table (3.4), as follows.

**Table (3.4) Entertainment**

No.	Description	Mean
1.	Being enjoyable social media account	3.24
2.	Being excited to use the social media of this brand page	3.24
3.	Creating fascinating activities	3.23
4.	Being interested to collect the information through social media	3.45
5.	Alluring contents	3.17
	<b>Overall Mean</b>	<b>3.27</b>

Source: Survey Data, 2019

According to the above data, the highest mean is 3.45 for the “It is interesting to collect the information from brand page” and “It is alluring to use the social media of this brand page.” with the lowest mean value of 3.17. It can be interpreted that customers are interested to collect the information through Escort Fashion Page but the content, campaign and other activities of the Brand page are not as attractive as other competitor’s social media.

Overall mean value for entertainment is 3.27 which is greater than the neutral score 3. It can be concluded that the customers are very pleased and the brand page can deliver the information that the customer want to know.

### 3.4.2 Interaction

Interaction is one of the important activities in social media marketing. The combination of five survey questions is used to investigate how well the respondents perceive interaction towards customer engagement of Escort Fashion Brand and the survey results of interaction are shown in the Table (3.5), as follows.

**Table (3.5) Interaction**

No.	Description	Mean
1.	Being desirable of sharing information	3.41
2.	Being enjoy to exchange the experience and ideas with other people	3.23
3.	Being easy to give feedback	3.39
4.	Being easy to share opinions and ideas	3.44
5.	Being happy to participate in the brand’s activities	3.20
	<b>Overall Mean</b>	3.33

Source: Survey Data, 2019

As shown in Table (3.5), among these effect of interaction, the mean value of “how easily to share the customers’ opinions on the social media page of the Escort Fashion Brand” is highest and 3.44. The customers enjoy sharing their opinions and ideas with other customers on the social media of this brand page. Escort Facebook page becomes a fan meeting place, giving the comments on the new products and reply to other customers’ questions.

“I am happy to participate in the brand activities” is the lowest mean value of 3.20. Customer disagree that the brand activities are not contented for them because the page need more to focus on the customer services. Sometimes, the customers did not receive the quick response from the page.

The overall mean for interaction is 3.33 which is greater than neutral value 3. It can be interpreted as the effect of sharing information and giving feedback between customers can have positive influence on the customer engagement towards social media marketing activities.

### 3.4.3 Trendiness

Trendiness is one of the important activities in social media marketing. The combination of four survey questions is used to investigate how well the respondents perceive trendiness towards customer engagement of Escort Fashion Brand and the survey results of trendiness are shown in the Table (3.6), as follows

**Table (3.6) Trendiness**

No.	Description	Mean
1.	Sharing up to date information	3.50
2.	Being trendy the use of social media	3.27
3.	Leading fashion to use social media of this brand	3.41
4.	Sharing newest information content on social media	3.23
	<b>Overall Mean</b>	3.35

Source: Survey Data, 2019

As shown in Table (3.6), the mean value of “Sharing up to date information” is highest and “The content shared on social media of this brand is newest information.” Is lowest mean value. It can be described that page is always active and share product information on the page. Page always post up to date information of the products, promotion activities, and shop information. The parameter of with the lowest mean value of “sharing the newest information content on social media page” is 3.23. Escort Brand page provide more information about fashion and product than the price.

### 3.4.4 Advertisement

The combination of five survey questions is used to investigate how well the respondents perceive advertisement towards customer engagement of Escort Fashion Brand. Advertisement is one of the important activities in social media marketing and the survey results of advertisement are shown in the Table (3.7), as follows.

**Table (3.7) Advertisement**

No.	Description	Mean
1.	Being enjoy the advertisements published on the page	3.17
2.	Providing Modernize advertisements	3.16
3.	Being positively affect the attention	3.29
4.	Delivering the right information	3.21
	<b>Overall Mean</b>	<b>3.21</b>

Source: Survey Data, 2019

In this survey data, the effect of advertisement on the social media sites can be used to explore products and services easily, the highest mean is 3.29. It means that the advertisement on the social media has positively affect the customer. The lowest mean value is 3.16 on “The ads that this brand has released on social media are interesting”. It can be interpreted that the perception of reliability of online advertisement influences positively on customer engagement.

### 3.4.5 Customization

Customization is one of the important activities in social media marketing. This study consists of four statements related to customization and the survey results of customization are shown in the Table (3.8), as follows.

As shown in Table (3.8), among these effect of customization, the highest mean value of “I can easily obtain information that I need thanks to the directions on the social media of this brand.” is 3.42. It can be interpreted that the respondents like to get the search information of what they want and need to provide individual personalized supporting according to the respondents’ choice upon the products. The lowest mean value is 3.29 on “The social media of this brand provided the unexpected information”. It means that the brand cannot support the trendy information and can only support by traditional way.

**Table (3.8) Customization**

No.	Description	Mean
1.	Being found the required information on the social media page	3.33
2.	Delivering the unexpected information	3.29
3.	Obtaining the needed information	3.42
4.	Offering customized information search	3.31
	<b>Overall Mean</b>	3.34

Source: Survey Data, 2019

The overall mean for customization is 3.34. It can be interpreted as the effect of customization positively influence on the customer engagement towards social media marking activities of Escort Fashion Brand.

## CHAPTER 4

### ANALYSIS OF THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CUSTOMER ENGAGEMENT

This chapter represents the descriptive and analytical research with three sections. The first section is to explain about factors influencing on customer engagement and brand loyalty with the mean scores based on the findings. The second part is to analyze the effect of social media communication on customer engagement and the final part is presented about the effect of customer engagement on brand loyalty of Escort Fashion Brand based on the linear regression results from SPSS.

#### 4.1 Customer Engagement of Escort Fashion Brand

In this study, customer engagement such as connection, satisfaction, retention, commitment and advocacy which are examined in the following Tables.

##### 4.1.1 Connection

In this category, the combination of four questions is used to analyze the perception on the connection and the mean scores of each variable that related to the connection are shown in Table (4.1). According to the overall mean value, 2.57, it can be said that the connection factor influences moderately on the brand loyalty towards customer engagement.

**Table (4.1) Connection**

No.	Description	Mean
1.	Inviting others to be fan members	2.46
2.	Being actively participate in discussions with others	2.46
3.	Being actively participate in the activities held by the brand	2.48
4.	Sharing the experience and knowledge with others for the brand	2.89
	<b>Overall Mean</b>	2.57

Source: Survey Data, 2019

According to Table (4.1), customers love to share their experience and knowledge about the Brand with the other customers has the highest score of 2.89. But the customers have less effort to invite others to become one of the Fan members of the Brand social media platform and actively participate in discussions with others from social media. It was the lowest score with a value of 2.46 respectively.

#### 4.1.2 Satisfaction

In this study, the combination of three questions is used to explore the perception on the satisfaction and the mean scores of each variable that related to the satisfaction are shown in Table (4.2).

**Table (4.2) Satisfaction**

No.	Description	Mean
1.	Clicking “See First” button and checking the promotion packages and important information on brand page.	2.59
2.	Having conversation and sharing the same opinions with other people about this brand are interesting.	2.88
3.	Being important to have conversation with others about their experience for this brand.	2.84
	<b>Overall Mean</b>	<b>2.77</b>

Source: Survey Data, 2019

According to Table (4.2), question no.2 has the highest mean value of 2.88 and Question no.1 has the lowest value of 2.59. It can be concluded that customers are interested to have the conversation and exchanging of the experience and opinion on the social media page but customers do not have much attention of checking the promotion. The page shares the up to date promotion and product information on the page but they do not boost the contents so the information only reach to the customers who are always watching the page.

#### 4.1.3 Retention

In this category, the combination of three questions is used to analyze the perception on the retention and the mean scores of each variable that related to the retention are shown in Table (4.3).

**Table (4.3) Retention**

No.	Description	Mean
1.	Using this Escort Fashion brand for the untiring life	2.85
2.	Being attached to repurchase	2.96
3.	Having positive feedback and extremely trust in this brand	3.17
	<b>Overall Mean</b>	2.99

Source: Survey Data, 2019

Table (4.3) reports individual mean scores of the three statements of the retention of brand loyalty towards customer engagement. The highest mean is 3.17 in question asked for “having positive feedback and extremely trust on the brand”. Customers continue to look at the positive customer experiences to identify, replicate and reinforce aspects of customer engagement leading to positive feedback. These positive feedbacks will become the advantage of the repurchase process while customers drive on their own through commitment and advocacy.

#### **4.1.4 Commitment**

In this survey data, the combination of four questions is used to investigate the perception of the commitment and the mean scores of each variable are shown in Table (4.4), as follows

**Table (4.4) Commitment**

No.	Description	Mean
1.	Promoting through the participation and expression in the community	2.89
2.	Being the preferred brand through the participation.	2.97
3.	Recommending this brand to others when asked	3.18
4.	Sharing or talking about the post	2.86
	<b>Overall Mean</b>	2.97

Source: Survey Data, 2019

According to the Table (4.4), “When asked, I recommend this brand to others.” has the highest score of 3.18 and followed by “Sharing or talking about the post” on the social media with the score of 2.86. It can be interpreted that customers have already preferred the Escort Brand, they always recommended and persuade the other customers to become new members but the content of the page is not modernized and very simple by comparing the others, competitors.

#### 4.1.5 Advocacy

This section represents how well customers perceive the advocacy of Escort Fashion Brand and consists of three statements related to advocacy. The survey results of advocacy are shown in Table (4.5).

**Table (4.5) Advocacy**

No.	Description	Mean
1.	Being aware of satisfaction by reading comments and feedback	2.89
2.	Reading the news and information from this brand page	2.97
3.	Being a part of this brand community	3.18
	<b>Overall Mean</b>	2.97

Source: Survey Data, 2019

According to Table (4.5), the highest mean score is 3.18. It can be found out that customers are lovely to wear Escort products and it makes them feel emotional confident and believe on the Brand quality. Because of the lowest mean score, the Brand page cannot respond back on-time feedback after the customer requested the customized information. The overall mean value is 2.97 which is less than the neutral value 3. It can be interpreted that the advocacy factor influences moderately affected on brand loyalty towards customer engagement.

#### 4.2 Brand Loyalty of Escort Fashion Brand

According to the Table (4.6), it describes the descriptive statistics for each of the customer loyalty items are investigated. The result brought out that in terms of brand loyalty, respondents argue that telling the positive things about Escort Fashion Brand to other people, followed by recommending Escort Fashion Brand to other customers.

**Table (4.6) Brand Loyalty**

No.	Description	Mean
1	Considering as a loyal customer of this Escort Fashion	2.81
2	Saying positive things of the brand to others	3.30
3	Recommending the brand to others	3.21
4	Preferring to buy the brand Even if another brand has the same features	3.07
5	Being the first choice	2.83
6	Being intended to repurchase	3.12
	<b>Overall Mean</b>	3.05

Source: Survey Data, 2019

The lowest mean score for this variable is “I consider myself to be a loyal customer” on the mean value of 2.81. Consequently, all respondents feel that loyalty on the brand is important for the Escort Fashion Brand context. Therefore, having loyalty is very important for the success of the firm because it can be a fantastic marketing force by providing recommendations and by spreading word of mouth.

### **4.3 Analysis of the Effect of Social Media Marketing Activities on Customer Engagement**

In this study, the relationship between social media marketing activities on customer engagement is analyzed by the use of Linear Regression Model. The independent variables of social media marketing activities are entertainment, interaction, trendiness, advertisement and customization and dependent variables of customer engagement are connection, satisfaction, retention, commitment, and advocacy. The results are shown in the tables as follows.

#### **4.3.1 Effect of Social Media Marketing Activities on Connection**

According to the result shown in Table (4.7), the value of R is 0.667. Hence, it indicates that variables of social media marketing activities and the level of connection reported by respondents are correlated.

R Square value is 0.444 and the adjusted R Square is 0.435. This model can explain 43.5 percent of the variance of the dependent variable (connection) with independent variables (variables of social media marketing activities). F- value means the overall significance of the model which is highly significant at a 1% level.

The significance value of interaction and advertisement is less than 0.01. It means that these variables are significant at 1% level. The Standardized Coefficient (Beta) indicates that both interaction and advertisement have a positive relationship with the dependent variable (connection) of this study. One unit increases in interaction variables will lead to 0.490 unit increase in connection (dependent variable) between customers who wear Escort Fashion. One unit increases in the advertisement will make 0.313unit increase in connection of customer engagement.

**Table (4.7) Effect of Social Media Marketing Activities on Connection**

Independent Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance	VIF
	B	Std. Error					
Entertainment	-0.29	0.118	-0.20	-0.246	0.805	0.288	3.472
Interaction	0.490***	0.102	0.369	4.817	0.000	0.318	3.142
Trendiness	0.150	0.101	0.114	1.488	0.138	0.321	3.119
Advertisement	0.313***	0.089	0.262	3.526	0.000	0.338	2.962
Customization	0.006	0.091	0.005	0.065	0.948	0.352	2.837
R	0.667						
R Square	0.444						
Adjusted R Square	0.435						
F-Value	47.499***						

Source: Survey Data, 2019

Dependent Variable: Connection

Note \*\*\* significant at 1% level, \*\* significant at 5% level, \* significant at 10% level

Interaction activities or how much customers are likely to participate in the activities has a tremendous effect on the customer connection. Customers are likely to exchange their experience and feeling easy on social media. If the customers are exchanging and share their information and ideas on social media, the brand can get better customer connection.

On the other hand, the more the brand can create an advertisement that reflects the customer experience, the better way to persuade the customer connection. Escort Brand usually establish the advertisement on the billboards and commercial TV advertisement.

#### 4.3.2 Effect of Social Media Marketing Activities on Satisfaction

The result of estimated regression model of the effect of social media marketing activities on satisfaction is shown in the Table (4.8) as follows.

**Table (4.8) Effect of Social Media Marketing Activities on Satisfaction**

Independent Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance	VIF
	B	Std. Error					
Entertainment	0.077	0.117	0.050	0.657	0.511	0.288	3.472
Interaction	0.397***	0.100	0.289	3.961	0.000	0.318	3.142
Trendiness	-0.001	0.099	-0.001	-0.008	0.993	0.321	3.119
Advertisement	0.460***	0.088	0.372	5.253	0.000	0.338	2.962
Customization	0.080	0.089	0.062	0.899	0.369	0.352	2.837
R	0.704						
R Square	0.496						
Adjusted R Square	0.488						
F-Value	58.516***						

Source: Survey Data, 2019

Dependent Variable: Satisfaction

Note \*\*\* significant at 1% level, \*\* significant at 5% level, \* significant at 10% level

According to the result shown in the Table (4.8), social media marketing activities (interaction and advertisement) have positive relationship with the satisfaction of customer engagement at 1% significant level. The value of R is 0.704. Hence, it indicates that variables of social media marketing activities and the level of satisfaction reported by respondents are correlated. The model can explain 48.8 percent (adjusted R Square value is 0.488) about the variance of dependent variable (satisfaction) with independent variables (variables of social media marketing activities).

The interaction and advertisement significantly influence on customer satisfaction. Interaction activities that are likely to participate in the activities has a tremendous effect on customer satisfaction. Customers express their experience and idea easily on social media. The interaction activities of exchanging and share their feeling and opinion on social media can result in customer satisfaction that will stay connected and continue to interact with customers and progress toward customer engagement.

On the other hands, the more the brand can create more advertisement which reflects the targeted customer range, the better way to persuade the customer satisfaction. This finding effects perception and awareness of customer satisfaction. The finding reveals that better interaction and more attraction advertisement will lead to increase customer satisfaction of Escort Fashion Brand.

### **4.3.3 Effect of Social Media Marketing Activities on Retention**

The result of the estimated regression model of the effect of social media marketing activities on retention is shown in Table (4.9) as follows.

As shown in Table (4.9), the value of R is 0.677. Hence, it indicates that variables of social media marketing activities and the level of connection reported by respondents are correlated. The model can explain 45 percent (adjusted R Square value is 0.450) about the variance of the dependent variable (retention) with independent variables (variables of social media marketing activities).

The standardized coefficient (Beta) indicates that social media marketing activities have a positive relationship with the retention of customers who wear Escort Fashion Brand. All the VIF values are less than 10. It shows that there is no multi-collinearity problem in this case.

**Table (4.9) Effect of Social Media Marketing Activities on Retention**

Independent Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance	VIF
	B	Std. Error					
Entertainment	0.167	0.117	0.114	1.433	0.153	0.288	3.472
Interaction	0.194**	0.100	0.147	1.942	0.053	0.318	3.142
Trendiness	0.230	0.099	0.175	2.324	0.236	0.352	3.119
Advertisement	0.285***	0.087	0.240	3.264	0.001	0.338	2.962
Customization	0.106**	0.089	0.085	1.188	0.021	0.321	2.837
R	0.677						
R Square	0.459						
Adjusted R Square	0.450						
F-Value	50.341***						

Source: Survey Data, 2019

Dependent Variable: Retention

Note \*\*\* significant at 1% level, \*\* significant at 5% level, \* significant at 10% level

According to the result shown in Table (4.9), the significant values of social media marketing activities of advertisement are less than 0.01. The interaction and customization of social media marketing activities are less than 0.05. It means that advertisement variable has 1% significant and customization and interaction variable have 5% significant.

The advertisement, interaction and customization are significantly influence on customer engagement retention. If respondent share their experience and feeling easily on the social media and the more the brand can create and the respondents become interesting on the advertisement. The finding reveals that better interaction between customers, providing required and needed information towards the customers and more attraction advertise of the brand will lead to increase customer engagement of Escort Fashion Brand.

Moreover, the brand can quickly delivery the uniqueness of the product and required information to the customers. It means that Escort page has peer to peer connection with their fan through the social media channel. Therefore, Escort has positive interaction in dealing with their individual each problem and can be influential on the product information and then brand preference by making touch that the customers feel important.

#### 4.3.4 Effect of Social Media Marketing Activities on Commitment

The result of estimated regression model of the effect of social media marketing activities on commitment is shown in the Table (4.10) as follows.

**Table (4.10) Effect of Social Media Marketing Activities on Commitment**

Independent Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance	VIF
	B	Std. Error					
Entertainment	0.253***	0.114	0.173	2.219	0.027	0.288	3.472
Interaction	0.277***	0.098	0.210	2.824	0.005	0.318	3.142
Trendiness	0.091	0.097	0.070	0.943	0.346	0.321	3.119
Advertisement	0.277***	0.086	0.234	3.241	0.001	0.338	2.962
Customization	0.111	0.087	0.090	1.276	0.203	0.352	2.837
R	0.692						
R Square	0.479						
Adjusted R Square	0.470						
F-Value	54.630***						

Source: Survey Data, 2019

Dependent Variable: Commitment

Note \*\*\* significant at 1% level, \*\* significant at 5% level, \* significant at 10% level

Correlation coefficient (R) measures the liner relationship between dependent variables (commitment) and independent variables. As shown in Table, R is 0.692. Hence, it indicates that variables of social media marketing activities and the level of commitment reported by respondents are correlated.

The model can explain 47 percent (adjusted R Square value is 0.470) about the variance of dependent variable (commitment) with independent variables (variables of social media marketing activities).

According to the result shown in the Table (4.10), The significance value of entertainment, interaction and advertisement is less than 0.01. It means that these variables are significant at 1% level.

The Standardized Coefficient (Beta) indicates that both entertainment, interaction and advertisement have positive relationship with the dependent variable (commitment) of this study. One unit increases in interaction variables will lead to 0.490unit increase in commitment (dependent variable) between customers who wear Escort Fashion.

The advertisement, entertainment and interaction are significantly influences on customer commitment. The advertisement and entertainment are already effected on customer satisfaction which is the large contributor to loyalty and customer commitment and it is mutually related with customer engagement variable (commitment). The more the brand can create the attractive advertisements, the respondents become interesting on the brand and it will lead to increase customer commitment of Escort Fashion Brand. Escort ask customers to be part of a focus group and watch them to use your products.

#### **4.3.5 Effect of Social Media Marketing Activities on Advocacy**

The result of estimated regression model of the effect of social media marketing activities on advocacy is shown in the Table (4.11) as follows.

According to the result shown in the Table (4.11), the value of R is 0.743. Hence, it indicates that variables of social media marketing activities and the level of advocacy reported by respondents are correlated. R Square value is 0.553 and the adjusted R Square is 0.545. This model can explain 54.5 percent about the variance of dependent variable (advocacy) with independent variables (variables of social media marketing activities). F-value means the overall significance of the model which is highly significant at 1% level.

The values of social media marketing activities (entertainment and advertisement) are less than 0.01. It means that interaction and advertisement are significant at 1% level. The values of social media marketing activities (interaction and customization) are less than 0.1. It means that interaction and advertisement are significant at 10% level.

The Standardized Coefficient (Beta) indicates that both entertainment, advertisement, interaction and customization have positive relationship with the dependent variable (advocacy) of this study.

**Table (4.11) Effect of Social Media Marketing Activities on Advocacy**

Independent Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance	VIF
	B	Std. Error					
Entertainment	0.336***	0.104	0.234	3.241	0.001	0.288	3.472
Interaction	0.150*	0.089	0.116	1.684	0.093	0.318	3.142
Trendiness	0.120	0.088	0.094	1.368	0.172	0.321	3.119
Advertisement	0.314***	0.078	0.270	4.044	0.000	0.338	2.962
Customization	0.145*	0.079	0.119	1.827	0.069	0.352	2.837
R	0.743						
R Square	0.553						
Adjusted R Square	0.545						
F-Value	73.368***						

Source: Survey Data, 2019

Dependent Variable: Advocacy

Note \*\*\* significant at 1% level, \*\* significant at 5% level, \* significant at 10% level

A unit increases in advertisement will lead to 0.314unit increase in connection between customer who wear Escort Fashion. A unit increases in entertainment will make 0.336unit increase in connection of customer engagement.

Among these factors, the advertisement and entertainment has 1% and the interaction and customization variables have 5% of confident level on customer engagement factor (advocacy). The findings can be revealed that the more the brand can create the attractive advertisements and support alluring the entertaining activities, the respondents become interesting on the brand. The Escort contents need to be more innovative, using google ads to reach more targeted customers and collecting their feedback to enhance the customer engagement stronger.

#### 4.4 Analysis of the Effect of Customer Engagement on Brand Loyalty

In this study, the relationship between customer engagement and brand loyalty is analyzed by the use of Linear Regression Model. The result of estimated regression model of the effect of Social Media Marketing Activities on Customer Engagement is shown in the Table (4.12) as follows.

According to the Table (4.12), the specified model could explain very well about the variation of the customer purchasing behavior since the value of  $R^2$  is almost 81.2 percent. The model can explain 81 percent about the variable of the independent variable (customer engagement) and dependent variable (brand loyalty) because adjusted R Square is 0.809. The value of F test, the overall significance of the model, turned out highly significant at 1% level. This specified model can be said valid.

**Table (4.12) Effect of Customer Engagement on Brand Loyalty**

Independent Variable	Unstandardized Coefficients		Beta	t-value	Sig.	Tolerance	VIF
	B	Std. Error					
Connection	0.158***	0.041	0.165	3.869	0.000	0.347	2.879
Satisfaction	0.094**	0.047	0.102	2.003	0.046	0.242	4.128
Retention	0.398***	0.052	0.416	7.592	0.000	0.211	4.741
Commitment	0.231***	0.061	0.241	3.806	0.000	0.158	6.333
Advocacy	0.257***	0.042	0.263	6.061	0.000	0.337	2.968
R	0.901						
R Square	0.812						
Adjusted R Square	0.809						
F-Value	256.631***						

Source: Survey Data, 2019

Dependent Variable: Brand Loyalty

Note \*\*\* significant at 1% level, \*\* significant at 5% level, \* significant at 10% level

Connection, retention, commitment and advocacy variables have the expected positive sign and is significant coefficient value at 1 percent level. The increase in connection by 1 unit will also raise the effect on brand loyalty by 0.158 units. The increase in retention by 1 unit will also raise the effect on brand loyalty by 0.398 units. The increase in commitment by 1 unit will also raise the effect on brand loyalty by 0.398 units. The increase in advocacy by 1 unit will also raise the effect on brand loyalty by 0.231 units. Moreover, satisfaction variables have 5% of confident level on brand loyalty. The increase in connection by 1 unit will also raise the effect on brand loyalty by 0.094 units.

According to the result, it can be explained that the increases of connection, satisfaction, retention, commitment and advocacy have the positive effects on brand loyalty. Customers are actively participating in the discussion and activities held by Escort brand. They are interesting to make the conversation and sharing about their opinions. These customer connection and satisfaction influence on brand loyalty. It leads to repurchase and give the positive feedback which can enhance customer retention. Moreover, customers promote through their participation in the community and give the recommendation to others. Therefore, it can invite new members and sustain the old customers.

## **CHAPTER 5**

### **CONCLUSION**

This chapter presents three parts. The first part is the findings and discussions from analysis and the second one is the suggestions and recommendations of the Escort Fashion and the final part is the needs for further research.

#### **5.1 Findings and Discussions**

As the influence of social media platforms continues to affect how consumers interact with each other and how the Escort Fashion brand connect with their customers, it has resulted in the practical implications for this Fashion industrial. This research focuses on the respondents who are using Escort Fashion brand in Yangon and (303) respondents who have been replied with a collection of questionnaires to the survey.

By contrasting the mean value of factors influencing on the social media marketing activities, trendiness is the most influential factor in customer engagement. The second strongest factors are customization and interaction followed by entertainment and advertisement factors respectively.

The information on the Escort Fashion brand is trendy. Escort page always releases the information about the product, the price and specified shop information. Customers can easily find the consumer on the company website and social media page. Customers can be satisfied if they can easily find the right information on the page. It may become the Escort's greatest advantage.

Regarding the factors affecting on the effect of the customer engagement, customers are actively participating in the discussion and sharing their experience with other customers about the product and the customer services.

However, they are not interesting in clicking the "see first" button of the page. In Escort page, information on pricing and advertising cannot be found in Escort Page so that customers only access the page when they want to search the new products information whether check their required products are available or not.

Escort has good customer feedback which is the key to build the customer retention. It can be noticed that customers have always recommended this Escort band to their other friends and colleagues and to share or discuss the items. It can boost the customer commitment on the brand and increase the brand loyalty.

As far as brand loyalty is concerned, respondents are support to be loyalty. However, customers give other people positive reviews and suggestions about the products. Even if the quality and price is same with other brand, Escort Fashion brand is always preferred by customer. However, customers show little loyalty in considering to be a loyal customers of the Escort Fashion brand.

From the analysis of the relationship between customer engagement and brand loyalty, it is found that there is a significant relationship between customer engagement and brand loyalty. Therefore, it can be concluded that customer engagement has the impact on the brand loyalty of the Escort Fashion Brand through the social media marketing activities in this study.

## **5.2 Suggestions and Recommendations**

The success of the brand depends in part on social media marketing activities, customer engagement and brand loyalty. The brand loyalty comes from the individuals who needs to develop customer engagement through the proper of social media marketing activities. The social media marketing activities of advertisement, interaction and entertainment have the most significant effect on the connection, satisfaction, retention, commitment and advocacy variable of customer engagement.

Regarding to the study of social media marketing activities, Escort need to create and sustain a successful brand communication on social media for individual communication with customers and paying close attention to the sharing of information about the brand. It can also be realized that it is interesting and entertaining rather than advertising and promotion material.

Escort manager need to focus on the social activities that can improve the interaction between customers on social media channel such as Facebook brand page and website. Either the interaction between the customers and the brand or between the customers themselves, often reply the questions or comments on Escort's social media sites.

It will also strength the relationship between customers' interaction and customization social media marketing activities, but also the connection between customers and customer satisfaction on the Escort Fashion brand will be improved.

Escort advertisement can usually be found on billboards and commercial TV advertisement. Escort need to use the short clips or google ads on the social media sites because it can be quickly and effectively hit the targeted customers. It is important that the effect of customer engagement and how the brand loyalty should be accomplished in order to get more competitive advantage.

The customers agree that the sharing of customer experience and provision of word of mount can provide them with up to date information and can relate customer engagement to social media marketing activities. Escort should emphasis on checking the review and feedback from customers. The more the brand is care about the feedback, the brand will be able to improve the quality of the product.

In addition, Escort manager should be able to answer any questions or comments quickly so that customers do not feel disregarded by Escort and also improve the current interaction on the page or website to generate the content that includes engaging with customers. Escort manager should be able to get more members using other media platform. The content should be more creative and trendy. Escort should discuss how the Escort produces the goods and how the products are created step by step.

### **5.3 Needs for Further Research**

Nowadays, social media marketing activities are gradually having an impact since technology. More analysis should therefore be performed with a larger sample size from various channels such as Viber, website, Instagram, electronic word-of-mouth, email marketing and various area where Escort shops are available. This practice would give more comprehensive view of customer perception in social media channels. This research does not discuss specific of other factors such as economic, cultural, and other quality. If the brand image, product quality, price and promotion of other marketing variables can be carried out in the analysis, the outcome will be more beneficial.

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## APPENDIX A

### Questionnaire

I am MBA (Thesis) student of Yangon University of Economics (YUE) and the questionnaire is designed to know a study on “Effect of Social Media Marketing Activities on Brand Loyalty of Escort Fashion”. This survey is a part of my master’s degree thesis and your kind support is vital for the successful completion for this research project. Your response will be anonymous, data will be combined and analyzed as a whole. Please kindly answer all the questions.

“Thank you very much for your time and assistance”

#### Part 1 (Respondent’s Profile)

1. What is your gender?
  - Male
  - Female
2. Please select your age?
  - Under 15 years
  - 15-25 years
  - 25-35 years
  - 35-45 years
  - Above 45 years
3. What is your marital status?
  - Single
  - Married
  - Other
4. What is your level of education?
  - High School
  - Undergraduate
  - Bachelor
  - Master
  - Other
5. What is your current occupational status?
  - Student
  - Unemployed
  - Employee
  - Self-Employed
  - Other

6. Monthly Income

- Less than 150,000 Ks
- 150,001-300,000 Ks
- 300,001-500,000 Ks
- 500,001-1,000,000 Ks
- Over 1,000,000 Ks

**Part 2 (Usages Pattern of Social Media)**

7. Which social media platform do you use? (Choose more than one if necessary)

- Website
- Facebook
- Viber
- WeChat

8. How long have you been using Facebook?

- Less than 1 year
- 1 to 3 years
- 4 to 6 years
- More than 6 years

9. How often do you use Facebook?

- Everyday
- 3-5 days per week
- Once or twice a week
- Very rare

10. Which device do you use for social media sites? (Choose more than one if necessary)

- Mobile Phones
- Personal Computer

11. Why do you use the social media site for?

- For networking with friends
- For reading news and information
- For entertainment
- For posting and sharing experience
- For shopping
- For business

12. What kind of marketing activities do you usually search in social media site? (Choose more than one if necessary)
- Product Specification
  - New Product
  - Price Information
  - Promotion
  - Shop Location
13. How often do you recognize the advertising on social media sites?
- Very rarely
  - Occasionally
  - Often
  - Very Often
14. How often do you search for brand pages on social media to know their information?
- Very rarely
  - Occasionally
  - Often
  - Very Often

**Part 3 (Social Media Marketing Activities)**

Please rate your agreement upon these following factors in terms of (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

No	Entertainment	1	2	3	4	5
1.	The social media account of this Escort Fashion brand is enjoyable.					
2.	It is alluring to use the social media of this brand page.					
3.	The activities on social media of this brand are fascinating.					
4.	It is interested to collect the information through social media of this brand page.					
5.	The contents shared by social media of this brand are alluring.					
<b>Interaction</b>						
1.	The information sharing is desirable on the social media of this Escort Fashion brand.					
2.	I enjoy exchanging experience and ideas with other people on the social media page of this brand.					
3.	The expression of opinions is easy on the social media of this brand.					
4.	It is easy to share my opinions on the social media of this brand.					
5.	I am happy to participate in the activities of the social media of this brand.					
<b>Trendiness</b>						
1.	The information sharing on the social media of this Escort Fashion brand is up to date.					
2.	The use of social media by this brand is trendy.					
3.	It is leading fashion to use social media of this brand.					
4.	The content shared on social media of this brand is newest information.					
<b>Advertisement</b>						
1.	I like in the ads that this brand has published on social media.					
2.	The ads that this brand has released on social media are modernize .					
3.	Social media ads of this brand positively affect my attention for this brand.					
4.	The ads of the social media of this brand can deliver the right information.					
<b>Customization</b>						
1.	The information that I need can be found on the social media page of the Escort Fashion brand.					
2.	The social media of this brand can deliver the unexpected information.					
3.	I can easily obtain information that I need thanks to the directions on the social media of this brand.					
4.	The social media of this brand offers customized information search.					

**Part 4 (Customer Engagement)**

Please rate your agreement upon these following factors in terms of (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

No	Connection	1	2	3	4	5
1.	I usually invite others to be fan members of Escort Page.					
2.	I usually actively participate in discussions with others from this brand social media.					
3.	I usually actively participate in the activities held by this brand.					
4.	I like to share my experience and knowledge with others for this brand.					
<b>Satisfaction</b>						
1.	I click the “See First” button to check the promotion packages and important information on the Escort Fashion brand page.					
2.	Having conversation and sharing the same opinions with other people about this brand are interesting.					
3.	It is also important for me to have conversation with others about their experience for this brand.					
<b>Retention</b>						
1.	I will definitely use this Escort Fashion brand for my untiring life.					
2.	I am really attached to this brand so that I will repurchase.					
3.	I have positive feedback and extremely trust in this brand.					
<b>Commitment</b>						
1.	I promote this brand through my participation and expression in the community of the Escort Fashion brand.					
2.	This is my preferred brand that can be seen in my participation.					
3.	When asked, I recommend this brand to others.					
4.	I usually do Sharing or Talking about the post of this brand.					
<b>Advocacy</b>						
1.	I am aware of consumer satisfaction by reading comments and feedback on the social media of the Escort Fashion brand.					
2.	I usually read the news and information from this brand page.					
3.	I see myself as a part of this brand community.					

**Part 5 (Brand Loyalty)**

Please rate your agreement upon these following factors in terms of (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree)

No	Brand Loyalty	1	2	3	4	5
1.	I consider myself to be a loyal customer of this Escort Fashion Brand.					
2.	I would say positive things about this brand to other people.					
3.	I would recommend this brand to other people who seek from my information.					
4.	Even if another brand has the same features as this brand, I would prefer to buy this brand.					
5.	Escort Brand would be my first choice.					
6.	I intend to repurchase this brand again.					

## APPENDIX B

### Effect of Social Media Marketing Activities on Connection

#### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.667 <sup>a</sup>	.444	.435	.73431	.444	47.499	5	297	.000	2.100

a. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

b. Dependent Variable: CECNMEAN

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.059	5	25.612	47.499	.000 <sup>b</sup>
	Residual	160.145	297	.539		
	Total	288.204	302			

a. Dependent Variable: CECNMEAN

b. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

#### Coefficient<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.488	.222		-2.200	.029		
	SEMEAN	-.029	.118	-.020	-.246	.805	.288	3.472
	SIMEAN	.490	.102	.369	4.817	.000	.318	3.142
	STMEAN	.150	.101	.114	1.488	.138	.321	3.119
	SAMEAN	.313	.089	.262	3.526	.000	.338	2.962
	SCMEAN	.006	.091	.005	.065	.948	.352	2.837

Dependent Variable: CECNMEAN

**Effect of Social Media Marketing Activities on Satisfaction**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.704 <sup>a</sup>	.496	.488	.72427	.496	58.516	5	297	.000	2.069

a. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

b. Dependent Variable: CESMEAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	153.478	5	30.696	58.516	.000 <sup>b</sup>
	Residual	155.798	297	.525		
	Total	309.276	302			

a. Dependent Variable: CESMEAN

b. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

**Coefficient<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	-.544	.219		-2.487	.013			
	SEMEAN	.077	.117	.050	.657	.511	.288	3.472
	SIMEAN	.397	.100	.289	3.961	.000	.318	3.142
	STMEAN	-.001	.099	-.001	-.008	.993	.321	3.119
	SAMEAN	.460	.088	.372	5.253	.000	.338	2.962
	SCMEAN	.080	.089	.062	.899	.369	.352	2.837

Dependent Variable: CECSMEAN

**Effect of Social Media Marketing Activities on Retention**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.677 <sup>a</sup>	.459	.450	.72352	.459	50.341	5	297	.000	1.633

a. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

b. Dependent Variable: CERMEAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.763	5	26.353	50.341	.000 <sup>b</sup>
	Residual	155.474	297	.523		
	Total	287.237	302			

a. Dependent Variable: CERMEAN

b. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.242	.219		-1.107	.269		
	SEMEAN	.167	.117	.114	1.433	.153	.288	3.472
	SIMEAN	.194	.100	.147	1.942	.053	.318	3.142
	STMEAN	.230	.099	.175	2.324	.021	.321	3.119
	SAMEAN	.285	.087	.240	3.264	.001	.338	2.962
	SCMEAN	.106	.089	.085	1.188	.236	.352	2.837

a. Dependent Variable: CERMEAN

**Effect of Social Media Marketing Activities on Commitment**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.692 <sup>a</sup>	.479	.470	.70771	.479	54.630	5	297	.000	1.908

a. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

b. Dependent Variable: CECMMEAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	136.810	5	27.362	54.630	.000 <sup>b</sup>
	Residual	148.754	297	.501		
	Total	285.564	302			

a. Dependent Variable: CECMMEAN

b. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

**Coefficient<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1 (Constant)	-.344	.214		-1.608	.109			
	SEMEAN	.253	.114	.173	2.219	.027	.288	3.472
	SIMEAN	.277	.098	.210	2.824	.005	.318	3.142
	STMEAN	.091	.097	.070	.943	.346	.321	3.119
	SAMEAN	.277	.086	.234	3.241	.001	.338	2.962
	SCMEAN	.111	.087	.090	1.276	.203	.352	2.837

Dependent Variable: CECMMEAN

**Effect of Social Media Marketing Activities on Advocacy**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.743 <sup>a</sup>	.553	.545	.64299	.553	73.368	5	297	.000	1.808

a. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

b. Dependent Variable: CEAMEAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151.666	5	30.333	73.368	.000 <sup>b</sup>
	Residual	122.792	297	.413		
	Total	274.458	302			

a. Dependent Variable: CEAMEAN

b. Predictors: (Constant), SCMEAN, SIMEAN, SAMEAN, STMEAN, SEMEAN

**Coefficient<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.466	.194		-2.399	.017		
SEMEAN	.336	.104	.234	3.241	.001	.288	3.472
SIMEAN	.150	.089	.116	1.684	.093	.318	3.142
STMEAN	.120	.088	.094	1.368	.172	.321	3.119
SAMEAN	.314	.078	.270	4.044	.000	.338	2.962
SCMEAN	.145	.079	.119	1.827	.069	.352	2.837

a. Dependent Variable: CEAMEAN

**Effect of Customer Engagement on Brand Loyalty**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.901 <sup>a</sup>	.812	.809	.40790	.812	256.631	5	297	.000	1.876

a. Predictors: (Constant), CEAMEAN, CECNMEAN, CERMEAN, CESMEAN, CECMMEAN

b. Dependent Variable: BLMEAN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	213.495	5	42.699	256.631	.000 <sup>b</sup>
	Residual	49.416	297	.166		
	Total	262.911	302			

a. Dependent Variable: BLMEAN

b. Predictors: (Constant), CEAMEAN, CECNMEAN, CERMEAN, CESMEAN, CECMMEAN

**Coefficient<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.256	.083		3.095	.002		
CECNMEAN	.158	.041	.165	3.869	.000	.347	2.879
CESMEAN	-.094	.047	-.102	-2.003	.046	.242	4.128
CERMEAN	.398	.052	.416	7.592	.000	.211	4.741
CECMMEAN	.231	.061	.241	3.806	.000	.158	6.333
CEAMEAN	.257	.042	.263	6.061	.000	.337	2.968

a. Dependent Variable: BLMEAN