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**SOCIAL MEDIA MARKETING ACTIVITIES, BRAND IMAGE
AND BRAND LOYALTY OF THE MIX BY SU
LOCAL SKINCARE BRAND**

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**SOCIAL MEDIA MARKETING ACTIVITIES, BRAND IMAGE
AND BRAND LOYALTY OF THE MIX BY SU
LOCAL SKINCARE BRAND**

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Requirements for the degree of Master of Marketing Management (MMM)

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ABSTRACT

The primary objectives of this study are to identify social media marketing activities of The Mix By Su Local Skincare Brand, to analyze the effect of social media marketing activities on brand image and to examine the effect of brand image on brand loyalty towards The Mix By Su Local Skincare Brand. In order to accomplish the stated objectives, quantitative research method was used. A sample size of 396 customers of The Mix By Su was picked from a population of 39,600 using a simple random sampling method to collect primary data with a structured questionnaire using a 5-point Likert scale. Secondary data was acquired from academic sources, such as academic publications, research papers, reports and documents from relevant company, and marketing textbooks. The findings of the multiple regression analysis revealed variables such as informativeness, interactivity and electronic word of mouth have a positive effect on brand image of The Mix By Su. The variable of trendiness does not have a significant effect on brand image and the variable of entertainment shows reverse effect on brand image of The Mix By Su. Furthermore, the findings of the study indicated that brand image exerts a significant positive influence on brand loyalty of The Mix By Su. Therefore, it is recommended that The Mix By Su to persist in upholding its informativeness by improving and optimizing the efficacy of these already-existing informativeness initiatives, interactivity by using AI and sophisticated data analytics to acquire a deeper understanding of consumer behavior and preferences in order to maximize interaction efforts even more and maintain the brand image, and electronic word of mouth by encouraging satisfied customers to share more their experiences on social media. Additionally, while trendiness is no impactful, it is recommended that The Mix By Su to prioritize quality and efficacy over short-term trends to differentiate it as a reliable local skincare brand. Lastly, it is recommended that The Mix By Su to align entertainment activities with the values of brand to enhance brand image.

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CHAPTER 1

INTRODUCTION

Today, social media is an unavoidable aspect of contemporary life, especially as people adopt the new normal. Due to lockdowns imposed by the global pandemic, millions of individuals have been compelled to use social media as a medium for interaction and communication. Marketers are paying attention to this emerging social phenomenon. As a result, for companies and customers, social media is now an even more crucial medium for marketing purpose.

As of April 2024, 62.6 percent of the people worldwide actively use social media (Statista, 2024). Social media is defined as software and digital technologies that create an online platform for users to interact and share information (Appel et al., 2010). Moreover, social media is online resources - platforms, apps, and tools - that support collaboration, communication, and information sharing. Leading social media platforms are Facebook, Instagram, YouTube, and TikTok (Kim et al., 2011).

Marketing is the strategic approach employed by organizations to actively involve customers, foster robust customer relationships, and generate customer value. Marketing involves interacting with customers and sustaining mutually beneficial relationships with them. (Kolter & Armstrong, 2019). Businesses which can adapt appropriate marketing strategies can persuade more customers, obtain brand image, and improve brand loyalty. Social media marketing is utilized by marketers as a key component of their overall marketing tactics.

Social media marketing encompasses the strategic engagement with customers on various social media platforms with the aim of cultivating and enhancing a brand presence. It involves leveraging social media technologies, channels, and software platforms to not only attract and retain customers but also to effectively communicate new offerings, exchange information, and deliver desired products and services. The overarching aim of social media marketing is to enhance and elevate the overall brand image and reputation (Tuten & Solomon, 2015). Marketers need to apply social media marketing activities continuously to communicate with customers because accurate, useful and comprehensive information will affect on brand image.

Informativeness is the accuracy, comprehensiveness, and utility of the information provided about brands on social media that customers receive (Yadav &

Rahman, 2018). Generally, customers typically make decisions about which brands to choose by considering the information provided on social media platforms, such as product features, reviews, ratings, and other relevant content. It indicates that informativeness of a brand can position in customers minds.

Social media possesses an inherent characteristic of interactivity, setting it apart from conventional mass communication channels. Interactivity is the degree to which social media of brands allow customers to engage in two-way conversation (Seo & Park, 2018). Marketers need to communicate with customers in real time so that they can get attention from customers by responding to inquiries and conversations and it will be a value-added for them. If customers feel they are cared, they will be delighted.

Moreover, marketers need to be creative to entertain customers for capturing their attentions on social media. Entertainment is the creative marketing activities that customers love using social media platforms for games, challenge, and so on. By engaging and delighting customers, entertainment on social medias of brands can memorize brand in customers' mind.

Trendiness involves providing up-to-date information and news pertaining to a particular service or product. (Godey & Singh, 2016). Marketers must consistently update their social media in order to capture the interest of customers, ultimately leading to the development of a robust and favorable consumer brand perception. Furthermore, Electronic Word of Mouth holds significant influence as a marketing tool due to the prevalent consumer behavior of seeking online reviews from previous customers to assess products prior to making a purchase or repeat purchase. Electronic Word of Mouth encompasses the feedback provided by potential and existing customers, encompassing both positive and negative sentiments, towards brands and products within the digital realm (Monfared et al., 2021). The impact of Electronic Word of Mouth on customer interests in brands can be substantial.

Nowadays, market competition becomes serious. In order to distinguish comparable products in the market, branding plays a crucial role as a competitive factor for a company to mold customers perceptions and enhance the attractiveness of its products. Companies that can set a distinct image and identity in the minds of customers will achieve a brand position and successfully identify their unique attributes, leading to grader recognition. Therefore, brand image is important to take on a physical structure in the minds of customers, making it a valuable marketing tool. Brand Image

encompasses the collection of beliefs, concepts, and perceptions that an individual hold in relation to a particular brand. (Kotler & Armstrong, 2018).

Moreover, once the brand image has been firmly established in the minds of the consumers, they will develop distinct anticipations with regards to the actual product. When these products match expectations of customers, brand loyalty is formed. Brand loyalty is the repurchasing of a particular brand by a customer, whether done so knowingly or involuntarily. Brand loyalty refers to the tendency of customers to repeatedly choose a particular product or service category from a specific brand., according to Schiffman and Kanuk (2004).

In Southeast Asia, Myanmar is the fifth most populous country with an estimated 54 million people living there in 2023 (WorldOMeters, 2023). Huge populations usually have a multitude of consumers with a diverse range of needs and preferences. International enterprises that offer a wide range of skincare products at varying price points and quality levels have entered into the Myanmar skincare market in recent decades. Therefore, skincare market in Myanmar are highly competitive between local skincare brands and foreign skincare brand.

Small and Medium Enterprises (SMEs) in Myanmar are crucial for the country's economic growth, as well as its social and political progress, and they also significantly contribute to the generation of employment opportunities for the local population. Therefore, Myanmar government devotes special attention in growing SMEs and fostering current SMEs to become larger industries. After adopting a market-oriented economic system, the government has established the appropriate rules and regulations to provide a conducive business climate for SMEs. The skincare industry is experiencing growth among the various SMEs in Myanmar, which are developing in different industries.

The Mix Company Limited was formed in 2017 in Myanmar, is known for its main local skincare brand, The Mix By Su. The first product of The Mix By Su was handmade soaps and now, expended to Head-to-Toe skincare products. It has 7 product lines including Whipped Series, Scalp Scrub, Facial Scrub, Clay Mask, Body Scrub, Soap and Hair Oil Mist with 17 skincare products, all are manufactured with natural ingredients and advanced formulations in own GMP-compliant facility located in the South Okalapa Industrial Zone.

The skincare industry in Myanmar become competitive and diverse due to the existence of both local and international skincare brands. So, The Mix By Su needs to

be innovative, proactive in seeing opportunities and knowledgeable about the newest marketing strategies in the dynamic business world. Any business, must value brand image and brand loyalty because customers who are devoted to one brand will not attempt to switch to another, especially in the context of skincare. Thus, for every brand, including The Mix By Su, brand image and brand loyalty are essential. Consequently, The Mix By Su has to look into how social media marketing activities affect brand image and how brand image affects brand loyalty towards The Mix By Su Local Skincare Brand. Therefore, this study aims to understand the effect of social media marketing activities on brand image as well as the effect of brand image on brand loyalty towards The Mix By Su Local Skincare Brand.

1.1 Rationale of the Study

There has been an increasing trend towards Buy Local movements all over the world in recent years (North Shore Exchange, 2023). Customers are turning more to local products as the world economy is under phases of recovery following COVID-19. People in Myanmar redirected their spending towards local businesses in response to lockdowns and limitations that highlighted the value of local businesses as foundations of community resilience.

More educated people in Myanmar are aware of the economy challenges local SMEs are facing as they go through the recovery phase. Choosing local brands is viewed as a direct and tangible way to contribute to the revitalization of the local economy in Myanmar, supporting job creation and sustainable growth. Moreover, people in Myanmar recognize the entrepreneurial spirit embedded in local businesses. Choosing local brands is a way to support Myanmar local entrepreneurs and SMEs, contributing to the vibrancy and diversity of the Myanmar business landscape.

As a result, skincare market in Myanmar, people demand for innovative, high-quality local skincare brands for their beauty. Therefore, local skincare business is growing thanks in part to customer demands for healthy skin. The Scrub House, A Moe, The Influence, and DT Bath House are just a few of the indigenous skincare brands that have faced fierce rivalry in Myanmar in recent times. Sai Sai and Ni Ni Khin Zaw are famous local celebrities and artists who own skincare brands. Therefore, promoting its brand image and upholding brand loyalty is one of biggest challenges for The Mix By Su Local Skincare Brand in order to stay in this competitive business.

Meanwhile, since Myanmar has a large consumer market and becomes more market-oriented, not only local skincare brands, there are many foreign skincare brands since recent decades. Myanmar skincare market has a lot of foreign brands including Western, Japan, European, Thai and Korean, such as Clinique, Estee lauder, The Body Shop, Bio derma, Nature Republic, Revlon, Nivea, Vaseline with excellent quantity targeting affluent market. Myanmar skincare market is witnessing intense competition between foreign and local brands.

Foreign skincare companies have strategically deployed trade marketing strategies to secure and enhance their market presence. The key objective is to secure prominent placement for their skincare products on the shelves of supermarkets, shopping centers, large retail stores, and other major distribution centers across the country.

As a SME in Myanmar, The Mix By Su Local Skincare Brand has a limitation on marketing budget and physical retail stores to compete foreign skincare companies. Social media has been recognized as a cost-effective platform for engaging with a wide audience of consumers, offering a more economical alternative to conventional forms of media like print, television, and radio (Iankova & Yau, 2019). Social media marketing has been identified as the most rapidly expanding type of direct marketing (Kotler & Armstrong, 2018). Additionally, software digital technologies offer users a digital platform that is accessible at any time and from any location, establishing itself as an essential tool for Non-Store-Based Marketing (Appel & Stephen, 2010). Therefore, for The Mix By Su Local Skincare Brand, adaptability and accessibility nature of social media are essential since social media marketing does away with the necessity for actual retail locations and enable the company to reach customers online from a variety of geographic places.

By allowing local companies to compete with larger ones while utilizing fewer resources, The Mix By Su Local Skincare Brand views social media marketing activities as more viable. To augment its brand image and foster brand loyalty in the highly competitive skincare business of Myanmar, The Mix By Su Local Skincare Brand undertakes comprehensive social media marketing activities. Also, The Mix By Su Local Skincare Brand can disseminate more information about its products and services with the use of social media marketing activities. Consequently, The Mix by Su Local Skincare Brand uses social media marketing activities that work to cultivate brand image and draw in brand loyalty.

This study is expected to contribute well for The Mix By Su Local Skincare Brand to assess how social media marketing activities affect building brand image and how brand image affect brand loyalty. This study is essential because if SMEs develop, it will good effect on economy of country because SMEs are the essential component of economic growth in Myanmar and the government of Myanmar is actively encouraging the growth of SMEs in Myanmar.

1.2 Objectives of the Study

The main objectives of the study are to analyze the effect of social media marketing activities on brand image and the effect of brand image on brand loyalty. Therefore, the particular objectives of the study are outlined as follow;

- (i) To identify social media marketing activities of The Mix By Su Local Skincare Brand,
- (ii) To analyze the effect of social media marketing activities on brand image of The Mix By Su Local Skincare Brand,
- (iii) To examine the effect of brand image on brand loyalty towards The Mix By Su Local Skincare Brand.

1.3 Scope and Method of the Study

This study focuses on examining the effect of social media marketing activities on brand image and the effect of brand image on brand loyalty towards The Mix By Su Local Skincare Brand. The respondents of this study are The Mix By Su Local Skincare Brand users. This study employed a descriptive and quantitative research approach, utilizing primary and secondary data. A simple random sampling technique was implemented for data collection purposes. The research encompassed a population of 39,600 individuals who were customers of The Mix By Su Local Skincare Brand. The sample size for this study consisted of 396 respondents, determined through the application of the Taro Yamane (1973) Sampling Formula. Data collection took place between March 1st and May 15th, 2024. The primary data was collected from 396 The Mix By Su Local Skincare Brand users. The secondary data was collected from The Mix Company Limited, related textbooks, websites, articles, journals, international dissertations and other previous research papers form both local and international. In this study, only five social media marketing activities—informativeness, interactivity, entertainment, trendiness, and electronic word of mouth—are the subject of the study.

Furthermore, this study exclusively analyzes the process of building brand image by social media marketing activities and its effects on brand loyalty, without exploring other significant implications.

1.4 Organization of the Study

This research is structured into five primary sections. The first chapter covers the rationale, objectives, scope, methodology, and organization of the study. Chapter two delves into the theoretical background of social media marketing, brand image, brand loyalty, as well as previous research and the conceptual framework. Chapter three provides an overview of The Mix By Su Local Skincare Brand and its social media marketing activities. Chapter four is dedicated to analyzing the interplay between social media marketing activities, brand image, and brand loyalty. Lastly, chapter five wraps up with findings, discussions, recommendations, and suggestions for future research.

CHAPTER 2

THEORETICAL BACKGROUND

This section offers an in-depth theoretical framework for the investigation, with the goal of laying a solid groundwork for grasping the fundamental concepts and theories that underpin the research. This chapter includes concepts of social media marketing, social media marketing activities including informativeness, interactivity, entertainment, trendiness and elections word of mouth, CBBE theory, Stimulus-Organism-Response model, previous research studies and conceptual framework

2.1 Concept of Social Media Marketing

Many marketers utilize social media as a technique to enhance brand image and brand loyalty because it allows for quick, interactive, direct two-way communication between companies and customers. The power to shape brand images has been transferred from marketers to customers due to the emergence of social media platforms (Tsai & Men, 2013). Social media platforms serve as a space where individuals possess a mutual inclination to express their thoughts, engage in the exchange of ideas, and provide comments (Bilgin, 2018). Therefore, social media is an important communication medium for companies to maintain profitable relationship with customers. Marketing is engaging with consumers and creating a profitable long-term relationship with them. Companies can obtain an advantage in competition and improve their financial performance by putting successful marketing strategies into practice. More precisely, companies can strengthen their brand image, draw in more customers, and foster brand loyalty by creating successful marketing strategies using social media as a promotional tool.

Social media marketing has emerged as a rapidly expanding marketing platform, presenting unparalleled opportunities for brand development (Zarei & Bagheri Garabollagh, 2021). With its increasing convenience and necessity in driving business growth, the marketing strategies of nearly all sectors are transitioning towards social media marketing as a primary marketing approach. Brand managers possess a wide range of possibilities to disseminate and distribute information regarding their brands through social media in various format such as messages, images, videos, and statements (Aljumah et al., 2021). Social media marketing allows marketers to get

significant opportunities to reach out to the customers of their target and make more relations with them (Kelly et al., 2010). Furthermore, the prominence of social media marketing in contemporary business strategies can be attributed to its widespread appeal, ability to reduce costs, and potential for gaining insights into competitors activities.

2.2 Social Media Marketing Activities

The utilization of social media by contemporary consumers to gather product information and base their decisions on opinions shared on blogs and social media platforms highlights the growing significance of social media marketing for companies. This trend has been substantiated by recent research, further solidifying the acceptance of social media marketing in the business realm, particularly in e-commerce. Consequently, incorporating social media marketing activities into modern business strategies has become imperative.

Godey et al. (2016) found that trendiness, customization, entertainment, interactivity, and word of mouth are effective elements of social media marketing activities. Bilgin (2018) categorized social media marketing activities as involving customization, trendiness, entertainment, engagement, and advertisement. Furthermore, Alim (2020) investigated worth-of-mouth, trendiness, and informativeness as social media marketing components. In this study, informativeness, interactivity, entertainment, trendiness and electronic word of mouth will be the social media marketing activities of the brand.

(i) Informativeness

Informativeness refers to the precision, thoroughness, and practicality of the information pertaining to brands that consumers access through brand social media platforms (Yadav & Rahman, 2018). A brand must give customers true information about its products and services when it posts content on social media. Providing comprehensive information about ingredients, benefits, and usage instructions is one way to protect customers on social media. Long-term relationships are cultivated with customers by consistent accuracy, which increases the likelihood of loyalty to the brand. Customers can know exactly what they are buying when ingredients and production processes are listed transparently on social media, meeting a variety of ethical and health-related requirements. Customers can better understand how the product suits

their needs when social media provide clear benefits and explanations for each ingredient and production process. Giving clear usage instructions also guarantees best use, which boosts delight and fosters positive interactions.

According to research conducted by Mangold and Faulds (2009) as well as Vollmer and Precourt (2008), consumers have a higher level of trust in information obtained from social media compared to messages delivered through traditional promotional methods sponsored by corporations. In situations where consumers are not adequately informed about a product through social media, they tend to gravitate towards established brands or those that align with their personal preferences (Schiffman & Kanuk, 2008). Before making more purchase, a customer will research a product. It is imperative for companies to improve their brand positioning in order to cultivate a strong brand image. The informativeness of social media of brand is a crucial aspect of a brand for online presence, as it directly impacts how customers perceive the brand and its offerings.

(ii) Interactivity

Interactivity is defined as the extent to which social media of brand allows customers to engage in two-way conversation, gaining personalized recommendations and tailored suggestion for individual preferences, giving opinion exchange with a brand (Muntinga et al., 2011; Seo & Park, 2018). When brands interact with customers on social media platform, they have to offer tailored product recommendations in response to questions or comments. Interactivity also entails information exchange, in which brands offer insightful analyses and advice. By providing feedback and engaging in opinion exchanges with the brands, customers may also actively participate. Through this loop, brands can learn important details about consumer preferences and potential areas for development. When a customer reviews a product, brands can respond to their comments, take note of what they found useful, and improve their next offerings or product offerings in general. All things considered, interaction develops genuine brand image, fostering a feeling of bond and loyalty.

Marketers utilize social media platforms to deliver tailored brand-specific content to consumers that align with the preferences of customers (Rohm et al., 2013). Social medias allow customers to discuss their brand experiences, and many companies urge their customers to do the same. These exchanges are referred to as online interactions of users. Additionally, social media will probably reach a wider audience

than traditional media like radio and television. Social media interactions can affect how customers feel about certain brands. These customer opinions can depict a brand image. Throughout the process of establishing a brand, the exchange of information and engagement between consumers and brands plays a crucial role in shaping brand image (Jalilvand & Samiei, 2012).

(iii) Entertainment

Entertainment is the result of marketers developing engaging and enjoyable experiences, such as interactive games found on social media platforms (Agichtein et al., 2008). Marketers purposefully generate entertaining and engaging experiences to draw in customers on different social media. Engaging customers through creative content and entertaining challenges can enhance social media presence of brand. Marketers want to give customers great experiences that stand out from the crowd when they engage with them online, whether it is through games, interactive content, sharing videos, or contests. Customers may be deeply impacted by these engaging exchanges, which could result in cherished memories that support advocacy and brand loyalty. Most importantly, the enjoyment that these social media provide can have a big impact on how customers feel about the brand. Moreover, excellent collaboration with celebrities can influence perceptions of customers towards brand favorably and build its reputation. Brands may foster closer ties with customers, brand loyalty, and eventually commercial success by regularly producing entertaining and engaging content.

Entertainment plays a crucial role in shaping customers perceptions of brands. By sharing engaging content on social media platforms, brands can capture the attention of consumers and encourage interaction with their social media accounts. This interaction ultimately contributes to the development of a positive brand image, which can have a significant impact on companies (Ait Lamkadem & Ouidad, 2021). The presence of entertaining elements on social media brand pages can greatly enhance the customer's experience. This excitement plays a crucial role in establishing a positive association with the brand in the customer's mind. Consequently, customers are more inclined to recognize and remember the brand (Liu & Arnett, 2000; Keller, 2013).

(iv) Trendiness

Trendiness provides consumers with up-to-date information on social media. (Godey et al., 2016). Customers need to be continuously updated information by marketers, along with the latest findings and market trends. By presenting an image of expertise, brands may keep awareness and involvement of their customers, which helps them stay in their minds and develop their authority in the market. Brands can effectively communicate their value proposition and stay ahead in the digital landscape by consistently updating their social media platforms. The awareness and reactivity of a brand are also demonstrated by creating content that addresses fresh or developing concerns. A brand becomes trendier when it works with well-known influencers. Genuine experiences and new ideas are shared by influencers, and this resonates with their audience. Through the reach and authenticity of influencers, these cooperative activities increase audience engagement and credibility, raising awareness and trustworthiness.

Customers are increasingly relying on social media platforms to search for and access product-related information. This is because they perceive social media as a more valuable and current source compared to traditional channels (Mangold & Faulds, 2009; Ashley & Tuten, 2014). In order to assist customers in their information search, marketers can provide them with the latest updates on trending topics and engaging discussions. This helps to minimize the efforts customers need to put into searching for information (Becker et al., 2011; Laroche et al., 2012). The information shared should encompass brand-related updates, product reviews, and innovative ideas about brands, which can contribute to the establishment of brand trust and a positive brand image in the minds of customers (Godey et al., 2016).

(v) Electronic Word of Mouth

Consumer-to-consumer interactions concerning brands via electric devices are known as Electronic Word of Mouth (Muntinga et al., 2011). Consumers have the option to spread favorable details within their online community regarding products or services that they perceive as engaging or beneficial. There are other ways to share content, such as sending links or articles to others, tagging friends in posts on social media, or creating reviews and suggestions. Electronic Word of Mouth basically refers to customers who willingly act as brand advocates by sharing thoughts and content about a brand with their online networks. Because it is based on interpersonal

relationships and trust, this type of communication is powerful and effective for managing reputation and promoting brands in the digital era.

Consumers participate in the act of disseminating brand-specific content by transferring content from a social media platform of a brand to their individual social media page. This kind of behavior usually happens when customers come across content on social media page of a brand that speaks to them personally or that they think their blog followers would find interesting. On their blog, they might decide to repost textual, video, or image content from the social media page of brand along with some of their own review or comments. Customers are effectively expanding the message of brands to their own audience by posting this content on their blog. This type of user-generated material promotes community building in addition to raising brand recognition.

It is the act of talking and sharing thoughts, feelings, or experiences about brands with people in their online or social circle when customers share their opinions with their peers. Conversations in person or via social media platforms, messaging apps, forums, and other digital channels can all be used for this kind of connection. Depending on their individual experiences, impressions of reputation and values of a brand, customers may have favorable or negative judgments about one another. Customers have a big say in how other people feel and behave about brands through sharing their thoughts with their peers. Electronic Word of Mouth can significantly influence customer decision-making and brand impression due to the widespread value placed on suggestions and endorsements from reliable peers.

Social media is a perfect medium for Electronic Word of Mouth since customers can use these platforms to create and share brand-related content, personal experiences, recommendations, and information with friends, family, coworkers, and other people (Vollmer & Precourt, 2008). These recommendations, reviews, or own experiences of customers have an effect on how they regard a company or product, Electronic Word of Mouth has a significant impact on brand image.

2.3 Consumer Based Brand Equity (CBBE) Theory

In a highly competitive market, maintaining customer happiness, acceptance, and improving positive customer responses need developing strong brand equity in the eye of customers (Creusen & Schoormans, 2005; Lew & Sulaiman, 2014). The CBBE framework makes it feasible to comprehend how customers perceive and value a brand,

which is necessary for creating effective marketing strategies. Because it positively influences perceptions of customer about a brand, brand equity is significant (Reynolds & Phillips, 2005). By assessing and maintaining consumer-based brand equity, businesses can ensure that the views and inclinations of their target market align with their brand image. This alignment is essential for sustaining long-term relationships with customers and building brand loyalty.

Moreover, CBBE offers numerous benefits to businesses, including consistent revenue generation, encouraging consumers to explore alternative distribution channels, enabling higher pricing strategies, and enhancing the efficacy of marketing communications (Keller, 2003). Businesses may make wise judgments regarding their marketing strategies which will ultimately lead to increased business growth and profitability, by knowing the elements of brand equity and how they affect consumer behavior. Consequently, the employment of CBBE in this investigation enables a comprehensive analysis of the correlation between social media marketing activities, brand loyalty, and brand image.

Kevin Lane Keller classified brand equity into two main elements: brand awareness and brand image. Brand loyalty and brand image are essential factors in establishing and maintaining a robust brand.

(i) Brand Image

Consumer impressions and opinions about a brand, including associations with its distinctive characteristics, benefits and personality, are defined as brand image. Building brand equity under CBBE model requires a robust brand image. Keller underscored significance of cultivating a favorable image of the brand by efficient brand marketing and communication tactics. This entails influencing customer perceptions of the brand by communicating a distinct, unified personality, meaning, and identity. Positive associations that customers have with the brand strengthen its image and increase its brand equity. To establish a robust and favorable brand perception among customers, marketers are increasingly relying on social media marketing techniques (Keller, 2013). The brand image is formed by the perceptions that consumers hold regarding a brand, which are shaped by the interplay of affective, cognitive, and evaluative processes within the minds of customers (Lee et al., 2019).

(ii) Brand Loyalty

Brand loyalty is yet another essential component of the CBBE framework. This has to do with the fact that when customers grow attached and loyal to a brand, they are more likely to make repeat purchases, positive word-of-mouth recommendations, and higher spending levels. Brand loyalty requires significant brand equity, which is composed of positive brand perception and high brand awareness, according to Keller's methodology. Positive customer perceptions of a brand, along with confidence in its value and quality, increase the likelihood that consumers will be brand loyal, endorsing it above competitors. Companies must create distinctive brand experiences, provide great customer service, and forge deep emotional bonds with their audience in order to boost brand loyalty.

The CBBE framework posits that full brand equity is achieved by the symbiotic relationship between brand loyalty and brand image. A favorable brand image fosters customer trust and enthusiasm towards a brand, while brand loyalty, demonstrated through advocacy and consistent positive interactions, further enhances the brand's image. Marketers who focus on building a strong brand image and promoting brand loyalty may create brands that consumers not only recognize, trust, and treasure. They will succeed and have a long-term competitive advantage as a result.

2.4 Stimulus-Organism-Response Model

The S-O-R model, developed by Mehrabian and Russell in 1974 and later updated by Jacoby in 2002, posits that stimuli from the environment and brand can influence the emotional and behavioral reactions of consumers.

The sequential relationship between external stimuli, internal consumer states, and subsequent behaviors is the first point of emphasis for the S-O-R model. "Various marketing strategies used by brands" to interact customers on social media are represented by these stimuli in the context of social media marketing activities. The model assists in analyzing the cognitive and emotional responses elicited in customers by examining the impact of different social media marketing strategies on consumer perceptions and emotions.

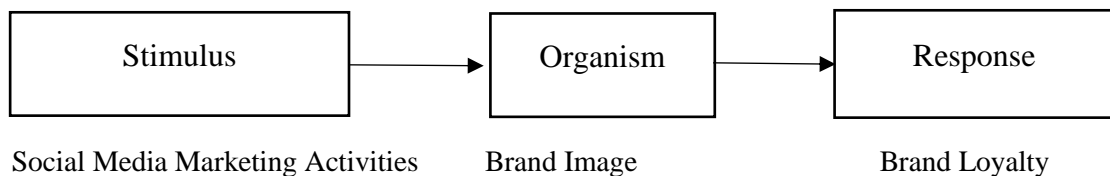
Second, the organism part of S-O-R model, in line with the concept of brand image, concentrates on the "internal emotional and mental states of consumers. The beliefs, attitudes, and opinions of consumers about a brand that arise from their interactions with its social media presence are referred to as its brand image.

Researchers can examine the psychological factors underlying consumer interactions with social media marketing by examining brand image as an internal state within the model.

The last part of the S-O-R model is the response component, which includes the intended behavioral consequences like brand loyalty. Devotion of consumer to a brand, their plans to make additional purchases, and their readiness to refer others to the brand are all considered forms of brand loyalty. Researchers can evaluate the success of social media marketing activities in promoting desired customer behaviors and building enduring relationships with brands by looking at how these activities affect brand loyalty.

As a whole, the S-O-R model offers a solid and organized framework for researching the intricate relationships that exist between internal consumer perceptions, external marketing stimuli, and behavioral consequences. Scholars can acquire important insights into how well social media marketing activities influence customer behavior and improve brand performance by utilizing this model in the context of social media marketing activities, brand image, and brand loyalty. Figure (2.1) shows S-O-R (Stimulus-Organism-Response) Model.

Figure (2.1) S-O-R (Stimulus-Organism-Response) Model



Source: Mehrabian & Russell (1974)

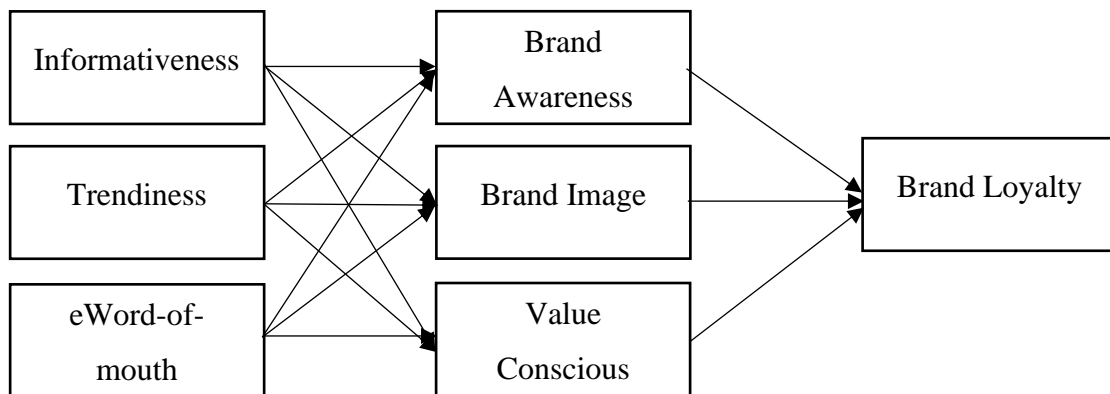
2.5 Previous Studies

Many researches have been interested in determining how social media marketing activities impact on brand image and how brand image impacts on brand loyalty. These variables have been thoroughly studied. Although many studies have examined these issues, following three previous studies are especially related to current study.

The study conducted by Alim (2020) investigated the impact of social media marketing activities on brand loyalty, with a focus on fashion brands. 161 consumers of fashion brands participated in the convenience sample method survey. The results of the partial least squares-based structural equation modeling (PLS-SEM) analysis of the

data gave the marketers crucial information for forecasting brand loyalty. The conceptual framework of the study is shown in following Figure (2.2).

Figure (2.2) Social Media Marketing Activities and Its Effects on Brand Loyalty: A Fashion Brand Perspective

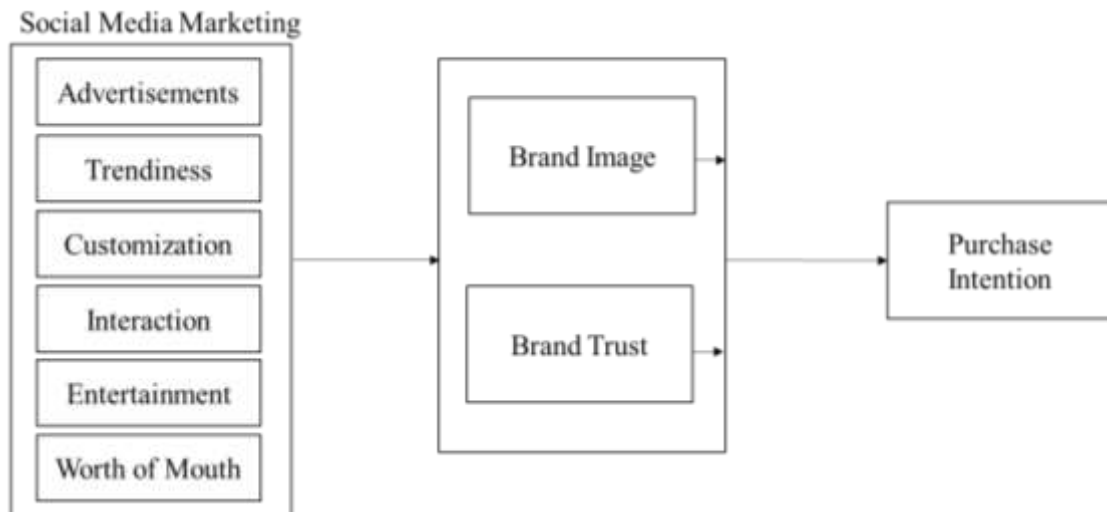


Source: Alim (2020)

Figure (2.2) showed that while informativeness and trendiness affect value consciousness, they do not directly produce brand awareness or brand image. The impact of eWOM on brand awareness, brand image, and value consciousness is noteworthy. As a result, brand loyalty is greatly influenced by brand image and value consciousness, whereas brand awareness has a very minor function.

The study conducted by Lim (2020) sought to investigate the impact of social media marketing on brand image and brand trust toward the purchase intention of Indonesian Male's Skincare. A quantitative approach was used to collect the data to support the model using online surveys. The data samples were collected from 203 male respondents using non-probability sampling techniques with convenience sampling method. The results were analyzed with PLS-SEM methodologies by Smart PLS, considered to be applied when the research is exploratory. The conceptual framework of the study is shown in following Figure (2.3).

Figure (2.3) The Effect of Social Media Marketing on Purchase Intention through Brand Image and Brand Trust on Indonesia Male's Skin Care

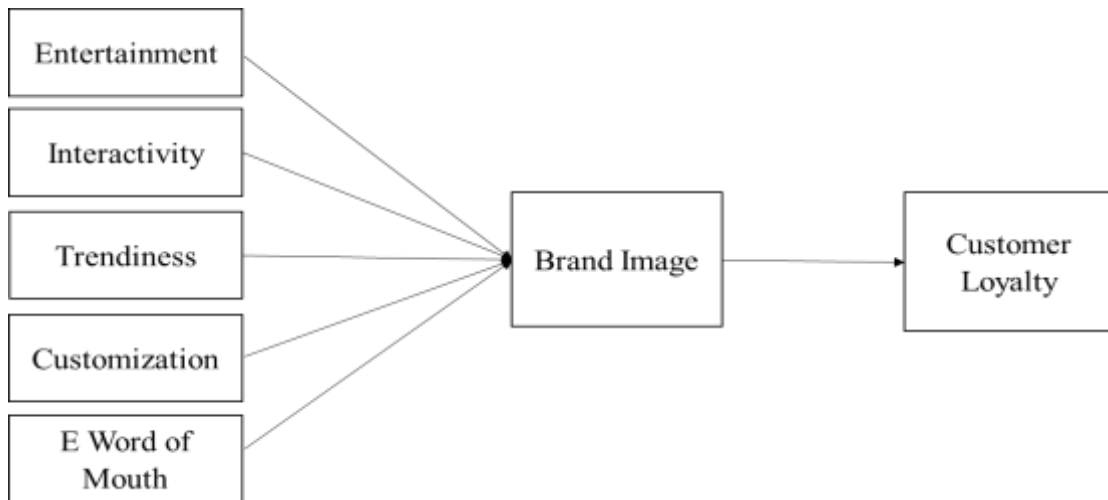


Source: Lim (2020)

Figure (2.3) showed that social media marketing had a significant impact on brand image and brand trust. Moreover, brand trust and brand image had significant impacts on purchase intention.

The study conducted by Anugrahani, Y., and Hartono (2023) sought to investigate the effect of the five components of social media marketing activity (SMMA) on customer loyalty to the Somethinc brand. The hypothesized hypotheses were tested in this study through the use of PLS-SEM apps (smartPLS3) and quantitative methods of research. Using Google forms, online questionnaires were distributed across Indonesia between January and February of 2023 in order to perform this study. A total of 220 Instagram users who are familiar with the Somethinc brand served as respondents. The conceptual framework of the study is shown in following Figure (2.4).

Figure (2.4) The Effect of Social Media Marketing Activities of Skin Care Brand Image on Customer Loyalty

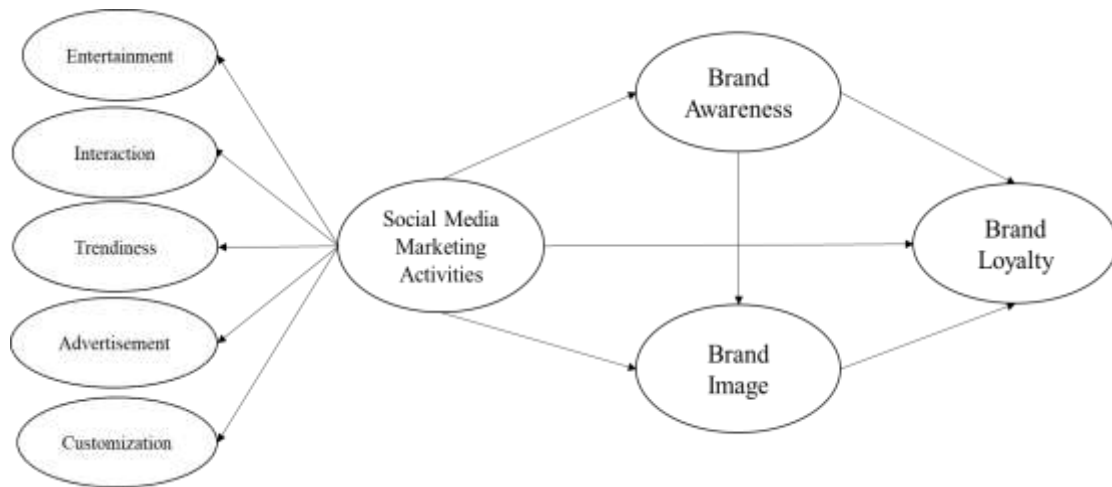


Source: Yulisma Anugrahani & Arif Hartono (2023)

Figure (2.4) showed that while interactivity and electronic word-of-mouth do not exhibit positive or statistically significant effects on brand image, entertainment, trendiness, and customization have a significant and positive impact on brand image. Additionally, the results showed that consumer loyalty is significantly and favorably impacted by brand image.

Bilgin Y (2018) explored The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty. Customers who actively follow five businesses with the highest social score—as determined by Marketing Turkey's brand performance data on social media communication channels including Facebook, Twitter, and Instagram—made up the research population. The present study employed a quantitative research design, whereby online questionnaires disseminated through social media were used to collect research data from 547 brand followers using convenience sampling. Structural equation modeling has been used to examine the acquired data (SEM). The conceptual framework of the study is shown in following Figure (2.5).

Figure (2.5) The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty



Source: Bilgin Y (2018)

Figure (2.5) showed that social media marketing activities were found to have a positive impact on brand loyalty and image; in addition, it showed that brand awareness was the most noticeable outcome. Furthermore, it was discovered that brand loyalty is significantly impacted by brand awareness and brand image. Moreover, the research findings indicate that there is a limited impact of brand awareness on brand image.

2.6 Conceptual Framework of the Study

Based on the theoretical background, and previous studies, the conceptual framework of the study is developed. Figure (2.6) presents the conceptual framework of the study.

Based on the data presented in Figure (2.6), it can be observed that there are five distinct aspects that exert influence, including informativeness, interactivity, entertainment, trendiness and electronic word of mouth. For a local skincare brand, leveraging informativeness, interactivity, entertainment, trendiness, and electronic word of mouth are crucial. Giving customers accurate and comprehensive information about products, a local skincare brand can position itself as competent and trustworthy. Giving information about ingredients, benefits, and usage can help customer make more educated decisions. Customer satisfaction will boost the brand's image and promote

brand loyalty. Accordingly, Alim's research (2020) provides informativeness” component for this study.

Customers can be engaged, a sense of value can be fostered, and a local skincare brand can get insightful input for ongoing development through interaction. Live chats, Q&A sessions, and customized suggestions are examples of interactive features that show the customer-centric attitude of a brand, enhancing its reputation and forging close bonds with its customers. Moreover, positive reviews and testimonials can greatly influence the repurchasing decisions of customers by enhancing credibility and expanding the reach of a local skincare brand through electronic word of mouth. Yulisma Anugrahani and Arif Hartono's work (2023) is where the “interactivity” and electronic word of mouth components originate for this study.

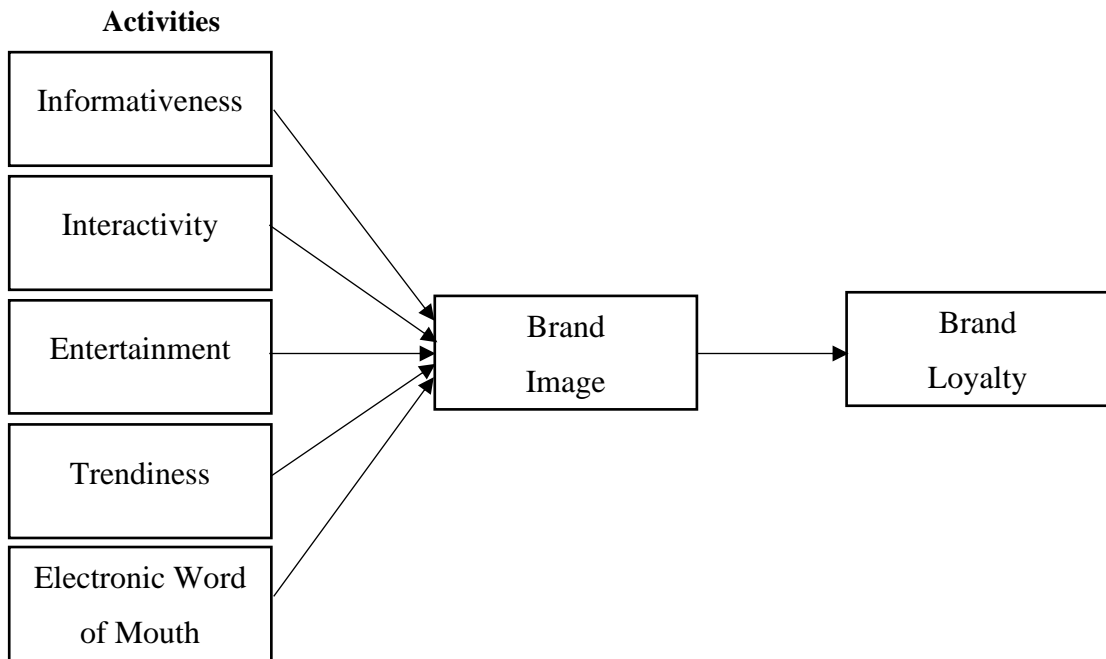
Entertainment like games and challenges can assist to make a local skincare brand more recognizable and current, which in turn promotes loyalty. They also help to convey brand image and keep customers interested. Thus, the source of the entertainment component is work of Lim (2020) for this study.

Local skincare brand can stay trendy and attract customers searching for the newest skincare products by staying up to date. It can portray the local skincare brand as cutting edge and modern, drawing in trend-conscious customers and encouraging brand loyalty by adapting to shifting market trends. Component of “trendiness” comes from the study that Bilgin Y (2018) conducted.

The integration of these elements has the potential to create a comprehensive and captivating brand encounter that resonates with customers, brand image and encouraging steadfast brand loyalty. The foundation of this research draws inspiration from the scholarly contributions of Bilgin Y (2018).

Figure (2.6) Conceptual Framework of the Study

Social Media Marketing



Source: Own Compilation (2024)

Working Definitions

Informativeness: It refers to accurate, comprehensive, and valuable information about products or services of The Mix By Su including detailed descriptions of product features, benefits, ingredients, and usage instructions, as well as transparent communication about the production processes and adherence of brand to quality standards through social media of The Mix By Su.

Interactivity: It refers to two-way communication with customers including responding to customer inquiries, hosting interactive Q&A sessions, and providing personalized recommendation through social media of The Mix By Su.

Entertainment: It refers to creation and dissemination of engaging, enjoyable, and memorable content aimed at attracting and captivating customers on social media platforms including interactive games, contests, themed content series, collaborative content with influencers or celebrities through social media of The Mix By Su.

Trendiness: It refers to the proactive adoption and integration of current and emerging trends in the skincare industry and social media culture into marketing strategies and content of The Mix By Su including regularly updating social media platforms with the

latest product trend, market insights, and collaborating with popular influencers and stay abreast of evolving consumer preferences through social media of The Mix By Su.

Electronic Word of Mouth: It refers to procedure in which consumers utilize online platforms, specifically social media, to express their experiences, viewpoints, and endorsements regarding a brand. This includes the dissemination of user-generated content like testimonials, reviews, and feedback through social media channels associated with The Mix By Su.

Brand Image: It refers to perceived high quality, positive reputation, differentiation from competitors, customer-centric approach, and its position as a leader in the skincare industry of The Mix By Su.

Brand Loyalty: It refers to a strong inclination to choose The Mix By Su the first choice, even when other options are available, a willingness to pay a premium price for products or services offered by The Mix By Su, a propensity to recommend The Mix By Su to others, a strong probability of making future purchases from The Mix By Su, and an emotional attachment or affinity towards The Mix By Su.

CHAPTER 3

SOCIAL MEDIA MARKETING ACTIVITIES OF THE MIX BY SU LOCAL SKINCARE BRAND

This chapter primarily focuses on social media marketing activities of The Mix By Su Local Skincare Brand. The first section is the profile of The Mix By Su Local Skincare Brand. The subsequent section is the social media marketing activities of The Mix By Su Local Skincare Brand.

3.1 Profile of The Mix Co., Ltd

The Mix Company Limited is a beauty company, was founded by a local entrepreneur, in 2016. The aim of the founder was to educate and share people on the effects of natural ingredients on the skin. For that reason, the founder embarked on a journey to the United States, Thailand, and Singapore with the purpose of acquiring knowledge on cutting-edge technologies and distinctive formulations. The Mix By Su, a rapidly growing local skincare brand based in Myanmar, is the first brand launched by The Mix Company Limited. Initially, the founder began by producing pure handmade soaps in small factory. Within a span of four years, her unwavering commitment and inventive strategies enabled her to establish a factory that adheres to the Good Manufacturing Practice (GMP) standards in the South Okalapa Industrial Zone. Currently, The Mix Company is developing two skincare brands, “The Mix By Su and The Glow Key”.

The Mix By Su Local skincare Brand offers 17 skincare products designed for comprehensive care head-to-toe. The Mix By Su, a local skincare brand, is dedicated to maintaining the utmost standards for product innovation and quality. To guarantee that their products live up to customer demands for effectiveness and safety, they combine cutting-edge technology with all-natural ingredients. They measured, mixed, and poured liquid and powdered ingredients specific to formulations for various skincare products. Sampling programs are consistently implemented to assess the quality standards of raw materials, chemical intermediates, and products. They Collect samples from production batches to test for impurities or issues.

The Mix By Su Local Skincare Brand is well-known for high quality and reasonable pricing targeting young adults for a variety of skin issues. They mainly

distributing their head-to-toe skin care products through over 1,000 local online stores as well as online applications and websites such as The Mix By Su website, Shop.com, KBZ Zay, City Mall Online and so on. They could distribute those over one thousand local online stores due to social media content. The product lines of The Mix By Su is shown in Figure (3.1).

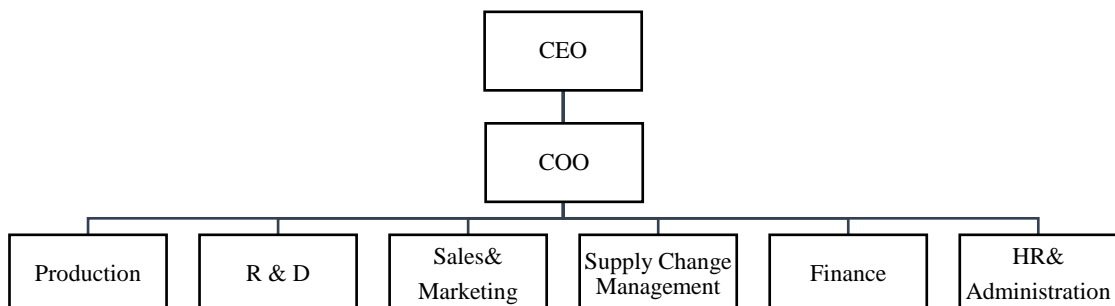
Table (3.1) Type of The Mix By Su Local Skincare Products

Sulfate-free Handmade Soap	Aloe Vera Soap, Charcoal Soap, Yogurt Soap
Nourishing Facial Scrub	Skin Harmony Facial Scrub
Refreshing Scalp Scrub	Rice Scalp Scrub, Charcoal Scalp Scrub
Body Scrub	Shikakai Scrub, Baking Soda Scrub, Turmeric & ginger Scrub, Coffee Scrub, Salicylic & lime Scrub
Clay Mask	Morning Glow Coffee Clay Mask, Midnight dream Clay Mask
Hair Oil Mist	Glossy But Zero Sticky Hair Oil Mist
Luxury Whipped Series	Head To Toe Chamomile Whipped Cleanser, Rosemary Whipped Scrub, Barrier Booster Body Butter

Source: Survey Data (2024)

The organizational structure of The Mix Company Limited is illustrated in following figure (3.1).

Figure (3.1) Organizational Structure of The Mix Co., Ltd



Source: The Mix Co., Ltd (2024)

Based on Figure (3.1), the organizational hierarchy consists of 1 Chief Operating Officer (COO) reporting directly to the Chief Executive Officer (CEO). The COO oversees the operations of 6 departments within the organization. Each department is led by a department head who is responsible for managing the department's functions and supervising the employees. The 6 departments include Production, Research and Development, Sales and Marketing, Supply Chain Management, Finance, and HR and Administration. The implementation of this organizational structure was carefully planned and executed, with the support of skilled and knowledgeable individuals who played a significant role in contributing to the success of The Mix By Su.

3.2 Social Media Marketing Activities of The Mix By Su Local Skincare Brand

In order to effectively address the competitive and ever-evolving skincare market in Myanmar, The Mix by Su Local Skincare Brand has taken up social media marketing activities. When it comes to reaching a large audience, social media is an affordable and easily accessible platform for small and medium-sized businesses (SMEs) with limited marketing funds and physical retail locations. Through the utilization of social media marketing, The Mix by Su Local Skincare Brand is able to compete with both local and foreign skincare products while also developing and improving its brand image and brand loyalty.

3.2.1 Informativeness

The Mix By Su uses informativeness as a strategic tool in social media marketing activities to make sure its customers are well-informed by giving accurate, comprehensive, and valuable product information on social media. The Mix By Su frequently uploads videos and posts to let customers know that its products are made with locally-sourced natural ingredients. The Mix By Su lists the advantages of honey, aloe vera, and turmeric and describe how each help maintain good skin.

The Mix By Su consistently posts comprehensive details on its social medias regarding product features such as texture, scent, packaging, shelf life, and dates of manufacture and expiration. Their lengthy shelf life, mild lavender aroma, creamy

texture, and environmentally friendly packaging are all described in depth in a post on their moisturizer. To assist customers in making knowledgeable selections on social media, The Mix By Su consistently draws attention to any unique qualities describes in post on social media, such as being hypoallergenic or appropriate for delicate skin. The Mix By Su gives customers ability to select products that best suit their needs and have a deeper understanding of the value of brand by providing such thorough details on social media.

Customers are better able to comprehend value of product and science behind them thanks to content. Every product comes with instructional visuals and thorough descriptions outlining its unique advantages. A post on its face scrub emphasizes how exfoliating it is and how it contributes to beautiful, clear skin. This degree of specificity guarantees that customers understand exactly what they are buying.

Moreover, The Mix By Su makes detailed guides for using its products efficiently on social media. These can be quick video clips or rotating blog sections which guide customers through applying products like scrubs or clay masks. These tutorials increase customer happiness and loyalty by assisting them in making the most of their purchases.

The Mix By Su highlights its dedication to quality and GMP standards by providing behind-the-scenes content regarding their production process. Posts feature pictures or videos of how they are produced along with the careful measures taken to guarantee the effectiveness and safety of their products. Customers are reassured about the brand's integrity and trustworthiness as a result of this transparency.

Using social medias to spread complete and correct information about a brand is essential to changing customer perceptions towards brand. Through sharing information on the ingredients, advantages, and uses of The Mix By Su products on social media, the Mix By Su is building a reputation for qualifications and reliability. The Mix By Su is now boosting brand image in the minds of customers and brand loyalty by stressing informativeness. Table (3.2) shows informativeness activities by The Mix By Su in social media marketing.

Table (3.2) Informativeness Activities by The Mix By Su in Social Media Marketing

Aspect	Description	Activities
Accurate Product Information	Providing accurate, comprehensive, and valuable product information on social media.	Frequently uploads videos and posts to let customers know that its products are made with locally-sourced natural ingredients
Product Features and Benefits	Detailed descriptions of product features such as texture, scent, packaging, shelf life, and dates of manufacture and expiration.	Posts describing the shelf life, lavender aroma, creamy texture, and eco-friendly packaging of their body moisturizer.
Educational Content	Providing instructional visuals and comprehensive descriptions outlining the benefits of each product.	Articles and posts emphasizing the exfoliating properties of face scrubs and their contribution to clear, beautiful skin.
Usage Guides	Creating detailed guides for effectively using products through quick video clips or blog sections.	Video tutorials and blog posts guiding customers through the application of scrubs or clay masks.
Production Transparency	Sharing behind-the-scenes content about the production process, including pictures or videos and descriptions of GMP standards factory	Posts featuring production process visuals and descriptions of the safety measures taken.

Source: Survey Data (2024)

3.2.2 Interactivity

The Mix By Su always maintains active communication channels with its customers across various social media platforms including Facebook, Instagram, and Twitter. The Mix By Su continually looks for opportunities to engage customers in its conversation on social medias. The Mix By Su often creates polls, Q&A sessions, or asks customers to contribute their thoughts and experiences on specific skincare and beauty-related topics. Engaging customers through interactive live sessions on social medias such as Facebook and Instagram are one way that The Mix By Su does business.

The Mix By Su asks customers on Facebook Stories to provide their best skincare advice or suggest their favorite products for particular skin issues. The Mix By Su builds stronger ties with its fans and produces useful user-generated content by enticing them to engage and offer their ideas.

The Mix By Su always reacts quickly to comments, messages, and mentions from customers on social medias. The Mix By Su makes sure that every interaction—whether it is a query about a product, a remark on a recent article, or a tag in user-generated content—gets an answer quickly. The Mix By Su helps their customers feel confident and part of a community by actively swiftly responding to inquiries. The Mix By Su shows a dedication to paying attention to what customers have expressed and always changing to fit them. Quickly answering questions from customers and resolving any problems or concerns they may have been very important to The Mix By Su. The brand makes sure that every consumer question is recognized and promptly addressed, whether via direct messaging or comments on social media posts. The Mix By Su constantly interacts with consumers in real time through live sessions, and Q&A sessions. The Mix By Su provides correct information and promptly answer to customer inquiries by employing this direct contact approach.

Furthermore, when problems occur, The Mix By Su takes action to address them and ensure customer satisfaction. The Mix By Su offers customized solutions to address certain problems or even getting in touch with each consumer one-on-one to give support and an apology. The Mix By Su accepts responsibility for problems and express a willingness to put things right in order to retain its positive brand image and showcase its dedication to customer care. When a customer complains about a product on social media, The Mix By Su responds right away with a tailored message apologizing and offering assistance. After that, The Mix By Su reacts with apology for any inconvenience caused.

Moreover, based on customer information, The Mix By Su offers real-time tailored skincare advice and product recommendations through the use of technology, including chatbots relevance to individual interests. The Mix by Su makes use of data analytics and customer data acquired from multiple sources, such as social media interactions, website usage patterns, and past purchases, to comprehend personal preferences and skincare issues. One way to determine a customer's interest in gentle, calming skincare products is to see how often they interact with posts or content on The Mix By Su's social media accounts that address sensitive skin conditions. The Mix By

Su proactively reaches out to the customers in response, offering individualized skincare suggestions and advice to address their issues as well as personalized recommendations for products designed especially for sensitive skin.

Social media platforms distinguish themselves from conventional mass communication channels by facilitating instantaneous communication between brands and customers. The Mix By Su has access to interactivity features including conversational engagement, personalized recommendations, and prompt customer care. Personalized experiences that make customers feel important and cared for can boost brand image and brand loyalty. By maintaining an engaged and relevant relationship with its target market, The Mix By Su can cultivate a devoted following and improve its standing. Table (3.3) shows interactivity activities by The Mix By Su in social media marketing.

Table (3.3) Interactivity Activities by The Mix By Su in Social Media Marketing

Aspect	Description	Activities
Two-Way Communication	Engaging customers on social media platforms such as Facebook, Instagram, and Twitter	Creating polls, Q&A sessions, and inviting customers to share thoughts and experiences on specific skincare topics.
Responsive Interaction	Quickly responding to comments, messages, and mentions from customers on social media.	Promptly addressing queries about products, comments on posts, and tags in user-generated content.
Problem Resolution	Addressing customer complaints and issues promptly and effectively	Offering personalized solutions and reaching out to customers individually to provide support and apologies.
Real-Time, Personalized Interaction	Using technology such as chatbots to offer real-time, personalized product recommendations.	Customers entering their skincare preferences and concerns to receive tailored product and routine recommendations.

Source: Source: Survey Data (2024)

3.2.3 Entertainment

Creating enjoyable, captivating, and unforgettable experiences that draw customers and enhance brand image is defined as entertainment in social media marketing. Entertainment can improve image of The Mix By Su and greatly increase brand loyalty.

The Mix By Su makes fun, interesting, and user-friendly skincare games for social media platforms. Participants of the game "Find Your Perfect Skincare Routine" can answer questions about their skin type and concerns to receive product recommendations. Moreover, The Mix By Su makes interactive challenges. The Mix By Su does a great job of encouraging customers to create and share unique content about their products. Consumers are ecstatic when campaigns request before-and-after photos of skin changes or testimonials with specific hashtags, such as #themixbysuclaymask. The Mix By Su regularly holds competitions to keep customers engaged. In the photo or video competitions hosted by The Mix By Su, contestants showcase their before and after photos of the skin changes.

Brand Image of The Mix By Su is substantially improved when they collaborate with regional influencers or celebrities. Influencers that utilize products from The Mix By Su might be found hosting live events, offering skincare tips, or creating engaging content. These collaborations expand the social media presence of brand and customer base. Making a library of brief, engaging videos that show skincare methods, product uses, and recommendations is another smart move. To increase credibility and attractiveness, they could highlight local influencers. For websites like TikTok and Instagram Reels, shorter, more succinct videos work best; however, lengthier, more thorough tutorials can be created for Facebook Watch and YouTube.

The Mix By Su creates content series with a theme to keep customers interested in receiving updates. The Mix By Su launches a new series called "Sister's Advice - Beauty Blog and SU'S RECOMMENDATION," in which product spotlights, and skincare advice are presented every Sunday. Regular interest and anticipation can be fostered by consistent and enjoyable content. Customers experience a stronger sense of connection with the brand since the themed series frequently feels relatable and personal. Customers feel more informed and encouraged in their skincare journeys when helpful advice, product spotlights, and user stories are shared.

Therefore, entertainment has the power to grab and hold interest of customers on social medias. By exhibiting innovative and engaging content, such as viral postings, interactive games, and intriguing videos, The Mix By Su becomes memorable and desirable. The Mix By Su differentiates itself from competitors and offers a pleasant and exciting experience to its customers. With fun and engaging elements added to its social media marketing campaigns, The Mix By Su is building its brand and solidifying the bond between its products. The Mix By Su uses this tactic to improve brand loyalty and brand image. Table (3.4) shows entertainment activities by The Mix By Su in social media marketing.

Table (3.4) Entertainment Activities by The Mix By Su in Social Media Marketing

Aspect	Description	Activities
Enjoyable games	Creating enjoyable, captivating, and unforgettable experiences through fun, interactive content such as skincare games, challenges, and competitions.	The Mix By Su's "Find Your Perfect Skincare Routine" game where participants answer questions to receive tailored product recommendations.
Interesting Challenges	Actively engaging customers through interactive features like polls, tests, and challenges, as well as encouraging user-generated content such as before-and-after photos and testimonials.	Skincare challenge of The Mix By Su where participants share updates on their skincare.
Collaboration with Influencers	Partnering with local influencers and celebrities to host live events, offer skincare tips, and create engaging content featuring products of The Mix By Su.	Collaboration with a popular beauty influencer who showcases products of The Mix By Su in their content.
Themed Content Series	Launching themed content series, such as "Sister's Advice - Beauty Blog and SU'S RECOMMENDATION," to keep customers interested and engaged.	Weekly series of The Mix By Su featuring product spotlights and skincare advice.

Source: Survey Data (2024)

3.2.4 Trendiness

To position themselves as industry experts in the field of skincare, The Mix By Su shares valuable knowledge and up-to-date market trends. This can be a discussion of the most recent skincare research, a feature on components that are in trend, or a well-liked skincare regimen. By producing content that addresses new or emerging skincare problems, The Mix By Su has established itself as a trend-aware company. The Mix By Su provides advice on how to avoid dry skin in the winter in addition to recommending their moisturizing products. The Mix By Su shows that it understands the demands of customers by addressing topics that are pertinent to its present customer.

Typically, The Mix By Su works with well-known influencers to reach a more trendy audience and spread the newest information. Influencers can impart knowledge that connects with their audience and frequently offer fresh perspectives. Engaging viewers can be increased by having The Mix By Su hosts a live session discussing skincare recommendations or works with a well-known skincare influencer to review new products. By sharing their genuine thoughts and experiences with The Mix By Su products, the influencer may generate awareness and establish the brand's trustworthiness.

Maintaining a trendiness of social media presence is essential for drawing in and keeping customers. A brand may stay relevant and appealing to its customers by keeping up with and participating in current trends. Therefore, The Mix By Su consistently refreshes its content to stay abreast of the most recent developments in social media culture and the skincare sector. Trendy content can increase a brand's reputation and visibility, increasing brand loyalty. The Mix By Su is developing a strong and good brand image, which is essential for retaining customer interest and brand loyalty, by keeping its social media presence up-to-date and fresh. Table (3.5) shows trendiness activities by The Mix By Su in social media marketing.

Table (3.5) Trendiness Activities by The Mix By Su in Social Media Marketing

Aspect	Description	Activities
Thought Leadership	The Mix By Su establishes itself as a thought leader in the skincare sector	Produces articles outlining insights, market trends, and discussions on recent skincare research and popular skincare regimens.
Trend Awareness	The Mix By Su addresses new or emerging skincare problems and trends, demonstrating its awareness of customer demands and staying relevant in the industry.	Provides advice on seasonal skincare concerns, such as avoiding dry skin in winter, and recommends appropriate products to address these issues.
Influencer Collaborations	The Mix By Su collaborates with well-known influencers to reach a broader audience and share the latest brand information, leveraging expertise and influence of influencers.	Collaborates with influencers by hosting live sessions and conducting product reviews, enabling them to communicate their authentic feedback and thoughts on The Mix By Su products.

Source: Survey Data (2024)

3.2.5 Electronic Word of Mouth

The Mix By Su uses several key strategies to leverage electronic word of mouth. Getting praise and comments is a big part of it. In order to encourage happy consumers to tell others about their great experiences, The Mix By Su uses user testimonials on its social media and asks for feedback from customers after they make a purchase. By showing real user experiences, this strategy gains the confidence and trust of prospective customers.

It is imperative to swiftly respond to inquiries and comments from customers. The Mix By often engages with customers by answering their questions, concerns, and reviews very away. In order to demonstrate openness and customer service, The Mix By Su continuously scans social media for interactions with customers and answers to

messages and comments right away. Active participation like this motivates a greater number of customers to express their favorable encounters, enhancing overall customer satisfaction.

To take constructive criticism well is another important strategy. Positive comments are highlighted in the social media posts by The Mix By Su and expresses gratitude to customers for their input. Appreciation makes customers feel even more appreciative and motivates them to deliver their positive experiences with others, generating electronic word of mouth.

An additional useful tactic is the usage of hashtags with branding. Customers of The Mix By Su are encouraged to post brand-related content by pushing hashtags such as #TheMixBySuGlow. Enhancing the exposure of user-generated posts is facilitated by the development and dissemination of these hashtags as well as by sharing posts that use them. By doing this, a community of devoted customers is created that actively interact with and promote the company, improving its image as well.

The Mix By Su is able to expertly enhance its brand image and build a strong community of satisfied customers thanks to these tactics, which include promoting branded hashtags, encouraging reviews and testimonials, reacting fast to inquiries and reviews, appreciating favorable feedback, and more. Social media marketing fosters brand image, and therefore necessitates the careful application of electronic word of mouth. Table (3.5) shows electronic word of mouth activities by The Mix By Su in social media marketing.

Table (3.6) Electronic Word of Mouth Activities by The Mix By Su in Social Media Marketing

Aspect	Description	Activities
Encouraging Testimonials and Reviews	Encouraging satisfied customers to disseminate their favorable encounters on social media platforms.	Requesting reviews for post-purchase experience - Featuring customer testimonials on social media
Timely Response to Inquiries and Feedback	Actively engaging with customers by addressing their questions, comments, and reviews promptly.	Monitoring social media channels for customer interactions - Responding to comments and messages
Recognition of Positive Feedback	Recognition of Positive Feedback	Highlighting positive reviews in posts – Showing thank customers for their feedback publicly
Use of Branded Hashtags	Promoting specific hashtags to encourage customers to share content related to the brand.	Creating and promoting hashtags like #TheMixBySuGlow- Sharing posts that use branded hashtags

Source: Survey Data (2024)

To sum up, this chapter describes the social media marketing activities implemented by The Mix By Su Local Skincare Brand. In the following chapter, the impact of these social media marketing activities on brand image will be examined, as well as how brand image influences brand loyalty.

CHAPTER 4

ANALYSIS ON SOCIAL MEDIA MARKETING ACTIVITIES, BRAND IMAGE AND BRAND LOYALTY

This chapter delves into the data analysis concerning the effect of social media marketing activities on the brand image of The Mix By Su Local Skincare Brand, followed by an examination of the effect of brand image on brand loyalty for the same brand. The chapter is divided into four sections. The initial section focuses on the demographic characteristics of the respondents, presenting their socioeconomic details in a statistical manner, which includes variables such as gender, age, employment status, educational background, income level, and more. The second section provides a descriptive analysis of each social media marketing activities, along with a reliability assessment of social media marketing activities, brand image, and brand loyalty. The third section explores the relationship between social media marketing activities and brand image. Lastly, the fourth section delves into the impact of brand image on brand loyalty.

4.1 Research Design

The main objectives of this research are to analyze the social media marketing activities employed by The Mix By Su Local Skincare Brand and to investigate the effect of these strategies on brand image as well as the effect of brand image on brand loyalty within the context of The Mix By Su Local Skincare Brand. A quantitative research approach was utilized to meet the research goals. The study incorporated both primary and secondary data sources. The study focused on customers who have purchased skincare items from The Mix By Su Local Skincare Brand. The data collection period was set from March 1st, 2024 to May 15th, 2024 to ensure that the data captured current customer preferences.

In this study, only five social media marketing activities—informativeness, interactivity, entertainment, trendiness, and electronic word of mouth—are the subject of the study. Furthermore, this study only examines how brand image is established through social media marketing activities and how brand loyalty is impacted by brand image; it does not investigate other important consequences. The present research does

not address additional marketing factors that may exert a substantial influence on brand image and brand loyalty.

Based on data provided by The Mix Co., Ltd (2024), there are 39,600 customers of The Mix By Su Local Skincare Brand. The study utilized Simple Random Sampling as the sampling technique to reduce bias and guarantee that the sample size accurately reflected the entire population. In order to gather primary data, the sample population was selected based on Taro Yamane's (1973) Sampling Formula, given that the population size was already established. For this particular research, the sample size consisted of 369 customers of The Mix By Su.

$$n = \frac{N}{1+N*e^2}$$

Where,

n = The sample size

N = The population size

e = The acceptable sampling error , which is assumed that 95% confidence level and e = 5%

Substitute number in formula:

$$n = \frac{39,600}{1+396,00*(0.05)^2}$$

$$n = 396$$

To facilitate the study, The Mix Co., Ltd. furnished an exhaustive roster of all 39,600 customers. Other distinct identifiers, such phone numbers and email addresses, were included in this list. Next, each consumer on the list was given a unique number between 1 and 39,600. A random number generator was used to choose 396 distinct numbers at random from 1 to 39,600. Next, chosen customers were approached via email and other means of contact.

Different research methods, both descriptive and quantitative, were employed in this particular study. The survey questionnaire utilized in this research consisted of four main sections. The first section focused on gathering demographic information about the participants. The second section aimed to assess the respondents' perceptions

of the social media marketing activities carried out by The Mix By Su Local Skincare Brand. The third section aimed to gauge the respondents' perceptions of the brand image of The Mix By Su Local Skincare Brand. Lastly, the fourth section aimed to measure the respondents' perceptions of brand loyalty towards The Mix By Su Local Skincare Brand. The data for the research was collected through a self-structured questionnaire, and the participants' responses were utilized. Additionally, secondary data from various sources such as academic journals, web articles, dissertations, marketing textbooks, and relevant companies were also incorporated. The statistical analysis conducted in this study involved the utilization of multiple regression analysis. The Statistical Package for Social Science (SPSS) program was employed to record and code the information obtained from the questionnaires administered in the field.

4.2 Demographic Characteristics of Respondents

Analyzing the demographic characteristics is crucial in order to comprehend the respondents' ability to respond to survey questions and ensure an adequate number of participants in the study. This section presents the profile of the respondents, encompassing their demographic information such as gender, age (in years), occupation, education level, and monthly income (MMK). Table (4.1) provides a visual representation of the frequency and percentage distribution of The Mix By Su customers, based on data collected from 396 individuals.

Table (4.1) Demographic Characteristics of Respondents

Sr. No.	Characteristics	Classification	No. of Respondents (n=396)	Percentage
1	Gender	Male	34	8.6
		Female	362	91.4
2	Age (Years)	Below 20	73	18.4
		21- 29 years	224	56.6
		30-39 years	71	17.9
		40-49 years	20	5.1
		50 years and above	8	2
3	Level of Education	High School	58	14.7

		Under Graduated	124	31.3
		Graduated	151	38.1
		Post Graduated	41	10.3
		Others	22	5.6

Table (4.1) Demographic Characteristics of Respondents (Continued)

Sr. No.	Characteristics	Classification	No. of Respondents (n=396)	Percentage
4	Occupation	Student	131	32.9
		Government Employee	18	4.6
		Company Employee	140	35.2
		Self-Employee	45	11.3
		NGOs	11	2.8
		Others	51	13.2
5	Monthly Income (MMK)	Less than 200,000	120	30.3
		200,001 – 500,000	140	35.4
		500,001 – 800,000	71	17.9
		800,001 – 1,000,000	24	6
		1,000,000 and above	41	10.4
	Total		396	100

Source: Survey Data (2024)

Based on the data presented in Table (4.1), a survey was carried out involving 396 participants. Out of the total respondents, 91.4 percent, equivalent to 362 individuals, were female, whereas 8.6 percent, or 34 individuals, were male. The disparity in numbers between female and male respondents can be attributed to the higher level of interest among females in skincare products compared to males.

Among age groups, the age range of 22-29 years old constitutes the largest segment of respondents, accounting for the majority. Individuals under 20 years old make up 18.4 percent of the total respondents, which corresponds to 73 individuals. Similarly, 17.9 percent of the sample, equivalent to 71 respondents, falls within the age range of 30-39. Among the 20 respondents, 5.1 percent are aged between 40-49 years

old. In contrast, the age group of 50 and older, comprising eight respondents or 2 percent of the entire sample, exhibits the lowest proportion. Consequently, the study reveals that the age range of 20-29 represents the most significant sector in terms of local skincare brands.

The study categorizes the education level of participants into five groups: High School, Under Graduated, Graduated, Post Graduated, and Others. The largest proportion of respondents, 38.1 percent or 151 individuals, are classified as Graduated, followed by Under Graduated at 31.3 percent or 124 respondents. Post Graduated individuals make up only 10.3 percent, totaling 41 respondents. High School participants represent 14.7 percent, with 58 respondents, while Others account for 5.6 percent, comprising 22 respondents. The findings suggest that individuals with a Graduated education level show a higher interest in local skincare brands.

Among occupation group, the category with the highest representation is Company Employees, with 140 respondents, making up 35.2 percent of the total respondents. Following this, the second largest category is Students, with 131 respondents, accounting for 32.9 percent of the sample. The third category, Others occupation, consists of 51 respondents, representing 13.2 percent of the sample. The fourth group, Self-Employed, includes 45 respondents, making up 11.3 percent of the sample. Government Employees form the fifth category, with 18 respondents, representing 4.6 percent of the total sample. Lastly, the category with the smallest number of respondents is NGOss, with 11 responders, accounting for 2.8 percent of the total respondents. Consequently, it can be observed that the category of Company Employees shows the highest level of interest in local skincare brands.

Among income level, the category with the highest income falls within the range of 200,001 – 500,000 Kyats, with 140 respondents, making up 35.4% of the sample. The second category, less than 200,000 Kyats, is represented by 120 respondents, accounting for 30.3% of the sample. The third segment ranges from 500,001 to 800,000 Kyats, with 71 respondents, representing 17.9% of the sample. The fourth segment includes incomes of 1,000,000 Kyats and above, with 41 respondents, making up 10.4% of the sample. The category with the lowest number of respondents is 800,001 – 1,000,000 Kyats, comprising 24 respondents, which is 6% of the total. Therefore, it is evident that the income range of 200,001 – 500,000 Kyats shows the most significant interest in local skincare brands among the respondents.

4.3 Reliability Analysis of Social Media Marketing Activities, Brand Image and Brand Loyalty

Through the application of Cronbach's Alpha, the reliability assessment produces a score ranging from 0 to 1. As per Cronbach (1951), a score of 0 indicates a lack of uniformity among the questions related to a variable, while a score closer to 1 signifies a strong uniformity between the constructed questions and the variable. The various classifications of Cronbach's Alpha, a metric employed to evaluate the internal consistency reliability of questionnaires, are as follows: exceptional internal consistency is characterized by a value exceeding 0.9, good internal consistency falls within the range of 0.8 to 0.9, acceptable internal consistency ranges from 0.7 to 0.8, questionable internal consistency is situated between 0.6 and 0.7, and poor internal consistency is represented by a value below 0.6. The outcomes of the reliability analysis for each factor in this particular study can be found in Table (4.2).

Table (4.2) Reliability Analysis

Sr. No.	Variables	No. of items	Cronbach's Alpha
1	Informativeness	6	0.914
2	Interactivity	6	0.923
3	Entertainment	6	0.880
4	Trendiness	6	0.889
5	Electronic Word of Mouth	6	0.900
6	Brand Image	6	0.928
7	Brand Loyalty	6	0.925

Source: Survey Data (2024)

Based on the Cronbach Alpha values, the variables can be ranked from highest to lowest as follows: Brand Image (0.928), Brand Loyalty (0.925), Interactivity (0.923), Informativeness (0.914), and Electronic Word of Mouth (0.900). These values indicate excellent internal consistency. Additionally, the Cronbach's alpha values for Trendiness and Entertainment are 0.889 and 0.880, respectively, which demonstrate good and acceptable reliability. Consequently, the study is deemed to have excellent reliability, and the results are considered valid.

4.4 Descriptive Analysis of Customer Perception on Social Media Marketing Activities of The Mix By Su Local Skincare Brand

The study examines five distinct social media marketing activities, namely informativeness, interactivity, entertainment, trendiness, and electronic word of mouth. To gather data for this research, a structured questionnaire employs a 5-point Likert scale. This scale consists of five answer options, including two extreme poles and a neutral choice, which allows respondents to evaluate their preferred alternative. According to the survey participants, a rating of 5 indicates a high level of satisfaction, 4 represents satisfaction, 3 signifies a neutral stance, 2 reflects dissatisfaction, and 1 denotes strong dissatisfaction. The interpretation of the mean value is presented in Table (4.3).

Table (4.3) Interpretation of Mean Value Categories

Mean Value Range	Interpretation
1.00 to 1.80	Very Low
1.81 to 2.60	Low
2.61 to 3.40	Moderate
3.41 to 4.20	High
4.21 to 5.00	Very High

Source: Best, 1977

The average values determine the five ranges on the Best (1977) mean rating scale, which include very low, low, moderate, high, and very good. The Best (1977) mean rating scale is utilized for data interpretation in this study.

4.4.1 Customer Perception on Informativeness

Table (4.4) displays the mean and standard deviation values for six items that customers are requested to assess. These evaluations aim to gauge customer perception regarding the informativeness component of social media marketing activities conducted by The Mix By Su Local Skincare Brand. Additionally, the overall mean value for the informativeness component is also provided.

Table (4.4) Mean Value of Perception on Informativeness

Sr. No.	Particular	Mean	Std. Deviation
1	Providing accurate and useful information on social media	4.39	.767
2	Providing clear benefits of each ingredient used in products on social media	4.39	.783
3	Offering comprehensive details information about texture and fragrance of products on social media	4.25	.848
4	Providing usage instructions of products on social media	4.37	.803
5	Providing manufacturing processes and quality standards of products on social media	4.13	.883
6	Sharing information that meets needs of customers	4.15	.883
	Overall Mean	4.28	

Source: Survey Data (2024)

Based on the findings presented in Table (4.4), it is clear that a considerable percentage of the respondents indicate very strong agreement towards providing accuracy and useful information, providing clear benefits of each ingredients used in products, providing usage instructions of products and offering comprehensive details information about products texture and fragrance on social media of The Mix By Su Local Skincare Brand. Customers highly appreciate the accuracy and usefulness of the information shared, as well as the clarity regarding the benefits of ingredients and usage instructions for products by The Mix By Su Local Skincare Brand on social media. Customers agree that they receive comprehensive details about product texture and fragrance offered by The Mix By Su Local Skincare Brand on social media. Additionally, a notable portion of the respondents express strong agreement towards the disclosure of manufacturing processes and quality standards of the products on social media, as well as the provision of information that caters to the needs of customers by The Mix By Su Local Skincare Brand. Customer appreciate that the brand shares information tailored to meet customer needs, showing a customer-centric approach. With an overall mean value of 4.28 for the informativeness component, it is

evident that the respondents exhibit a high level of agreement towards the informativeness initiatives undertaken by The Mix By Su Local Skincare Brand.

4.4.2 Customer Perception on Interactivity

In order to examine the way customers perceive the interactivity aspect of social media marketing activities conducted by The Mix By Su Local Skincare Brand, a survey was conducted. Six specific items were included in the survey, which were presented to customers of The Mix By Su Local Skincare Brand. The results of this survey, including the mean and standard deviation values for each item, as well as the overall mean value for the interactivity component, are presented in Table (4.5).

Table (4.5) Mean Value of Perception on Interactivity

Sr. No.	Particular	Mean	Std. Deviation
1	Allowing two-way communication with customers on social media	4.39	.780
2	Encouraging discussions and exchange of opinions on social media	4.34	.787
3	Responding promptly to comments and messages of customers on social media	4.09	.864
4	Engaging actively with customers on social media	4.25	.783
5	Providing tailored skincare advice and product recommendations for customers on social media	4.29	.829
6	Encouraging customers feel more connected to brand	4.20	.852
	Overall Mean	4.26	

Source: Survey Data (2024)

Based on the findings presented in Table (4.5), it is clear that a sizable percentage of participants demonstrated very strong agreement towards the allowing two-way communication, encouraging discussions and exchange of opinions, providing tailored skincare advice and product recommendations, engaging actively with customers on social media of The Mix By Su Local Skincare Brand. Customers highly appreciate that they can communicate in two-way for discussion and exchange opinion

and asking tailored skincare advice and product recommendation on social media with brand. Customers agree that The Mix By Su Local Skincare Brand actively engage with them on brand’s social media. Furthermore, a considerable portion of the respondents express strong agreement on encouraging customers feel more connected to brand and responding promptly to comments and messages of customers on social media by The Mix By Su Local Skincare Brand. Therefore, customers express that they feel more connect to brand by receiving response to their comments on social media by The Mix By Su Local Skincare Brand. Given that the average value of the interactivity component is 4.26, it can be inferred that customers exhibit a significantly strong level of agreement regarding interactivity activities of The Mix By Su on social media. This suggests that the brand is highly effective in engaging with its customers, fostering communication, providing personalized recommendations, and creating a sense of connection.

4.4.3 Customer Perception on Entertainment

In order to examine how customers perceive the entertainment aspect of social media marketing activities by The Mix By Su Local Skincare Brand, a survey consisting of six items was administered to customers. The mean and standard deviation values for each item, as well as the overall mean value for the entertainment component, are presented in Table (4.6).

Table (4.6) Mean Value of Perception on Entertainment

Sr. No.	Particular	Mean	Std. Deviation
1	Offering enjoyable and fun games on social media	4.02	.939
2	Sharing interesting and engaging skincare challenges on social media	3.78	.962
3	Collaborating with local celebrities and influencers on social media	3.84	.958
4	Evoking positive emotions in customers on social media	3.33	.883
5	Capturing attention and interest of customers on social media	3.65	.993

6	Exciting to use social media of The Mix By Su	3.48	.976
Overall Mean		3.68	

Source: Survey Data (2024)

Based on the findings presented in Table (4.6), it is clear that a considerable number of the respondents indicate very strong agreement towards offering enjoyable and fun games on social media, collaborating with local celebrities and influencers, sharing interesting and engaging skincare challenges, capturing attention and interest of customers and exciting to use social media of The Mix By Su. Customers express that they receive playful games offered on social media by The Mix By Su Local Skincare Brand. Content shared by The Mix Su By Local Skincare brand is perceived as engaging and capable of holding customers' attention effectively. Moreover, a considerable portion of the respondents indicate moderate level of agreement on evoking positive emotions in customers on social media. Customers express that they feel the ability of brand is weak to evoke positive emotions in them. This indicates that customers see some value but might not find them as impactful as other entertainment aspects. Overall, with an average mean score of 3.68, customers express a moderate level of agreement on the entertainment aspect of The Mix By Su.

4.4.4 Customer Perception on Trendiness

In order to examine how customers perceive the trendiness aspect of social media marketing efforts by The Mix By Su Local Skincare Brand, a survey consisting of six items was administered to the brand's customers. Table (4.7) displays the mean and standard deviation values for each item, as well as the overall mean value for the trendiness component.

Table (4.7) Mean Value of Perception on Trendiness

Sr. No.	Particular	Mean	Std. Deviation
1	Providing up-to-date and trendy information on social media	4.00	.901
2	Sharing trends about skincare industry on social media	3.86	.974

3	Collaborating with popular and trendy influencers to share content on social media	4.03	.879
4	Sharing content on concerns or popular topics about skincare on social media	3.94	.913
5	Engaging with customers relevantly and trendily on social media	3.52	.910
6	Feeling trendy to use social media of The Mix By Su	4.04	.878
Overall Mean		3.90	

Source: Survey Data (2024)

Based on the findings presented in Table (4.7), it is clear that a considerable number of the respondents indicate very strong agreement towards feeling trendy to use social media of The Mix By Su, collaborating with popular and trendy influencers to share content, providing up-to-date and trendy information, sharing content on concerns or popular topics about skincare, sharing trends about skincare industry and engaging with customers relevantly and trendily on social media By The Mix By Su Local Skincare Brand. These express that customers feel trendy to use social media of brand and receive contents shared by popular and trendy celebrities on social media. They also agree that The Mix By Su Local Skincare Brand share content on concerns or popular topics about skincare. Overall, with an average mean score of 3.90, social media efforts of The Mix By Su in trendiness are highly regarded by customers.

4.4.5 Customer Perception on Electronic Word of Mouth

In order to examine the way customers perceive the electronic word of mouth aspect of social media marketing activities conducted by The Mix By Su Local Skincare Brand, a survey was conducted. Six specific items were included in the survey, which were presented to customers of The Mix By Su Local Skincare Brand. The results of the survey, including the mean and standard deviation values for each item, as well as the overall mean value for the electronic word of mouth component, are presented in Table (4.8).

Table (4.8) Mean Value of Perception on Electronic Word of Mouth

Sr. No.	Particular	Mean	Std. Deviation
1	Sharing positive information about The Mix By Su products/services to friends on social media	3.89	.987
2	Recommending The Mix By Su to others on social media	4.08	.981
3	Sharing purchase experience with friends and acquaintances on social media	3.88	.998
4	Uploading content from social media of The Mix By Su on own social media accounts	3.39	.994
5	Recommending friends to visit social media of The Mix By Su	3.86	.996
6	Encouraging customers share experiences and opinions each other on social media	3.89	.994
	Overall Mean	3.83	

Source: Survey Data (2024)

Based on the findings presented in Table (4.8), it is clear that a considerable number of the respondents indicate very strong agreement towards recommending The Mix By Su to others on social media, sharing positive information about The Mix By Su products and services to friends, encouraging customers share experiences and opinions each other, sharing purchase experience with friends, recommending friends to visit social media of The Mix By Su. Customers express that they recommend The Mix By Su Local Skincare Brand to their friends on social media. They usually share positive informative about brand and purchase experience to friends on social media and encourage friends to visit social media of brand. Furthermore, a considerable portion of the respondents express moderate level of agreement on uploading content from social media of The Mix By Su to their own social media accounts. In terms of generating positive electronic word of mouth, The Mix By Su has proven to be highly effective, as evidenced by their impressive average mean score of 3.83. Customers demonstrate their willingness to endorse the brand, express their positive encounters, and actively participate in social media content, thereby contributing to the

establishment of a robust and favorable brand perception. Consequently, the average scores are presented in Table (4.9).

Table (4.9) Overall Mean Value of Perception on Social Media Marketing Activities

No.	Particular	Mean Score
1	Informativeness	4.27
2	Interactivity	4.26
3	Entertainment	3.68
4	Trendiness	3.90
5	Electronic Word of Mouth	3.83

Source: Survey Data (2024)

All the above result in table (4.9) shows that the mean results of five factors: informativeness, interactivity, entertainment, trendiness and electronic word of mouth are above the neutral score of 3.0. That showed that perceptions of respondents have positive to social media marketing activities of The Mix By Su Local Skincare Brand.

4.5 Analysis of the Effect of Social Media Marketing Activities on Brand Image

This section measures the effect of social media marketing activities on brand image of The Mix By Su Local Skincare Brand. The brand image of The Mix By Su Local Skincare Brand with mean value and standard deviation is displayed in Table (4.10).

Table (4.10) Mean Value of Perception on Brand Image

Sr. No.	Particular	Mean	Std. Deviation
1	Being a high-quality brand	4.34	.835
2	Having a positive reputation	4.38	.827
3	Having better characteristics than competitors	4.13	.871
4	Being a customer-oriented brand	4.31	.860
5	Being the leading brand in industry	4.25	.871
6	Having memories regarding The Mix By Su	3.98	.983
	Overall Mean		4.24

Source: Survey Data (2024)

Based on the findings presented in Table (4.10), it is clear that a considerable number of the respondents indicate very strong agreement towards having a positive reputation, being a high-quality, customer-oriented and leading brand in industry. Customer perceive The Mix By Su Local Skincare Brand as a high-quality brand. They agree that The Mix By Su Local Skincare Brand has successfully cultivated a favorable image in the minds of them, likely through consistent quality, positive customer experiences, and effective communication strategies. Moreover, a considerable number of the respondents indicate strong agreement on having better characteristics than competitors and having memories regarding The Mix By Su. Overall, with an average mean score of 4.24, social media efforts of The Mix By Su in electronic word of mouth are highly regarded by customers. These perceptions collectively contribute to a strong and favorable brand image.

To examine the effect of social marketing activities on the brand image of The Mix By Su, a multiple regression model was employed to analyze data collected from 396 respondents through a survey. The findings were then subjected to regression analysis using SPSS software to determine the influence of social media marketing activities on brand image. The independent variables considered in this analysis were informativeness, interactivity, entertainment, trendiness, and electronic word of mouth, while the dependent variable was brand image. The results, as presented in Table (4.11), illustrate the effect of social media marketing activities on the brand image of The Mix By Su Local Skincare Brand.

Table (4.11) Effect of Social Media Marketing on Brand Image

Variables	Unstandardized Coefficients		Standardized Coefficients Beta (β)	t	Sig	Collinearity Statistics
	B	Std. Error				VIF
(Constant)	0.376	0.150		2.501	0.013	
Informativeness	0.291***	0.056	0.268	5.202	0.000	3.025
Interactivity	0.398***	0.055	0.368	7.264	0.000	2.927
Entertainment	-0.114**	0.046	-0.120	-2.480	0.014	2.669
Trendiness	0.076	0.047	0.077	1.610	0.108	2.600
Electronic Word of Mouth	0.272***	0.042	0.310	6.503	0.000	2.587
R Square	0.658					
Adjusted R Square	0.654					
F Value	150.146***					

Source: Survey Data (2024)

Notes: *** Significant at 1% level; ** Significant at 5% level

Table (4.11) presents the R Square and Adjusted R Square values, which are 0.658 percent and 0.654 percent, respectively. This finding indicates that the model can explain 65.4 percent of the fluctuations in the dependent variable, brand image, by incorporating the independent variables, namely informativeness, interactivity, entertainment, trendiness, and electronic word of mouth. The F-value, measuring the overall significance of the models, is 150.146, and it has been determined to be statistically significant at a significance level of 1%. In this investigation, there is no issue of multi-collinearity as the VIF values are all below 10.

The results of this research suggest informativeness has a strong positive impact on brand image, with a coefficient of 0.291 and a significance level of less than 0.01. The detailed descriptions, instructional visuals, behind-the-scenes content, and thorough guides provided by The Mix By Su Local Skincare Brand on social media contribute significantly to perception of the customers about brand as qualified, reliable, and trustworthy. Studies have shown a strong positive relationship between the level of information shared on social media platforms and brand image.

The results of this research suggest that interactivity has a strong positive impact on brand image, with a coefficient of 0.398 and a significance level of less than 0.01. The Mix By Su Local Skincare Brand actively engages customers in two-way communication. They demonstrate a commitment to swift and personalized customer care by promptly responding to customer comments, messages, and mentions on social media. When issues or concerns arise, The Mix By Su Local Skincare Brand takes proactive steps to address them and ensure customer satisfaction. The Mix By Su Local Skincare Brand leverages customer data and analytics to provide personalized skincare advice and product recommendations tailored to individual preferences and needs. Research indicates that high level of interactivity with customers on social media increases a positive brand image.

The results of this research suggest that entertainment has a negative impact on brand image, with a coefficient of -0.114 and a significance level of less than 0.05. As the level of entertainment increases, the brand image tends to decrease. Content that is overly focused on entertainment may be perceived as less credible or trustworthy by customers, particularly in the context skincare industry where customers prioritize authenticity and reliability. Customers may view brands that prioritize entertainment over substance as less serious or committed to providing high-quality products and services. The target audience of The Mix By Su may prioritize informative and educational content over purely entertaining content when it comes to skincare-related topics. Research findings suggest that there exists an inverse relationship between entertainment provided by social media and the brand image.

The results of this research suggest that the influence of trendiness on brand image is not statistically significant ($B=0.076$, $p = 0.108$). Concept of trendiness may not be influential in shaping brand image in the context of skincare. Customers may prioritize factors such as product efficacy, quality, and suitability for their skincare needs over fleeting trends when evaluating a brand. The brand image of The Mix By Su Local Skincare Brand may be relatively unaffected by short-term trends. Customers may have developed strong perceptions of the brand based on factors other than trendiness, such as product performance, customer service, or brand values. By considering these factors, it becomes clearer why trendiness does not have a statistically significant effect on brand image for The Mix By Su Local Skincare Brand. Research indicates that trendiness cannot affect on brand image of The Mix By Su.

The results of this research suggest that electronic word of mouth has a strong positive impact on brand image, with a coefficient of 0.272 and a significance level of less than 0.01. Customers view information shared by other customers as more trustworthy than communications sponsored by brand. The efforts of The Mix By Su to build a community of happy customers who actively share their positive experiences improve brand image. Local skincare brands often rely heavily on community engagement and word-of-mouth marketing to build brand image and credibility. Research indicates that positive electronic word of mouth acts as a catalyst for brand image.

Among the variables examined, interactivity emerges as the most influential factor, exhibiting a robust and statistically significant positive effect on brand image ($\beta = 0.386$). Following closely, Electronic Word of Mouth demonstrates the second largest positive and significant impact on brand image ($\beta = 0.310$). Informativeness, on the other hand, ranks third in terms of its positive and significant effect on brand image ($\beta = 0.268$). Conversely, entertainment exhibits a noteworthy negative impact on brand image ($\beta = -0.120$). Lastly, Trendiness fails to exert any discernible effect on brand image ($\beta = 0.077$).

To summarize, the findings from the regression analysis indicate that informativeness, interactivity, and electronic word of mouth play a crucial role in enhancing the brand image of The Mix By Su Local Skincare Brand. Conversely, the presence of entertainment has a detrimental effect on the brand image of The Mix By Su Local Skincare Brand. However, it is worth noting that trendiness does not have any significant impact on the brand image of The Mix By Su Local Skincare Brand. By comprehending and efficiently handling these variables, it is possible to bolster the brand image of The Mix By Su Local Skincare Brand.

4.6 Analysis of the Effect of Brand Image on Brand Loyalty

The effect of brand image on brand loyalty is examined in this section. Table 4.12 presents the average value and standard deviation of brand loyalty for The Mix By Su Local Skincare Brand.

Table (4.12) Mean Value of Perception on Brand Loyalty

Sr. No.	Brand Loyalty	Mean	Std. Deviation
1	Being as first option in comparison with the other brand	4.25	.928
2	Willing to pay a premium price over competitor products	3.90	.977
3	Recommending The Mix By Su to others	4.34	.819
4	Repurchasing The Mix By Su in the future	4.35	.843
5	Having a sense of emotional attachment to The Mix By Su	4.06	.970
6	Feeling totally delighted using The Mix By Su in skincare routine	4.38	.838
	Overall Mean	4.21	

Source: Survey Data (2024)

Based on the findings presented in Table (4.12), it is clear that a considerable number of the respondents indicate very strong agreement towards feeling totally delighted using The Mix By Su products in skincare routine, repurchasing The Mix By Su in the future, recommending The Mix By Su to others, being the first option in comparison with other brands. This reveals that customers are delighted, leading to high satisfaction and are highly likely to continue using The Mix By Su Local Skincare Brand. Customers are very willing to recommend The Mix By Su Local Skincare Brand to others, highlighting their confidence in the brand and its products. Moreover, a considerable portion of the respondents express strong agreement on having a sense of emotional attachment to The Mix By Su Local Skincare Brand and willing to pay a premium price over competitor products. Customers feel an emotional attachment to the brand, which is crucial for long-term loyalty. This emotional bond signifies deeper engagement and a personal connection with the brand. The brand loyalty of The Mix By Su is perceived very positively, as indicated by the average mean score of 4.21. These perceptions collectively highlight a robust and loyal customer base for The Mix By Su Local Skincare Brand.

The impact of brand image on brand loyalty for The Mix By Su Local Skincare Brand was investigated using a linear regression model with data collected from 396 survey respondents. Brand image was considered as the independent variable, while brand loyalty was the dependent variable in the analysis. The results are presented in Table (4.13) showcasing the influence of brand image on brand loyalty for The Mix By Su Local Skincare Brand.

Table (4.13) Effect of Brand Image on Brand Loyalty

Variables	Unstandardized Coefficients		Standardized Coefficients Beta (β)	t	Sig.
	B	Std. Error			
(Constant)	.595***	.120		4.961	.000
Brand Image	.855***	.028	.839	30.655	.000
R Square	.705				
F Value	939.744***				

Source: Survey Data (2024)

Notes: *** Significant at 1% level

Table (4.13) presents that the value of R Square is 0.705, indicating that the model can explain 70.5% of the variation in the dependent variable, brand loyalty, through the inclusion of the independent variable, brand image. The F-value of 939.744 shows the overall significance of the models, which was determined to be statistically significant at a 1% significance level.

The brand image variable exerts a highly significant positive impact on brand loyalty, with a regression coefficient of 0.885 and a p-value of less than 0.01. The description provided highlights various positive attributes associated with brand image of The Mix By Su, such as high quality, positive reputation, differentiation from competitors, customer-centric approach, and leadership position in the skincare industry. Research has shown that a favorable brand image enhances consumer trust and credibility, leading to increased brand loyalty.

In summary, the findings provide valuable information on how social media marketing activities impact the brand image of The Mix By Su Local Skincare Brand. Based on statistical significance, the results indicate that brand image of The Mix By Su Local Skincare Brand is positively impacted by interactivity, electronic word of

mouth and informativeness. To bolster image of The Mix By Su Local Skincare Brand as informed, credible, and trustworthy, informativeness in particular makes use of detailed descriptions, instructional visuals, behind-the-scenes content, and thorough guides. Brand image of The Mix By Su Local Skincare Brand is further enhanced by interactional activities such as prompt responses, personalized customer service, and active participation. Electronic word of mouth positively enhances brand image of The Mix By Su Local Skincare Brand because customers see customer-shared post as more trustworthy than that which is sponsored by the Mix By Su, Trendiness does not show appreciable impact on brand image of The Mix By Su Local Skincare Brand, indicating that customers place a higher value on suitability, effectiveness, and quality than on fads. The study also highlights the significant impact that a positive brand image—which is supported by attributes like exceptional quality, a superb reputation, differentiation from competitors, a customer-centric approach, and industry leadership—has on brand loyalty. These findings demonstrate how important it is to handle these activities proactively in order to improve brand image of The Mix By Su Local Skincare Brand and fortify brand loyalty.

The next chapter will discuss the findings and discussion, suggestions and recommendation and needs for further study.

CHAPTER V

CONCLUSION

This chapter is divided into three sections. The initial section of this chapter focuses on the conclusions and discussions. Building upon the aforementioned findings, the subsequent section offers suggestions and ideas. Lastly, the third and final section outlines the needs for additional research.

5.1 Findings and Discussions

The main objectives of this study are to identify the social media marketing activities utilized by The Mix By Su Local Skincare Brand and to examine their impact on brand image, as well as the subsequent effect of brand image on brand loyalty. To achieve these aims, a sample of 396 individuals, who have previously purchased skincare products from The Mix By Su Local Skincare Brand, was selected using a simple random sampling method. Analysis of demographic factors reveals that the majority of respondents are female. The largest segment of respondents falls within the age range of 21 to 29 years. Additionally, most respondents are graduated and have a monthly salary ranging from 200,001 to 500,000 Kyats. In terms of employment, the majority of survey participants are individuals employed by companies.

In relation to aggregate mean values of social media marketing activities of The Mix By Su Local Skincare Brand, it is evident that overall mean values of social media marketing activities exert beneficial influence customer perception in the context of The Mix By Su Local Skincare Brand. Therefore, a sizable segment of the participants have a favorable perception regarding social media marketing activities implemented by The Mix By Su Local Skincare Brand.

Three variables—informativeness, interactivity, and electronic word of mouth—have a positively significant effect on brand image out of the five social media marketing activities (informativeness, interactivity, entertainment, trendiness, and electronic word of mouth), based on the results of the multiple regression analysis.

Trendiness does not have a significant relationship with brand image and entertainment has a significant reverse effect on brand image.

In terms of informativeness, the findings demonstrate that continuous distribution of accurate and comprehensive product information helps The Mix By Su Local Skincare Brand build brand image. When consumers feel they can trust a brand to provide them with accurate and thorough information, their perceptions of that credibility and reliability of brand grow. The Mix By Su elevates its image in the skincare sector and positions itself as an authority by providing in-depth articles about the benefits of ingredients. The Mix By Su provides thorough information about product characteristics (such texture, scent, and packaging) as well as special features (like allergic properties) to help buyers make informed decisions. When consumers feel knowledgeable about the products they are purchasing, their confidence in a brand increase. Before making a purchase, customers of today usually conducts extensive research. Complete social media information is provided by The Mix By Su, which meets these informational needs and complies with customer preferences. Knowing the importance of informativeness helps The Mix By Su maintain this strategy in order to boost its brand.

The results indicate that, with regard to interactivity, The Mix By Su Local Skincare Brand cultivates a vibrant and captivating customer-brand relationship. Polls, Q&A sessions, and interactive live events are some of the ways that The Mix By Su fosters customers involvement through regular two-way communication on social media sites like Facebook, Instagram, and Twitter. This strategy increases the visibility and relevance of brand in the market by getting customers involved in relevant conversations about skincare and beauty and producing quality user-generated content. The Mix By Su exhibits a dedication to brand image by promptly responding to queries, comments, and concerns. Further strengthening its reputation for dependability and trustworthiness is the prompt reaction of brand to customers inquiries and proactive problem-solving, which bolsters its commitment to providing excellent customer care. With the help of technologies like chatbots, which provide prompt, customized responses to improve the customers experience, interaction also makes real-time engagement possible. The Mix By Su improves its brand image by keeping up an ongoing and pertinent conversation with its customers.

In relation to entertainment, the findings show that this variable has statistically negative effect on brand image. Entertainment-focused contents by The Mix By Su do

not always align with the desired brand image. In the context of skincare, entertainment-focused activities of The Mix By Su gain attention and excitement of customers at first, but they are not consistent with the desired image or expectations of customers. Collaboration with celebrities can draw attention at first, but later, it can be perceived as The Mix By Su focus on entertainment rather than high-quality products and services. This can lead to a loss of trust and confidence in The Mix By Su as well as confusion regarding brand image because customers value efficacy and authenticity in the context of skincare. Furthermore, emphasizing enjoyable activities too much undermine main message of The Mix by Su. If customers fail to understand its unique selling points, brand image of The Mix By Su can be negatively impacted overtime. Behavior that is perceived as being inconsistent with core values of The Mix By Su lead to a diminished brand image. Challenges implemented by The Mix By Su that show skin improvements before and after can be seen as inappropriate because the company should not post photographs of acne-affected customer on social media.

It can be seen that trendiness does not show a significant effect on brand image. Customers can be interested in hearing about the latest trends, but their concerns might lie in things like product quality, efficacy, and suitability for their skincare requirements. Apart from trendiness, customers can have formed strong opinions about The Mix By Su based on things like customer service or brand values in the context of skincare. Effectiveness, quality, fit for their skincare needs, and a track record of happy experiences are therefore given top priority by customers in the skincare sector. The Mix By Su places a heavy emphasis on these elements to create a brand image that is more shaped by enduring trust than by fads or passing trends.

Regarding electronic word of mouth, the results show that delighted consumers are encouraged by The Mix By Su Local Skincare Brand to post reviews and testimonials on social media, which builds the credibility of brand. To establish their brand image and trustworthiness, local skincare brands frequently rely mostly on word of mouth marketing and community involvement. When compared to traditional advertising, user-generated content—like product reviews and personal skincare narratives—is seen as more authentic and reliable. Because of its authenticity, The Mix By Su has been able to cultivate a strong following of happy consumers who support the company and help to improve its brand image. In addition, The Mix By Su carefully employs branded hashtags, such #TheMixBySuSkincareRoutine or

#TheMixBySuGlow, to make these earnest suggestions easier for customers to recognize and accept.

The final purpose of the study is supported by the regression analysis, which shows a substantial positive link between brand image and brand loyalty of The Mix By Su. The majority of respondents show their devotion to The Mix By Su, stating that they are willing to pay a premium price, that they are repurchasing and choosing as their top option, that they frequently give it positive reviews and recommend it to friends based on personal experiences, and they have an emotional attachment to The Mix By Su Local Skincare Brand.

5.2 Suggestions and Recommendations

In this section, a number of suggestions are put forth in order to improve brand image and brand loyalty. The Mix By Su Local Skincare Brand can adopt various important strategies, derived from the findings, to solidify its position in the skincare industry.

First off, since The Mix By Su has already shown a strong dedication to being informativeness, their attention should be directed upon improving and optimizing the efficacy of these already-existing initiatives. Given the importance of optimizing current informativeness initiatives, The Mix By Su ought to assess content structure to ensure it is user-friendly, for example breaking down long post to shorter, posting frequency to maximize reach and engagement, for example determining the optimal positing timing based on audience activity, and metrics measuring audience engagement such as likes and comments to specify which kinds of content generate the most engagement in order to make improvements. In order to enhance the engagement of informativeness activities, The Mix By Su ought to investigate interactive instructional content such as SEO and Hashtags with relevant keywords. The Mix By Su should also put content amplification tactics into practice and set up a reliable monitoring and evaluation system in order to maximize the impact of informativeness and gradually increase its efficacy over time. By concentrating on these areas of innovation and optimization, The Mix By Su may improve informativeness activities, strengthen its brand image as a reliable source of skincare knowledge and experience.

Secondly, the results clearly show that The Mix By Su is a great at encouraging social media interaction with its customers. However, The Mix By Su should use AI

and sophisticated data analytics to acquire a deeper understanding of consumer behavior and preferences in order to maximize these efforts even more and maintain the image of brand. This might make product recommendations from The Mix By Su even more accurate by enabling the creation of even more relevant and tailored content. Furthermore, membership programs should be developed by The Mix By Su so that devoted customers may communicate, get exclusive information, and be the first to know about new releases. Customers may feel more a part of the brand and have stronger brand memory as a result. The Mix By Su ought to continue highlighting the importance of personalizing encounters by using customer data to tailor messaging and offerings. Based on each purchasing history and skin concerns of customers, send tailored product recommendations or skincare advice, for example. using cutting-edge analytics, enhancing real-time engagement, and expanding its community features could help The Mix By Su improve its image in the skincare industry.

Thirdly, based on finding, entertainment has reverse effect on brand image. This reveals that it is very important entertainment activities need to align with the values and messaging of brand. The Mix By Su should collaborate with asthenic doctors, dermatologists and skincare professionals rather than influencers because customers are more likely to trust and follow recommendations from licensed experts who have the knowledge and authority to offer precise and helpful skincare advice. Moreover, The Mix By Su should implement online entertainments activities such as guessing the best seller products of the month with respect to each product lines can help customers to recall brand in their memories.

Furthermore, The Mix By Su should make challenges focusing on focusing on skincare challenge to share an update on skincare routines and products usage rather than before and after skin changes challenges because most of the adult customers, especially women, do not want to revel their bad skin conditions and photos on social media. Moreover, in the skincare context, customers prefer visual educational activities as an entertainment rather than fun games. Providing customers video contents to educates them the benefits of each ingredients or how to use products effectively and, tips and tricks from skincare experts may support to gain attention of customers. Besides, The Mix By Su should share authentic storytelling such as sharing the origin story of brand, mission, and values in a genuine way to let customers know what drives the brand and its commitment to quality and sustainability. Feature stories from the

founder of brand and employees about why they are passionate about the products and mission may shape the perception of customers towards brand.

Even though the results found that trendiness does not show significantly impact brand image, The Mix By Su should still consider some tactics for its trendiness activities to support its brand image. If The Mix By Su assess trends and incorporate those that are consistent with its brand value and customer need, it may have some benefits to improve brand image of The Mix By Su. Trends that are truly beneficial and complement the current product line of brand should still be implemented by The Mix By Su. If The Mix By Su provide background data, critical analysis, an explanation of the circumstances that contributed to the development of trends, and proof of their scientific validity, it will have some benefits for improving brand image. When deciding which trends to adopt, The Mix By Su can take into account customer feedback, market insights, and scientific data. The Mix By Su can also start CSR initiatives like sustainable sourcing campaigns, work with local farmers and suppliers to ensure ethical and sustainable sourcing of ingredients, and support community-based initiatives like women's cooperatives and neighborhood schools. These CSR endeavors as trendy endeavors may be quite beneficial as The Mix By Su sells locally made natural skincare products.

Last but not least, The Mix By Su exhibits a high degree of electronic word of mouth according to the data. In order to motivate more customers to talk about their satisfying experiences, The Mix By Su should create a formal referral program. Loyal customers who leave positive reviews of the brand on social media should receive discounts, special offers, or loyalty points from The Mix By Su. On its website and social media pages, The Mix By Su ought to provide genuine customer recommendations in addition to the positive reviews. Sending personalized follow-up emails following a purchase is one way for customers to accomplish this. Customers can do this by sending customized follow-up emails after making a purchase. The Mix By Su should launch a contest wherein customers who post content of brand on their own social media profiles have the chance to win prizes and have their postings included on the official channels of brand. The Mix By Su might be able to improve its image and fortify its electronic word of mouth by putting these into practice. By putting these strategies into practice, The Mix By Su hopes to improve its brand image, foster loyalty, and become a major force in the community of skincare industry.

5.3 Needs for Further Research

This study centers on social media marketing activities, brand image, brand loyalty. Subsequent studies ought to examine an expanded spectrum of social media marketing, including consumer interaction campaigns, influencer marketing, and content marketing. To offer meaningful data on consumer interactions and perceptions, more research is needed to analyze consumer behavior with respect to local skincare companies. This research should concentrate on factors such as brand awareness, brand engagement, purchasing behaviors, motivations. Furthermore, it is imperative that this research be expanded to include other SME sectors such as food and beverage and fashion to comprehend the wider ramifications of social media marketing across many businesses.

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APPENDIX (I)

QUESTIONNAIRE

Dear Mixies, I would be very pleased and thankful if you could help to answer my survey questions. The purpose of this questionnaire is “Social Media Marketing Activities, Brand Image and Brand Loyalty of The Mix By Su Local Skincare Brand”. The information is solicited for the partial fulfillment of a Master of Marketing Management. All the information you provide will be kept confidential and used only for academic purpose. Your response is important. I sincerely would like to thank you in advance for your contribution to fill this questionnaire.

Part (I) Profile of Respondent

1) Gender

- Male
- Female

2) Age (Years)

- Below 20
- 21-29 years
- 30-39 years
- 40-49years
- 50-years & above

3) Education Level

- Highschool
- Under Graduated
- Graduated
- Post Graduated
- Others

4) Occupation

- Student
- Government Employee
- Company Employee
- Self-Employee

NGOs

Others

5) Monthly Income (Kyats)

Less than 200,000

200,001 – 500,000

500,001 – 800,000

800,001 – 1,000,000

1,000,000 and above

6) How many hours do you usually use social media application per day?

1 hour

2 hours

3 hours

4 hours

Above 4 hours

7) How long have you been used The Mix By Su's Products?

3 months

6 months

12 months

24 months

Above 24 months

8) How many times did you buy The Mix By Su's Products?

1 time

2 time

5 times

Above 5 times

Section B Please answer all the questions by circling the number which best represent your choice.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

Part (II) Social Media Marketing Activities

(1) Informativeness		1	2	3	4	5
1	This brand provides accurate and useful information on their social media.					
2	This brand provides clear benefits of each ingredient used in their products on their social media.					
3	This brand provides comprehensive details information about their products' texture and fragrance on their social media.					
4	This brand provides usage instructions of their products on their social media.					
5	This brand provides manufacturing processes and quality standards of their products on their social media.					
6	The information shared on social media of this brand meet my needs.					

(2) Interactivity		1	2	3	4	5
1	This brand allows two-way communication on their social media.					
2	This brand encourages discussions and exchange of opinions on their social media.					
3	This brand responds promptly to comments and messages on their social media.					
4	This brand actively engages with customers on their social media.					
5	This brand provides tailored skincare advice and product recommendations each customer on their social media.					
6	The interactive activities on social media of this brand make me feel more connected to this brand.					

(3) Entertainment		1	2	3	4	5
1	This brand provides enjoyable and fun games on their social media.					
2	This brand shares interesting and engaging challenges on their social media.					
3	The brand usually collaborates with local celebrities and influencers to entertain customers on their social media.					
4	The social media of this brand evokes positive emotions in me.					
5	The social media of this brand captures my attention and interest.					
6	It is exciting to use social media of The Mix By Su.					

(4) Trendiness		1	2	3	4	5
1	This brand provides up-to-date and trendy information on their social media.					
2	This brand shares trends about skincare industry on their social media.					
3	The brand collaborates with popular influencers to share content on their social media.					
4	This brand shares content on skincare concerns or popular topics about skincare on their social media.					
5	This brand provides engages with customers relevantly and trendily on their social media					
6	Using social media of this brand is totally trendy.					

(5) Electronic Word of Mouth		1	2	3	4	5
1	I would like to share positive information about the brand's products/services from their social media to my friends					
2	I would like to recommend the brand to others based on their social media presence.					
3	I would like to share my purchase experience with friends and acquaintances on social media of this brand					
4	I would like to upload content from social media of this brand on my social media					
5	I would like to recommend my friends to visit social media of this brand.					
6	The brand encourages customers to share experiences and opinions on social media.					

Part (III) Brand Image

Brand Image		1	2	3	4	5
1	The Mix By Su is high quality brand.					
2	The Mix By Su has a positive reputation.					
3	The Mix By Su has better characteristics than its competitors.					
4	The Mix By Su is a customer-oriented brand.					
5	The Mix By Su is the leading brand in its industry.					
6	I have fond memories regarding The Mix By Su.					

Part (IV) Brand Loyalty

Brand Loyalty		1	2	3	4	5
1	I usually use The Mix By Su as my first choice in comparison with the other brand.					
2	I am willing to pay a premium price for The Mix By Su over competitor products.					
3	I would recommend The Mix By Su to others.					
4	My possibility of purchasing The Mix By Su in the future is very high					
5	I feel a sense of emotional attachment to The Mix By Su					
6	I am totally delighted using The Mix By Su in my skincare routine.					

Thank You

APPENDIX (II)

SPSS OUTPUT

Reliability Statistics

Informativeness	Cronbach's Alpha	N of Items
	.914	6

Reliability Statistics

Interactivity	Cronbach's Alpha	N of Items
	.923	6

Reliability Statistics

Entertainment	Cronbach's Alpha	N of Items
	.880	6

Reliability Statistics

Trendiness	Cronbach's Alpha	N of Items
	.889	6

Reliability Statistics

Electronic Word of Mouth	Cronbach's Alpha	N of Items
	.880	6

The Effect of Social Media Marketing Activities on Brand Image

Model Summary

Dependent Variable: lmg

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.811 ^a	.658	.654	.44253.	.658	150.146	5

Predictors (Constant), EWOM, Inf, Trnd, Ent, Int

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	147.020	5	29.404	150.146	.000 ^b
Residual	76.376	390	.196		
Total	223.396	395			

Dependent Variable: lmg

Predictors, (Constant), EWOM, Inf, Trnd, Ent, Int

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
1 (Constant)	.376	.150		2.501	.013	
Inf	.291	.056	.268	5.202	.000	.331
Int	.398	.055	.368	7.264	.000	.342
Ent	-.114	.046	-.120	-2.480	.014	.375
Trnd	.076	.047	.077	1.610	.108	.385
EWOM	.272	.042	.310	6.503	.000	.386

The Effect of Brand Image on Brand Loyalty

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.839 ^a	.705	.704	.41679	.705	939.744	1

Dependent Variable: Loyal

Predictors, (Constant), Img

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	163.247	1	163.247	939.744	.000 ^b
	Residual	68.443	394	.174		
	Total	231.690	395			

Dependent Variable: Loyal

Predictors, (Constant), Img

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance
1 (Constant)	.595	.120		4.961	.000	
Img	.855	.028	.839	30.655	.000	1.000

Correlation

		Inf	Int	Ent	Trnd	EWOM	Img
Inf	Pearson Correlation (2-tailed) N	1 396	.792 ** .000 396	.548 ** .000 396	.609 ** .000 396	.609 ** .000 396	.729 ** .000 396
Int	Pearson Correlation (2-tailed) N	.792 ** .000 396	1 396	.560 ** .000 396	.571 ** .000 396	.610 ** .000 396	.746 ** .000 396
Ent	Pearson Correlation (2-tailed) N	.548 ** .000 396	.560 ** .000 396	1 396	.727 ** .000 396	.718 ** .000 396	.511 ** .000 396
Trnd	Pearson Correlation (2-tailed) N	.609 ** .000 396	.571 ** .000 396	.727 ** .000 396	1 396	.685 ** .000 396	.575 ** .000 396
EWOM	Pearson Correlation (2-tailed) N	.609 ** .000 396	.610 ** .000 396	.718 ** .000 396	.685 ** .000 396	1 396	.664 ** .000 396
Img	Pearson Correlation (2-tailed) N	.729 ** .000 396	.746 ** .000 396	.511 ** .000 396	.575 ** .000 396	.664 ** .000 396	1 396
Loyal	Pearson Correlation (2-tailed) N	.685 ** .000 396	.681 ** .000 396	.492 ** .000 396	.576 ** .000 396	.665 ** .000 396	.839 ** .000 396

Correlation

		Loyal
Inf	Pearson Correlation	.685 ^{**}
	Sig. (2-tailed)	.000
	N	396
Int	Pearson Correlation	.681 ^{**}
	Sig. (2-tailed)	.000
	N	396
Ent	Pearson Correlation	.492 ^{**}
	Sig. (2-tailed)	.000
	N	396
Trnd	Pearson Correlation	.576 ^{**}
	Sig. (2-tailed)	.000
	N	396
EWOM	Pearson Correlation	.665 ^{**}
	Sig. (2-tailed)	.000
	N	396
Img	Pearson Correlation	.839 ^{**}
	Sig. (2-tailed)	.000
	N	396
Loyal	Pearson Correlation	1
	Sig. (2-tailed)	
	N	396