

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF MANAGEMENT STUDIES
MBA PROGRAMME

**INFLUENCING SOCIAL MEDIA MARKETING
PRACTICES ON CONSUMER LOYALTY TOWARDS
UNIQUE COMMERCIAL CO., LTD**

SWE NWE WIN
EMBA II - 80
EMBA 18th BATCH

JULY, 2022

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ACADEMIC YEAR (2019-2022)

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“This Thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the Degree of Master of Business Administration (MBA)”

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ACCEPTANCE

This is to certify that the thesis prepared by Swe Nwe Win, entitled “**Influencing Social Media Marketing Practices on Consumer Loyalty towards UNiQUE Commercial Co., Ltd**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

This study aims to examine the influencing social media marketing practices on consumer loyalty towards UNiQUE Commercial Co., Ltd. The study was conducted by using multiple regression analysis to reach the study objectives. The sample size in this study was 122 respondents, which is the result calculated by Raosoft. The population size is 1,000 consumers of UNiQUE's social media. The survey was conducted by a simple random sampling method. A structured questionnaire was used to gather the answers from the respondents. The result of this study indicates that advertising and interaction (social media marketing practices) have a positive significant effect on satisfaction (consumer engagement); advertising, interaction, and EWOM have a positive significant effect on commitment (consumer engagement); interaction has a positive significant effect on trust (consumer engagement); and again, interaction has a positive significant effect on brand image (consumer engagement). It is also found that commitment and brand image (consumer engagement) have an effect on consumer loyalty towards UNiQUE Commercial Co., Ltd. This study recommends that the company try to find new attractive promotional marketing practices that can engage with high-income single women. In addition, the study also suggests the company maintain social media advertising, interaction, and EWOM to meet the requirements of the target market. In this way, the company can have the highest level of consumer engagement, which can lead to gaining the maximum loyalty of the consumers and sustainable growth of the company.

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LIST OF ABBREVIATIONS

EWOM	Electronic Word-of-mouth
IT	Information Technology
WOM	Word-of-mouth

CHAPTER (1)

INTRODUCTION

Nowadays, social media offers much more than just a way for people to stay in touch with their loved ones. It is now a location where consumers may discover more about their preferred services and goods provided by several businesses. Because social media allows for two-way communication and interaction, it becomes a valuable relationship-building tool for marketers to build dialogue and engage consumers (Klepek & Starzyczna, 2018).

Social media marketing is a form of internet marketing that uses social media applications as a marketing tool (Chi, 2011). Social media marketing is important for almost all businesses to meet the needs of the consumers and to keep the consumers for long-term. Without social media marketing, it is practically impossible for any business to succeed in this competitive business era. Monitoring and facilitating conversations and interactions between consumers and businesses has been accomplished through the use of social media marketing. The rise of social media marketing can be seen as a problem by marketers, despite the fact that it has been found to be a useful tool for positively influencing consumers' purchase behavior (Chen & Lin, 2019). Since social media marketing can be a key factor in building a brand and creating long-term consumer relationships, it is critical for marketers to acknowledge the opportunities and challenges lying ahead (Kim & Ko, 2010).

Social media marketing practices include various activities that are implemented to access new markets, to access various demographics, and to use virtual shops (Ceric et al., 2016). The purpose of social media marketing practices is to form a communication by which a firm is able to inform consumers about products and services and to create interest in offerings (Kim & Ko, 2012). Social media marketing is highly related to advertising and conducting promotional activities to reach and communicate with targeted consumers (Alalwan et al., 2017). Consumers can not only contact the company as an interaction, but also exchange their opinions with other consumers as an EWOM.

Advertising refers to the process of matching social media users to target groups that have been specified by the marketer. Social media advertising includes posting content to various social media platforms, communicating with followers, and running advertisements. Promotion is a set of marketing activities undertaken to boost sales of a

product or service. Promotions include discounts, offers, gifts, and other price-lowering tactics. Interaction refers to all of the two-way communication and touchpoints that take place between businesses and consumers. Fundamentally, social media interaction can influence the relationship between businesses and consumers. Electronic word-of-mouth (EWOM) refers to the dynamic and continuous information sharing process between prospective, present, or past consumers regarding a good, service, brand, or business (Lis & Nebler, 2014).

Consumer engagement is the way a business engages, communicates, and develops a relationship with the consumer base. These engagements may take place through numerous channels and make use of diverse instruments, all of which contribute to increasing consumer awareness and loyalty. To create successful consumer engagement, consistent social media marketing practices should be implemented to ensure that the needs of consumers are met at any touchpoint and to build trust. The marketing activities should be aligned with consumer engagement, in which developing content includes replying to key consumer questions, supporting the consumer buying process, and producing solutions to common pain points (Killian & McManus, 2015).

Consumer satisfaction refers to the consumers' pleasure that emerges from comparing a product's perceived performance or outcome to their expectations. Commitment is the feeling attached to and intended to ensure the continuity of a relationship with a business or a brand. Trust is the faith of a consumer in a company. Consumer trust is the consumer's belief in a company's ability to fulfill its promises to the consumer. Brand image is the perception of the brand in the mind of the consumer. Brand image is known as a set of associations that are usually organized in some meaningful way (Kazemi et al., 2013).

The ultimate goal of any business is to gain the loyalty of its consumers. Consumer loyalty is seen by businesses as an essential component of marketing strategies due to the increased market competition in Myanmar. Unquestionably, the impressive benefits of consumer loyalty have been widely acknowledged and emphasized in any company's marketing activities because consumer loyalty can help to reduce costs associated with keeping current consumers rather than spending a lot of money acquiring new ones, particularly in competitive and saturated markets. Additionally, the loyalty of consumers has established a long-term consumer relationship with the company and, thus, has a propensity to continue engaging with the product line, yielding sustainable growth for the company (McMullan & Gilmore, 2008).

UNiQUE Commercial Co., Ltd is the company managing UNiQUE IT, mobile and electronic retail chain stores in Myanmar. The company is currently functioning with over 500 employees. UNiQUE is recognized as the bestselling IT, mobile, and electronic retail chain store in Myanmar. The company is utilizing Facebook Page as a main social media marketing channel. In the early months of 2022, UNiQUE's Facebook Page had nearly one million followers. The company manages the social media marketing team to advertise the product and service, implement sales promotions, interact with consumers, and persuade EWOMs from consumers regularly.

Social media marketing practices of marketers may touch the hearts of potential consumers, which may lead to consumer engagement. Once the consumer is engaged, the marketer will approach to get the consumer's satisfaction, commitment, brand image, and trust, which may successfully lead to consumer loyalty towards UNiQUE Commercial Co., Ltd.

1.1 Rationale of the Study

Social media has grown to be the most prominent and significant virtual environment, where the platform is used for business marketing as well as social networking. In this challenging business era, social media is used as a medium for both corporations and consumers. The strength of social media is commendable since it allows businesses to reach many people promptly after utilizing social media marketing practices, thereby lowering expenses and increasing the reach of marketing to potential consumers. In other words, consumers are more engaged with social media and marketers use it as a tool to communicate with them. Ninety percent of marketers believe social media is critical to their business, according to the 2016 Social Media Marketing Industry Report.

In general, social media marketing may be perceived as a bridge that allows marketers to develop and maintain a strong relationship with consumers. Consequently, the value of the company may be increased by the platform where communication and information sharing are encouraged. Prior to the invention of social media, marketing was carried out quite differently. Marketers used both traditional channels and modern techniques to advertise goods and services to consumers. However, a variety of negative aspects of traditional marketing were revealed, such as higher cost and a lower audience than social media marketing. Another factor is that, although offline advertising on

billboards can increase brand recognition, it is challenging for marketers to precisely estimate marketing productivity in order to evaluate the marketing campaign's usefulness. On the other hand, social media marketing allows people to receive and transmit information over a wider geographical range than traditional media. Additionally, people have begun to place more trust in consumers' comments and reviews on social media than in one-way advertisements. This is because people assumed that advertisements from businesses were dishonest and deceptive. Social media gives businesses the chance to interact with consumers to solve problems by discussing any issues. Marketers who realize the need for change and innovate to overcome those drawbacks will achieve success in bringing their marketing campaigns to another level (Castronovo & Huang, 2012).

Increased exposure, increased traffic, the development of loyal fans, market place insights, and generated leads are the top five benefits of social media marketing (Icha, 2015). Additionally, social media marketing gives businesses the chance to build relationships with consumers who otherwise would not be aware of the company's offerings for products or services. Most significantly, it makes these businesses seem "authentic" to their consumers. The way a company presents its personality to its consumers has a big impact on them. A social media marketing strategy supports techniques that increase engagement and reach the largest audience. The company will become more likely to develop strong consumer engagement if more viewers and followers see its content.

There are few entry barriers in the retail sector, which is extremely competitive. A wide range of other local, regional, and international retailers compete for consumers with each company. Some of these competitors include department stores, discounters, supermarkets, specialty shops, wholesale clubs, direct-to-consumer businesses, and other types of retail trade. The important fact is that some rival companies have comparable business sizes to UNiQUE.

Being the bestselling IT, mobile, and electronics retail chain store in Myanmar, UNiQUE Commercial Co., Ltd has sustainably carried out the company's social media marketing as a key performer of consumer engagement. Online communities such as Facebook can build consumer loyalty through consumer engagement (Zheng et al., 2015). There would be a strong link between an organization's social media marketing practices implemented via their online platforms and consumer loyalty. A better understanding of consumer engagement could help UNiQUE Commercial Co., Ltd retain loyal consumers.

Therefore, this study focuses on social media marketing practices that are important for UNiQUE Commercial Co., Ltd., which is a company operating in the remarkably competitive industry of the Myanmar market.

1.2 Objectives of the Study

This study aims to identify and examine consumer loyalty toward UNiQUE Commercial Co., Ltd. through social media marketing practices. Besides that, this research aims to ascertain the relationships between social media marketing practices and consumer engagement among the consumers of UNiQUE, leading to consumer loyalty.

The main objectives of the study are as follows:

- (1) To examine the influencing social media marketing practices on consumer engagement in UNiQUE Commercial Co., Ltd.
- (2) To analyze the effect of consumer engagement on their loyalty towards UNiQUE Commercial Co., Ltd.

1.3 Scope and Method of the Study

The aim of this study is to determine the influencing social media marketing practices on consumer loyalty towards UNiQUE Commercial Co., Ltd. Descriptive analysis methods and quantitative research methodology were used for this study. In this analysis, both primary and secondary data were used. The primary data was collected with the survey of the respondents by using the structured questionnaire. The questionnaire was designed using multiple choice and 5-point Likert scale type questionnaires written in the Myanmar language to collect data from online surveys.

The structured questionnaire was used to explore the influencing social media marketing practices on consumer engagement and consumer loyalty towards UNiQUE Commercial Co., Ltd. The sample size was 122 by using the Raosoft Sample Size Calculator. To find the sample size, the calculation was based on a 95% interval with the population size of 1,000 people who are social media consumers of UNiQUE. The respondents were selected by using simple random sampling method. All 122 respondents completely answered the survey questionnaires within two months of the data collection period starting from March 1st, 2022 to May 1st, 2022.

The scope of the study was intended for consumers who engage with the social media marketing practices of the company. Mean values of each variable were calculated

in this study. The strength of the relationship was measured by multiple regression using SPSS statistics software. The secondary data was collected from reports, theses, journals, web searches, and some previous papers.

1.4 Organization of the Study

This study is composed of five chapters. Chapter one involves the introduction, which includes the rationale of the study, objectives of the study, scope and method of the study, and the organization of the study. Chapter two describes the theoretical background and also includes the previous studies and conceptual framework of the study. Chapter three contains the profile and social media marketing practices of UNiQUE Commercial Co., Ltd, profile of respondents, the social media usage pattern of respondents, and the reliability test. Chapter four includes the analysis of the influencing social media marketing practices on consumer engagement and the relationship between consumer engagement and consumer loyalty towards UNiQUE Commercial Co., Ltd. Lastly, chapter five involves the conclusion, composed of the findings and discussion, suggestions and recommendations, and needs for further research.

CHAPTER (2)

THEORETICAL BACKGROUND

This chapter includes the theoretical background of social media marketing, social media marketing practices (advertising, promotion, interaction, and EWOM), consumer engagement (satisfaction, commitment, trust, and brand image) and consumer loyalty, respectively. This chapter also contains previous studies and the conceptual framework of this study in the last part of the chapter.

2.1 Social Media Marketing

Social media marketing is defined as a process by which companies create, communicate, and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders' value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation among stakeholders about existing and trending products and services (Yadav & Rahman, 2017). Pham and Gammoh (2015) defined social media marketing as the company's process of creating and promoting online marketing-related activities on social media platforms that offer value to its stakeholders. Social media marketing provides many advantages for businesses, including increased word-of-mouth, improved consumer engagement, increased customer loyalty, and an increase in purchase intention for the company's products and services (Choi et al., 2016).

Tuten and Solomon (2017) interpret that social media marketing is the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders. An interdisciplinary and cross-functional concept called "social media marketing" makes use of social media to advance organizational objectives through generating value for stakeholders (typically in conjunction with other communication channels) (Felix et al., 2017). According to Chi (2011), social media marketing is the connection of consumers and brands through the provision of a private channel and a medium of exchange for user-centered social networking.

2.2 Social Media Marketing Practices

Social media marketing practices are part of online marketing activities that complement website-based promotion strategies, electronic mail, and advertising on the internet (Ismail et al., 2018). Social media marketing practices are promotional and relational communication tools that complement organizational marketing applications by offering enhanced interactivity through online relationships between organizations and consumers (Ibrahim et al., 2020). A different definition of social media marketing is that it plays a significant role in developing consumer-brand relationships and creating trust, both of which have a beneficial impact on business outcomes (Cheung et al., 2020). As a promotional communication tool, social media marketing practices support traditional marketing efforts via social media.

Social media marketing practices are difficult to operationalize by focusing solely on the elements of the marketing mix (i.e., product, price, distribution, and promotion), mainly because many other important parameters are involved in the conceptualization, such as relationship management, market development, and business innovation issues. According to Richards and Marshall (2019), the marketing activities that can be carried out using social media are advertising, face-to-face sales, sales promotions, public relations, and direct marketing. These powerful social media marketing tools are used by small businesses to improve their business impact and also used by large companies to accelerate business growth.

Social media marketing practices are highly associated with advertising and conducting promotional activities to reach and communicate with targeted consumers (Alalwan et al., 2017). Social media marketing practice includes interaction, which is the exchange of communication between brands and consumers (Gallaughner & Ransbotham, 2010). A social media marketing practice is called EWOM, which is consumers' interaction with other consumers about a brand or business (Muntinga et al., 2011). Studies show that marketers who post information on social media are likely less favorable than EWOM on credibility, empathy, and relevance to consumers (Karjaluo et al., 2016). In this study, social media marketing practices include four key variables, which are advertising, promotion, interaction, and EWOM.

2.2.1 Advertising

Advertising is defined as any non-personal communication means of ideas or products by using mass communication media such as television, newspapers, magazines, cinemas, radios, etc., and are used by a particular sponsor in exchange for payment to influence consumer behavior (Kotler & Keller, 2016). The role and objectives of advertising are twofold, which are to make people aware of the product and its characteristics (informational role) and to make people desire it before they have bought it (persuasive role) (Ehrenberg, 2000).

The way businesses or organizations communicate with consumers through advertising has changed over the years through the printing press, radio, television, or social media. Nowadays, advertising is more diverse than ever before. Customers are exposed to marketing at all times and places, sometimes even without realizing it (Seegercrantz, 2013). The impact of the digital revolution on the field of advertising has drastically changed the reach and accessibility to broader audiences that are attracted to social media content. Practically, social media has become a tool and plays an important role in advertising today. The Internet and social media have radically transformed how companies operate, and especially the methods they use to increase awareness of their products and services. Advertisers are continually looking for innovative approaches to strengthen and increase the efficacy of their advertisements in today's saturated media landscape. As a result, they are always competing for consumers' limited attention resources.

Muk et al. (2014) conducted a study on Korean consumers' attitudes toward social media advertising and their intentions to join brand pages. The researchers suggested that because social media advertising has both beneficial and incredibly entertaining qualities, users have a favorable opinion of it. According to the research that has been done by Roy (2014) about the influence of social media, it is the easiest way to communicate and build loyalty through advertising. Users' actions of liking, commenting, and sharing count as engagement indicators of the efficacy of online advertisements. According to Chi (2011), users perceive advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumers' responses to social media marketing.

Taylor et al. (2012) found, however, that social media users' message sharing behaviors are also attributed to the need for self-enhancement. Consumers are more willing to spread the word about a message when they believe that an internet advertisement is relevant to their identity and preferences. According to the study, advertisement experts should evaluate the symbolic and self-expression features of their internet advertisements and connect the advertisements to the self-concepts of targeted consumers. In other words, the marketing of a company needs to share similar characteristics with its target market's interests.

2.2.2 Promotion

Rowley (1998) defined promotion as an important component of the marketing mix because it is concerned with ensuring that consumers are aware of the products. Promotion can improve market share, educate the market, create a competitive advantage and increase sales. Promotion is the element that the general public sees and relates to as marketing (Yoo et al., 2000). Promotion is already positioned in the public's mind as marketing. Without promotion, it is hard to believe consumers would know about any given product regardless of how great it is.

Providing shopping services on social media can bring business growth for retailers due to the diversity of consumers who use social media sites. The wide range of consumers utilizing social networks means that most target markets can be reached (Cha, 2009). This provides an effective platform for retailers to promote their brand and products to potential consumers. Chu (2011) also discovered that those who participate in Facebook pages have a more positive view of social media and advertising. Users are more inclined to join a brand's or retailer's Facebook page in order to receive promotional messages when they have a positive attitude toward advertising.

2.2.3 Interaction

Social media interaction is defined as a term including all two-way communications and touchpoints that take place between businesses and consumers (Rautela, 2021). Fundamentally, social media interaction can influence the relationship between businesses and consumers. Social media can provide a space for consumers

where users can discuss and exchange views (Godey et al., 2016). Today, the Internet and the virtual world have overcome face-to-face constraints, using this type of marketing via email, social networks, blogs, and websites (Mohammadi et al., 2018).

Social media provide businesses the opportunity to interact with their consumers and make it relatively easier for consumers to communicate with the company and with each other (Deighton & Kornfeld, 2009). Interactions on social media can be in the form of opinions about the brand (McCorkindale, 2010). Consumers gain value and strengthen brand relationships through positive experiences gained from interactions (Algesheimer et al., 2005). Individuals can provide feedback in form of “Likes” and “Comments” on Facebook posts from brand pages. Social media sites like YouTube, Facebook, and Twitter, thus provide a function for visitors who can directly interact with the businesses and the brands of their choosing. Businesses increasingly allow their consumers to interact with their brand pages and consequently this can engage with more consumers in a rich online dialogue (Brown et al., 2007). Facebook provides marketers a direct channel for communicating with consumers through a business-to-consumer (B2C) approach.

2.2.4 Electronic Word-of-mouth (EWOM)

Word-of-mouth (WOM) has been defined as "oral, informal, person-to-person communication between a perceived noncommercial communicator and a receiver regarding a brand, a product, an organization, or a service" (Arndt, 1967). And when consumers receive WOM, they perceive those messages to be more credible when they come from a third party rather than the brand itself (Goldsmith & Horowitz, 2006). Advertisers have long been focused on not only producing their own communications about their products but also provoking, stimulating, and producing word-of-mouth.

With new communication technology tools such as email, online review systems, and social networking sites, consumers can share information with each other easier than ever before (Morrison et al., 2013). This online information sharing about products, services, or brands has been classified as a type of consumer word-of-mouth communication called EWOM (electronic word-of-mouth). Online or offline, consumers find word-of-mouth recommendations to be the most trustworthy source of information (Nielsen, 2015). In the digital space, online reviews, blogs, and other content from

consumers are utilized by individuals when making purchase decisions (Cheung & Thadani, 2012).

Increasingly, users are creating EWOM messages on social media sites (Yan et al., 2016). People generate EWOM messages to satisfy a number of needs, including persuasion, information acquisition, emotional regulation, social bonding, and impression management (Berger, 2014). Consumers have become a major factor in influencing marketing outcomes. Thus, consumers are now providers of information and recommendations for other consumers, and consequently, they influence each other's purchase decisions.

According to Zhang et al. (2011), companies should have a strong online presence across a variety of social media platforms to expand their customer base. According to research, exposure to EWOM messages can increase interest in a product category more than exposure to content published by the company. Today, consumers are more knowledgeable about the products they consume due to the internet empowering them to gain access to information, thus creating active co-producers of value. Consumers as co-producers of value can provide companies with a large amount of return on investment because it increases brand awareness, which signifies the importance of EWOM in today's marketing world. Social media platforms like Facebook enable target users to become message senders by sharing advertisements with their friends, directly connecting with the advertiser, or commenting on the advertisement and having those remarks spread virally (Chu, 2011). Consumer-to-consumer communication is the dominant force for distributing messages created by advertisers. For that reason, retailers need to look at marketing in a whole new way and include social media marketing within their business plan (Golan & Zaidner, 2008).

2.3 Consumer Engagement

Obviously, the aim of businesses in the era of social media is to get consumers to engage. Moreover, various studies have been conducted in order to identify the inherent drivers of consumer's engagement. Currently, thanks to social media advances, consumers can effortlessly connect, exchange, and share information among each other (Carvalho & Fernandes, 2018). According to Vivek et al. (2012), consumer engagement

refers to the level of a person's participation and connection with the company's offerings and activities that are started either by the consumer or the business.

Consumer engagement is "the collection of experiences that readers, viewers, or visitors have with a media brand. Consumer engagement on social media also plays a role in developing consumer relationships that are deeper and last longer (Kumar et al., 2010). Social media is particularly suitable for consumer relationship development (Kane et al., 2009). Consumer engagement with the brand contributes to developing consumer loyalty (Hollebeek, 2011). Gummerus et al. (2012) analyzed consumer engagement behaviors of liking, commenting, and reading messages on a Facebook brand community page and found that consumers received social, entertainment, and economic benefits.

In the realm of social media, the definition of Doorn et al. (2010) seems plausible since an individual's attitude (e.g., trust, commitment, and satisfaction) is translated into consumer engagement by interacting through social media. In the case of Facebook brand pages, consumers demonstrate engagement in the form of liking, commenting, and sharing. Engagement in an online brand community (such as Facebook pages) leads to interactive participation (Brodie et al., 2011). In this study, consumer engagement is composed of four key variables, which are satisfaction, commitment, trust, and brand image.

2.3.1 Consumer Satisfaction

In the American Marketing Association (AMA), consumer satisfaction is defined as a fundamental component of marketing theory, embodied in the marketing concept, and as a key variable in models of consumer buying behavior. In today's hyper-competitive, dynamic, and increasingly technology-driven markets, consumer satisfaction is still considered a major element of a successful business. The key to success for the Internet depends on consumer acceptance and satisfaction with the technology involved with Internet commerce (Burke, 1997). It is thought consumers will migrate to those websites that maximize the satisfaction of online shopping (Szymanski & Hise, 2000). A better understanding of how consumers become satisfied with Internet shopping can benefit businesses.

Consumer satisfaction can be understood as the comparison of service and product quality expectations before and after purchase (Oliver, 1999). Another definition of consumer satisfaction is the output resulting from a consumer's subjective judgment of observed performance.

Consumer benefits include the ability to offer lower prices; to provide reliable "store" and product information directly to the consumer; to reduce shopping time; and to simplify shopping for frequently purchased convenience goods by facilitating the routine ordering and processing functions, thereby increasing consumer satisfaction (Peterson, 1997). By shopping online, the consumer can avoid interaction with sales personnel, crowded parking lots, bad weather, and transportation restrictions, including loading and unloading heavy and bulky packages to and from the car, and shop at any hour while simultaneously participating in other activities (such as exercising, cooking, or caring for children). All of these conveniences can greatly contribute to an enjoyable shopping experience, leading to enhanced consumer satisfaction.

2.3.2 Commitment

Commitment means feeling attached to and intending to ensure the continuity of a relationship with a business or a brand. The definition of commitment is used to determine the degree to which consumers have a psychological attachment to a company with which they do business. In marketing, commitment in the buyer-seller relationship is common, and it is broadly accepted that commitment is a crucial component of any long-term business partnership (Anderson & Weitz, 1992). Plessis (2011) stated that "more committed consumers tend to form a positive overall impression of the total duration of the relationship, including different transactions, and these consumers exhibit strong intentions to stay in the relationship."

Commitment includes an intention to further develop, not simply to maintain the relationship. Commitment is an affective attachment and an intention to develop and maintain long-term relationships with exchange partners. Anderson et al. (1994) assert that the concept of commitment incorporates both the persistence and the expansion of relationships between exchange partners. According to Fullerton (2003), commitment is a key factor in long-lasting partnerships and is also a key factor in consumer loyalty.

2.3.3 Trust

The idea of having confidence in another person's word is known as trust (Pavlou, 2003). Trust is another construct to incorporate in the study of consumer engagement. Trust is developed through a consumer's experience and the assumption that the provider is able to respond to the consumer's needs with a consistent level of quality. Additionally, trust is defined as a subjective belief that a business or entity will fulfill transactional obligations as the consumer understands them. That is, trust is a consumer's belief that a firm is reliable, sincere, and will stand by its word. Trust can be placed in a variety of targets, including a channel (e.g., online, in-store salesperson), product information, the purchasing process, or a company.

The role of trust is even more important in e-commerce because consumers must have confidence in transaction processes that are not transparent online. It has been determined that trust is essential to the success of e-commerce (Gefen, 2000). Trust is easier to develop in offline channels such as physical store locations where face-to-face interactions will facilitate personal relationships. The expectation-confirmation theory indicates that consumers who build up trusting intentions with perceptions of positive utility during the pre-purchase phase will develop loyalty or intentions for repeat business when the transaction is satisfactory and expectations are confirmed during post-purchase consumption (Kim et al., 2009). Trust is often linked with consumer loyalty. If a consumer has a high level of trust in an organization and believes the firm will be fair and just, the likelihood of loyalty grows.

2.3.4 Brand Image

Brand image is another important construct to incorporate when studying consumer engagement. Since its formal identification in the 1950s, brand image has become a popular topic in consumer behavior research for both practitioners and academics due to the reality that people buy products for something other than their physical attributes and functions. Marketers have also realized the strategic importance of brand image in creating greater value (Graeff, 1997). Consumers' feelings, ideas, and attitudes about and towards brands, or their "image" of brands, are vital to purchase choice.

During the pre-consumption phase, consumers rely upon various sources of information to determine whether or not they will enter into a transactional situation. For a repeat consumer, information can be gathered from prior consumption experiences with a particular business. However, for new consumers, they must rely on non-experiential information. New consumers may turn to information available through advertisements and word-of-mouth recommendations to formulate expectations for process, product, and service quality (Kim et al., 2009). Relationships with corporate image or credibility have been found to have satisfaction, loyalty, and purchase intentions. These expectations will then be subsequently used as criteria to evaluate post-consumption experiences. Regardless of the type of consumer, brand image is used as a screening tool when considering multiple vendors for a purchase.

2.4 Consumer Loyalty

Consumer loyalty was defined by Oliver (1999) as a strongly held commitment to repurchase or re-patronize a favored product or service repeatedly in the future, resulting in repeated same-brand or same-brand-set procurement, despite situational factors and marketing initiatives having the potential to drive switching behavior. Loyalty is both a positive attitude towards the organization and a commitment to re-purchasing in the future (Chan & Chu, 2007). Simply satisfying consumers is not enough to retain them as consumers or build loyalty. Consumer loyalty can lead to profitability for firms, and loyal consumers are important assets for organizations (Hayes, 2008). Increased loyalty means additional purchases, and loyal consumers are less likely to switch based on competitive prices (Bowen & Shoemaker, 1998). Hayes also said that keeping current consumers is less expensive than acquiring new ones. The cost of new online consumer acquisitions could mean an unprofitable consumer relationship for up to three years. Firms may also capitalize on loyal consumers by convincing them to buy more and boost revenue.

Consumer loyalty is described as a consumer's repeated visitation or repeat purchase behavior while including the emotional commitment or expression of a favorable attitude toward the service provider. Numerous studies emphasize the value of consumer loyalty to become more significant. It is known that loyal consumers' visit frequency is higher and they make more purchases than non-loyal consumers. Loyal consumers are also less likely to switch to a competitor brand just because of price and

other special promotions and bring in new consumers through positive word-of-mouth, which can sometimes save a huge amount of money for advertising (Yoo & Bai, 2013).

Loyalty is a kind of positive attitude toward a product that is caused by frequent use and repeated purchase, and it can be explained by psychological processes. In other words, purchase repetition is not only an optional reaction, but it is also influenced by mental, emotional, or normative factors. Loyalty is an important concept in marketing strategy, and it leads consumers to seek fewer solutions. Consumer loyalty is considered a significant intangible asset for numerous companies (Jiang & Zhang, 2016). Based on the goals and circumstances of their studies, marketing experts have modified many definitions of customer loyalty. For instance, Casidy & Wymer (2016) conceptualized consumer loyalty as "one's feelings of devoted attachment to the loyalty object, rather than repeated commercial transactions."

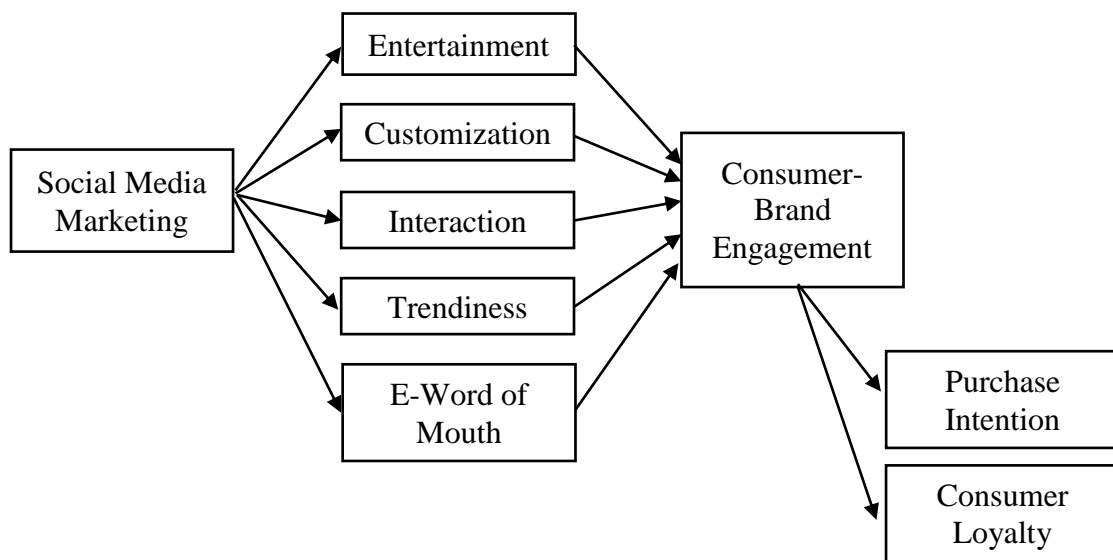
According to Jiang and Zhang (2016), consumer loyalty is a significant source of competitive advantage for various organizations. Consumer loyalty is considered to be a challenging task for current businesses, particularly in sectors that are competitive. Based on the nature of the business and the types or goals of the consumers, the factors influencing customer satisfaction and loyalty may vary from each other. Consumer loyalty is one of the key success indicators for many businesses in the market, and marketing experts will eventually adopt the appropriate marketing strategies and tactics in order to keep consumers who are loyal to their businesses (Zhang et al., 2016).

2.5 Empirical Studies

This study is based on four previous research papers from foreign universities. The first research paper is "The Influencing Social Media Marketing Practices on Consumer Engagement," studied by Lamkadem and Ouiddad (2021). The second previous study is "The Effect of Advertising on Consumer Engagement" by Daven and Sari (2021). The third previous study is "The Influence of Promotion on Consumer Engagement" by Gupta and Nair (2021). And the fourth previous study is "The Effect of Consumer Engagement on Consumer Loyalty" by Flynn (2012).

The first previous study is "Towards creating an effective consumer brand engagement through social media marketing", studied by Lamkadem and Ouiddad (2021). The aim of the research is to examine how social media marketing elements influence consumer brand engagement and to know the potential outcomes of this influence.

Figure (2.1) Conceptual Framework by Lamkadem and Ouiddad



Source: Lamkadem & Ouiddad (2021)

In this conceptual framework, social media marketing elements include five components, which are entertainment, customization, interaction, trendiness, and EWOM. Social media marketing influences consumer-brand engagement. The framework shows that the influence arising from the relationship between social media marketing elements and consumer brand engagement is driving purchase intention and consumer loyalty.

This research focuses on the 303 respondents who responded to a collection of questionnaires for the survey. From the analysis of the relationship between social media marketing elements and consumer-brand engagement, it is evident that trendiness is the most influential factor on consumer-brand engagement. The second and third strongest factors are customization and interaction, followed by entertainment and EWOM factors, respectively. From the analysis of the relationship between consumer-brand engagement

and consumer loyalty, it is found that there is a significant relationship between consumer-brand engagement and consumer loyalty.

The second previous study is “The Effect of Advertising on Consumer Engagement (Study of Oronamin C Advertisement in Generation Z)” by Daven and Sari (2021). This research was conducted to determine the effect of advertising on consumer engagement. In this conceptual framework, social media advertising has an influence on consumer engagement.

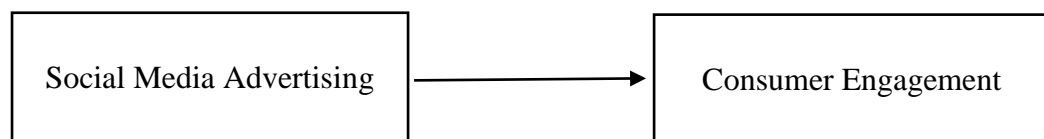
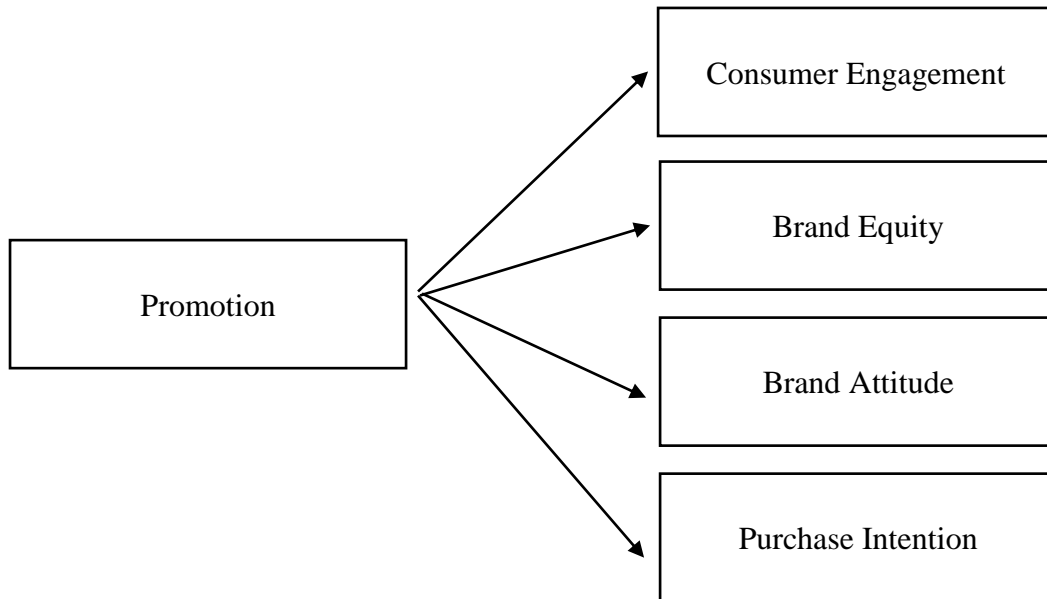


Figure (2.2) Conceptual Framework by Daven and Sari

Source: Daven & Sari (2021)

This research was conducted by distributing questionnaires to 100 Generation Z respondents who had watched the social media advertisement of Oronamin C, which is a health drink originating from Japan. According to the findings, this study showed that social media advertising had an effect on consumer engagement.

Figure (2.3) Conceptual Framework by Gupta and Nair



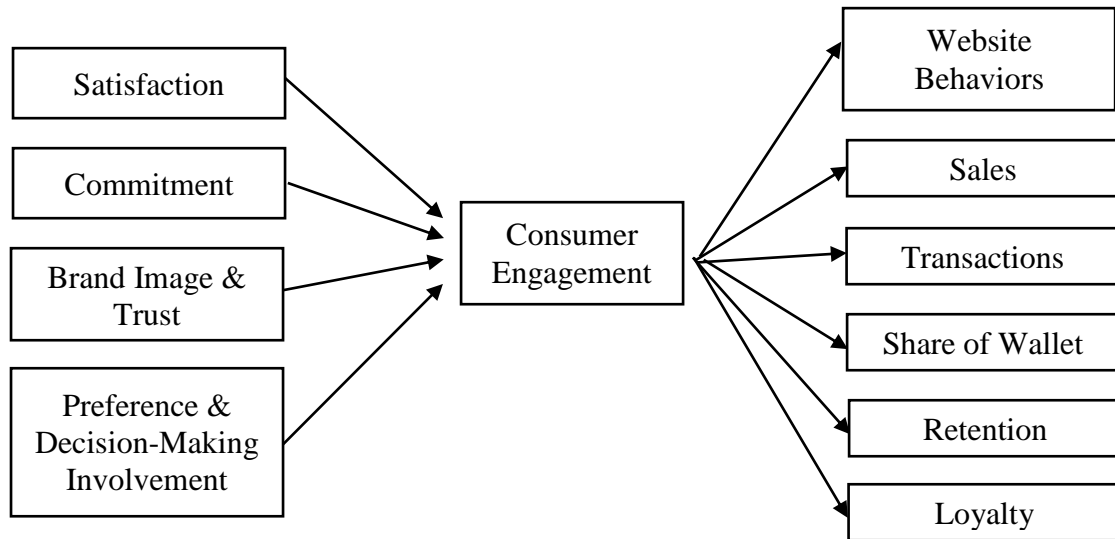
Source: Gupta and Nair (2021)

The third previous study is "A Conceptual Model for Promotion on Digital Platforms" by Gupta and Nair (2021). The aim of this study is to assess the impact of promotional campaigns on social media platforms of Swiggy, a food delivery application. In this conceptual framework, promotion has an influence on consumer engagement, brand equity, brand attitude, and purchase intention.

This research was conducted by distributing online questionnaires, and 15,000 respondents answered the questions. The respondents were mainly from India and the United States. The research showed that promotion led to increased consumer engagement with the business, improved brand attitude, an increase in brand equity, and increased purchase intention.

The fourth previous study is "An Exploration of Engagement: A Consumer Perspective" by Flynn (2012). The aim of this study is to understand the relationships between consumer engagement and loyalty. By better understanding these relationships, a broader perspective of engagement and possible beneficial outcomes are gained. Consumer satisfaction is important to businesses because it provides information or subjective judgment on experience, service, or product quality.

Figure (2.4) Conceptual Framework by Flynn



Source: Flynn (2012)

In this conceptual framework, satisfaction, commitment, brand image and trust, and preference and decision-making involvement can influence consumer engagement. Consumer engagement has an effect on website behaviors, sales, transactions, share of wallets, retention and loyalty.

Archival data was utilized to evaluate these relationships, which included 4,530 participants that were consumers of a maintenance and supply business. According to the findings of this study, all variables except satisfaction can positively influence consumer engagement. It is also found that consumer engagement has a positive significant effect on website behaviors, sales, transactions, and loyalty.

2.6 Conceptual Framework of the Study

Nowadays, businesses compete to obtain the greatest success. Making a business effective on social media, however, does not happen overnight. It needs a lot of effort. Social media is a crucial component of every current marketing plan. Nevertheless, staying updated with trends is vital. Social media marketing practices change frequently and rapidly. In order to stand out and attract the target audience's attention, the business

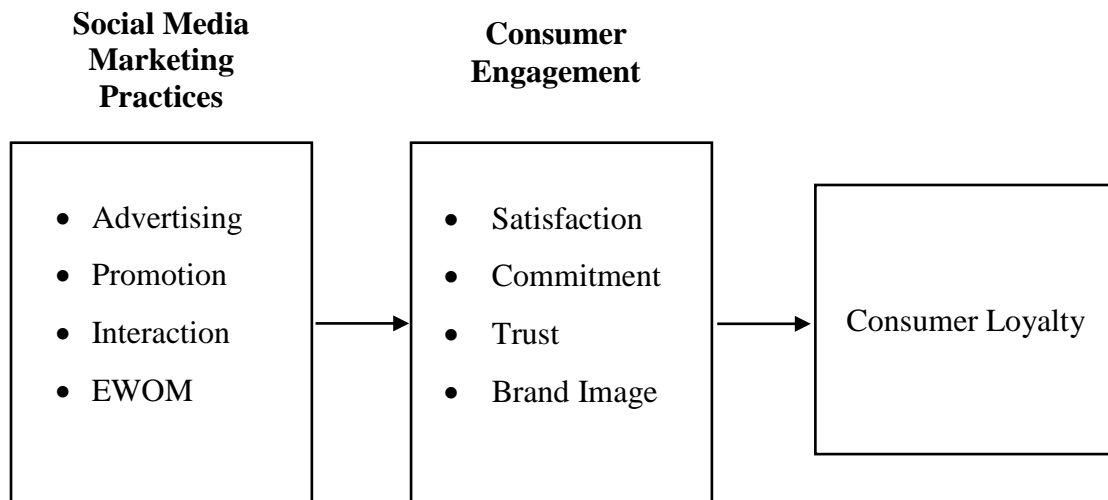
should implement the most relevant social media marketing practices as efficiently as possible.

The act of keeping consumers interested in a business by appealing to their interests and creating content they want to consume is known as "consumer engagement." Engagement may contribute to the development of trust between the consumer and their preferred business. Consumers are more likely to purchase further products or services if they feel trusted and loyal to the company. This trust can support the company's overall sales growth and help it maintain its position as a market leader.

Consumer loyalty is the factor that motivates ongoing business and influences existing consumers to pick the company over a competitor that has comparable advantages. Due to the fact that maintaining an existing consumer requires significantly less work than finding new ones, consumer loyalty towards the company is crucial for numerous reasons. Therefore, this research is required to study thoroughly.

The conceptual framework of this study is derived from the literature review and previous research papers. In this framework, social media marketing practices, which include advertising, promotion, interaction, and EWOM, are independent variables and have an influence on consumer engagement, which is a dependent variable. Consumer engagement, which includes satisfaction, commitment, trust, and brand image, can affect consumer loyalty. Social media marketing practices, which include firm-created content (social media advertising, social media promotion, and social media interaction) and user-generated content (electronic word-of-mouth), are used as marketing communication tools to get brand loyalty (Adetunji et al., 2018).

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation (2022)

From the first previous study, some of the variables were excluded for this research. Those excluded variables are entertainment, customization, and trendiness. This is because UNiQUE's social media marketing team does not currently utilize those variables as social media marketing practices. In the third previous study, some of the variables were excluded for this paper. Since this study mainly focuses on consumer loyalty, brand equity, brand attitude and purchase intention were excluded. Per the fourth previous study, preference and decision-making involvement are excluded for this study. Those variables are mainly influenced by the buyer's purchase decision-making process. Therefore, preference and decision-making involvement cannot apparently be influenced by the social media marketing practices of UNiQUE.

Since UNiQUE is a vendor offering more than hundreds of IT, mobile, and electronic brands, it is critical for the company to increase sales and to maintain loyal consumers. The company believes that social media marketing can help UNiQUE boost sales, engage consumers, and increase consumer loyalty to the business.

CHAPTER (3)

PROFILE AND SOCIAL MEDIA MARKETING PRACTICES OF UNIQUE COMMERCIAL CO., LTD.

This chapter includes four sections, which are the profile of UNiQUE Commercial Co., Ltd; social media marketing practices of UNiQUE Commercial Co., Ltd; profile of respondents; and reliability test.

3.1 Profile of UNiQUE Commercial Co., Ltd.

In 2004, UNiQUE Commercial Co., Ltd. was founded. The company has seven retail outlets in Yangon and two retail outlets in Mandalay. The company is currently run with over 500 employees and is recognized as the bestselling IT, mobile, and electronic retail chain store in Myanmar. As a company operating IT, mobile, and electronic retail chain stores, UNiQUE offers numerous brands or products, after-sale-service, and delivery systems. UNiQUE is also known for its outstanding consumer service and lifetime warranty for selected items. The consumers of UNiQUE vary from an individual to an organization.

The company has its own website for e-commerce and a Facebook page as a social media marketing channel. Among numerous social media platforms, UNiQUE is mainly utilizing Facebook Pages since Facebook is a common social media (social networking) site in Myanmar. In the early months of 2022, there were nearly one million followers on the UNiQUE Facebook Page. This record is the highest among IT, mobile and electronic retail chain store businesses in Myanmar.

With the help of technology, consumers are searching for a way to fulfill their needs without much effort. UNiQUE understands the consequences of dramatically improving technology and utilizes social media marketing practices to convert every potential consumer to a satisfied consumer. The company routinely posts attractive and informative content on its social media. The contents are composed of well-structured paragraphs, pictures, videos or interactive elements to get the consumer's attention and engagement.

3.2 Social Media Marketing Practices of UNiQUE Commercial Co., Ltd.

In Myanmar, the term "using social media" is nearly mentioning to "the screentime on Facebook". As a company operating IT, mobile, and electronic retail chain stores, UNiQUE utilizes numerous social media marketing practices to attract all categories of consumers, especially innovators and experiencers. Among those marketing practices, advertising, promotion, interaction and EWOM are dominant social media marketing practices of UNiQUE.

3.2.1 Advertising of UNiQUE Commercial Co., Ltd.

In this competitive world, marketers are trying to attract potential consumers and, at the same time, maintain regular consumers. Advertising is critical to getting people's awareness and motivating them to purchase. Therefore, UNiQUE is utilizing social media advertising as a main social media marketing practice. There are many advertising channels on social media platforms such as Facebook, Telegram, Instagram, Twitter, YouTube, etc. Among them, UNiQUE prefers Facebook as the major marketing channel.

The reason that Facebook is a preferred social media advertising platform for UNiQUE is that it allows the business to reach millions of audiences in Myanmar. Additionally, it features sophisticated audience filters to target the right audience with the appropriate advertising at the right times. Since the company can use Facebook advertising to announce new products, services, or collections, it is a great way to generate leads. The advertisement often consists of an image or a collection of images demonstrating the products and services provided by the business, along with an interesting or appealing headline. The advertisement always includes a call-to-action button like "Send Message" or "Shop Now" to drive audiences to the product page where they can easily make a purchase.

The advertising posts are regularly published on the company's own social media (Facebook Page). Mostly, the contents are well-designed combinations of photos and graphics with a short story about the advertising. In addition, some posts on UNiQUE are constructed with attractive videos and, occasionally, with live videos. UNiQUE's advertising on social media is mostly about product knowledge, information, promotion,

product availability, update-to-date price, new technology, store location, after-sale-service, delivery system, and seasonal products. Every day, approximately 2 to 10 posts of advertising are published on the company's social media.

The Facebook page of UNiQUE constantly looks professional and maintains the image of the business. Therefore, consumers may be inspired and motivated to purchase the company's products. In this way, consumers can engage with a company. The marketing team also makes sure that every advertisement post prominently displays the company's logo and colors. The company never reuses headlines from previously published content. Consequently, the company can attract the audience's attention to the advertised products and services. To increase engagement, social media posts must keep a professional, high-quality appearance. Advertising with high-quality graphics or images can attract the audience.

3.2.2 Promotion of UNiQUE Commercial Co., Ltd.

Promotion is an essential thing-to-do for a marketer. Through promotion, many businesses can attract consumer awareness. UNiQUE's promotions usually have three types, which include monetary promotion, gift with promotion (GWP), and service promotion.

As a monetary promotion, some discounts are offered by the company for selected items. As an example of monetary promotion, UNiQUE offered a "Sony Days Promotion" starting from March 14th to March 30th, 2022, in which Sony TVs are sold with a discount ranging from 200,000 to 210,000 MMKs. The company is also promoting through a lucky draw and a cash back promotion based on the items purchased.

In a gift with promotion, the company gives back the relevant accessories when buying selected IT, mobile, or electronic devices. UNiQUE offers free promotional gifts to promote the business and keep the brand in consumers' minds. The ideal marketing gifts properly reflect the image of the company and are useful to the consumers. Everyone enjoys receiving free gifts, for example, a free memory stick, backpack, mouse, and screen protector for purchasing a selected laptop. A successful GWP can generate consumer confidence and optimism. GWP is an effective and practical alternative to discounting (monetary promotion).

As a service promotion, UNiQUE is the first company to give a "Lifetime Warranty" for selected products, and this fact made the company famous. Therefore, the warranty serves as a marketing tool for promotion. The warranty promotes the product's reliability and quality. A product warranty can protect consumers from defective products and can lower the risks involved with buying a product. By offering a lifetime warranty, the company gains the trust of its consumers, which helps it sell more products. The warranty protects the product with the highest level of consumer satisfaction and the lowest risk to the consumer.

As an additional service promotion, free delivery within 48 hours to 23 townships in Yangon and 7 townships in Mandalay regions serves as a value-added for consumers. Promoting the company's delivery options helps to make audiences aware that they can save money. It also gives consumers confidence that there will not be any surprises at checkout. It can also increase the amount of money consumers spend because there are no extra charges for delivery. This promotion has the potential to significantly distinguish the company from its competitors.

3.2.3 Interaction of UNiQUE Commercial Co., Ltd.

Social media interaction refers to all of the two-way interactions and touchpoints that occur between the company and consumers. Interaction is a natural part of social media. Consumers can interact with the company through social media at any time and from any location. The dominant social media interactions of UNiQUE are four practices, which include encouraging to "Follow" the company's social media, attracting to "Like" on the company's social media posts, responding to "Comments" left by the audiences, and replying to direct messages sent by the audiences.

Consumers press the "Follow" button as the first step to initiating an interaction with UNiQUE. Regardless of whether they are first-time purchasers or loyal consumers, every follower of the company's social media is a potential consumer. Consumers follow UNiQUE's social media specifically to learn about new products or services. Therefore, growing the company's social media follower count creates an increase in potential consumer. The broader the company's social media audience, the more opportunities it has to accelerate the consumer's buying process. If a certain content type or subject is

generating more interest than others, the company may find the key that can encourage more interaction and engagement with consumers.

The most common method of interaction is clicking "Like" on posts published by UNiQUE on the company's social media. Audiences can freely express their interest in a product or service by clicking the "Like" or other "React" button. The company can learn what the audiences are most interested in by tracking the movement of which posts receive the most "Like." For example, if posts on UNiQUE's product review program tend to get more "Like" than other posts, the company could use that information to build stronger audience interaction.

UNiQUE's social media accepts questions and discussions about the products and services offered by the company. Consumers, potential consumers, followers, and audiences can directly contact the company's social media admins by leaving "Comment" on social media posts. When a company receives comments on social media, it can help the marketer grow the business more successfully by adding more details in the comments section. If the company does not handle them properly, there could be negative consequences. Whether a social media post receives a positive or negative comment, the company should respond promptly and professionally.

Therefore, the marketing team quickly writes a response to the audience because the audience may be waiting for the response. The company could lose a potential consumer or perhaps some great engagement if the response takes a long time to arrive. The response should be quick enough to meet the audience member while he or she is online. The company also responded to negative comments that it received on social media. Therefore, the company never ignores a dissatisfied consumer or follower for an extended period of time. Moreover, the company promptly decides to improve their interaction with the consumer, provide an explanation, and offer an apology for their troubles. Most of the comments on UNiQUE's social media posts are about the investigation of the products and services information and reporting issues about the purchased product or service.

Every interaction with the consumer is an opportunity for the company, whether they are asking a question, looking for support, or expressing an opinion. The company always offers better interaction via private or direct messages by optimizing for speed. After messaging a company on social media, the majority of consumers expect a same-

day response. Consumers comment on the company's social media pages, and this makes the company get more engagement. After receiving good consumer service, the vast majority of consumers are more likely to make another transaction. A long waiting time to get a response from a company might waste consumers' valuable time, which can affect their level of satisfaction. Therefore, UNiQUE's social media interaction fulfills consumer needs and wants by promptly and professionally responding.

3.2.4 Electronic Word-of-mouth (EWOM) of UNiQUE Commercial Co., Ltd.

In this study, electronic word-of-mouth (EWOM) is mainly about the interaction between consumers, potential consumers, followers, and audiences for the purpose of sharing user experiences. The audience members share information with each other about the products and services offered by the company. EWOMs on social media platforms are primarily done through "Share", "Review" and "Tag" by the audience.

If the consumer shares the company's social media post and remarks on it as an EWOM, it can not only help the company reach a larger audience but also be likely to have an impact on potential consumers' purchasing decisions. This is due to the fact that the majority of consumers are persuaded by posts made by people they believe. Therefore, the company will look through the most shared posts to find common interests. If a type of content gets a frequent or large number of "Share" on social media, that content can create numerous EWOMs for the company. That content has an underlying motivator which encourages people to share the content. Therefore, the company will try to determine that motivator and utilize it frequently to get powerful EWOMs. This is the critical stage in developing an EWOM marketing plan for future success.

People usually spread social media posts by sharing and writing their opinions. By clicking the "Share" tab on the company's published posts, consumers usually share their additional information as an EWOM with the posts. Since technology is growing, consumers are highly knowledgeable about the products and are likely to share them on social media. Certain published posts by the company are attracting those kinds of consumers. Audiences usually share on social media their experience, knowledge, pros and cons, and price comparisons of the products. Those shared posts act as EWOMs for the company and consequently increase engagement on social media.

The "Review" technique used by the company can build or break its own reputation. Consumers make product and service reviews to connect with companies on social media. These reviews become significant EWOMs, which are utilized by potential consumers to make purchases. The company's social media marketing practices include a review response plan. The company makes a point of responding to any opinion, whether it is positive or offers suggestions for how the business might advance. The company believes that a considerate response to an EWOM can convert a one-time consumer into a loyal consumer. After a product has been delivered to the consumer, the marketing team can ask him or her to "Tag" the company's social media when they post about the product. Consumers often share their purchased products and user experiences on social media as an EWOM. Getting tagged by consumers can help the company get more Facebook followers and, consequently, more sales. This EWOM is highly impactful on business since EWOMs are mostly authentic.

3.3 Profile of the Respondents

The analysis requires the respondents' demographic information and social media usage patterns since it could reveal the main target segments for social media marketing in UNiQUE Commercial Co., Ltd. Multiple-choice questions on the survey form were used to screen the respondents. The survey form includes six questions to learn about the demographic profile of the respondents and nine additional questions to learn about their social media usage patterns. 122 respondents who are consumers of UNiQUE Commercial Co., Ltd. participated in the survey.

3.3.1 Demographic Profile of the Respondents

The demographic profile of the respondents is divided into six categories based on the survey data, including gender, age group, marital status, level of education, occupational status, and monthly income. A systematic questionnaire was used to survey 122 respondents in order to gauge their consumer loyalty towards UNiQUE Commercial Co., Ltd. The respondents' demographic profile is shown in Table (3.1).

Table (3.1) Demographic Profile of the Respondents

No.	Description		Number of Respondents	Percentage (%)
	Total		122	100.00
1	Gender	Male	56	45.90
		Female	66	54.10
2	Age Group	16-25 years	18	14.75
		26-35 years	54	44.26
		36-45 years	26	21.31
		Above 46 years	24	19.67
3	Marital Status	Single	68	55.74
		Married	54	44.26
4	Level of Education	High school	8	6.56
		Undergraduate	10	8.20
		Bachelor	65	53.28
		Master	33	27.05
		Ph.D.	6	4.92
5	Occupational Status	Student	10	8.20
		Employee	52	42.62
		Self-employed	30	24.59
		Unemployed	14	11.48
		Job seeker	16	13.11
6	Monthly Income	Less than 300,000 MMKs	38	31.15
		300,001 - 500,000 MMKs	18	14.75
		500,001 - 800,000 MMKs	11	9.02
		800,001 - 1,500,000 MMKs	12	9.84
		Over 1,500,001 MMKs	43	35.25

Source: Survey Data (2022)

According to Table (3.1), the majority of the respondents, 66 out of the total 122 respondents, are females. The age group between 26 and 35 years, which accounted for 54 of the total respondents, is the primary age group that purchases from UNiQUE. Table (3.1) also classifies the respondents' marital status into two categories. Married respondents occupy 54 of the total respondents, while 68 of the respondents are single. In terms of education, the biggest proportion of respondents are bachelor's degree holders. For this study, it can be assumed that the majority of social media users are graduates.

The respondents have five different occupations, according to the survey data. Students, unemployed, self-employed, employees, and job seekers are five occupational statuses. Of all the respondents, employees made up the largest occupational group with 52 respondents, followed by self-employed people with 30 respondents and job seekers with 16 respondents. Among the monthly income category, the largest number of respondents is 43, and these respondents have a monthly income of over 1,500,001 MMKs.

The study shows that women are the majority of respondents. It may be due to the rise of employed and self-employed women in Myanmar. In this study, it can be concluded that women use social media more frequently than men since they are single and have more free time to take care of themselves. The highest percentage of respondents have a bachelor's degree, and they utilize social media to stay up-to-date on news and information. They can earn over 1,500,001 MMKs on average and are typically employed by businesses or self-employed with their own businesses. They all utilize social media, regardless of their income level. According to the findings, single women between the ages of 26 and 35 who make more than 1,500,001 MMKs enjoy using social media.

3.3.2 Social Media Usage Pattern of the Respondents

Part 2 of the questionnaire has nine questions about the social media usage patterns of the respondents. The most common social media platform, years of using social media, frequency of social media usage, device used for social media sites, primary purpose of using social media, primary marketing activities searched on social media sites, recognition of advertising on social media, frequency of searching for brand pages, and frequency of reading online consumer reviews were all factors in social media usage.

Table (3.2) Social Media Usage Pattern of the Respondents

No.	Description		Number of Respondents	Percentage (%)
	Total		122	100.00
1	The most common social media platform	Facebook	100	81.97
		YouTube	14	11.48
		Pinterest	2	1.64
		Twitter	6	4.92
2	Years of using social media	Less than 1 year	4	3.28
		1 to 3 years	6	4.92
		4- 6 years	24	19.67
		More than 7 years	88	72.13
3	Social media usage frequency	Everyday	98	80.33
		3-5 days per week	14	11.48
		Once or twice a week	8	6.56
		Very rare	2	1.64
4	Device used for social media sites	Mobile smartphone	105	86.07
		Personal computer	17	13.93
5	Primary purpose of using social media	For networking with friends	32	26.23
		For reading news and information	47	38.52
		For entertainment	14	11.48
		For posting and sharing experience	10	8.20
		For shopping	9	7.38
		For business	10	8.20

No.	Description		Number of Respondents	Percentage (%)
	Total		122	100.00
6	Primary marketing activities searched in social media sites	Product Specification	28	22.95
		New Product	43	35.25
		Price Information	18	14.75
		Promotion	20	16.39
		Shop Location	13	10.66
7	Recognition of advertising on social media	Always	68	55.74
		Frequently	34	27.87
		Sometimes	20	16.39
8	Frequency of search for brand pages	Always	58	47.54
		Frequently	41	33.61
		Sometimes	20	16.39
		Never	3	2.46
9	Frequency of reading online consumer reviews	Always	57	46.72
		Frequently	29	23.77
		Sometimes	28	22.95
		Never	8	6.65

Source: Survey Data (2022)

As indicated in Table (3.2), there are five different types of social media sites that are popular in Myanmar. A total of 100 respondents stated that they use Facebook more than other social media platforms. The most popular social media platform in Myanmar is Facebook, which is also a leading global social networking site. A total of 88 respondents reported that they used social media more than 7 years ago. Regarding social media usage frequency, 98 respondents use it daily, followed by only 14 respondents who use Facebook three to five days per week.

According to the results, the mobile phone is the most popular device used for accessing social media sites. This may be due to the convenience of mobile phones. Six

groups of primary social media usage purposes have been identified. Table 3.2 provides the specific details. The main motivation for using social media is to read news and information, which is followed by networking with friends. Social media platforms are likely to be utilized in a variety of ways depending on individual preferences. The majority of survey respondents looked up social media marketing activities for new products on social media platforms.

The findings indicated that the majority of respondents always recognize social media advertising. Most respondents state that they always search brand pages and read consumer reviews. Nearly all of the respondents are familiar with using social media, particularly Facebook, to look up new products and price information. The purchasing process can be made more efficient in terms of time, money, and energy by using social media to search for new products and obtain pricing information. Since most respondents consistently recognize social media advertisements and can easily get enough information by searching brand pages on social media, it may be concluded that the majority of respondents have high awareness of UNiQUE's social media marketing activities.

3.4 Reliability Test

The reliability test is carried out to ensure accurate measurement across different statements in the questionnaire set. Cronbach's alpha, which has a value between 0 and 1, is used to describe the reliability of factors extracted from questionnaires. All of the questions can be used as the research instrument for this study if the Cronbach's Alpha calculation yields a result greater than or equal to 0.7. If this number is less than 0.7, the results of the data are unreliable. If it is larger than 0.7, the results of the data are reliable. The internal consistency of the study's questionnaire sets is expressed as a percentage of how near the Cronbach's alpha coefficient score is to 1.0.

Table (3.3) describes the reliability of the study's instruments and the Cronbach's Alpha value determined in the study for the influencing social media marketing practices on consumer loyalty towards UNiQUE Commercial Co., Ltd. All of the variables in the result have Cronbach's Alpha values that are higher than 0.7.

Table (3.3) Results from Reliability Test

No.	Variables	Number of items	Cronbach's Alpha
1	Advertising	5	0.900
2	Promotion	5	0.832
3	Interaction	5	0.836
4	EWOM	5	0.894
5	Satisfaction	5	0.911
6	Commitment	6	0.879
7	Trust	6	0.829
8	Brand Image	6	0.922
9	Consumer Loyalty	10	0.962

Source: Survey Data (2022)

As a result, all of the questions are reliable and appropriate to be used as the study instrument for this research, and all of the respondents are suitable and ready to participate in the study. Table (3.3) displays the analytic results of Cronbach's alpha for each variable. The data demonstrates that the questionnaires' overall variables have been completed with consistency and stability.

CHAPTER (4)

ANALYSIS OF INFLUENCING SOCIAL MEDIA MARKETING PRACTICES, CONSUMER ENGAGEMENT AND CONSUMER LOYALTY TOWARDS UNiQUE COMMERCIAL CO., LTD.

This chapter represents the analysis and discussion of the study with three sections. The first section is to explain the overall mean value of social media marketing practices, which includes advertising, promotion, interaction, and EWOM, consumer engagement, which includes satisfaction, commitment, trust, and brand image; and then, consumer loyalty, based on the findings. The second section is to discuss the regression analysis of influencing social media marketing practices on consumer engagement of UNiQUE Commercial Co., Ltd. The final section is to identify the effect of consumer engagement on consumer loyalty towards UNiQUE Commercial Co., Ltd. based on the regression results from SPSS.

4.1 Social Media Marketing Practices, Consumer Engagement and Consumer Loyalty towards UNiQUE Commercial Co., Ltd.

This section includes the descriptive analysis and interpretation of mean values and overall mean values of variables. The mean value provides five possible answers to a statement or question that allows respondents to indicate their negative-to-positive strength of agreement regarding the question or statement. If the mean value is less than 1, the statement is strongly disagreed with by respondents. If the mean value is between 1 and 2, the statement is disagreed with by respondents. If the mean value is between 2 and 3, the statement becomes neutral. If the mean value is between 3 and 4, the statement is agreed upon by all respondents. If the mean value is between 4 and 5, the statement is strongly agreed upon by respondents. This section is composed of social media marketing practices, consumer engagement, and consumer loyalty.

4.1.1 Social Media Marketing Practices

In this study, social media marketing practices include four variables, which are advertising, promotion, interaction, and EWOM. The mean values of each statement or question and overall mean values are described in the tables respectively.

(a) Advertising

In this section, the combination of five structured questions is used to find the perception of 122 respondents on social media advertising for the company. The individual mean scores and overall mean scores of the questions are described in Table (4.1). According to the result, "persuading to purchase" is the highest, with a mean score of 3.69. Regarding the highest mean score, most of the respondents perceive that the social media advertising of the company is playing a persuasive role, which may lead to their purchasing the products. As shown in the Table (4.1), "checking a specific product wanted to purchase" is the lowest with 3.51.

Table (4.1) Advertising

No.	Items	Mean	Standard Deviation
1	Persuading to purchase	3.69	0.97
2	Informing which IT, mobile or electronic devices are available	3.66	0.83
3	Influencing on decision of what, where, when and why to purchase	3.66	1.03
4	Checking a specific product wanted to purchase	3.51	1.04
5	Interesting to purchase recently	3.56	0.95
Overall Mean		3.61	

Source: Survey Data (2022)

Regarding the lowest mean score, the data also means that some of the respondents check advertising for the specific product they want to purchase. The overall mean score of advertising is 3.61, which means that the advertising of the company would like to attract most of the respondents. Therefore, the company's social media

advertising is recognized as an effective and appropriate practice of social media marketing.

(b) Promotion

Promotion consists of five structured questions, as shown in Table (4.2). "Having an explicitly visible logo or symbol" is the highest in mean score with 4.08. In every social media promotion post, the logo of the company is highly noticeable and makes a strong impression on consumers. Therefore, the company's promotional campaigns can attract the consumer and also differentiate the business from another.

Table (4.2) Promotion

No.	Items	Mean	Standard Deviation
1	Finding New Feeds, Messenger and Sponsorship on social media	3.48	1.04
2	Giving cash back discounts	3.57	0.97
3	Attractive seasonal promotions	3.49	0.92
4	Offering related gifts to purchased products	3.59	1.02
5	Having explicitly visible logo or symbol	4.08	0.88
Overall Mean		3.64	

Source: Survey Data (2022)

According to the result, " finding New Feeds, Messenger and Sponsorship on social media " is the lowest among all with 3.48. The result shows that the promotional campaigns are recognized by consumers. Since the overall mean is 3.64, it means that the promotional activities of the company create awareness and persuasiveness for most of the consumers. It means that the marketing team is implementing the proper promotional campaigns.

(c) Interaction

In this section, interaction is surveyed with five structured questions. These questions were answered by 122 respondents, and the results shown in Table (4.3) are the mean score and overall mean score of their answers. According to the result, "the direct interaction between consumers and admins which is not automated or computerized" is

the highest mean score with 3.74. It means that most of the respondents prefer direct interaction with social media admins rather than automated or computerized replies.

Table (4.3) Interaction

No.	Items	Mean	Standard Deviation
1	Being possible to share information via “Comment” box	3.48	0.97
2	Being possible to have two-way interaction between admins and consumers	3.56	0.90
3	Being easy to convey the opinions by writing “Comment”	3.54	0.86
4	Being easy for consumers to give feedback about the product and service quality	3.62	0.86
5	The direct interaction between consumers and admins which are not automated or computerized reply	3.74	0.87
Overall Mean		3.59	

Source: Survey Data (2022)

The result shows that "Being possible to share information via comment box" is the lowest in mean score with 3.48. According to the data, some respondents have an interest in writing information via the "Comment" box on the company’s social media. The overall mean score of interaction is 3.59. Therefore, it indicates that social media interaction is an advantageous and suitable social media marketing practice for the company.

(d) Electronic Word-of-mouth (EWOM)

The results are aggregated into mean scores and an overall mean score, as shown in Table (4.4). The result shows that "being generally useful and informative" has the highest mean score with 3.80. According to the result, the company’s EWOM is accepted by most of the respondents to be generally useful and informative. "Being worried about making a buying decision without applying EWOM" is lowest at 3.44. The result

indicates that some of the respondents are worried about purchasing from the business without applying EWOM. The overall mean score of EWOM is 3.61, and it indicates that the company's EWOM is a favorable and valuable social media marketing practice.

Table (4.4) EWOM

No.	Items	Mean	Standard Deviation
1	Being generally useful and informative	3.80	0.92
2	Applying on consideration of new products	3.67	0.90
3	Applying when there is little experience about a product	3.64	0.89
4	Making confidence in purchasing product	3.48	0.90
5	Being worried about making a buying decision without applying EWOM	3.44	1.04
Overall Mean		3.61	

Source: Survey Data (2022)

Among four variables of social media marketing practices, the overall mean value of advertising is 3.61, the overall mean value of promotion is 3.64, overall mean value of interaction is 3.59, and the overall mean value of EWOM is 3.61. According to the interpretation, the statements of all variables are agreed upon by respondents because the mean values are between 3 and 4. In comparison, interaction is lowest while promotion is highest in the overall mean score. The overall mean score of interaction is lower than others because UNiQUE's social media interaction is operated only during working hours. Some of the respondents may need to interact with the marketer in an urgent situation, which may include, for example, requiring to repair the laptop or finding errors in essential electronics. If those urgent situations occur beyond working hours, UNiQUE's social media admins may not be available to engage with consumers.

4.1.2 Consumer Engagement

In this study, consumer engagement includes four variables, which are satisfaction, commitment, trust, and brand image. The mean values of each statement or question and overall mean values are described in the tables respectively.

(a) Satisfaction

As shown in Table (4.5), regarding satisfaction, the results of five structured questions are described in mean scores and an overall mean score. The highest mean score is obtained by "satisfying the ease of purchasing items" with a 4.08.

Table (4.5) Satisfaction

No.	Items	Mean	Standard Deviation
1	Satisfying overall experience	3.92	0.86
2	Satisfying the ease of purchasing items	4.08	0.78
3	Satisfying the ease of searching products on social media	3.80	0.81
4	Satisfying the consumer service	4.02	0.78
5	Satisfying the purchased product	3.87	0.84
Overall Mean		3.94	

Source: Survey Data (2022)

The results indicate that most of the respondents are satisfied with the ease of purchasing the items from UNiQUE. The lowest mean score is obtained by "satisfying the ease of searching for products on social media" with a 3.80. The lowest mean score reveals that some of the respondents are satisfied with the ease of searching for products on social media. The overall mean score of satisfaction is 3.94. It indicates that most consumers are satisfied with the company's social media marketing practices.

(b) Commitment

Six structured questions are answered in this section, and the following Table (4.6) shows the result. The total number of respondents is 122. The highest mean score is

achieved by "treating all consumers the same regardless of how much they buy" with a 3.90. According to the result, most of the respondents have committed to the company because the social media admins treat all consumers the same regardless of their buying capacity.

Table (4.6) Commitment

No.	Items	Mean	Standard Deviation
1	Fulfilling the promises and commitments it assumes	3.87	0.94
2	Being a proud consumer	3.77	0.90
3	Having a sense of belonging	3.57	0.90
4	Being emotionally attached	3.49	0.88
5	Feeling confidence of buying	3.77	0.86
6	Treating all consumers the same regardless of how much they buy	3.90	0.85
Overall Mean		3.73	

Source: Survey Data (2022)

The lowest mean score is obtained by "being emotionally attached" with 3.49. According to the lowest mean score, some of the respondents are emotionally attached to the company. Since the overall mean value is 3.73, most of the respondents have committed to UNiQUE because the social media marketing practices of the company make the consumers feel confident in buying from UNiQUE's social media.

(c) Trust

This section is composed of six structured questions. The results are shown in Table (4.7) in terms of mean scores and overall mean score. The data indicates that "being trustworthy and honest" has the highest mean score with 3.93. It means that most respondents accept that UNiQUE is trustworthy and honest. At the same time, the lowest mean score is obtained by "trusting the product and service are high quality," with a score of 3.36. It shows that the respondents accept that the product and service offered by the company are of high quality.

Table (4.7) Trust

No.	Items	Mean	Standard Deviation
1	Being trustworthy and honest	3.93	0.77
2	Instilling the confidence in its consumers	3.69	0.79
3	Trusting the product and service are high quality	3.36	0.81
4	Trusting the consumers are being cared	3.54	0.94
5	Having rely to keep the promises that it makes.	3.69	0.88
6	Trusting to serve consumers primarily	3.91	0.78
	Overall Mean	3.69	

Source: Survey Data (2022)

The overall mean score is 3.69. The data shows that consumers have trust in the company because of the transparency of content in social media posts, consideration for consumers and conservation of product and service quality. Once trust is obtained by the business, it will be able to attract more consumers who are ready to transact more.

(d) Brand Image

In this section, there are six structured questions, and the results are described in Table (4.8). According to the data, the highest mean score is obtained by "being precious". It indicates that most of the respondents accept the company as a conspicuous brand. And then, the lowest mean score is obtained by "being stunning". It indicates that the respondents accept that the company looks gorgeous and impressive enough to make a purchase. The overall mean value is 3.87. The result shows that the business has a positive brand image among consumers. Maintaining a good brand image can reduce the price sensitivity and suspicion of product and service quality offered by the company.

Among four variables of consumer engagement, the overall mean value of satisfaction is 3.94, the overall mean value of commitment is 3.73, the overall mean value of trust is 3.69, and the overall mean value of brand image is 3.87. According to the interpretation, the statements of all variables are agreed upon by respondents because the mean values are between 3 and 4.

Table (4.8) Brand Image

No.	Items	Mean	Standard Deviation
1	Being precious	3.79	0.79
2	Being attractive	3.95	0.80
3	Being stunning	3.61	0.84
4	Being conspicuous	3.98	0.88
5	Having a reputation of integrity	3.97	0.93
6	Being up-to-date	3.90	0.85
Overall Mean		3.87	

Source: Survey Data (2022)

In comparison, trust is lowest while satisfaction is highest in the overall mean score. A key component of every business's success is gaining the trust of its consumers. Since the overall mean value of trust is lower than others, it is critical for the company to improve consumers' trust by offering great products and services, creating strong relationships with consumers, helping consumers to solve problems, showcasing positive consumer reviews, and maintaining the company's reputation.

4.1.3 Consumer Loyalty

In this study, the survey on consumer loyalty included ten questions, and 122 respondents answered the survey. As described in Table (4.9), the highest mean score is obtained by "recommending UNiQUE whenever" with 3.85. It indicates that respondents tend to recommend UNiQUE whenever there is any need for IT, mobile, or electronics. The lowest mean score is obtained by "stimulating to buy from UNiQUE repeatedly by its social media marketing practices," with 3.54. Although it is the lowest mean score, it still indicates that most of the respondents are stimulated by the company's social media marketing practices to buy from UNiQUE repeatedly. The overall mean score is 3.69. The result indicates that the majority of respondents have consumer loyalty towards UNiQUE Commercial Co., Ltd.

Table (4.9) Consumer Loyalty

No.	Items	Mean	Standard Deviation
1	Considering as a loyal consumer of UNiQUE	3.67	0.96
2	Purchasing continuously from UNiQUE	3.70	0.98
3	Intending to purchase the products and services offered by UNiQUE	3.77	0.95
4	Considering UNiQUE as the first choice when buying an IT, mobile or electronic product	3.82	0.94
5	Stimulating to buy from UNiQUE repeatedly by its social media marketing practices	3.54	1.05
6	Buying from UNiQUE even when other company offers similar product and service to UNiQUE	3.67	1.10
7	Telling family and friends proudly after purchasing an IT, mobile or electronic from UNiQUE	3.61	1.03
8	Requiring major rethinking for changing the preference from UNiQUE	3.64	0.98
9	Recommending on social media sites to buy from UNiQUE	3.64	0.79
10	Recommending UNiQUE whenever	3.85	0.89
Overall Mean		3.69	

Source: Survey Data (2022)

The study shows that the majority of the respondents are assumed to be loyal consumers of UNiQUE. However, frequent IT product buyers who are risk takers or experienced may buy from a vendor, and they may easily move to another vendor to get more experience. As a result, even if the company provides the highest quality product and service, some of the respondents are likely to switch vendors. Hence, these situations may have a negative impact on consumer loyalty towards the company. According to the results, most of the respondents are loyal to UNiQUE Commercial Co.,Ltd.

4.2 Analysis of Influencing Social Media Marketing Practices on Consumer Engagement of UNiQUE Commercial Co., Ltd.

This section is a discussion on the regression analysis of the influencing social media marketing practices on consumer engagement of UNiQUE Commercial Co., Ltd.

(a) Influencing Social Media Marketing Practices on Satisfaction

By using multiple regression analysis, influencing social media marketing practices on consumer engagement (satisfaction) is identified by using multiple regression analysis. In this study, there are two main variables: influencing social media marketing practices and consumer engagement (satisfaction). In each regression model, advertising, promotion, interaction, and EWOM are treated as independent variables, and satisfaction is used as the dependent variable. With the assumption of multiple regression statistics, all the data types and sample size are consistent.

Table (4.10) Influencing Social Media Marketing Practices on Satisfaction

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.061	0.211		5.024	0.000	
Advertising	0.378***	0.101	0.441	3.742	0.000	4.674
Promotion	0.129	0.098	0.138	1.314	0.191	3.687
Interaction	0.320***	0.099	0.318	3.247	0.002	3.215
EWOM	-0.029	0.089	-0.033	-0.332	0.741	3.290
R Square	0.652					
Adjusted R Square	0.640					
F Value	54.697***					

Source: Survey Data (2022)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Influencing social media marketing practices have a positive effect on satisfaction towards UNiQUE Commercial Co., Ltd. Satisfaction is regressed with advertising and interaction. The results of the regression analysis are presented in Table (4.10). As presented in Table (4.10), R^2 is 0.652 and adjusted R^2 is 0.640. This model explains that the variation of satisfaction is predicted by influencing social media marketing practices including advertising, promotion, interaction, and EWOM as the value of adjusted R^2 is 64%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The F test value, which represents the overall significance of the model, is highly significant at the 1% level. This specific model can be said to be valid.

It is found that advertising has a positive effect on consumer satisfaction at a 1% significant level, and interaction has a positive effect on consumer satisfaction at a 1% significant level. The findings showed that advertising has a greater influence than interaction on consumer satisfaction towards UNiQUE Commercial Co., Ltd.

According to the results, advertising has a positive effect on consumer satisfaction. It means that advertising can persuade a consumer to buy and help consumers make purchasing decisions. Most of the advertisements on social media for UNiQUE include up-to-date prices and product specifications. Accordingly, advertising can increase the ease of purchasing items by allowing consumers to compare the costs and benefits of individual items that are available. Therefore, the result shows that advertising can satisfy consumers. In addition, most consumers like direct interaction between consumers and social media admins, which is not an automated or computerized reply. UNiQUE possesses social media admins who can make prompt responses and inform the consumers during working hours. This interaction makes the consumers feel satisfied with UNiQUE's social media marketing practices.

(b) Influencing Social Media Marketing Practices on Commitment

By using multiple regression analysis, the influence of social media marketing practices on consumer engagement (commitment) is identified by multiple regression analysis. In this study, there are two main variables: influencing social media marketing practices and consumer engagement (commitment). In each regression model, advertising, promotion, interaction, and EWOM are used as independent variables, and commitment is used as the dependent variable. With the assumption of multiple

regression statistics, all the data types and sample size are consistent. Influencing social media marketing practices has a positive effect on commitment towards UNiQUE Commercial Co., Ltd. Commitment is regressed with advertising, interaction, and EWOM. The results of the regression analysis are presented in Table (4.11).

As presented in Table 4.11, R^2 is 0.712 and adjusted R^2 is 0.702. This model explains that the variation of commitment is predicted by influencing social media marketing practices including advertising, promotion, interaction, and EWOM as the value of adjusted R^2 is 70%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The F test value, which represents the overall significance of the model, is highly significant at the 1% level. This specific model can be said to be valid.

Table (4.11) Influencing Social Media Marketing Practices on Commitment

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.634	0.192		3.295	0.001	
Advertising	0.166*	0.092	0.194	1.803	0.074	4.674
Promotion	-0.111	0.089	-0.119	-1.244	0.216	3.687
Interaction	0.617***	0.090	0.611	6.867	0.000	3.215
EWOM	0.191**	0.081	0.213	2.364	0.020	3.290
R Square	0.712					
Adjusted R Square	0.702					
F Value	72.189***					

Source: Survey Data (2022)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

It is also found that advertising has a positive effect on commitment at a 10% significant level, interaction has a positive effect on commitment at a 1% significant level, and EWOM has a positive effect on commitment at a 5% significant level. The

findings showed that interaction has a greater influence than advertising and EWOM on the commitment of consumers towards UNiQUE Commercial Co., Ltd.

Most of the consumers feel committed because of the interaction with UNiQUE's social media admins. Since the IT, mobile, and electronics industries are always improving and new devices are entering the market simultaneously, consumers have a desire to explore the perfect item for their usage pattern and budget. To collect the required information about the products, consumers need to interact with the admins of social media pages. At that time, UNiQUE's social media admins can make a prompt response to the consumers' questions and inform them about the availability of the product. UNiQUE's social media admins operate the best social media interaction practice by treating all consumers the same regardless of their buying capacity. Therefore, consumers feel committed to UNiQUE Commercial Co., Ltd. because of the considerate interaction by the company's marketers.

Moreover, EWOM has the second largest influence on commitment. UniQUE always welcomes honest reviews of the service and products offered by the company. Therefore, consumers frequently share their experiences of buying and using the products and services of UNiQUE. By reading and analyzing EWOM on social media, consumers can perceive the data that is generally useful to make purchases. Consequently, the consumers feel committed because of EWOM.

The result of the study also shows that the social media advertising of UNiQUE can attain the commitment of consumers to some extent. The company's social media advertisements display the most recent price and product information on a regular and transparent basis. Hence, advertising may lead to the commitment of consumers.

(c) Influencing Social Media Marketing Practices on Trust

In this section, influencing social media marketing practices on consumer engagement (trust) are identified by using multiple regression analysis. In this study, there are two main variables: influencing social media marketing practices and consumer engagement (trust). In each regression model, advertising, promotion, interaction, and EWOM are used as independent variables, and trust is used as the dependent variable. With the assumption of multiple regression statistics, all the data types and sample size are consistent.

Influencing social media marketing practices has a positive effect on trust towards UNiQUE Commercial Co., Ltd. Trust is regressed with interaction. The results of the regression analysis are presented in Table (4.12). As presented in Table (4.12), R^2 is 0.264 and adjusted R^2 is 0.239. This model explains that the variation of trust is predicted by influencing social media marketing practices including advertising, promotion, interaction, and EWOM as the value of adjusted R^2 is 23%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The F test value, which represents the overall significance of the model, is highly significant at the 1% level. This specific model can be said to be valid.

Table (4.12) Influencing Social Media Marketing Practices on Trust

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	2.085	0.269		7.763	0.000	
Advertising	0.114	0.128	0.152	0.889	0.376	4.674
Promotion	-0.117	0.125	-0.143	-0.938	0.350	3.687
Interaction	0.384***	0.125	0.435	3.060	0.003	3.215
EWOM	0.068	0.113	0.086	0.600	0.550	3.290
R Square	0.264					
Adjusted R Square	0.239					
F Value	10.481***					

Source: Survey Data (2022)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

It is found that interaction has a positive effect on trust at a 1% significant level. The findings showed that interaction has the main influence on the trust of consumers towards UNiQUE Commercial Co., Ltd. The results suggest that, concerning the interaction, most of the consumers trust UNiQUE to serve the consumers primarily and to keep the promises that it makes. The admins of the UNiQUE social media page are

always active during working hours to serve the consumers through interaction. Time is precious for everyone these days, and no one wants a long waiting time to get a response. UNiQUE's social media interaction fulfills the consumers by taking care of their questions and complaints, and this may lead to obtaining the trust of consumers.

(d) Influencing Social Media Marketing Practices on Brand Image

By using multiple regression analysis, influencing social media marketing practices on consumer engagement (brand image) is identified. In this study, there are two main variables: influencing social media marketing practices and consumer engagement (brand image). In each regression model, advertising, promotion, interaction, and EWOM are used as independent variables, and brand image is used as the dependent variable. With the assumption of multiple regression statistics, all the data types and sample size are consistent.

Table (4.13) Influencing Social Media Marketing Practices on Brand Image

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.204	0.260		4.630	0.000	
Advertising	0.180	0.124	0.204	1.446	0.151	4.674
Promotion	-0.035	0.121	-0.037	-0.292	0.771	3.687
Interaction	0.554***	0.121	0.534	4.564	0.000	3.215
EWOM	0.043	0.109	0.046	0.391	0.696	3.290
R Square	0.501					
Adjusted R Square	0.484					
F Value	29.375***					

Source: Survey Data (2022)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

Influencing social media marketing practices have a positive effect on the brand image of UNiQUE. Brand image is regressed with interaction. The results of the regression analysis are presented in Table (4.13). As presented in Table (4.13), R^2 is 0.501 and adjusted R^2 is 0.484. This model explains that the variation of brand image is predicted by influencing social media marketing practices including advertising, promotion, interaction, and EWOM as the value of adjusted R^2 is 48%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The F test value, which represents the overall significance of the model, is highly significant at the 1% level. This specific model can be said to be valid.

It is also found that interaction has a positive effect on brand image at a 1% significant level. The findings showed that interaction has the main influence on brand image perceived by consumers towards UNiQUE Commercial Co., Ltd.

Regarding the positive significant effect of interaction on brand image, UNiQUE possesses a good brand image as perceived by consumers. Most consumers accept that UNiQUE's social media is apparent to engage. When a social media post from UNiQUE appears on a consumer's screen, it is evident that the social media admins reply to and care about almost all of the comments written by social media visitors. Therefore, UNiQUE has a valuable brand image of caring for the consumers via interaction (social media marketing practice).

4.3 Analysis of the Effect of Consumer Engagement on Consumer Loyalty towards UNiQUE Commercial Co., Ltd.

By using multiple linear regression analysis, the effect of consumer engagement on consumer loyalty is identified. In this study, there are two main variables: consumer engagement and consumer loyalty. In each regression model, satisfaction, commitment, trust, and brand image are used as independent variables, and consumer loyalty is used as the dependent variable. With the assumption of multiple linear regression statistics, all the data types and sample size are consistent.

Consumer engagement, including satisfaction, commitment, trust, and brand image, has a positive effect on consumer loyalty towards UNiQUE Commercial Co., Ltd. Consumer loyalty is regressed with commitment and brand image. The results of the regression analysis are presented in Table (4.14). As presented in Table (4.14), R^2 is 0.730 and adjusted R^2 is 0.721. This model explains that the variation of consumer

loyalty is predicted by the effect of consumer engagement, including satisfaction, commitment, trust, and brand image, as the value of adjusted R² is 72%. According to the variance inflation factors (VIF), it is found that there is no multicollinearity. The F test value, which represents the overall significance of the model, is highly significant at the 1% level. This specific model can be said to be valid.

Table (4.14) The Effect of Consumer Engagement on Consumer Loyalty

Variable	Unstandardized		Standardized	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	-0.322	0.264		-1.219	0.225	
Satisfaction	0.149	0.117	0.125	1.280	0.203	4.117
Commitment	0.420***	0.120	0.351	3.496	0.001	4.371
Trust	-0.040	0.089	-0.030	-0.453	0.651	1.838
Brand Image	0.520***	0.113	0.446	4.594	0.000	4.088
R Square	0.730					
Adjusted R Square	0.721					
F Value	79.128***					

Source: Survey Data (2022)

*** Significant at 1% level, **Significant at 5% level, *Significant at 10% level

It is also found that commitment has a positive effect on consumer loyalty at a 1% significant level and brand image has a positive effect on consumer loyalty at a 1% significant level. The findings showed that brand image has a greater influence than the commitment of consumers towards UNiQUE Commercial Co., Ltd.

The regression analysis results highlight that commitment (consumer engagement) and brand image (consumer engagement) have positive significant effects on the dependent variable (consumer loyalty). According to the results, commitment has a more positive and significant effect on consumer loyalty than brand image. Regarding commitment, most consumers feel committed because they feel confident in buying from

UNiQUE's social media. Concerning brand image, consumers engage with UNiQUE's social media because the company has a reputation for integrity. In addition, the business possesses an attractive and stunning brand image. Finally, the results show that commitment (consumer engagement) and brand image (consumer engagement) have an effect on consumer loyalty towards UNiQUE Commercial Co., Ltd.

CHAPTER (5)

CONCLUSION

This chapter is divided into three sections, mainly based on the analytical data from the previous chapters. These are findings and discussion, suggestions and recommendations, and the need for further research.

5.1 Findings and Discussion

The overall objective of this study is to examine the influencing social media marketing practices on consumer loyalty towards UNiQUE Commercial Co., Ltd. Based on the responses of 122 respondents, descriptive analysis and regression analysis were conducted in this study. The respondents are UNiQUE's consumers from a variety of business sectors in Myanmar. The respondents actively participated by answering structured questionnaires, and all data was evaluated using multiple regression analysis in SPSS software.

It is found that the majority of respondents are females and bachelor's degree holders. The age group of twenty-six to thirty-five years purchases from UNiQUE at a higher rate than other age groups. Concerning marital status, the majority of the respondents are single. Regarding occupational status, most of the respondents are employees, and it is the highest rating for that category. Most respondents possess a high income, according to the monthly income category. It is found that the majority of the respondents are educated, high-income single female employees.

According to the mean values of advertising, promotion, interaction, and EWOM (social media marketing practices), promotion is the highest in mean score. Therefore, UNiQUE's consumers believe that the company's promotional practices can persuade them to purchase. Consumers accept that advertising can influence their purchasing decisions according to advertising. Regarding EWOM, consumers can perceive valuable and informative data by reading and analyzing EWOMs on UNiQUE's social media. The lowest mean score is obtained by interaction. It is found that social media admins can interact with consumers promptly and professionally during business hours. On holidays or at night, the social media admins are not active to interact with the consumers. Therefore, interaction receives the lowest mean score.

According to the mean values of satisfaction, commitment, trust, and brand image (consumer engagement), satisfaction is the highest mean score. The company can satisfy consumers because of its good consumer service and overall experience. According to commitment (consumer engagement), consumers feel confident in buying from UNiQUE because of the product and service quality. Regarding brand image (consumer engagement), UNiQUE is a certain place to buy up-to-date products at a reasonable price. UNiQUE is also famous for its lifetime warranty service. The lowest mean score is obtained by trust (consumer engagement). To gain the trust of consumers, the company provides high-quality products with a lifetime warranty. Although UNiQUE tries to offer the best, the products are not manufactured by the company itself. Almost all IT, mobile, and electronic products are imported from other countries, and the long transportation routes can have an impact on product quality. Therefore, the products are required to pass quality control tests to fulfill the consumers' trust that the products are high quality.

According to the regression result from the first objective of the study, advertising and interaction have a positive significant effect on satisfaction. Advertising, interaction, and EWOM have positive significant effects on commitment. Interaction has a positive significant effect on trust and brand image.

Advertising has a positive significant effect on satisfaction and commitment. The majority of UNiQUE's advertising includes the most up-to-date prices and product specifications. As a result, the advertising can make purchasing easier by helping consumers compare the costs and benefits of the offerings. Therefore, the outcome demonstrates that advertising can satisfy consumers. In addition, UNiQUE's social media advertising shows the most reasonable price and latest model of products in a regular and transparent manner. Consumers become committed on behalf of this.

Interaction has a positive significant effect on satisfaction, commitment, trust, and brand image. A majority of consumers prefer direct interaction with social media admins rather than automatic or computerized responses. UNiQUE has social media admins who can respond quickly and keep consumers informed during business hours. Consumers feel satisfied as a result of the interaction. In addition, UNiQUE's social media admins interact with all consumers equally, regardless of purchasing capacity. As a result, consumers become committed to UNiQUE Commercial Co., Ltd. The majority of consumers trust UNiQUE that the company will always accept the opinions of consumers. UNiQUE's social media interactions meet the needs of consumers by responding to their questions and complaints, which builds consumer trust. Moreover, the

majority of consumers accept that UNiQUE is conspicuous. When a UNiQUE social media post appears on a consumer's screen, it is obvious that the social media admins carefully respond to almost all of the comments written by social media followers. UNiQUE's social media interactions can maintain the reputation of the company and consequently increase its positive brand image.

EWOM has a positive significant effect on commitment. The company always appreciates genuine feedback on the service and products provided by consumers. As a result, consumers discuss their experiences of buying and consuming UNiQUE's services and products. In addition, consumers can perceive data that is generally useful and informative by reading and analyzing EWOM on social media. As a result, consumers feel a sense of commitment.

According to the regression result from the second objective of the study, commitment has a positive significant effect on consumer loyalty. The majority of consumers feel committed because consumers are actively participating in UNiQUE's social media marketing practices by "Like" and "Comment" on the company's social media posts. The more consumers express their optimistic opinions on UNiQUE's social media, the greater the commitment is developed for UNiQUE.

According to the regression result, brand image has a positive significant effect on consumer loyalty. Because the company always demonstrates its professionalism, it is believed to have a good brand image. Having a valuable brand image can generate consumer loyalty because consumers perceive the goodwill of the company. Finally, the findings reveal that commitment and brand image lead to consumer loyalty towards UNiQUE Commercial Co., Ltd.

5.2 Suggestions and Recommendations

Based on the findings of this study, some of the relevant suggestions and recommendations for the company are provided to stimulate the influencing social media marketing practices on consumer loyalty towards UNiQUE Commercial Co., Ltd. According to the results of this study, the company should more emphasize and implement social media marketing practices to generate better consumer engagement and consumer loyalty.

Advertising has a significant influence on satisfaction and commitment. It is found that the company organizes the social media marketing team with modernistic and

service-minded admins. To generate greater consumer satisfaction, the company should support social media advertising by regularly uploading entertaining, persuasive, or informative content that can satisfy consumers. It is evident that the company supports the marketers to facilitate the social media marketing practices. To get higher commitment, the company should implement creative social media advertising depending on seasons and weather to meet the requirements of the consumers, for example, fans, air-conditioners, and air-coolers for the summer season.

Interaction has a significant influence on satisfaction, commitment, trust and brand image. It is evident that interaction plays an important role in building consumer engagement. The social media marketing team should be expanded with more well-trained social media admins because consumers are satisfied by interacting with the company. To get a higher commitment, the company should manage the marketers to create content that consistently persuades the audience to follow the company's social media site. The company has the feature of establishing a social media team with passionate and well-behaved marketers. In order to obtain the highest consumer trust, the company should improve their social media interaction. For sustained consumer trust, developing a social media interaction practice is crucial because the negligence of the marketers can reduce the trust of consumers in the company. The vast majority of consumers anticipate favorable interactions with businesses on social media. The company should manage the social media marketing team to keep the favorable interaction and increase consumer trust. Social media marketers possess the ability to maintain the company's brand image. The methods of consumers interacting with businesses change along with social media's emergence and development. Therefore, the social media marketing team needs to grow greater positive relationships with followers as the social media usage of people increases. To generate a greater brand image, it is critical that every social media admin should display professionalism and helpfulness during interaction with consumers.

EWOM has a significant influence on commitment. To gain EWOM from consumers, the company needs to arrange marketing campaigns that can attract consumers to share their experience of buying from UNiQUE's social media. The social media content should have a good reason for the consumers to press "Share" below and write their opinions without hesitation. Hashtag campaigns and quiz games are also

trendy methods of getting more EWOM from consumers.

Commitment has a significant effect on consumer loyalty. The company believes the marketing team will receive a more loyal consumer population by increasing engagement. To generate higher commitment, the company should encourage the marketers to create effective engagement programs simultaneously. Consumer commitment can be improved by rewarding frequent purchases, soliciting feedback, and sending thank-you letters. Since marketing trends are always shifting, marketers need to be aware of the current trends and their practicality. Consequently, higher levels of commitment can increase consumer loyalty towards UNiQUE Commercial Co., Ltd.

Brand image has a significant effect on consumer loyalty. The marketers are reliable enough to maintain the brand image of the company. The brand image is mainly constructed by marketers with the use of high-quality and impressive engagement and loyalty programs. Marketing campaigns like panel discussions of IT professionals or experts, knowledge sharing of product specialists, and sharing of product usage by celebrities or influencers can improve the positive brand image of the company. Therefore, the company should manage the social media marketing team to perform their best for the business by implementing effective social media marketing practices.

Finally, the important implication is that to achieve consumer loyalty towards UNiQUE, the company is implementing social media marketing practices. It is found that social media marketing practices lead to enhanced consumer engagement. Consumer loyalty can be strengthened through building consumer engagement. By this way, consumers will develop a higher loyalty towards UNiQUE Commercial Co.,Ltd.

5.3 Needs for Further Research

The primary focus of this study is to know the influencing social media marketing practices on consumer loyalty towards UNiQUE Commercial Co., Ltd. This analysis excludes other retail companies that might affect the competition in Myanmar's IT, mobile, and electronics markets. The survey results were based on 122 respondents who are consumers of UNiQUE. This research includes a small sample size and resource limitations. Therefore, all UNiQUE consumer segments are not covered by this study. The interpretation cannot be applied to other businesses in the same industry. To examine further research and to better understand the influence of social media marketing

practices on consumer loyalty, it would be great if a larger sample size could be applied. Additionally, this study is a starting point for individuals who want to expand the study or to examine the entire industry. Subsequently, future studies should aim to clarify more variables like entertainment, trendiness, customization, consumer involvement, and consumer participation. A future study with the inclusion of more variables may find different implications for the company by creating consumer loyalty towards UNiQUE Commercial Co., Ltd in Myanmar's IT, mobile, and electronic industry.

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APPENDIX I

Questionnaire for UNiQUE Commercial Co., Ltd's Consumers

Yangon University of Economics

Master of Business Administration Programme

EMBA

I am an MBA candidate at Yangon University of Economics (YUE). This questionnaire is designed to study "Influencing Social Media Marketing Practices on Consumer Loyalty towards UNiQUE Commercial Co., Ltd." To complete this study, your cooperation by filling in the questionnaire is critical. Your response will be anonymous. Your data will be combined and analyzed as a whole for academic purposes. Please kindly answer all the questions. Thank you.

Part 1 (Demographic Profile of the Respondents)

1. What is your gender?

- Male
- Female

2. Please select your age.

- Under 15 years
- 16-25 years
- 26-35 years
- 36-45 years
- Above 46 years

3. What is your marital status?

- Single
- Married

4. What is your level of education?

- High school
- Undergraduate

- Bachelor
- Master
- Ph.D

5. What is your current occupational status?

- Student
- Employee
- Self-employed
- Unemployed
- Job seeker

6. Please select your monthly income.

- Less than 300,000 MMKs
- 300,001 - 500,000 MMKs
- 500,001 - 800,000 MMKs
- 800,001 - 1,500,000 MMKs
- Over 1,500,001 MMKs

Part 2 (Social Media Usage Pattern of the Respondents)

1. Which social media platform do you use the most?

- Facebook
- YouTube
- Pinterest
- VK
- Twitter

2. How long have you been using social media?

- Less than 1 year
- 1 to 3 years
- 4- 6 years
- More than 7 years

3. How often do you use social media?

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

4. Which device do you use for social media sites?

- Mobile smartphone
- Personal computer

5. Why do you mainly 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

6. What kind of marketing activities do you usually search in social media site?

- Product Specification
- New Product
- Price Information
- Promotion
- Shop Location

7. How often do you recognize the advertising on social media sites?

- Always
- Frequently
- Sometimes
- Never

8. How often do you search for brand pages on social media to know their information?

- Always
- Frequently
- Sometimes
- Never

9. How often do you read online consumer reviews before making the purchase?

- Always
- Frequently
- Sometimes
- Never

Part 3 (Social Media Marketing Practices)

Please rate your agreement upon these following factors in terms of

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Social Media Marketing Practices

No.	Advertising	1	2	3	4	5
1	Advertising from social media of UNiQUE can persuade me to purchase.					
2	Advertising from social media of UNiQUE can inform me which IT, mobile or electronic devices are available.					
3	Advertising from social media of UNiQUE can influence my decision on what, where, when and why to purchase.					
4	I always check advertising from social media of UNiQUE when I have a specific product I want to purchase.					
5	I have interested to purchase recently on coming across an advertising from social media of UNiQUE.					

No.	Promotion	1	2	3	4	5
1	Promotions of UNiQUE are seen through New Feeds, Messenger and Sponsorship on social media.					
2	UNiQUE gives cash back discounts as promotion.					
3	Seasonal promotions offered by UNiQUE are attractive.					
4	UNiQUE's promotional activities include offering related gifts to purchased product.					
5	The logo or the symbol of UNiQUE is explicitly visible.					
No.	Interaction	1	2	3	4	5
1	Information sharing is possible on UNiQUE's social media via "Comment" box.					
2	It is possible to have two-way interaction between admins and consumers on social media of UNiQUE.					
3	It is easy to convey my opinions by writing "Comment" on social media of UNiQUE.					
4	It is easy for consumers to give feedback about the company's product and service quality on social media of UNiQUE.					
5	I like direct interaction between consumers and admins which are not automated or computerized reply on social media of UNiQUE.					
No.	EWOM	1	2	3	4	5
1	I think EWOM from social media of UNiQUE are generally useful and informative.					
2	I like to apply EWOM from social media of UNiQUE when I consider new products.					
3	If I have little experience with a product, I often apply EWOM from social media of UNiQUE.					
4	EWOM from social media of UNiQUE make me confident in purchasing product.					
5	If I do not read EWOM from social media of UNiQUE when I buy a product, I worry about my decision.					

Part 4 (Consumer Engagement)

Satisfaction

Please circle the number that indicates your level of satisfaction or dissatisfaction with the following statements.

1. How satisfied are you with your overall experience on UNiQUE?

Extremely dissatisfied 1 2 3 4 5 Extremely satisfied

2. How satisfied are you with the ease of purchasing items on UNiQUE?

Extremely dissatisfied 1 2 3 4 5 Extremely satisfied

3. How satisfied are you with the ease of searching for products on social media of UNiQUE?

Extremely dissatisfied 1 2 3 4 5 Extremely satisfied

4. How satisfied are you with the consumer service of UNiQUE?

Extremely dissatisfied 1 2 3 4 5 Extremely satisfied

5. How satisfied are you with the purchased product from UNiQUE?

Extremely dissatisfied 1 2 3 4 5 Extremely satisfied

Please rate your agreement upon these following factors in terms of

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

No.	Commitment	1	2	3	4	5
1	UNiQUE's product and service usually fulfill the promises and commitments it assumes.					
2	I'm a proud consumer of UNiQUE.					
3	I have a sense of belonging to UNiQUE.					
4	I am emotionally attached to UNiQUE.					
5	I feel confident when buying from UNiQUE.					
6	All consumers are treated by UNiQUE the same regardless of how much they buy.					

No.	Trust						
1	UNiQUE's product and service are trustworthy and honest.						
2	UNiQUE's product and service can make increased confidence in its consumers.						
3	I trust the product and service offered by UNiQUE are of high quality.						
4	I trust UNiQUE cares about the consumers by protecting the safety of the consumer's data and by informing the charges before replacing parts in service.						
5	I trust UNiQUE to keep the promises that it makes such as life-time warranty, cash back discount and authenticity of the products.						
6	I trust this business exists primarily to serve consumers.						
No.	Brand Image						
1	UNiQUE is precious.						
2	UNiQUE is attractive.						
3	UNiQUE is stunning.						
4	UNiQUE is conspicuous.						
5	UNiQUE has a reputation for integrity.						
6	UNiQUE is up-to-date.						

Part 5 (Consumer 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.	Consumer Loyalty	1	2	3	4	5
1	I consider myself to be loyal to UNiQUE.					
2	I will continuously purchase from UNiQUE.					
3	I always intend to keep purchasing the products and services offered by UNiQUE.					
4	I usually consider UNiQUE as my first choice when buying an IT, mobile or electronic product.					
5	UNiQUE's social media stimulates me to buy form it repeatedly.					
6	If other company offers similar product and service to UNiQUE, I will still buy from UNiQUE.					
7	I am proud to tell my family and friends that I have purchased an IT, mobile or electronic from UNiQUE.					
8	It is difficult to change my preference from UNiQUE to another.					
9	I recommend buying from UNiQUE on social media sites.					
10	I would suggest UNiQUE whenever I can.					

APPENDIX II

REGRESSION ANALYSIS

1. Influencing Social Media Marketing Practices on Satisfaction

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.807 ^a	.652	.640	.4202	1.743

a. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

b. Dependent Variable: SATISFACTION

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.629	4	9.657	54.697	.000 ^b
	Residual	20.657	117	.177		
	Total	59.287	121			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	1.061	.211		5.024	.000	
	ADVERTISING	.378	.101	.441	3.742	.000	4.674
	PROMOTION	.129	.098	.138	1.314	.191	3.687
	INTERACTION	.320	.099	.318	3.247	.002	3.215
	EWOM	-.029	.089	-.033	-.332	.741	3.290

a. Dependent Variable: SATISFACTION

2. Influencing Social Media Marketing Practices on Commitment

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.844 ^a	.712	.702	.383	1.660

c. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

d. Dependent Variable: COMMITMENT

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.317	4	10.579	72.189	.000 ^b
	Residual	17.146	117	.147		
	Total	59.463	121			

a. Dependent Variable: COMMITMENT

b. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	.634	.192		3.295	.001	
	ADVERTISING	.166	.092	.194	1.803	.074	4.674
	PROMOTION	-.111	.089	-.119	-1.244	.216	3.687
	INTERACTION	.617	.090	.611	6.867	.000	3.215
	EWOM	.191	.081	.213	2.364	.020	3.290

a. Dependent Variable: COMMITMENT

3. Influencing Social Media Marketing Practices on Trust

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.514 ^a	.264	.239	.534	1.333

e. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

f. Dependent Variable: TRUST

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.968	4	2.992	10.481	.000 ^b
	Residual	33.402	117	.285		
	Total	45.371	121			

a. Dependent Variable: TRUST

b. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
1 (Constant)	2.085	.269		7.763	.000	
ADVERTISING	.114	.128	.152	.889	.376	4.674
PROMOTION	-.117	.125	-.143	-.938	.350	3.687
INTERACTION	.384	.125	.435	3.060	.003	3.215
EWOM	.068	.113	.086	.600	.550	3.290

a. Dependent Variable: TRUST

4. Influencing Social Media Marketing Practices on Brand Image

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.708 ^a	.501	.484	.517	1.599

g. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

h. Dependent Variable: BRAND IMAGE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.446	4	7.861	29.375	.000 ^b
	Residual	31.312	117	.268		
	Total	62.758	121			

a. Dependent Variable: BRAND IMAGE

b. Predictors: (Constant), ADVERTISING, PROMOTION, INTERACTION, EWOM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
1 (Constant)	1.204	.260		4.630	.000	
ADVERTISING	.180	.124	.204	1.446	.151	4.674
PROMOTION	-.035	.121	-.037	-.292	.771	3.687
INTERACTION	.554	.121	.534	4.564	.000	3.215
EWOM	.043	.109	.046	.391	.696	3.290

a. Dependent Variable: BRAND IMAGE

5. The Effect of Consumer Engagement on Consumer Loyalty

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.854 ^a	.730	.721	.4430	2.304

- i. Predictors: (Constant), SATISFACTION, COMMITMENT, TRUST, BRAND IMAGE
 j. Dependent Variable: CONSUMER LOYALTY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.126	4	15.532	79.128	.000 ^b
	Residual	22.965	117	.196		
	Total	85.092	121			

- a. Dependent Variable: CONSUMER LOYALTY
 b. Predictors: (Constant), SATISFACTION, COMMITMENT, TRUST, BRAND IMAGE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
1 (Constant)	-.322	.264		-1.219	.225	
SATISFACTION	.149	.117	.125	1.280	.203	4.117
COMMITMENT	.420	.120	.351	3.496	.001	4.371
TRUST	-.040	.089	-.030	-.453	.651	1.838
BRAND IMAGE	.520	.113	.446	4.594	.000	4.088

- a. Dependent Variable: CONSUMER LOYALTY