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**SOCIAL MEDIA MARKETING PRACTICES, CUSTOMER
BRAND ENGAGEMENT AND BRAND LOYALTY TOWARDS
SAMSUNG MOBILE PHONES IN MYANMAR**

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**SOCIAL MEDIA MARKETING PRACTICES, CUSTOMER
BRAND ENGAGEMENT AND BRAND LOYALTY TOWARDS
SAMSUNG MOBILE PHONES IN MYANMAR**

This thesis is submitted as a partial fulfillment of the requirements for the degree of
Master of Marketing Management (MMM)

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ABSTRACT

This study focused on examining social media marketing practices, customer brand engagement, and brand loyalty towards Samsung mobile phones in Myanmar. This study uses both primary and secondary data. By using Taro Yamane formula, there are 399 respondents as the sample size for the study. Respondents are selected by using a simple random sampling method. Primary data are collected by using google form through online survey questionnaire prepared by 5-point likert scale. Secondary data are gathered from textbooks, Internet websites and previous research papers. The data is analyzed using descriptive statistics and regression analysis. The study found that customer brand engagement is positively and significantly affected by entertainment, trendiness, advertisement, and E-WOM. However, interaction does not have a significant impact on customer brand engagement. The study also found that customer brand engagement positively and significantly affects brand loyalty. Samsung Myanmar should improve its social media presence by monitoring trends, discovering relevant themes, and working with influencers and bloggers. By using data analytics and audience insights, Samsung Myanmar is able to refine advertisement targeting and personalize content based on user demographics and online behavior.

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CHAPTER I

INTRODUCTION

A brand concept is the core idea that encapsulates the essence of a brand. Branding is a critical weapon in today competitive environment. Businesses build their successful brands for gaining a distinct position in the market and a special place in their customer minds (American Marketing Association). It goes beyond just a catchy slogan or logo and delves into the fundamental values, emotions, and experiences a brand wants to evoke in its customers. It is the guiding principle behind all branding decisions, from product development and marketing strategies to customer service interactions. An effective brand concept should be clear, concise, and resonate with the target audience. It should capture the brand's unique selling proposition (USP) and differentiate it from competitors. It also serves as a foundation for brand storytelling, helping to create a consistent content and memorable narrative across all touchpoints.

Social media has become a powerful tool for influencing consumer brand engagement in an age of constant digital connection (Tatar & Erdoğan, 2016). Its influence extends far beyond mere communication, encompassing a diverse spectrum of activities like information dissemination, opinion sharing, and purchase consideration (Tatar & Erdoğan, 2016). Businesses are being compelled by this changing environment to adopt a more interactive marketing strategy, seeking innovative ways to capitalize on the reach of social media and affordability. Using social media platforms and websites to advertise a product, service, or brand is called social media marketing, according to Constantinides & Loriot (2004). It involves creating engaging content, interacting with followers, and running targeted advertisements to reach a specific audience and ultimately drive sales or brand loyalty.

Customer brand engagement, a burgeoning area of research in marketing and information systems, delves into the psychological states consumers experience during interactions with products, brands, and other consumers (Foroudi et al., 2014; Hollebeek et al., 2014). The impact on brand loyalty for the business is paramount with the widespread adoption of social media platforms for brand communication. Brand loyalty is the strong commitment that buyers have towards choosing products

or services from a particular brand consistently. Businesses should improve their brand engagement and influence individual consumer loyalty through peer-to-peer online interactions through social media marketing activities that engage individuals. This should be influenced by marketing efforts that change consumer behavior (Altulkar, 2020). Brand loyalty grows when a new product is launched, as seen from buyers who maintain a relationship with the brand because they own a product from that brand or because of a desire to have.

Social media platforms have made a profound impact on the marketing landscape. Traditional marketing, once reliant on one-way communication through television, print media, and billboards, has been disrupted by the emergence of interactive and dynamic online spaces. Social media platforms like Facebook, Twitter, and Instagram have become the breeding ground for social media marketing, a strategic approach that leverages these platforms to achieve a multitude of marketing goals. In a competitive business environment, businesses need a strong strategy to handle social media platforms (Kaplan & Haenlein, 2010). Social media marketing practices such as entertainment (fun video content, contests), interaction (responding to comments, polls), trendiness (highlighting popular features, influencer collaborations), advertisement (promoting new models), e-word of mouth (user-generated content) become an invaluable asset for companies seeking to differentiate themselves and thrive.

Businesses employ social media specialists and consultants to evaluate the quality and attributes of their social media campaigns and events leads to customer attraction and loyalty to the brand (Coon, 2010). Social media marketing is effective because it is create meaningful relationships with customers beyond traditional marketing methods. By leveraging the interactive nature of these platforms, brands are able to create a positive brand engagement, drive brand loyalty, and ultimately achieve their marketing goals. By navigating the dynamic and ever-evolving social media landscape requires strategic planning, continuous monitoring, and adaptation, social media makes marketing a rewarding endeavor for brands seeking to thrive in the digital age and forge strong connections with their customers.

The COVID-19 epidemic has caused a major change in the digital environment in Myanmar in recent years, driving up demand for laptops, smartphones, and other devices as workers and students become more and more dependent on them for remote work and learning. These devices currently play the

pivotal role in daily life and community activities and marketing trends are gravitated towards the powerful realm of social media. This shift reflects a broader societal movement away from traditional marketing methods and towards a more digitally-focused approach. The electronics market in Myanmar is a battleground between established global giants and rising stars. Samsung, Huawei, and Xiaomi lead the pack with their diverse product lines and competitive pricing. In competitive electronics market of Myanmar, Samsung smart phone utilizes a multi-faceted strategy. Their goal is to create a strong global brand image that engages customers and recognizes the loyalty of Myanmar consumers.

Samsung Myanmar has a robust distribution network to ensure easy access to their products by offering feature-rich mid-tier devices alongside high-end options, it caters to a wider range, while also potentially investing in after-sales service and online customer support. With recognizing the growing internet use, Samsung Myanmar utilizes social media marketing to effectively reach potential customers. This combination of brand recognition, affordability, accessibility, and digital engagement allows Samsung Myanmar to compete fiercely in Myanmar.

1.1 Rationale of the Study

Digital landscape is experiencing a rapid transformation, with electronics playing a central role in how people live. Increasing usage of mobile phone and many people access more internets, social media engagement allows people to connect with friends and family, follows news and trends, and discovers new businesses. E-commerce is also taking root, offering convenient shopping options to access a wider range of products. This electronic growth is not just about shopping and socializing. It also changes how people consume entertain with their electronic devices. Streaming services offer on-demand access to movies, music, and shows, while online platforms provide educational resources and opportunities for learning new skills. This electronic growth is not only about shopping and communication but also fostering a more connected and informed society in many countries.

The lifestyle of people in Myanmar is evolving and media usage is increasing. Myanmar boasts a highly mobile population using smartphones to access the internet, communicate, and consume entertainment. Social media is the most effective way to communicate with users and learn about the brand. Most Myanmar consumers are

interested in searching for updated information and knowledge news via social media, especially Facebook.

Smartphone industry in Myanmar is dominated by a few brands. Among them, Apple iPhones have a presence but cater to a niche market due to their premium pricing. The most famous and popular brands in Myanmar are Samsung, Xiaomi, Vivo, Huawei and Oppo. They have captured a large share of the market due to their competitive pricing and good value for money. These brands cater to the needs of a growing, budget-conscious population. Samsung in this study is a global leader, is a popular choice in Myanmar due to its brand recognition, wide range of models, and focus on innovation. They offer options across various price points, catering to budget-conscious buyers and high-end phone enthusiasts alike. There are many physical branches across Myanmar such as Yangon, Mandalay, Mawlamyaing and Myawaddy.

The origins of Samsung were founded Daegu, South Korea in 1938. Initially, the company focused on groceries and various other goods, but it has since transformed into a global leader in electronics, semiconductors, and other sectors. Samsung began solidifying its presence in Myanmar around 2011. Samsung Myanmar is one-stop shop for all electronic things of Samsung in the country. Popular Samsung mobile models in Myanmar include the Galaxy A series (mid-range) and the Galaxy S series (flagship). They offer a wide range of electronics, from the latest smartphones like the Galaxy S24 series and foldable phones like the Z Flip5 and Fold5, to tablets like the Galaxy Tab S9 series and household appliances.

In the past, Samsung Myanmar has relied on billboards, television commercials, and print ads to reach their audience. As marketing strategy of Samsung Myanmar undergoes a shift in recent years, transitioning from a traditional approach to embracing the power of social media, Samsung recognizes the growing importance of social media in Myanmar. Samsung Myanmar Facebook page allows for targeted advertising, direct customer interaction, and the ability to build a strong brand community. This shift towards social media marketing allows Samsung to connect with a wider audience, particularly the tech-savvy youth, in a more interactive and cost-effective way. Customers are able to browse Samsung Myanmar website or visit their stores in Yangon to explore selection and get the latest pricing. Samsung Myanmar also has digital channel from Facebook Business Page with information about launching new products and tutorials on YouTube channel how to use their

products. There are 162 million who like and follow the social media platform according to Samsung Myanmar Facebook business page.

For navigating the complexities of the contemporary marketplace, understanding the impact of social media marketing practices on customer brand engagement and loyalty is crucial for businesses. By creating effective social marketing practices, Samsung Myanmar could create resonating with customer brand engagement, and building a community for gaining wider reach and leverage their credibility. This study fills a gap in the literature by investigating the current and future dynamics of social media marketing practices in the mobile phones industry and proposes a research agenda to guide future research.

1.2 Objectives of the Study

The objectives of the study are:

- To identify social media marketing practices of Samsung Mobile Phones in Myanmar.
- To examine the effect of social media marketing practices on customer brand engagement towards Samsung Mobile Phones in Myanmar.
- To analyze the effect of customer brand engagement on brand loyalty towards Samsung Mobile Phones in Myanmar.

1.3 Scope and Method of the Study

This study focuses on the effect of social media marketing practices on brand engagement and loyalty of Samsung Myanmar. This study uses both primary and secondary data. There are a total population about 162 million Facebook users who like and follow Samsung Myanmar Facebook page. By calculating Taro Yamane Formula (1967) with unknown population, there was a sample size of 399 respondents. This study uses simple random sampling method with online survey method with google form through email. The survey period is during March-May, 2024.

Primary data is collected by using structured questionnaires with 5-point Likert scales. The secondary data are collected from previous research papers, journals, relevant text books, related websites. This study uses both descriptive and quantitative research approaches.

1.4 Organization of the Study

This paper is organized into five chapters. Chapter one includes introduction, rationale of the study, objectives of the study, scope and method of the study, and organization of the study. Chapter two consists of the theoretical background of the study, previous study and conceptual framework of the study. Chapter three composes of profile of Samsung Myanmar and social media marketing practices of Samsung Myanmar. The demographic profile of the respondent, reliability test, the analysis on the effect of social media marketing practices on customer brand engagement and brand loyalty should discuss in Chapter four. Chapter five comprises of conclusion with findings and discussions, suggestions and recommendations and needs for further study.

CHAPTER II

THEORETICAL BACKGROUND

This chapter provides a comprehensive theoretical background for the study, aiming to establish a strong foundation for understanding the key concepts and theories that inform the research. This chapter includes social media marketing, social media marketing practices, customer engagement and brand loyalty, related theories, previous studies and conceptual framework of the study.

2.1 Social Media Marketing

Social media marketing (SMM) is a process companies use social media platforms to connect with customers and build relationships (Smith & Jones, 2023). It offers advantages over traditional marketing, which relied on expensive advertising with limited reach and one-way communication (Johnson, 2022). SMM allows companies to interact with customers directly, gather feedback, and build brand loyalty (Brown & Miller, 2021). Customers can share experiences and engage with brands on social media, transforming them into brand marketers themselves (Smith & Jones, 2023). Social media platforms provide real-time communication, allowing companies to address customer concerns and improve service quality (Brown & Miller, 2021).

Social media has emerged as a key source of information for consumers, influencing their purchasing decisions. More studies have shown that engaging with brands on social media platforms can lead to increased brand awareness, purchase intention, and customer loyalty (Sprout Social, 2023). This shift in customer behavior highlights the power of social media marketing (SMM) as a tool for companies to connect with their target audience, build brand loyalty, and ultimately drive sales. Companies can create a more meaningful marketing experience for their customers by taking advantage of the interactive and engaging nature of social media platforms.

2.2 Social Media Marketing Practices

One of the leading classifications of social media marketing activities had been carried out by Kim and Ko (2012) and had categorized social media marketing

activities for brands as entertainment, interaction, trendiness, customization, and word of mouth communication. Social media marketing activities are classified as interaction, trendiness, information, customization, and word of mouth communication by Yadav and Rahman (2017). Seo and Park (2018) have defined social media marketing activities such as entertainment, interaction, trendiness, customization and perceived risk. The purpose of this study is to analyze social media marketing practices that include entertainment, interaction, trendiness, advertisements, and e-word of mouth.

Entertainment

Social media entertains users seeking relaxation and amusement (Courtois et al., 2009; Park et al., 2009). Entertainment is also a key reason for customer engagement (Shao, 2009). Entertainment is the most important aspect of social media, fostering positive brand attitudes and continued interaction (Killian & McManus, 2015; Shi et al., 2016). Since entertainment is a major motivator (Shao, 2009), marketers should consider it when crafting social media strategies. For instance, incorporating entertainment into blog advertisements can increase their effectiveness (Ho et al., 2015). Games and contests with prizes are another way to leverage entertainment and encourage customer participation (Tsimonis & Dimitriadis, 2014; Gummerus et al., 2012). Influencers create engaging and entertaining content that captures the audience's attention. This could be funny skits, product reviews with a creative twist, or visually appealing content showcasing a brand's product. Ultimately, entertaining content is crucial for attracting and retaining followers, building positive brand emotions (Kang, 2005; Manthiou et al., 2013), and encouraging social sharing (Schivinski & Dabrowski, 2015).

Interaction

Social media interaction, the exchange of information and opinions between brands and customers, is a key driver of engagement (Godey et al., 2016; Muntinga et al., 2011). Customers expect a two-way dialogue on social platforms, and companies must find a balance between keeping them informed and overwhelming them (Colliander et al., 2015; Martin & Todorov, 2010). This interaction fosters brand perception by demonstrating that the company cares about its customers and is

confident in its products (Shi et al., 2016). Successful interaction requires unique and relevant messages, along with active participation in conversations (Godey et al., 2016). Social media's interactive nature allows companies to connect with customers, share content, and gather valuable real-time insights into their needs and preferences (Sashi, 2012; Hamid et al., 2016; Wang, 2012; Vukasovic, 2013). Influencers directly interact with their audience through comments, replies, and live streams. This fosters a sense of community and trust, making their recommendations more impactful.

Trendiness

Trendiness in social media marketing refers to keeping customers informed about the latest brand news and information (Godey et al., 2016). This is crucial because customers increasingly rely on social media for reviews and information, trusting it more than traditional advertising (Leeflang et al., 2014; Mangold & Faulds, 2009). They engage with social media to gather information about brands from other customer experiences (Muntinga et al., 2011) and pre-purchase reviews (Tiago & Veríssimo, 2014). Posting relevant and useful content can keep customers engaged and influence their purchase decisions (Shi et al., 2016; Muntinga et al., 2011). Brands must carefully consider the information they share, as social media heavily influences brand loyalty (Hutter et al., 2013).

Advertisement

Social media advertising is a powerful marketing tool that allows businesses to target specific audiences and achieve marketing goals. It goes beyond traditional advertising by offering precise targeting and leveraging established marketing theories like social influence (Hootsuite, 2024). Ads can capture attention, spark interest, and create desire, ultimately driving users to take action.

Social media advertising offers businesses a diverse toolbox of ad formats, including images, videos, and interactive elements, to cater to specific marketing goals (Hootsuite, 2024). The ability to leverage in-app purchases and target audiences based on demographics and behaviors further enhances campaign effectiveness (Social Media Examiner, 2024). Businesses can gain valuable insights by tracking key metrics such as clicks and engagement rates, allowing them to analyze campaign performance and optimize for better results. By understanding these functionalities,

businesses can strategically utilize social media advertising to reach their target audience, generate qualified leads, and ultimately drive sales.

E-WOM

Social media has become a breeding ground for electronic word-of-mouth (E-WOM), significantly influencing customer perception and brand decisions (Goh et al., 2013; Lien & Cao, 2017; Bilal et al., 2020). E-WOM encompasses online conversations, reviews, and recommendations shared by consumers about brands and products. Positive E-WOM on social media acts as a powerful social proof mechanism. When customers see others endorsing a brand through positive reviews, comments, or shares, it builds trust, fosters brand engagement, and evokes positive feelings towards the brand (Cheung et al., 2011; Liang et al., 2019).

Furthermore, social media platforms empower consumers to be active participants in the brand conversation. They can directly seek out information about brands, ask questions, and engage with user-generated content related to the brand (Chen & Qiu, 2019). This two-way communication allows consumers to stay updated on trends, product launches, and brand updates, fostering a sense of community and deeper engagement. Ultimately, effective use of social media to cultivate positive E-WOM can lead to a loyal customer base that not only remains engaged with the brand but also advocates for it through positive online word-of-mouth.

2.3 Relevant Theories for Social Media Marketing Practices, Customer Brand Engagement and Brand Loyalty

Social media marketing practices have two theories in my study, according to the literature review. Among them, social exchange theory and the customer engagement hierarchy pyramid model, which are based on this study, were selected to build the conceptual framework of the study.

Social Exchange Theory, proposed by sociologist George Homans in 1958, provides a valuable lens for understanding customer brand engagement within the realm of social media marketing. This theory suggests that social interactions, including those between brands and customers, are fundamentally driven by an exchange of rewards and costs. In the context of social media, customers engage with brands when they perceive the benefits outweigh the investment of their time and

attention. These benefits can be tangible, such as receiving valuable content, exclusive offers, or discounts. They can also be intangible, encompassing feelings of entertainment, social connection, or a sense of belonging to a brand community. Conversely, the costs associated with social media engagement might involve exposure to advertising, potential privacy concerns, or the time spent interacting with the brand. By understanding these dynamics, brands can design social media marketing strategies that maximize perceived rewards and minimize perceived costs for customers. This fosters a positive social exchange, encouraging repeat engagement and ultimately leading to stronger brand loyalty.

Customer Engagement Pyramid

This model, developed by the Corporate Executive Board (CEB) (Christopher, Morris, & McKenna, 2011), proposes a hierarchy of customer needs that social media can address. The Customer Engagement Pyramid, developed by the Corporate Executive Board (CEB), offers a valuable framework for understanding how social media can address a hierarchy of customer needs. Visualize a pyramid with three distinct tiers. Hierarchy of Consumer Social Needs pyramid is as shown.

At the base are functional needs (e.g., getting product information). Moving up the pyramid are social needs (e.g., feeling connected to a community) and emotional needs (e.g., feeling valued as a customer). Social media allows brands to cater to all these needs, fostering deeper engagement at each level. At the foundation lie functional needs, which are essential for basic customer satisfaction. On social media, this translates to providing readily available product information, addressing customer inquiries promptly, and offering efficient customer service through direct messages or chatbots. As customers move up the pyramid, their social needs come into play. Social media platforms excel at fulfilling these needs by fostering a sense of community.

Hierarchy of Consumer Social Needs Pyramid



Source: Christopher, Morris, & McKenna. (2011)

Brands can achieve this by encouraging discussions, hosting contests or giveaways that promote user-generated content, and facilitating interactions between customers. The pinnacle of the pyramid represents emotional needs, where customers seek to feel valued and appreciated. Social media empowers brands to connect with customers on an emotional level by crafting compelling brand stories, showcasing customer testimonials, and running loyalty programs that reward customer engagement. By addressing each level of this hierarchy, brands can leverage social media to cultivate deeper customer engagement. Meeting functional needs establishes a foundation of trust, while fulfilling social needs fosters a sense of belonging. Ultimately, by catering to customers' emotional needs, brands can build strong brand loyalty (Phelps & Lewis, 2009) and create a community of passionate advocates. Just as in real life, our immediate instincts focus on ourselves – satisfying our need for satisfaction through direct experience of the product. But as we grow and the relationship with the brand increases, so the focus expands to encompass the needs of the community. Of course, in connecting with the community we fulfill personal needs – that's why we do it – but they are the higher needs as explained by Maslow.

2.4 Customer Brand Engagement

Customer brand engagement (CBE) is a positive state characterized by interactive experiences between customers and brands (Yu et al., 2018). It encompasses a customer's cognitive (thoughts), affective (feelings), and behavioral (actions) responses towards a brand (Hollebeek et al., 2014). This two-way, dynamic

interaction (Halaszovich et al., 2017) can significantly influence customer behavior, such as purchase decisions (Vivek et al., 2012). Research suggests that CBE varies based on individual factors like age and social media use habits (Kircova et al., 2018). Importantly, studies have shown that strong CBE leads to increased purchase intention (Weerasinghe, 2019; Kircova et al., 2018; Vivek et al., 2012) and ultimately fosters brand loyalty (Yuniari et al., 2020).

Furthermore, research by Cheung et al. (2020) highlights the link between CBE and specific elements within the social media landscape. Factors like positive electronic word-of-mouth (E-WOM) and a brand's perceived trendiness can significantly increase customer engagement and brand loyalty. Social media platforms themselves offer valuable metrics for measuring CBE. Engagement metrics such as comments, shares, and likes can provide brands with insights into the level of customer interaction and brand sentiment (Barger et al., 2013).

2.5 Brand Loyalty

Brand loyalty is a customer's commitment to a brand. Social media marketing can cultivate this loyalty by building communities. Social media platforms allow brands to create online communities where customers connect and feel a sense of belonging. By interacting with these communities, brands can build stronger relationships with customers (Muniz & O'Guinn, 2001; Hajli, John, & Pirttila, 2017). Social media data helps brands tailor content and messages to specific customer segments, creating a more personalized experience that fosters trust and loyalty (Constantinides & Lorenzo-Gómez, 2017). Social media allows brands to craft compelling narratives and share human-centric stories that connect with customers on an emotional level (Verhoef, Pohlman, & Bakker, 2003; Phelps, & Lewis, 2009).

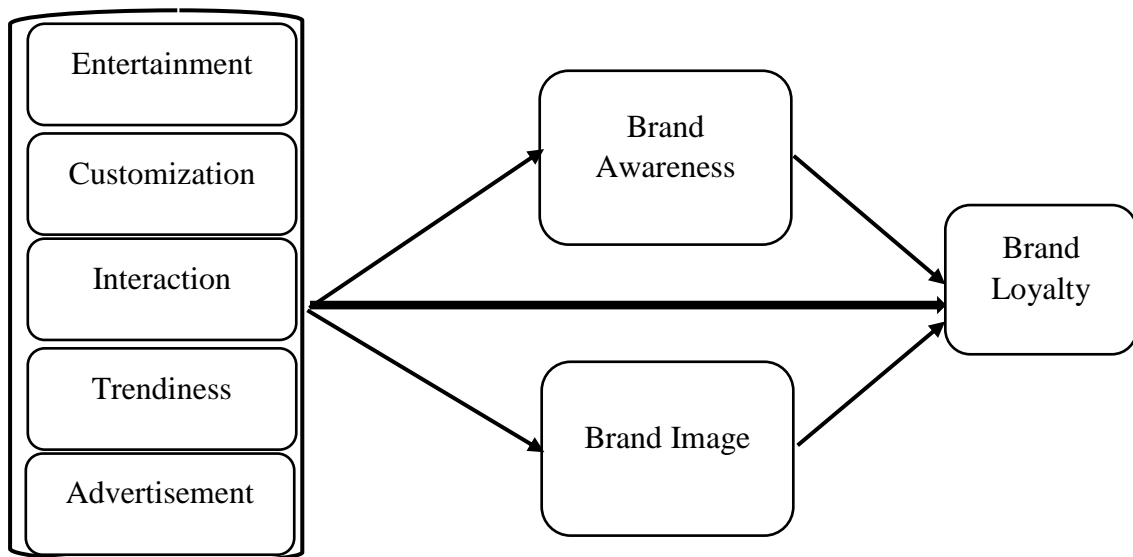
Brands can use social media to address customer concerns promptly and demonstrate empathy, building trust and loyalty (Constantinides & Lorenzo-Gómez, 2017). Social media allows brands to implement loyalty programs that reward repeat purchases and positive brand interactions (Kumar, Kerrigan, & Petersen, 2010). By effectively using these social media marketing strategies, brands can cultivate a loyal customer base that not only makes repeat purchases but also promotes the brand to others. This, in turn, fuels brand growth and sustainability (Kumar, Kerrigan, & Petersen, 2010).

2.6 Previous Studies

There are a few previous studies for the effect of social media marketing on customer brand engagement and brand loyalty. Among them, three previous studies are described as below.

Previous study investigated by Bilgin, Y is examination of the effect of social media marketing activities on brand awareness, brand image and brand loyalty of Casper Electronic, a rising Turkish technology company known for its laptops, tablets, and smartphones. The study used quantitative method has been used with convenience sampling. Research data has been obtained from 347 Casper Electronic brand followers by using online questionnaires through social media platforms. The following Figure (2.1) is the conceptual framework of Bilgin, Y.

Figure (2.1) The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image and Brand Loyalty of Casper Electronic in Turkey

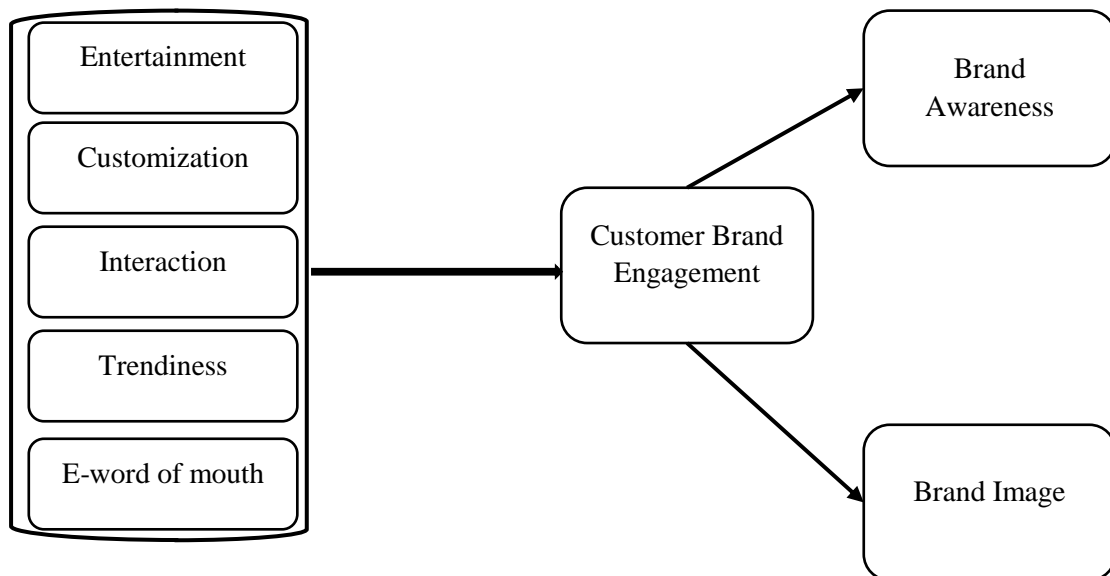


Source: Bilgin, Y. (2018)

This study revealed that social media marketing activities have been found as effective factors on brand image and brand loyalty, besides it has been determined that the most obvious effect seen on brand awareness. In this research, it has been achieved that brand awareness has a limited effect on the brand image. In addition, it has been found out that brand awareness and brand image have a significant effect on brand loyalty.

Another previous study investigated by Man Lai Cheung and Philip J. Rosenberger is examination of the impact of social-media marketing elements, namely entertainment, customization, interaction, electronic word-of-mouth (E-WOM) and trendiness, on consumer-brand engagement and brand knowledge. This study used an online survey and collected data from 214 experienced social-media users in Hong Kong, as indicated by their consumption of a durable technology product, a smartphone. It used partial least squares structural equation modelling (PLS-SEM) to test the links between social-media marketing elements, consumer-brand engagement and brand knowledge. The following Figure (2.2) is the conceptual framework of Man Lai Cheung and Philip J. Rosenberger.

Figure (2.2) The Influence of Perceived Social Media Marketing Elements on Consumer Brand Engagement and Brand Knowledge of Smart Phone Company in Hong Kong



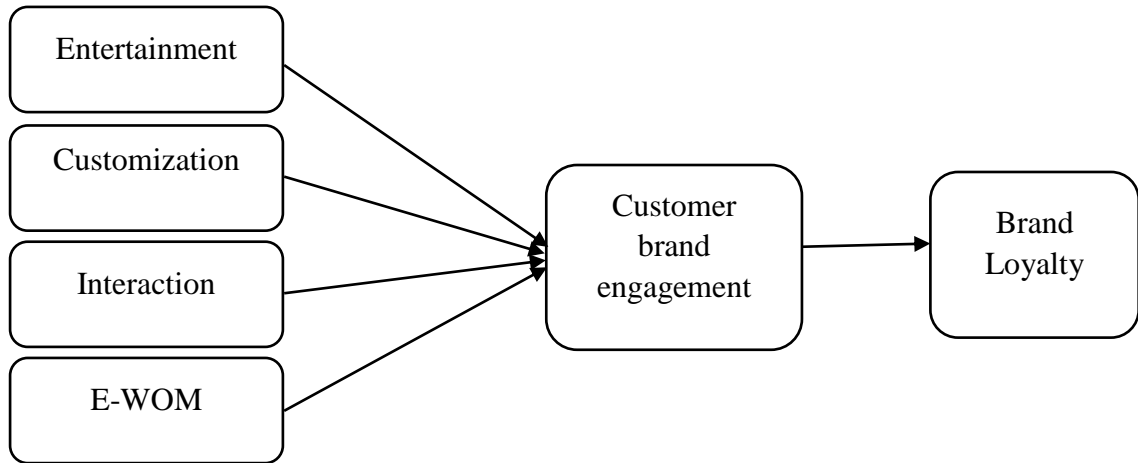
Source: Cheung, M. L., Pires, G., & Rosenberger, III, P. J. (2021)

The results revealed that interaction, electronic word-of-mouth and trendiness are the key elements directly influencing consumer brand engagement, and then strengthening brand awareness and brand image. Customization and entertainment have no significant results on consumer-brand engagement.

Another study conducted by Narantaka, F. F., & Abidin, Z is determination of the influence of social media marketing elements, namely entertainment,

interaction, customization, electronic word of mouth (E-WOM), and trendiness on brand loyalty mediated by customer brand engagement on Asus laptop users in Semarang, Central Java, Indonesia. This research was conducted on Universitas Negeri Semarang students with a sample of 396 students. The sampling method used was purposive sampling, which is a sample based on certain criteria, namely students who use Asus laptops. The data collected has been analyzed using structural equation model. The following Figure (2.3) is the conceptual framework of Narantaka, F. F., & Abidin, Z.

Figure (2.3) Influence of Social Media Marketing Elements on Brand Loyalty Mediated by Customer Brand Engagement of ASUS Laptop Users in Indonesia



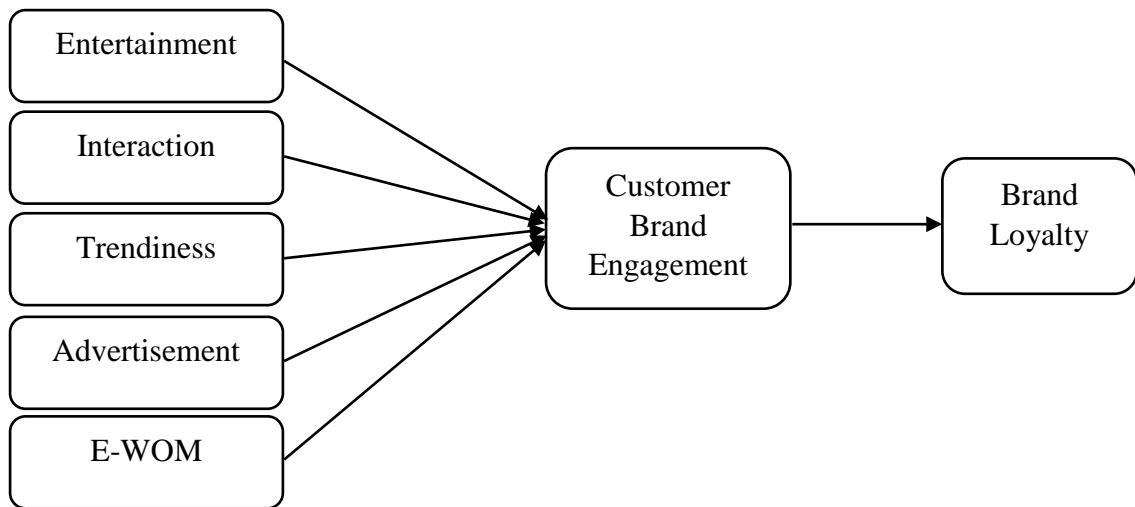
Source: Narantaka, F. F., & Abidin, Z. (2023).

This study concluded that entertainment such as increasing Asus laptop video image content attractively and E-WOM invites consumers to increase their desire to provide information about their experience in using Asus laptops, entertainment and E-WOM have a significant effect on customer brand engagement. While interaction, customization, trendiness does not have a significant effect on customer brand engagement. Customer brand engagement has a significant effect on brand loyalty.

2.7 Conceptual Framework of the Study

The theoretical model for this research is shown in Figure (2.4) based on findings from three previous studies. There are five independent variables in my research: Entertainment, Interaction, Trendiness, Advertisement, which are adapted from Bilgin, Y. (2018) and Cheung, M. L., Etal (2021). As indicated by Cheung, M. L., Etal (2021) and Narantaka, F. F., & Abidin, Z. (2023), E-WOM is a critical variable that is included in my study.

Figure (2. 4) Conceptual Framework of the Study



Source: Own Compilation (2024)

Figure (2.4), depicts the relationship between social media marketing practices, customer brand engagement and brand loyalty. To conduct the first part of the regression analysis, independent variables include social media marketing practices involving Entertainment, Interaction, Trendiness, Advertisement, E-WOM, dependent variable is customer brand engagement. In the second part of the study, customer brand engagement is independent variable and brand loyalty is dependent variable.

The research questionnaire is prepared by the following working definitions for the study variables.

Entertainment

Entertainment refers to content that is engaging, fun, and lighthearted. This could include games, humorous videos, or collaborations with local celebrities to create entertaining content that grabs attention and fosters positive associations with the brand.

Interaction

Interaction is a two-way communication between Samsung Myanmar and its audience on social media platforms. This includes responding to comments and messages, hosting live Q&A sessions, and encouraging user-generated content through hashtags and challenges.

Trendiness

It leverages social media to stay relevant and capitalize on current trends. This could involve incorporating popular music, or cultural references into their content. By aligning with trending topics, stays fresh and resonates with a wider audience, particularly younger demographics.

Advertisement

Advertisements on social media platforms are paid promotional messages aimed at generating customer engagement, product interest, and ultimately, sales. These ads can be static images, short videos, or interactive features showcasing Samsung's latest products and highlighting key features or benefits.

E-WOM

E-WOM refers to online conversations and recommendations about products and brand experiences shared by customers on social media. This can include reviews, testimonials, and discussions in comment sections. Positive E-WOM acts as a powerful marketing tool, influencing purchasing decisions and building brand trust amongst potential customers.

Customer Brand Engagement

Customer brand engagement in social media context refers to the active participation and connection customers have with the brand online. This can be measured by likes, comments, shares, and participation in social media activities. High customer brand engagement indicates a loyal and interested customer base that actively interacts with content.

Brand Loyalty

Brand loyalty in the context of social media marketing is the tendency of customers to consistently choose products and services over competitors. Positive social media interactions, engaging content, and responsive customer service can all contribute to building brand loyalty and encouraging repeat purchases.

CHAPTER III

PROFILE AND SOCIAL MEDIA MARKETING PRACTICES OF SAMSUNG MYANMAR

This chapter presents the overview of the Samsung Myanmar including profile and social marketing practices. There are two sections in this chapter. The first section includes profile of Samsung Myanmar, objectives and values, organization structure. The second section includes social media marketing practices implementing at Samsung Myanmar.

3.1 Profile of Samsung Myanmar

Samsung Myanmar, a subsidiary of the global tech giant Samsung Electronics, has become a prominent player in the burgeoning consumer electronics market of country. Samsung has established itself as a leading brand in Myanmar. Operations of Samsung Myanmar is exploring its product offerings, distribution network, customer service initiatives, and its role within the evolving technological landscape of Myanmar. With a strategic focus on catering to diverse consumer needs, a robust distribution network, and a commitment to customer service.

Samsung Myanmar boasts a well-established distribution network that ensures its products reach customers across the country. This network comprises thirteen brand shops located across Myanmar, providing consumers with a convenient and familiar environment to experience and purchase Samsung products. Additionally, numerous service centers are scattered across the nation, with the largest one in Southeast Asia situated in Yangon. These service centers offer after-sales support, ensuring customer satisfaction and fostering brand loyalty. Partnerships with distributors further strengthen Samsung Myanmar reach, ensuring widespread product availability across various retail channels. This collaborative approach allows for efficient product distribution and caters to the diverse buying preferences of consumers in Myanmar.

Samsung Myanmar also recognizes the importance of customer satisfaction and has implemented several initiatives to achieve it. A 24/7 call center provides prompt support to customers facing technical issues or seeking product information. This readily available support demonstrates Samsung's commitment to providing a

seamless customer experience. Furthermore, Samsung Myanmar invests in customer care programs that train its staff to deliver exceptional service. This ensures that customers not only receive product information but are also guided towards the technology solutions that best suit their needs. This dedication to customer satisfaction fosters brand loyalty and positions Samsung as a reliable and trustworthy technology partner for Myanmar consumers.

Samsung recognizes the immense potential of Myanmar rapidly developing market. The company fosters continued growth and success through strategic investments in expanding its distribution and service network. By opening thirteen brand shops and service centers, Samsung aims to ensure greater product accessibility for customers in various regions.

Table (3.1) Samsung Brand Showrooms in Myanmar

No.	Center Name	Showrooms
1	Samsung Center, Yangon	8
2	Samsung Center, Mandalay	3
3	Samsung Center, Mawlamyine	1
4	Samsung Center, Myawaddy	1

Source: Samsung Official Website (2024)

This commitment to geographical expansion reflects Samsung's long-term vision for the Myanmar market. Additionally, Samsung Myanmar invests in enhancing its customer service initiatives. This includes training programs for staff and the implementation of new technologies that improve response times and overall customer experience.

While Samsung Myanmar enjoys a dominant position, the company also faces challenges unique to a developing market like Myanmar. Political and economic instability can create uncertainty and hinder long-term planning. Additionally, limited access to reliable market data can make it difficult to accurately gauge consumer needs and preferences. Despite these challenges, Samsung Myanmar capitalizes on the immense opportunities presented by the growing consumer base in Myanmar. With a rising middle class and increasing internet penetration, the demand for high-quality consumer electronics is expected to surge in the coming years. By adapting its product offerings to cater to evolving consumer needs and maintaining its

commitment to customer service, Samsung Myanmar is well-positioned to solidify its leadership position in the country vibrant consumer electronics market.

As Myanmar continues to develop and embrace technological advancements, Samsung Myanmar is well-positioned to play a pivotal role in shaping the nation's technological landscape. By remaining adaptable and responsive to the evolving market dynamics, Samsung can continue to be a beacon of innovation, providing Myanmar citizens with the tools and technologies they need to thrive in the digital age. Samsung commitment goes beyond mere availability. They boast the largest service center in Southeast Asia, located in Yangon, and a dedicated 24/7 call center to address customer inquiries and provide prompt support.

Recognizing Myanmar is potential, Samsung continues to invest heavily, expanding its distribution and service network while simultaneously enhancing customer service initiatives. This focus on accessibility and exceptional customer support positions Samsung as a leading brand, deeply committed to the Myanmar market. M9 Group Co. Ltd is Samsung Authorized Master Distributor of Hand-held Products in Dec, 2012. It was founded on May 2012 by Nine Best Selling Distributors of the whole Myanmar. This Group performs mainly on mobile phones and consumer electronics, importing, retailing and distribution to our loyal dealers, retailers, and consumers spread out through the Union of Myanmar. Currently, M9 Group Co. Ltd. is on the way of Initial Public Offering (IPO).

3.2 Objectives and Values of Samsung Myanmar

Samsung, a tech giant, targets the dynamic Myanmar market with a four-pronged approach. Firstly, they prioritize innovation, bringing cutting-edge technology like their Galaxy phones to improve lives. Social responsibility is key for Samsung Myanmar. For instance, Samsung Myanmar encourages Galaxy users to participate in tree-planting programs. As Market growth of Samsung Myanmar is crucial, Samsung Myanmar tries to understand local needs, Samsung tailors' products, offering affordable smartphones alongside energy-efficient appliances. Sustainability is a priority for Samsung Myanmar and thus they demonstrate this through recycling programs and responsible sourcing of materials. Samsung goes beyond just business in Myanmar, aiming to enrich lives, create a positive social impact, and ensure a greener future.

Samsung is committed to respecting local laws and regulations as well as enforcing strict global work rules on all employees. Ethical management is not only a way of responding to rapid changes in the global business environment, but also customers, shareholders, employees. It is also a way to build trust with many stakeholders, including business partners and local communities. With the aim of becoming the most ethical company in the world. Samsung practices fair and transparent corporate governance and uses continuous training and monitoring systems for its employees.

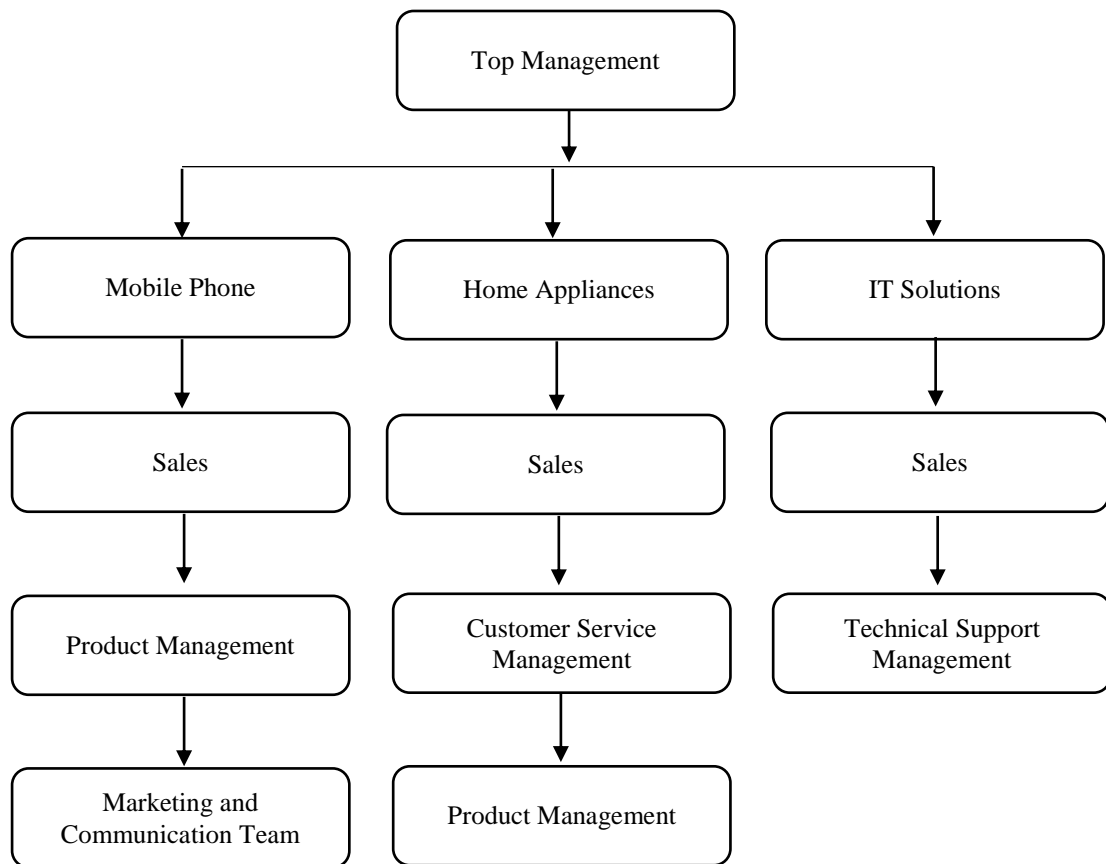
Samsung practices a simple business concept of devoting its expertise and technology to creating advanced products and services to build a better global society. To make this happen, Samsung places a high value on its employees and technology. Samsung believes that living with strong values is central to good business. Therefore, these core values, along with strict business discipline, are central to every decision the company makes.

3.3 Organization Structure of Samsung Myanmar

Samsung Myanmar diverse product portfolio allows them to address the evolving needs of a growing market. From individuals seeking reliable mobile connectivity and convenient home appliances to businesses requiring robust IT infrastructure, Samsung offers solutions that cater to all segments. This commitment to providing a comprehensive range of products positions Samsung Myanmar for continued success as the nation embraces technological advancements.

The organization structure of Samsung Myanmar is shown in Figure (3.1). Samsung Myanmar understands the diverse needs of its consumers and caters to them through a well-defined product portfolio. Samsung Myanmar operates through three divisions providing to diverse consumer needs. They are mobile phone division, home appliances division and IT solutions division.

Figure (3.1) Organization Structure of Samsung Myanmar



Source: Samsung Myanmar (2024)

Samsung Myanmar has three main divisions: mobile phone, home appliances, and IT solutions. The mobile phone division has a sales team, a product management team, and a marketing and communication team. Sales teams, customer service management teams, and product management teams are part of the home appliances division. In the IT solution division, there are sales teams and technical support management teams.

3.4 Mobile Phone Division

The mobile phone division offers a comprehensive range of smartphones and tablets, encompassing budget-friendly options for the value-conscious customer to high-end flagships equipped with cutting-edge technology. This caters to the growing trend of mobile phone adoption in Myanmar, where smartphones are increasingly becoming a primary tool for communication, entertainment, and information access.

Samsung Myanmar Mobile Phones Division serves as the lifeblood of the nation's thriving mobile landscape.

Sale, Product Management, Marketing and Communication Team

The Sales team acts as the bridge between Samsung and consumers, promoting and selling smartphones and tablets across various channels. This might involve managing online sales platforms, fostering strong relationships with retailers for wider product availability, and crafting compelling brand marketing campaigns.

Product Management team delves into the Myanmar market, conducting thorough research to understand consumer needs and preferences. By analyzing market trends, they identify features and functionalities that resonate best with the Myanmar audience. This crucial information guides their product selection process, choosing existing Samsung models or potentially collaborating with global development teams to tailor existing models or even develop entirely new ones specifically catering to Myanmar unique market demands. Through this collaborative effort, the Mobile Phones Division ensures Samsung offers the right products at the right price, backed by effective marketing strategies. This approach positions Samsung as a leader in Myanmar mobile revolution and paves the way for continued success in this ever-evolving market.

In today digital landscape, a well-coordinated dance between marketing and communication teams is a key driver of success for any organization. These two distinct yet complementary departments work in unison to achieve a common goal by promoting the brand and its offerings to a target audience. The marketing and communication team acts as the strategic mastermind. Through in-depth market research, they understand consumer needs, preferences, and competitor strategies. This knowledge informs product development and positions the brand's offerings for optimal impact. They then craft compelling messages that resonate with the target audience and develop comprehensive marketing campaigns encompassing various channels like advertising, social media, public relations, and promotional events.

The communication team takes the baton, translating marketing strategic direction into clear and engaging messages. They develop content formats like blog posts, social media content, press releases, and website copy that aligns seamlessly with the marketing strategy. Furthermore, they build and maintain positive relationships with the media to generate favorable brand coverage, and manage online

reputation by crafting crisis communication plans and actively monitoring brand sentiment.

The key to success lies in a collaboration between these teams. Marketing provides insights and direction, while communication translates it into action. They work together on joint content planning, ensuring content resonates with the target audience. During campaign execution, both teams collaborate across various channels to deliver a consistent brand message and image. Communication also plays a crucial role by monitoring brand mentions and social media trends, feeding this valuable data back to marketing to refine future strategies. Through this collaborative effort, marketing and communication teams ensure the brand has a strong and consistent voice across all touchpoints, ultimately creating engaging content that effectively promotes the brand and achieve its marketing goals.

3.5 Social Media Marketing Practices of Samsung Myanmar

Social media serves as a platform for promoting new products through campaigns, advertising, and content initiatives for fostering brand authenticity. Samsung Myanmar follows general best practices to recognize the unique characteristics of the market to achieve their social media goals successfully.

Entertainment

Samsung is leveraging social media in Myanmar to enhance its brand presence and engage with its audience. The company uses various forms of entertainment, such as memes, funny skits, and lighthearted content featuring local celebrities or influencers, to capture attention and create a connection with the audience. Samsung Myanmar uses a well-known beauty influencer with over 600K followers to share product reviews and participate in a social media contest for users to submit funny photos or videos. The company also emphasize into Myanmar rich culture by incorporating traditional music, dance elements, and popular cultural references. Samsung Myanmar also hosts an exciting live performance with a popular Myanmar singer during the launch event, showcasing a blend of magic, singing, and dancing. This helps Samsung improve brand visibility and attract more viewers.

Samsung Myanmar uses gamified content, prizes, contests, and quizzes on its Facebook pages to engage users and maintain brand loyalty. This diverse

entertainment practice allows brands to turn social media into a platform for engagement and brand loyalty. Social media is a hub for entertainment, and brands must go beyond just presenting their products to capture attention and create a connection with their audience. Samsung Myanmar effectively uses these diverse entertainment practices to effectively engage its audience.

Interaction

Social media in Myanmar is not limited to one-way communication. Samsung Myanmar is about creating a two-way street of interaction. Brands are actively seeking to engage with their audience and build a sense of community. Live Q&A sessions with product experts or brand representatives provide a valuable platform for users to have their questions answered directly. This fosters trust and transparency, while also allowing the brand to showcase its expertise. Another way to encourage user participation is polls and surveys. By gauging opinions on new features or product ideas, brands demonstrate that they value customer feedback and are invested in creating products that resonate with their audience. Contests and giveaways are able to generate excitement and encourage users to interact with the brand. Whether it is a user-generated content contest showcasing how people use the product, or a simple product giveaway, these initiatives create a sense of fun and incentivize interaction. By prioritizing these interactive practices, Samsung Myanmar build stronger relationships with their audience and cultivate a loyal customer.

Trendiness

In the fast-paced world of social media, staying trendy is crucial for brands in Myanmar. Samsung understands this and utilizes various strategies to keep their finger on the pulse of what is hot. One tactic is leveraging trending hashtags. By participating in online conversations with relevant hashtags, Samsung can showcase how their products fit into current trends and capture the attention of a wider audience. For trendiness, partnering with prominent local social media figures, also known as influencer marketing, is another powerful tool. These influencers have established followings and the trust of their audience, making them effective channels for promoting Samsung products and reaching a broader demographic. It is important that staying responsive to current events and popular online discussions allows Samsung to create timely and relevant content. A response to trending meme or a

more serious discussion on a current event, aligning with trending topics demonstrates that Samsung is aware of what is happening around them and resonates with a socially conscious audience. By embracing these trend-focused practices, Samsung stays relevant in social media landscape.

Advertisement

Samsung Myanmar employs a multi-pronged approach to reach its target audience effectively. Going beyond traditional advertising methods, Samsung leverages micro-influencers. These smaller social media figures have dedicated followings within specific niches, allowing Samsung to target a specific audience segment with greater authenticity. Social media platforms offer powerful advertising tools that Samsung utilizes to its advantage. Samsung Myanmar creates its targeted ads ensure that promotions reach specific demographics and user interests, maximizing the return on investment for their advertising campaigns. Furthermore, Samsung incorporates shoppable posts, a feature that allows users to seamlessly purchase products directly from social media posts. This streamlines the buying journey, removing friction and encouraging impulsive purchases. By utilizing these innovative advertising practices, Samsung ensures its message reaches the right audience and facilitates a smooth transition from brand awareness to conversion.

Electronic Word of Mouth (E-WOM)

In the digital age, positive word-of-mouth travels fast, and Samsung Myanmar understands the power of E-WOM (Electronic Word-of-Mouth). They actively cultivate positive online sentiment through various strategies. Encouraging user reviews and testimonials on their social media pages and website allows satisfied customers to become brand advocates, influencing purchasing decisions of others. Responding promptly and professionally to both positive and negative comments demonstrates that Samsung values customer feedback and fosters trust with their audience. Furthermore, running referral programs incentivizes existing customers to recommend Samsung products to their network. This not only expands Samsung's reach but also leverages the trusted voice of a satisfied customer, making the recommendation more credible and impactful. By prioritizing these E-WOM practices, Samsung Myanmar leverages the power of online communities to cultivate brand loyalty and drive organic growth.

CHAPTER IV

SOCIAL MEDIA MARKETING PRACTICES, CUSTOMER BRAND ENGAGEMENT AND BRAND LOYALTY TOWARDS SAMSUNG MOBILE PHONE IN MYANMAR

This chapter describes the data analysis on social media marketing practices, customer brand engagement and brand loyalty towards Samsung mobile phone in Myanmar and then, the effect of customer brand engagement on brand loyalty. This section comprised of five sessions. In first section, it involves the demographic profile of respondents, reliability test and effect of social media marketing practices on customer brand engagement and customer loyalty depending on entertainment, advertisement, trendiness, advertisement and E-WOM towards Samsung Myanmar.

4.1 Research Design

This study aims to analyze social media marketing practices, customer brand engagement, brand loyalty of Samsung Myanmar. To fulfil these goals, the study utilizes both primary and secondary data sources. Taro Yamane Formula (1967) is used to calculate the sample size of the study. This study adopts the formula developed by Taro Yamane (1967) with 95% confidence level. The calculation is presented as follows:

$$\begin{aligned} N &= N/(1+Ne^2) \\ &= 162,000,000 / (1+162,000,000*0.05^2) \\ &= 399 \end{aligned}$$

Where; n = sample size

N = population size

E = level of precision or sampling error

There are 162 million followers in Samsung Myanmar Facebook page. The primary data was collected from 399 respondents using a simple random sampling method and an online survey using a 5-point Likert scale. Secondary data is collected from text books, previous research papers, journals, and relevant websites. The data is analyzed using descriptive statistics and regression analysis. The data collection period is from March to May 2024.

4.2 Demographic Profile of Respondents

The demographic characteristics of respondents are discussed in this section. Table (4.1) provides a detailed illustration of demographic characteristics including gender, age, education level, occupation, monthly income and marital status.

Table (4.1) Demographic Profile of Respondents

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	399	100
1.	Gender		
	Male	180	45
	Female	219	55
2.	Age (Years)		
	18 – 25	50	12
	26-35	118	30
	36-45	128	32
	46 – 55	84	21
	Above 55	19	5
3.	Education		
	High School	55	14
	Undergraduate	161	40
	Graduate	183	46
4.	Occupation		
	Government Staff	70	17
	Company Staff	151	38
	Self-employed	143	36
	Unemployed	35	9
5.	Monthly Income Level (Kyats)		
	300,001 – 600,000	114	28
	600,001 – 900,000	138	35
	Above 900,000	147	37
6.	Marital Status		
	Single	221	55
	Married	178	45

Source: Survey Data (2024)

The demographic profile of 399 respondents shows a diverse range of characteristics. The sample consists of 55% females and 45% males. The age distribution is mainly between 26-35 years (30%) and 36-45 years (32%). Most respondents have a graduate-level education (46%), followed by undergraduates (40%) and high school graduates (14%). Occupation-wise, the majority are company staff (38%), followed by self-employed individuals (36%) and government staff (17%), with 9% unemployed. In terms of income, 37% earn above 900,000 Kyats per month, 35% earn between 600,001-900,000 Kyats, and 28% earn between 300,001-600,000 Kyats. Additionally, 55% of respondents are single, while 45% are married.

4.3 Use of the Samsung Mobiles Phone

Table (4.2) describes the use of Samsung mobiles phone.

Table (4.2) Use of the Samsung Mobiles Phone

Sr. No	Particular	Classification	No. of Respondents	Percentage %
1.	Duration of Samsung mobile phone usage.	Less than a year	75	19
		1-5 years	125	31
		6-10 years	136	34
		More than 10 years	63	16
2.	Primary usage of phone.	Samsung	278	70
		Other	121	30

Source: Survey Data (2024)

According to Table (4.2), most respondents have been using Samsung mobile phones for 6-10 years, with the highest percentage (34%) being the highest. The respondents who have been using Samsung mobile phones for more than 10 years represent the lowest percentage (16%). For primary usage of the phone, most respondents (70%) use Samsung phones, while others (30%) use other phones.

4.4 Use of Searching Information on Samsung Myanmar Social Media

Table (4.3) shows the use of searching information in (SM) social media page.

Table (4.3) Use of Searching Information on Samsung Myanmar Social Media

Sr. No.	Particular	Classification	No. of Respondents	Percentage %
1.	Period of reviewing (SM) social media	Less than a year	76	19
		1-5 years	134	33
		6-10 years	129	32
		More than 10 years	60	15
2.	Respondent of habit about searching information by (SM) social media	Always	178	45
		Sometimes	136	34
		Rarely	75	19
		Never	10	2
3.	New smartphone purchase for choosing the (SM) Phone	Very likely	180	45
		Somewhat likely	146	35
		Not very likely	41	10
		Not at all likely	32	8

Source: Survey Data (2024)

According to Table (4.3), 33% of respondents review social media for 1-5 years, a group of users who are comfortable with social media but may not be long-term users. The respondent of habit about searching information by social media are 45% by social media always a heavy reliance on social media for information gathering to consider the accuracy and credibility of information found on social media. According to 45% of respondents, social media reviews are very likely when choosing a new smartphone, highlighting the significant influence of social media on consumer behavior.

4.5 Respondent about Samsung Myanmar Activity

Table (4.4) explains about the experiences about Samsung Myanmar Activity.

Table (4.4) Respondent about Samsung Myanmar Activity

Sr. No	Particular	Classification	No. of Respondents	Percentage %
1.	Upgrading (SM) with current trends and pop culture.	Very well	143	36
		Somewhat well	154	39
		Not very well	54	13
		Not at all	48	12
2.	Informative advertisement in (SM) social media.	Always	171	43
		Sometimes	125	31
		Rarely	65	16
		Never	38	10
3.	Respondent interaction with (SM) social media.	Frequently	167	42
		Occasionally	144	36
		Rarely	53	13
		Never	35	9

Source: Survey Data (2024)

According to the Table (4.4) shows that 39% of respondents keep their social media up to date with current trends and pop culture somewhat well are the most activity, who are interested in staying updated on social media trends. Informative advertisements on social media are always seen by 43% of respondents, which indicates that a significant number of users are exposed to informative advertisements on social media. It is important to be critical of the information in advertisements. The number of respondents who interact with social media frequently is 42%, which is a substantial number of users who are actively engaged with social media.

4.6 Reliability Test

According to Cronbach (1951), the consistency and accuracy of the measurement scales are verified using a reliability test. Cronbach's alpha reliability test is used to ensure reliability. Alpha values between 0.60 and 0.80 are generally regarded as acceptable and good, whereas values close to 1.0 indicate great internal consistency reliability. Alpha values below 0.60 are considered to be poor. Table (4.5) shows the reliabilities (alpha values) of the variables.

Table (4.5) Reliability Test of the Variables

Sr. No.	Particulars	No. of Items	Cronbach's Alpha
1.	Entertainment	5	0.781
2.	Interaction	5	0.792
3.	Trendiness	5	0.827
4.	Advertisement	5	0.853
5.	E-WOM	4	0.784
6.	Customer Brand Engagement	5	0.729
7.	Brand Loyalty	5	0.776

Source: Survey Data (2024)

According to the Table (4.5), the Cronbach's alpha values of all variables are above 0.7 which indicates that the internal consistencies for the questionnaires are good and acceptable. It is satisfactory for each variable, indicating that the scale items on the questionnaires are considered to be reliable for the study.

4.7 Perceptions of Social Media Marketing Practices, Customer Brand Engagement and Brand Loyalty

The analysis is carried out by distributing structured questionnaires with five-point likert scales to 399 respondents. The responses are interpreted in line with Best (1977) as follows:

Table (4.6) Mean Rating Scale

No.	Score Range Mean	Rating
1	1.00 - 1.80	Very Low
2	1.81 - 2.60	Low
3	2.61 - 3.40	Neutral
4	3.41 - 4.20	High
5	4.21 - 5.00	Very High

Source: Best (1977)

The mean rating scale of Best (1977) has five ranges such as very low, low, moderate, high and very high based on the mean values. In this study, the mean rating scale of Best (1977) is applied while interpreting the data.

4.7.1 Social Media Marketing Practices

Entertainment, interaction, trendiness, advertisements and electronic word of mouth are measured for social media marketing activities in this section. Each element of social media marketing practices plays a role in shaping the customer perception and customer brand engagement and brand loyalty.

Entertainment Practices

Structured surveys are used to find out the entertainment practices with five statements including enjoyable, interesting, exciting, fun, easy to kill. Table (4.7) presents perception regarding the entertainment practices.

Table (4.7) Entertainment Practices

No.	Description	Mean	Std. Deviation
1	Samsung Myanmar social media content (memes, skits, influencer collaborations) is entertaining.	3.56	0.84
2	The use of traditional music, dance elements, and cultural references in Samsung Myanmar content increases customer engagement.	3.52	0.92
3	Customers find Samsung Myanmar gamified content (contests, quizzes) to be a fun way to interact with the brand.	3.50	0.91
4	Samsung Myanmar use of humor in their social media content resonates well with customers.	3.64	0.87
5	Samsung Myanmar social media content entertains and keeps interested in their products.	3.33	0.95
Overall Mean		3.51	

Source: Survey Data (2024)

According to Table (4.7), Samsung Myanmar social media entertainment practices receive generally positive feedback from customers. The survey results show an average score of 3.51, indicating satisfaction with the entertainment value. Humor resonates particularly well, achieving the highest mean score of 3.64. However, there is room for improvement, as the statement about content keeping customers interested in products received the lowest mean score (3.33).

Interaction Practices

Structured surveys are used to find out the interaction practices with five statements including conveying opinion, conversation with other user, two-way interaction, sharing information and discussion and exchange of opinions. Table (4.8) presents perception regarding the interaction practices.

Table (4.8) Interaction Practices

No.	Description	Mean	Std. Deviation
1	Customers are likely to participate in a live Q&A session on Samsung Myanmar social media platforms.	3.58	0.85
2	Samsung Myanmar polls and surveys on social media feel like a valuable way for them to understand customers preferences.	3.55	0.92
3	Samsung Myanmar social media presence makes customer feel like easily connect with the brand.	3.52	0.92
4	Customers appreciate Samsung Myanmar efforts to respond to comments on their social media platforms.	3.65	0.87
5	Samsung Myanmar social media strategy fosters a sense of interaction and community.	3.35	0.97
Overall Mean		3.53	

Source: Survey Data (2024)

According to Table (4.8), Samsung Myanmar social media interaction efforts are well-received by customers, with an overall satisfaction score of 3.53. Customers particularly value the ability to directly engage with the brand, reflected in the highest mean score of 3.65 for their appreciation of responses to comments. Similarly, a mean score of 3.58 highlights their openness to participating in live Q&A sessions. However, there is an opportunity to strengthen the feeling of community among followers, as the statement regarding fostering a sense of community received the lowest mean score (3.35).

Trendiness Practices

Structured surveys are used to find out the trendiness practices with five statements including sharing up to date information, trendy, up to date contents, prominent trend and instantly responding. Table (4.9) presents perception about regarding the trendiness practices.

Table (4.9) Trendiness Practices

No.	Description	Mean	Std. Deviation
1	Customers are aware of recent examples where Samsung Myanmar leveraged trending hashtags to promote their products.	3.63	0.88
2	Local social media influencers partnered with Samsung Myanmar can influence customer decision to explore their products.	3.70	0.86
3	Samsung Myanmar social media content feels current and reflects what is happening in Myanmar.	3.74	0.82
4	Customers find Samsung Myanmar approach to keeping their social media content trendy to be effective.	3.85	0.83
5	Samsung Myanmar stays up-to-date with current trends and integrates customers well into their social media marketing.	3.54	0.88
Overall Mean		3.69	

Source: Survey Data (2024)

According to Table (4.9), Samsung Myanmar social media strategy shines in staying trendy, with an impressive overall satisfaction rating of 3.69. Customers are most impressed by the effectiveness of this approach, awarding it the highest mean score of 3.85. However, there is room for improvement in directly integrating customers, as reflected in the lowest mean score of 3.54 for that specific statement.

Advertisement Practices

Structured surveys are used to find out the advertisement practices with five statements including likeness of advertisement, interesting, attention, learning more and consistent advertisement. Table (4.10) presents perception about regarding the advertisement practices.

Table (4.10) Advertisement Practices

No.	Description	Mean	Std. Deviation
1	Customers like the advertisements of Samsung smartphone brand has published on social media.	3.63	0.91
2	The advertisements of Samsung smartphone brand release on social media are interesting.	3.69	0.84
3	Social media advertisement of Samsung smartphone brand positively affects my attention for the brand.	3.66	0.79
4	Social media ads for Samsung smartphone brand make customers to learn more about their products.	3.82	0.83
5	Samsung smartphone brand publishes its advertisements consistently.	3.50	0.82
	Overall Mean	3.66	

Source: Survey Data (2024)

According to Table (4.10), the statement social media ads for Samsung smartphone brand make customers learn more about their products has the highest mean value of 3.82, indicating a strong agreement level. On the other hand, Samsung smartphone brand publishes its advertisements consistently has the lowest mean value of 3.50, which still indicates agreement. The overall mean score is 3.66, indicating that respondents have positive that Samsung smartphone brand social media advertisements are well-received.

E-WOM Practices

Structured surveys are used to find out the E-WOM practices with four statements including passing information, uploading content, sharing opinions and recommending. Table (4.11) presents perception about regarding the E-WOM practices.

Table (4.11) E-WOM Practices

No.	Description	Mean	Std. Deviation
1	Passing information on brands, products or services from Samsung smartphone brand's social media to friends.	3.57	0.80
2	Uploading content from Samsung smartphone brand's social media on Facebook page or my blog.	3.39	0.87
3	Sharing opinions on brands, items or services acquired from Samsung smartphone brand's social media with friends.	3.48	0.95
4	Recommending Samsung smartphone brand to others through social media.	3.62	0.90
Overall Mean		3.51	

Source: Survey Data (2024)

According to Table (4.11), the statement recommending Samsung smartphone brand to others through social media has the highest mean value of 3.62, indicating an agreement level. On the other hand, uploading content from Samsung smartphone brand's social media on Facebook page or my blog has the lowest mean value of 3.39, which still indicates agreement. The overall mean score is 3.51, indicating that respondents have positive with the effectiveness of Samsung smartphone brand electronic word of mouth (E-WOM) practices.

Table (4.12) Overall Mean of Customer Perception on Social Media Marketing Practices

No.	Description	Mean
1	Entertainment	3.51
2	Interaction	3.53
3	Trendiness	3.69
4	Advertisement	3.66
5	E-WOM	3.51
Average Mean		3.58

Source: Survey Data (2024)

Table (4.12) presents overall mean scores of social media marketing practices of Samsung mobile phones in Myanmar. All the mean scores of marketing practices of Samsung mobile phones Myanmar are fall between 3.41 and 4.20. Therefore, majority of the respondents have high perception towards social media marketing practices of Samsung Myanmar.

4.8 Customer Brand Engagement

Structured surveys are used to find out with five statements including positive, comfortable, proud, longtime spending and longtime use of Samsung phone. Table (4.13) presents perception about regarding the customer brand engagement.

Table (4.13) Customer Perception on Customer Brand Engagement

No.	Description	Mean	Std. Deviation
1	Customers are very positive when using Samsung smartphone brand.	3.64	0.91
2	Customers are comfortable when using Samsung smartphone brand.	3.67	0.91
3	Customers are proud to use Samsung smartphone brand	3.41	0.96
4	Customers spend a lot of time using Samsung smartphone brand compared with other brands.	3.50	0.99
5	Customers use Samsung smartphone longer than other smartphone brands.	4.00	0.00
Overall Mean		3.64	

Source: Survey Data (2024)

According to Table (4.13), the statement customers use Samsung smartphone longer than other smartphone brands has the highest mean value of 4.00, indicating a strong agreement level. On the other hand, customers are proud to use Samsung smartphone brand has the lowest mean value of 3.41, which still indicates agreement. The overall mean score is 3.64, indicating that respondents generally perceive positive customer brand engagement with Samsung smartphone brand. This implies that customers have a favorable perception of their experiences with Samsung

smartphones, feeling positive, comfortable, and willing to spend a significant amount of time using them.

4.9 Customer Perception on Brand Loyalty

Structured surveys are used to find out with five statements including satisfaction, first choice, willing to pay, keep purchasing and loyalty. Table (4.14) presents perception about regarding the brand loyalty.

Table (4.14) Customer Perception on Brand Loyalty

No.	Description	Mean	Std. Deviation
1	Customers satisfied with Samsung smartphone brand that appeared on social media.	3.73	0.95
2	Customers uses Samsung smartphone brand as first choice when buying a smartphone.	3.64	0.91
3	Customers are willing to pay more for Samsung smartphone brand compared to other brands.	3.67	0.91
4	Customers intend to keep purchasing the products and services offered by Samsung smartphone brand.	3.41	0.96
5	Customers consider themselves to be loyal to Samsung smartphone brand.	3.50	0.99
	Overall Mean		3.59

Source: Survey Data (2024)

Table (4.14) examining brand loyalty for Samsung smartphones through positive customer sentiment. A survey found an overall mean score of 3.59. Users report satisfaction with Samsung phones encountered on social media (3.73) and tend to choose Samsung as their first option (3.64) when buying a new smartphone. They are also willing to pay more for Samsung compared to other brands (3.67). However, there is potential for improvement in solidifying user purchase intent and strengthening brand loyalty. Scores for intended to keep purchasing (3.41) and considering themselves loyal (3.50) are slightly lower than the others. Samsung could focus on strategies to build stronger customer commitment and encourage repeat purchases.

4.10 Analysis on the Effect of Social Media Marketing Practices on Customer Brand Engagement

The Correlation Analysis between social media marketing practices on customer brand engagement of Samsung Myanmar can be seen in Table (4.15).

Table (4.15) Correlation Analysis

Control		Customer Brand Engagement
Entertainment	Perason Correlation	.359
	Sig. (1-tailed)	.000
Interaction	Perason Correlation	.019
	Sig. (1-tailed)	.352
Trendiness	Perason Correlation	.454
	Sig. (1-tailed)	.000
Advertisement	Perason Correlation	.491
	Sig. (1-tailed)	.000
E-WOM	Perason Correlation	.482
	Sig. (1-tailed)	.000

Source: Survey Data (2024)

Table (4.15) shows the correlation between various social media marketing practices and customer brand engagement for Samsung Myanmar. Entertainment content has a moderate positive correlation (0.359) with customer brand engagement. Interaction content has a weak positive correlation (0.019) and is not statistically significant (Sig. (1-tailed) = 0.352). Trendiness (0.454), advertisement (0.491), and electronic word-of-mouth (E-WOM) (0.482) all have moderate positive correlations with customer brand engagement and are statistically significant (Sig. (1-tailed) = 0.000).

The Effect of social media marketing practices on customer brand engagement of Samsung Myanmar can be seen in Table (4.16).

Table (4.16) Effect of Social Media Marketing Practices on Customer Brand Engagement

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig	VIF
	B	Standard Error				
Constant	1.312	.205		6.388	.000	
Entertainment	0.082*	.046	.092	1.776	.077	1.668
Interaction	-.038	.035	-.043	-1.063	.289	1.019
Trendiness	0.113*	.066	.128	1.730	.084	3.379
Advertisement	0.235***	.066	.269	3.579	.000	3.497
E-WOM	0.255***	.046	.298	5.527	.000	1.808
R ²	0.366					
Adjusted R ²	0.358					
F Value	45.426***					
Durbin-Watson	1.870					

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

Table (4.16) presents E-WOM practices the strongest and most statistically significant positive impact on customer brand engagement (coefficient = 0.255, significance = 0.000). Advertisements have a statistically significant and moderately strong positive effect on customer brand engagement (coefficient = 0.235, significance = 0.000). Trendiness shows a moderate positive influence on engagement (coefficient = 0.113), but the significance level is somewhat weak (significance = 0.084). Entertainment practice has a positive but statistically weak effect on customer brand engagement (coefficient = 0.082, significance = 0.077). Interestingly, the analysis indicates that interaction content might have a negative influence on engagement (coefficient = -0.038), though this effect is not statistically significant (significance = 0.289).

Adjusted R-squared (0.358) indicates that the model explains about 36% of the variation in customer brand engagement. In other words, 36% of the changes in customer brand engagement is explained by the social media marketing practices

included in the model (entertainment content, interaction content, trendiness, advertisements, and E-WOM). According to Dr. Than Soe Oo's 2017 Doctor Degree research paper regression analysis, the obtained R square value indicates the explanatory power of the model. F-value (45.426*** with significance level of 000). This value indicates that the overall model is statistically significant at the 1% level.

4.11 Analysis on the Effect of Customer Brand Engagement on Brand Loyalty

The correlation Analysis the effect of Customer Brand Engagement on Brand Loyalty towards Samsung Myanmar is as shown in Table (4.17).

Table (4.17) Correlation Analysis

Control		Brand Loyalty
Customer Brand Engagement	Perason Correlation	.968
	Sig. (1-tailed)	.000

Source: Survey Data (2024)

Table (4.17) shows a positive correlation between customer brand engagement and customer loyalty in Myanmar. The Pearson correlation coefficient is 0.968 and the significance level (Sig. (1-tailed)) is .000. This means that there is a strongly positive significant relationship between the two variables. In simpler terms, customers in Myanmar who are more engaged with the Samsung brand are also more likely to be loyal to the brand.

The effect of customer brand engagement on brand loyalty of Samsung Myanmar can be seen in below Table (4.18).

Table (4.18) Effect of Customer Brand Engagement on Brand Loyalty

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig
	B	Standard Error			
Constant	-0.551	.055		-10.027	.000
Brand Loyalty	1.136***	.015	.968	76.300	.000
R ²	0.936				
F Value	821.678***				
Durbin-Watson	1.728				

Source: Survey Data (2024)

Note: ***significance at 1% level, **significance at 5% level, *significance at 10% level

Table (4.18) show a strong positive relationship between customer brand engagement and brand loyalty. The unstandardized coefficient (beta) for brand loyalty is 1.136, which is statistically significant. This indicates that for every one unit increase in customer brand engagement, there is a 1.136 unit increase in brand loyalty. The R-squared value of 0.936 suggests that the model explains a very high proportion (93.6%) of the variance in brand loyalty. This means that customer brand engagement is a very strong predictor of brand loyalty. The F-value (821.678***) is also statistically significant at the 1% level, indicating that the overall model is able to significantly predict brand loyalty based on customer brand engagement.

CHAPTER V

CONCLUSION

This chapter discusses the findings of the study on the social media marketing practices of Samsung Myanmar and their influence on customer brand engagement and brand loyalty. The chapter integrates the data collected through questionnaires and analyzes how social media marketing variables contribute to the overall customer brand engagement and brand loyalty.

5.1 Findings and Discussions

The findings of this study highlight the Samsung Myanmar marketing practices including entertainment, interaction, trendiness, advertisement, electronic word-of-mouth (E-WOM), customer brand engagement, and brand loyalty of Samsung Myanmar social media marketing efforts.

According to the demographic profile, respondents primarily consisted of young adults, college-educated individuals, company staff or self-employed individuals, with the highest income bracket and most being single. The survey reveals that Samsung mobile phones users have over six years of usage and frequent engagement with social media page.

According to the first objective, there is high perception with Samsung Myanmar social media presence. Users find the content informative and comfortable sharing information. Samsung effectively uses current trends to keep content engaging. Social media advertisements get user attention and generate interest in Samsung products. However, improvements include limited opportunities for in-depth discussions and idea exchange, faster response times to stay ahead of trends, and improved consistency in ad content. Encouraging users to share content and fostering brand pride could strengthen brand loyalty.

According to the second objective, the importance of an inclusive approach to social media marketing, encompassing elements such as entertainment, interaction, trendiness, advertising, and E-WOM.

In terms of entertainment practices, Samsung Myanmar social media is generally well-received by customers, with memes, skits, and influencer collaborations being popular. To improve entertainment content, Samsung could explore preferred content types, optimal posting frequency, and how to measure its effectiveness.

In terms of interaction practices, users generally expressed positive sentiments towards Samsung Myanmar social media platforms. Samsung Myanmar positive interaction practices emphasize the importance of open communication and user engagement. However, there is potential for improvement in in-depth discussions and idea exchange, suggesting the company could improve by facilitating more such discussions on social media platforms.

Regarding trendiness practices, Samsung Myanmar social media presence is perceived as trendy, effectively incorporating popular trends into its activities. However, users appreciate the current content, suggesting a need for improved responsiveness to emerging trends to maintain relevance and appeal to users.

In terms of advertisement practices, Samsung Myanmar social media ads are likable, interesting, and impactful, influencing brand attention and product learning. However, consistency across platforms is needed to reinforce messaging and increase brand recall. Improvements in this area are needed to enhance the brand presence on social media platforms.

Regarding E-WOM practices, Samsung users in Myanmar show a positive attitude towards sharing information and recommending products on social media, highlighting the importance of encouraging user-generated content. Concerning customer brand engagement, Samsung Myanmar has high levels of customer brand engagement and loyalty, it demonstrates the company's success in building strong customer relationships. However, there is potential for improvement in cultivating a stronger sense of brand and enhancing customer loyalty

According to the third objective, the study found that effective advertising and E-WOM are the most impactful strategies for customer brand engagement on social media. It also highlighted the positive influence of brand engagement on brand loyalty. Samsung Myanmar social media marketing efforts have been effective in engaging users and fostering brand loyalty.

5.2 Suggestions and Recommendations

Based on the findings, the following suggestions and recommendations are proposed to further enhance Samsung Myanmar.

Regarding with entertainment practice, Samsung Myanmar should delve deeper into what content resonates best with their audience. This could involve surveys or focus groups to identify preferred humor styles, meme formats, and other types of entertainment. Additionally, analyzing posting frequency and timing is able to help strategically schedule content to capitalize on local trends and maximize engagement. Implementing a system to measure the effectiveness of entertainment content is crucial.

Regarding with interaction, practice, Samsung Myanmar is able to improve its social media interaction practices by responding promptly to user queries, creating dedicated online communities, and organizing interactive campaigns. These measures will demonstrate attentiveness to customer needs, foster trust, and encourage user engagement. Additionally, creating dedicated online forums for sharing experiences and ideas related to Samsung products and services can strengthen brand advocacy and loyalty. These activities will also generate buzz around the brand and its offerings.

Regarding with trendiness practice, Samsung Myanmar is able to improve its social media presence by monitoring trends and consumer preferences, identifying relevant topics and hashtags, and collaborating with influencers and bloggers. This will help tailor content and messaging to resonate with users and drive engagement. Experimenting with new content formats and platform features, such as Instagram Reels and Twitter Fleets, will keep the company dynamic and fresh. This approach will help Samsung Myanmar differentiate itself from competitors and captivate users' interest.

Regarding with advertisement practice, Samsung Myanmar should improve its social media advertising practices by utilizing data analytics and audience insights to refine ad targeting and personalize content based on user demographics, interests, and online behavior. This will increase advertisement engagement and conversion rates. Additionally, the growing popularity of video content on social media platforms can be prioritized for effective brand message conveying through short-form or long-form videos.

Regrading with EWOM practice, Samsung Myanmar should boost its brand reach and authenticity by encouraging users to create and share content featuring its products and experiences using branded hashtags or tagging its official social media accounts. By identifying and nurturing brand advocates, who are passionate about Samsung products, and rewarding them with exclusive perks, Samsung can cultivate a community of ambassadors. Additionally, using social listening tools is able to help monitor conversations, mentions, and sentiment related to the brand, allowing Samsung to engage with users, address concerns, and amplify positive feedback.

5.3 Needs for further studies

The study explores Samsung Myanmar social media marketing strategies and their impact on customer engagement and brand loyalty. Further research should explore integrating product info seamlessly and tailoring messages to different audiences. Building a stronger online community is also important. Social listening tools and interactive features is able to help encourage user participation. Involving customers in creating trendy content can further strengthen Samsung Myanmar social media presence. Like Samsung Myanmar, the other popular brands such as Huawei, Oppo, Vivo, Xiaomi should also research effectiveness on social media marketing practices of their brand respectively.

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APPENDIX I

QUESTIONNAIRES

Dear respondent,

I am a Master of Marketing Management student at Yangon University of Economics. For the completion of master program, I am researching “social media marketing practices, customer brand engagement and brand loyalty towards Samsung mobiles phone in Myanmar”. It will be used only for academic purpose. Thank you for spending your valuable time to fill this questionnaire.

Section (A) Demographic Factor of Respondents

1. Gender

Male

Female

2. Age

18 to 25 Years

26 to 35 Years

36 to 45 Years

46 to 55 Years

Above 55 Years

3. Education Level

High School

Graduate

Post Graduate

Others

4. Occupation

Unemployed

Business Owner/Self-employ

Company Staff

Government Employee

Others

5. Monthly Income

Under 300,000

300,000 to 600,000

600,001 to 900,000

900,001 to 1,200,000

1,200,000 to 1,500,000

Above 1,500,000

6. Marital Status

Single

Married

Section (B) Perception on Social Media Marketing

1. When did you use Samsung mobile phone?
 - Less than a year
 - 1-5 years
 - 6-10 years
 - More than 10 years
2. Did you ever use a Samsung mobile phone as your primary phone?
 - Yes
 - No
3. How long have you been using Samsung Myanmar social media platform?
 - Less than a year
 - 1-5 years
 - 6-10 years
 - More than 10 years
4. How often do you search information using Samsung Myanmar's social media platform?
 - Always
 - Sometimes
 - Rarely
 - Never
5. When considering a new smartphone purchase, how likely are you to choose a Samsung phone?
 - Very likely
 - Somewhat likely
 - Not very likely
 - Not at all likely
6. How well does Samsung Myanmar keep up with current trends and pop culture references in their social media content?
 - Very well
 - Somewhat well
 - Not very well
 - Not at all

7. How often do you find Samsung Myanmar's social media advertisements to be informative and engaging?

- Always
- Sometimes
- Rarely
- Never

8. How many times do you "like," comment on, or share Samsung Myanmar's social media content?

- Frequently
- Occasionally
- Rarely
- Never

Section (C) Social Media Marketing Practices

Please choose on one answer.

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

1. Entertainment

No.	Factor	1	2	3	4	5
1	Samsung Myanmar social media content (memes, skits, influencer collaborations) is entertaining.					
2	The use of traditional music, dance elements, and cultural references in Samsung Myanmar content increases customer engagement.					
3	Customers find Samsung Myanmar's gamified content (contests, quizzes) to be a fun way to interact with the brand.					
4	Samsung Myanmar use of humor in their social media content resonates well with customers.					
5	Samsung Myanmar's social media content entertains and keeps interested in their products.					

2. Interaction

No.	Factor	1	2	3	4	5
1	Customers are likely to participate in a live Q&A session on Samsung Myanmar's social media platforms.					
2	Samsung Myanmar polls and surveys on social media feel like a valuable way for them to understand customers preferences.					
3	Samsung Myanmar's social media presence makes customer feel like easily connect with the brand.					
4	Customers appreciate Samsung Myanmar's efforts to respond to comments on their social media platforms.					
5	Samsung Myanmar social media strategy fosters a sense of interaction and community.					

3. Trendiness

No.	Factor	1	2	3	4	5
1	Customers are aware of recent examples where Samsung Myanmar leveraged trending hashtags to promote their products.					
2	Local social media figures (influencers) partnered with Samsung Myanmar can influence customer decision to explore their products.					
3	Samsung Myanmar's social media content feels current and reflects what is happening in Myanmar.					
4	Customers find Samsung Myanmar's approach to keeping their social media content trendy to be effective.					
5	Samsung Myanmar stays up-to-date with current trends and integrates customers well into their social media marketing.					

4. Advertisement

No.	Factor	1	2	3	4	5
1	Customers like the advertisements of Samsung smartphone brand has published on social media.					
2	The advertisements of Samsung smartphone brand release on social media are interesting.					
3	Social media advertisement of Samsung smartphone brand positively affects my attention for the brand.					
4	Social media ads for Samsung smartphone brand make customers to learn more about their products.					
5	Samsung smartphone brand publishes its advertisements consistently.					

5. E-WOM

No.	Factor	1	2	3	4	5
1	Passing information on brands, products or services from Samsung smartphone brand's social media to friends.					
2	Uploading content from Samsung smartphone brand's social media on Facebook page or my blog.					
3	Sharing opinions on brands, items or services acquired from Samsung smartphone brand's social media with friends.					
4	Recommending Samsung smartphone brand to others through social media.					

Section (D) Customer Brand Engagement and Brand Loyalty

Please choose on one answer.

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

1. Customer Brand Engagement

No.	Factor	1	2	3	4	5
1	Customers are very positive when using Samsung smartphone brand.					
2	Customers are comfortable when using Samsung smartphone brand.					
3	Customers are proud to use Samsung smartphone brand					
4	Customers spend a lot of time using Samsung smartphone brand compared with other brands.					
5	Customers use Samsung smartphone longer than other smartphone brands.					

2. Brand Loyalty

No.	Factor	1	2	3	4	5
1	Customers satisfied with Samsung smartphone brand that appeared on social media.					
2	Customers uses Samsung smartphone brand as first choice when buying a smartphone.					
3	Customers are willing to pay more for Samsung smartphone brand compared to other brands.					
4	Customers intend to keep purchasing the products and services offered by Samsung smartphone brand.					
5	Customers consider themselves to be loyal to Samsung smartphone brand.					

APPENDIX II

SPSS OUTPUT

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
CBEM	3.6436	.58679	399
EM	3.5138	.66047	399
IM	3.5313	.67254	399
TM	3.6932	.66038	399
EWM	3.5144	.68565	399
AM	3.6612	.67121	399

Correlations

		CBEM	EM	IM	TM	EWM	AM
Pearson Correlation	CBEM	1.000	.359	.019	.454	.482	.491
	EM	.359	1.000	-.014	.191	.629	.200
	IM	.019	-.014	1.000	.100	.071	.109
	TM	.454	.191	.100	1.000	.294	.839
	EWM	.482	.629	.071	.294	1.000	.341
	AM	.491	.200	.109	.839	.341	1.000
	Sig. (1-tailed)	CBEM	.	.000	.352	.000	.000
	EM	.000	.	.390	.000	.000	.000
	IM	.352	.390	.	.023	.077	.015
	TM	.000	.000	.023	.	.000	.000
	EWM	.000	.000	.077	.000	.	.000
	AM	.000	.000	.015	.000	.000	.
N	CBEM	399	399	399	399	399	399
	EM	399	399	399	399	399	399
	IM	399	399	399	399	399	399
	TM	399	399	399	399	399	399
	EWM	399	399	399	399	399	399
	AM	399	399	399	399	399	399

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	AM, IM, EM, EWM, TM ^b		Enter

a. Dependent Variable: CBEM

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.605 ^a	.366	.358	.47009	.366	45.426	5

Model Summary^b

Model	Change Statistics		
	df2	Sig. F Change	
1	393	.000	1.870

a. Predictors: (Constant), AM, IM, EM, EWM, TM

b. Dependent Variable: CBEM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.193	5	10.039	45.426	.000 ^b
	Residual	86.848	393	.221		
	Total	137.041	398			

a. Dependent Variable: CBEM

b. Predictors: (Constant), AM, IM, EM, EWM, TM

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B
	B	Std. Error	Beta			Lower Bound
1 (Constant)	1.312	.205		6.388	.000	.908
EM	.082	.046	.092	1.776	.077	-.009
IM	-.038	.035	-.043	-1.063	.289	-.107
TM	.113	.066	.128	1.730	.084	-.015
EWM	.255	.046	.298	5.527	.000	.165
AM	.235	.066	.269	3.579	.000	.106

Coefficients^a

Model	95.0% Confidence Interval for B	Correlations			Collinearity Statistics	
	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	1.715					
EM	.172	.359	.089	.071	.599	1.668
IM	.032	.019	-.054	-.043	.981	1.019
TM	.242	.454	.087	.069	.296	3.379
EWM	.346	.482	.269	.222	.553	1.808
AM	.364	.491	.178	.144	.286	3.497

a. Dependent Variable: CBEM

Coefficient Correlations^a

Model		AM	IM	EM	EWM	TM	
1	Correlations	AM	1.000	-.036	.044	-.169	-.821
		IM	-.036	1.000	.075	-.075	-.018
		EM	.044	.075	1.000	-.611	-.044
		EW	-.169	-.075	-.611	1.000	.016
		M	-.821	-.018	-.044	.016	1.000
		TM	-.821	-.018	-.044	.016	1.000
	Covariances	AM	.004	-8.376E-5	.000	-.001	-.004
		IM	-8.376E-5	.001	.000	.000	-4.242E-5
		EM	.000	.000	.002	-.001	.000
		EW	-.001	.000	-.001	.002	4.701E-5
		M	-.004	-4.242E-5	.000	4.701E-5	.004
		TM	-.004	-4.242E-5	.000	4.701E-5	.004

a. Dependent Variable: CBEM

Collinearity Diagnostics^a

Model	Dimensio n	Eigenvalu e	Condition Index	Variance Proportions			
				(Constant)	EM	IM	TM
1	1	5.890	1.000	.00	.00	.00	.00
	2	.043	11.771	.00	.16	.26	.01
	3	.039	12.333	.01	.02	.34	.06
	4	.014	20.477	.19	.36	.09	.00
	5	.010	24.424	.80	.46	.31	.01
	6	.005	34.228	.01	.01	.00	.91

Collinearity Diagnostics^a

Model	Dimension	Variance Proportions	
		EWM	AM
1	1	.00	.00
	2	.12	.01
	3	.00	.07
	4	.73	.01
	5	.12	.02
	6	.02	.90

a. Dependent Variable: CBEM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6481	4.4098	3.6436	.35512	399
Residual	-1.75697	1.08187	.00000	.46713	399
Std. Predicted Value	-2.803	2.157	.000	1.000	399
Std. Residual	-3.737	2.301	.000	.994	399

a. Dependent Variable: CBEM

Descriptive Statistics

	Mean	Std. Deviation	N
BLM	3.5890	.68910	399
CBEM	3.6436	.58679	399

Correlations

		BLM	CBEM
Pearson Correlation	BLM	1.000	.968
	CBEM	.968	1.000
Sig. (1-tailed)	BLM	.	.000
	CBEM	.000	.
N	BLM	399	399
	CBEM	399	399

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CBEM ^b		.Enter

a. Dependent Variable: BLM

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.968 ^a	.936	.936	.17433	.936	821.678	1

Model Summary^b

Model	Change Statistics		
	df2	Sig. F Change	
1	397	.000	1.728

a. Predictors: (Constant), CBEM

b. Dependent Variable: BLM

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	176.926	1	176.926	821.678	.000 ^b
	Residual	12.065	397	.030		
	Total	188.991	398			

a. Dependent Variable: BLM

b. Predictors: (Constant), CBEM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.551	.055		-10.027	.000
	CBEM	1.136	.015	.968	76.300	.000

Coefficients^a

Model		95.0% Confidence Interval for B		Correlations			Collinearity Statistics
		Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance
1	(Constant)	-.659	-.443				
	CBEM	1.107	1.166	.968	.968	.968	1.000

Coefficients^a

Model		Collinearity Statistics	
		VIF	
1	(Constant)		
	CBEM		1.000

a. Dependent Variable: BLM

Coefficient Correlations^a

Model		CBEM
1	Correlations CBEM	1.000
	Covariances CBEM	.000

a. Dependent Variable: BLM

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	CBEM
1	1	1.987	1.000	.01	.01
	2	.013	12.514	.99	.99

a. Dependent Variable: BLM

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2669	4.9029	3.5890	.66674	399
Residual	-.48493	.53306	.00000	.17411	399
Std. Predicted Value	-3.483	1.971	.000	1.000	399
Std. Residual	-2.782	3.058	.000	.999	399

a. Dependent Variable: BLM