The Impact of Social Media Marketing on Brand Loyalty in Fast-Moving Consumer Good (FMCG) Markets

Mohammad Moein ABASIN [iD] [a] **Farid HUSEYNOV** [iD] [b]

[a] Istanbul Aydin University, Graduate Education Institute, Istanbul, Turkey. moeinabsin@gmail.com
[b] Gebze Technical University, Department of Management, Kocaeli, Turkey. fhuseynov@gtu.edu.tr

ARTICLE INFO	ABSTRACT
Keywords: Brand loyalty Social media marketing Fast moving consumer goods (FCMG) Received 14 February 2020 Revised 19 April 2020 Accepted 4 May 2020 **Article Classification:** Research Article	**Purpose** – The aim of this research is to examine the impact of Social Media marketing on consumers' brand loyalty in fast-moving consumer goods (FMCG) markets. **Design/methodology/approach** – In this study, quantitative research techniques were used. Primary data of the study was collected through a self-administered Likert type online survey. 201 usable responses were collected from volunteer participants familiar with fast-moving consumer goods. The research model of study was analyzed with the help of confirmatory factor analysis (CFA) and structural equation model (SEM) techniques. **Findings** – The research has shown that two independent variables (Electronic Word of Mouth and Community Commitment) influence brand loyalty in fast-moving consumer goods markets. But no relationship has been found between the other two independent variables (Social Media Advertisement and Online Brand Community) and brand loyalty. **Discussion** – In order to sustain brand loyalty, brand owners are using various kinds of marketing techniques. In addition to these existing efforts, brand owners have started to give more importance to social media marketing. Social media marketing is a more effective and less expensive way of reaching customers. The relationship between social media marketing and brand loyalty has drawn attention of both academia and practitioners. To contribute to the existing literature, this study assessed the role of social media in building brand loyalty in Fast-Moving Consumer Good (FMCG) markets. This study assessed the influence of four different social media marketing factors (Online Brand Community, Community Commitment, Social Media Advertisement, and Electronic Word of Mouth) on brand loyalty.

1. Introduction

Nowadays the cost of attracting customers can be massive, so it's important to keep them while we engage with them. Engagement will exist as long as the consumer is interested in buying and consuming more goods. Constructing a powerful brand with a positive viewpoint leads to the brand being the preferable and unique and over time the brand loyalty will be built. A strong percentage of loyalty demands a deep correlation between the consumer and the brand leading to and fabricating comfortability and satisfaction (Rosenbaum-Elliott et al., 2015). Brand loyalty paves the way for the owners to raise their goods' prices without discontenting costumers. Loyal customers get their trusted and unique brand, no matter how expensive the goods are. Having loyal customers cause many advantages. Firms that has granted loyalty need not to invest in advertising in comparison with those firms which do not enjoy loyalty (Chaudhuri & Holbrook, 2001). It can enhance through word of mouth between loyal consumers (Dick & Basu, 1994) and increase the profitability in high volume (Chaudhuri & Holbrook, 2001). Brand loyalty results in the purchase gains and help to increase the volume shares in the market place (Keller, 2008, Aaker, 1991 & Kapferer, 1997). Owners of brands have been struggling for their consumers over an interminable period. Struggles were in different dimensions to sustain brand loyalty through involving brand element, classic components of marketing mix, and various kinds of marketing activities (Keller, 2008 & Kotler and Keller, 2007). Brand loyalty appears as a constraint of satisfaction; that based on the trust of a brand will explore upon existence of other brands (Singh, 2016). Concept of brand loyalty termed purchasing products by customers for a permanent time in a competitive environment. It called a psychological demand of consumers for a brand (Rehman et al., 2012).

The paper focuses on the FMCG market that has been termed as cheap, rapid purchase, and the most consumed commodities. That buyer put trivial efforts for purchasing (Dibb et al., 2006). Hence, the purpose of the research is to focuses on measuring the influence of brand loyalty through social media towards fast-moving consumer good markets from the perspective of consumers. The processes will examine brand loyalty construction using four components of social media marketing. These components are social media advertisement, electronic word of mouth, community commitment, and online brand community. The zone of research is Turkey, Istanbul. Research statistics placed Turkey on 12th stage in worldwide usage of the internet. The number of people who use internet have reached up to 30 million, which means a penetration rate of 41.6%. The statistics has shown that each internet visitor in Turkey use internet 33.9 hours in a month, enlisting turkey as the 5th country in the world. Turkish citizens used internet much more than other developed countries; statistics show the percentage of dispatching e-mails up to 72.4%, following news 70%, and collaborating through the internet (57.8%) (TUIK, 2010). The Facebook usage rate is top among social media sites in Turkey (Statcounter, 2011 & Google trends, 2011). Results of this paper is helpful to both consumers and fast moving consumer goods industries and academies. Consumers can use the findings to assess their behavior in originating brand loyalty through different social media marketing components and its impacts. On the other side, for industries in FMCG markets it creates a measurement rate that how much social media marketing components can help to build brand loyalty. In the academic field, findings of the current research offer scientific notations and aid in extending the context and subject of social media marketing on brand loyalty towards fast moving consumer good markets also set a path for future research within expansion of marketing debate.

2. Theoretical Background

Aaker (1991) suggested that brand loyalty related with consumer experience. The reason which stands is engagement of a brand with social media claiming that brand engagement can contribute to brand loyalty. Based on consumers' experiences, we consider it as a part of that. The customer has marketing tent and today's digital environment brand ambassadors are online customers (Judson et al., 2012). Using digital or internet marketing to achieve audience target removes most of the barriers. It makes easier to create and nurture favor and increase buy behaviors which will build brand loyalty. That allows a more flexible, adaptive approach than the traditional marketing or communication channels. Today, the social media is the most necessary tool of marketing to brands and will reach audiences target fast, based on to the Whiting & Deshpande (2014). Marketing managers realized value and importance of social media marketing a vital tool, and they will recognize this importance within its connection with consumers (De Vries et al., 2012). Li (2015) have suggested Twitter and stated the influence of it on the purchase intention of customers without considering other types of social media. Hutter, Hautz, Dennhardt and Fuller (2013) have shown Facebook and Instagram have significant influence on customers' brand awareness and purchase intention. The rain of messaging by a brand via Facebook to potential users will lead to a positive manner on purchase intentions. Such findings are vital for brands to overtake how Facebook or social media marketing activities influenced by potential consumers and how consumers' perceptions for a brand affect loyalty (Hutter et al., 2013). Research about effects of social media marketing on brand loyalty by Erdoğmuş and Cicek (2012), has shown in the research that brand loyalty influenced positive. When a brand offers helpful campaigns, relevant content, and popular content, while content appears on various portals and explores applications on mass media. The cost-benefit analysis idea considered a primary study of perspective while collaborating with a brand on mass media. Balakrishnan, Dahnil and Yi (2014) investigated the consequences of mass media marketing on brand loyalty and purchasing behavior intentions of generation (Y). Authors shown how technology has created several new media and new media are useful for popularizing and promoting brand loyalty and product buying intention by social and brand-sponsored portals that presented the obvious information. The writer examines various connections with brand loyalty like; brand loyalty and electronic word of mouth (e-wom), online advertising, online communication, purchase buying behavior, intention, and electronic word of mouth. Writer surveyed the 200 bachelor students of Malaysian universities who represent the Y generation. Research results shows that these mentioned facts are effective for a brand via social media. Researches about brand loyalty on involvement with brands via mass media conducted by Muchardie, Yudiana and Gunawan (2016). They state that higher rate engagement caused higher brand loyalty. Their investigation was correlational and could not state with certainty that eliciting mass media involvement by customers affected brand loyalty; results have declared significant collaboration among mass media engagement and brand loyalty. Paek, Jung,

and Cole (2013) had claimed that higher consumer involvement in mass media or greater campaigns that conjoint with user's behavior leads to brand loyalty. These investigators have investigated another research mediating impacts of consumers' engagement in the brand via mass media; brand supportive behavior suggests that such involvement reflects and/or influences behaviors that show brand loyalty. Severi, Ling and Naser (2014) collected results from 300 people, questioning via social media. They show that the frequency of communication about a brand via social media platforms influenced multiple dimensions of brand equity. Although they discover the rate of e-WOM communication via social media that impacts brand loyalty. They discovered that brand association is taking among social media word-of-mouth interactions and brand loyalty. Their results conclude that collaborating with brands via online portals, specifically social media, made upward positive thoughts and feelings about the brand and leads to customer loyalty. And the brand loyalty supports the prize of brand customer's communications and offers operational definition as opposed to the theory of conception and meaning definitions. The notion support by Jacoby and Kyner (1973) declare the loyal customers must have both behaviors of loyalty and attitudinal loyalty or a positive feeling of attachment to a brand. There have been several negotiations surrounding existence of brand loyalty in this old period of existence of brand-customer communication. Opinion of being substituted with brand loyalty has suggested by Schultz and Block. It shows no preference for the absolute lack of preference for the specific brand in a category. They have suggested more investigations on brand loyalty and reframing the concept. Therefore, the investigators will present discussion of brand loyalty communication with online brand communities.

3. Theoretical Model and Hypotheses Formulation

Review conducted in the relevant literature resulted in a conceptual framework given in Figure 1. This model depicts the impact of social media marketing factors on brand loyalty toward fast-moving consumer goods. Present research model includes five factors, brand loyalty as dependent and social media advertisement, electronic word of mouth, online brand communities, and community commitments as the independent factors. This research investigates the influence of these independent variables on the brand loyalty of consumers towards the fast-moving consumer goods markets in Turkey.
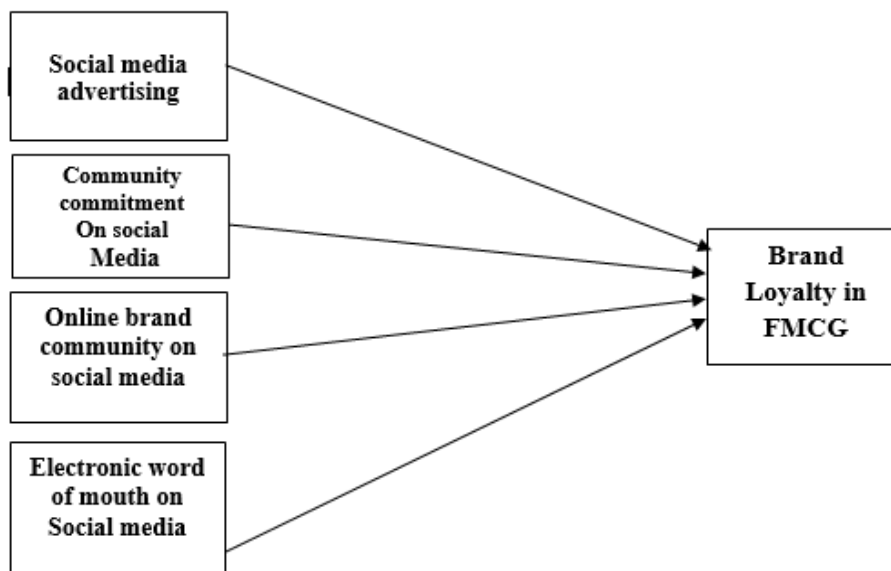

Figure 1: Conceptual Framework of the Study

Social Media Advertisements

Nowadays, considering the competitive situation of markets, branding is one of the vital factors for firms. It demand a prestigious place to produce a unique product and service from other firms and make them superior for potential users. Firms build their brand and make a place of the brand in the minds of consumers. It will offer authentic value to the products and services and will recognize as business identity. This identity has built via relations among the consumers and the brand, and if the rate of this relation is high, it results enhancing the rate of loyalty and ability of preference for the brand. Crucial point in branding is the

communication between consumers and the brand, and the influence of this relation causes loyalty. It plays a vital role in consumer choice, and firms are considering ways of how to attract consumers and how to receive their attention. It causes awareness and ingrains permanent positive image in the minds of consumers and enhance brand loyalty via these online communication channels that create and protect brand value. The only public channel that firms has used in recent for them in the marketing section is social media. As it is stated in pervious chapters, social media has unique activities that will operate in awareness of consumers, aim in distributing points of view and imaging. Attraction of firms to social media activities leads marketers to be conjoint with these channels. Firms seek more opportunities such as these channels to be accessible via online marketing by social media channels. Hence, the research is showing the significant impact of social media marketing activities on brand loyalty (Bilgin, 2018). Muk, Chung and Kim (2014) researched Korean consumer perspectives on social media advertising and intention to join brand pages. They declare that users have a positive point of view toward social media advertising via helpful and high interested values of social media advertising. Stated to the research that has done by Dipanwita roy (2014) about the influence of social media that is the easiest way to communicate and build Brand Loyalty through advertising. It concluded that social media is one of the new aspects after the industrial revolution, and it accomplishes the basic demands of individuals for communications. This additional form has created a unique chance for firms to set up loyalty for their brand through their potential consumers. These users will encourage their counterparts, and it happens while they become fully satisfied via brand advertisements with visual media and traditional advertisements (Roy, 2014). Another study has showed involvement of social media advertisements in enhancing brand equity. They measured the positive effects of social media advertising on brand loyalty in an industry food restaurant. Results have shown the significant positive impact of social media advertising on brand loyalty. It states that companies can lie on social media capabilities to set up relationships with their faithful consumers. They can have a space in their decision-making process for product and services and to get to know of their needs. This leads to enhancements in communication process and as a result customer loyalty increase step by step (Hanaysha, 2016). Originating social media based on Web 2.0 structure has made this aspect a particular way in a developed manner. This mass media have eased people's communication in the modern era. A study has conducted in Malaysia about the influence of social media marketing on brand loyalty and purchase intention in generation(Y). They measured the rate of influence of online advertisement through social media on brand loyalty. In the research, they show that advertisement is one of the vital facts in bringing loyalty. E-firms in help with the internet can enhance their sales by using other brand ads and invent connection with other loyalist eccentric websites. Hence, the research results show that online ads through social media has a prime influence on brand promotion and brand loyalty (Balakrishnan et al., 2014). According to the above mentioned findings, social media advertising is a vital driver of brand loyalty. Based on the discussions above the first hypothesis is formulated as:

Hypothesis 1: Social media advertisements offered to consumers on social media, positively influence brand loyalty towards fast-moving consumer goods.

Community Commitment

Commitment can be defined as a mutual trust in business and the needs to try handling the relationships (Morgan & Hunt, 1994). As mentioned by Jang et al., (2008) the commitment termed as a bunch of needs that cause and expand the valuable business for consumers. Commitment can express as a stable tendency for keeping worthy relationships and desire for change. It explores that commitment has played a vital role as interceding in the information section of consumer loyalty. This two side relations have branched out a positive tendency among members of the community and the director of the community. This Research measures the relationships among community commitment and its features like; quality of information, quality of system interaction, and reward for activities, and only two of these features affected. It examines the community commitment that is online-based internet relations; and declares that loyalty and commitments are different, but their relation accepted; which loyalty occur by commitment. Commitment occurs while the user is searching for a brand before choosing, but in contrast, loyalty arises after this. Based on this, commitment is the base of improving brand loyalty. Hence, it enhances the perceived value of the brand, because it encourages community commitment and resulting in a long term loyalty for the brand (Jang et al., 2008). Brand community commitment influences brand loyalty; the term of repurchasing has explored widespread in social psychology and marketing. The repurchase termed in social psychology transaction

theory and investment model as an aspect that handles the relationships. In advance, it names the attempt for repurchase in marketing science relational commitments. In the research it stated that precursor behavioral part of loyalty is the precursor of conniving commitments. These commitments affect the desire of handling relationships, which leads to long-term relationships. It explores that those commitments that related to the emotion and moods evoked consumers to use and keep their current choice. These commitments prevents them from possessing desire toward the rival products and services. In contrast, those who are conjoint with these commitments are less evoked to the rival promotions (Hur et al., 2011). Based on the discussions above, the following hypothesis has been formulated:

Hypothesis 2: Community commitment offered to consumers on social media positively influences brand loyalty towards fast-moving consumer goods.

Electronic word of mouth

The electronic word of mouth is similar to the common word of mouth in which people interrelate but with distinct features. Electronic word of mouth is speedy and without effort reaches people beyond borders. It is trustable in a great extent and the reason for huge trustworthy space is consumers because it comes from those who do not have any benefit in it. This will expand the relationship rate in the brand community and likewise, it enhances brand trust, so it has a positive effect on brand loyalty. E-WOM is allowing consumers to comment, share and receive other people's views. These views are a positive side effect, and leads to satisfaction toward the brand which leads to brand loyalty (Bong, 2017). Eelen, Özturan and Verlegh (2017) have done research about the influence of brand loyalty on traditional and online word of mouth. They branch out hypothesis about the relationship between brand loyalty and E-WOM. Results show that for loyal consumers' it is easy to understand and think than non-loyal ones. In the common offline word-of-mouth people talk about things that come very well to their minds, so the rate of using word of mouth is high for loyal consumers. As it discussed, the demand for interacting with E-WOM is higher than WOM. The E-WOM needs more motivation before thinking about a brand to describe it, so consumers will share little positive mindset about the brand. Hence, the impact of loyalty on E-WOM is less than the impact of word of mouth, as loyalty is less positive than WOM. Research has found that tendency of consumers will enhance with E-WOM when the possibility of motivation via exact brand is available (Eelen et al., 2017). In another research, it was found that brand loyalty has an incremental influence on positive E-WOM intention, and the satisfaction is affecting brand loyalty (Balakrishnan et al., 2014). It has been stated in the study of Severi, Ling and Naser moadeli (2014); if more consumers are conjoint with the brand and have a positive mindset about the brand, it leads to loyalty. In contrast, if the situation is opposite, the relationship will be opposite. This study explores E-WOM as a fresh aspect that allows to gain a competitive advantage in the market and can be a pointer of customer brand loyalty. Based on the discussions above, the following hypothesis has been formulated:

Hypothesis 3: Electronic word of mouth on social media positively influences brand loyalty towards fast-moving consumer goods.

Online brand community

Over time online brand communities have been a lump in the online market, and it shows that online brand communities can build brand loyalty. The study declares a positive influence of the online brand community on brand loyalty, which leads to positive promotion (Balakrishnan et al., 2014). Whenever the builders set up a community, without considering that, they gathered in a unit or individual. Being online or non-online brand community, they have to know as participants to figure out their actions and reaction. The aspect of loyalty is a vital result of community, and commitment is the crucial stimulator. The research has done about online brand community commitment for generating the OBC unit relations. The research has concluded that through the brand commitment OBC can affect brand loyalty and shows a direct relationship between them (Hsieh & Wei, 2017). Yoshida, Gordon, Nakazawa, Shibuya and Fujiwara (2018) conducted research about declining the distance between social media and behavioral loyalty; the relationships between online brand community identification and behavioral, loyalty studied. Results explored that OBC identification has a positive and significant impact on behavioral brand loyalty (Yoshida et al., 2018). Overtime, SNS or online social networks has been one of the knowable aspects for its users. Hence, firms try to establish their own online space; known as online brand communities for shaping a new relationship with their potential consumers. This study has measured facts of customer loyalty and online brand communities; the research

has concluded the facts which have shown consumers' loyalty in online brand communities through Facebook. OBC can establish visions to build customer loyalty for various products, hence the study accepts the benefit of OBC for brand loyalties (Cheng et al., 2018). In another research that has been conducted about the role of generation in social media and brand loyalty to explore the influence of social media on brand loyalty; besides various factors, they measure the influence of OBC as one of social media aspects overlay on brand loyalty. They describe the OBC witch is a worldwide web portal as a known internet-based community. As social media gathers, companies; they concentrate on brand communities like Facebook. Sense of belonging, psychological demands with the emotions and commitments to favorite brands, lead consumers to involve and take part in online brand communities. It declares that it increases consumers' attachment with the brand which leads to the customer's satisfaction and loyalty. Hence, if the rate of attachment is high same, the rate of loyalty and satisfaction toward the brand is high too (Bayram et al., 2018). Based on the discussions above, the following hypothesis has been formulated:

Hypothesis 4: Online brand community offered to consumers on social media positively influences brand loyalty towards fast-moving consumer goods.

4. Method

Survey Instruments

In this study an online survey was utilized. The online survey had two parts. The first part was about demographic details. In this part age, income, education of respondent, gender, and other information which conjoint with the profile of respondent discussed. The other part included survey items related to conceptual model factors (E-word of mouth, social media advertisement, online brand community, community commitment, and brand loyalty). Each variable has 5 questions which built upon 5-point scale type that starts from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree). The language of the survey was English.

Data collection and sample size

In this study, an online questionnaire was constructed and published in a Google form. Participants of the study were respondents in Turkey who knows English and use fast-moving consumer goods. The sampling based on one of the non-random (non-probability) sampling procedures, namely convenience sampling. A method that is cheap and can be proper for most of the studies (Saunders et al., 2009). In total, 201 usable responses were collected from study participants.

Statistical techniques

The methods and tools applied in this study are CFA (Conformity Factor Analysis) and SEM (Structural Equational Model). In CFA, the fundamental purpose is to assess the validity of the proposed model. Structural Equational Model is conjoint with CFA and both of them are among suitable tools and methods for measuring and analyzing various types of study models. There are some differentiating points between CFA and SEM; SEM concentrates on the structural way of latent variables, but in contrast, CFA focuses on both latent and observed variable relationships.

5. Data Analysis

In this study, the size of sample was 201 of which 71.6% were males and 29.4% were female. Respondents divided into four age groups. The sample included respondents whose age ranged from 18 to 45. The age category of 25-35 was the largest group in size with a percentage of 60.8. When it comes to the marital status of the respondents, single respondents stand for a majority with a percentage of 78.4%, in contrast, married respondents were in a minority category (21.6%). Most respondents had a master's degree (74%), bachelor's degree percentage was 20.1 and other levels of education was 5.9 percent. In terms of employment status included, 46% of respondents were self-employed, 25% of them were employed in public sector and 27.9% in private sector. Most of the respondents (35.3%) had a monthly income less than or equal to 1000TL. All of the above mentioned demographic statistics are summarized in Table 1.

Table 1. Demographic Profile of Respondents.

Demographics profile		Frequencies	Percentage (%)
Gender	Male	144	70.6
	Female	60	29.4
Age	18 to 24	74	36.3
	25 to 30	124	60.8
	36 to 45	6	2.9
Marital Status	Single	160	78.4
	Married	44	21.6
Occupation	Public sector	51	25
	Private sector	57	27.9
	Self employed	91	44.6
	Other	5	2.5
Monthly Income	TL1000	72	35.3
	TL1001 to TL2000	43	21.1
	TL2001 to TL3000	38	18.6
	TL3001 to TL4000	21	10.3
	TL4001 to 5000 TL	10	4.9
	More than TL5000	20	9.8
Operating system	Android	113	55.4
	IOS	91	44.6
Education	Bachelors	41	20.1
	Masters	151	74
	PhD	3	1.5
	Other	9	4.4
How long have you been using the internet?	16 years and above	23	11.3
	11-15 years	51	25
	6-10 years	74	36.3
	1-5 years	43	21.1
	Less than 1 year	13	6.4
How often do you use social media?	All the time	154	75.5
	4-5 times a week	42	20.6
	1-2 times a week	8	3.9
	Few times a month	6	2.9
	Never	0	0

Note: Percentages may not sum up to 100% because of missing data.

Reliability Test

Cronbach alpha phenomenon or coefficient alpha was created by Cronbach in 1951. It is used to test the reliability and internal stability of the study data. It is shown by (α) sign. This study uses a coefficient alpha which was applied in SPSS to explore the internal reliability of each variable. Cronbach alpha showed that all factors have internal reliability as their alpha values are greater than 0.70.

Table 2. Resume of Reliability Assessment

| Variables	N	Cronbach's Alpha A
Social media advertisement	6	0.913
Brand Loyalty	7	0.812
Electronic word of mouth	6	0.707
Community commitment	4	0.832
Online brand community	7	0.937

Validity and Reliability assessment

Table 2 shows the result of validity and composite reliability measurements. Convergent validity was established and shown via AVE which is above 0.5. And the composite reliability has been established and shown via CR which is above 0.7. Discriminant validity has also been satisfied as the square root of each factor AVE is higher than its correlations with other factors (Fornell & Larcker, 1981).

Table 3. Resume of Validity and Reliability Assessment

	CR	AVE	MaxR(H)	SMA	BL	EWOM	CC	OBC
SMA	0.898	0.688	0.899	**0.830**				
BL	0.861	0.608	0.862	-0.005	**0.780**			
EWOM	0.814	0.593	0.815	0.028	0.675	**0.770**		
CC	0.757	0.510	0.762	0.046	0.561	0.419	0.714	
OBC	0932	0.697	0.936	0.929	-0.010	0.002	0.001	**0.835**

CFA and Path Analysis

Confirmatory Factor Analysis (CFA) and path analysis were conducted in AMOS software (Figure 2). Initially CFA was conducted. As a result of CFA, 20 items remained for 5 study variables. The Brand loyalty with 4 items, E-WOM with 3 items, Community commitments with 3 items, and social media advertisement with 4 items, and online brand community with 6 items. The following figure shows the statistics of the mentioned factors with their regression paths. The CFA model of the study was improved by taking into consideration modification indices and model fit statistics provided by AMOS. The CFA produced a Chi-square value of 230.414 with the p value of 0.000. Other model fit statistics are given in Table 3. After CFA analysis, path analysis was conducted (Figure 3). Model fit statistics of path analysis is given in Table 4.
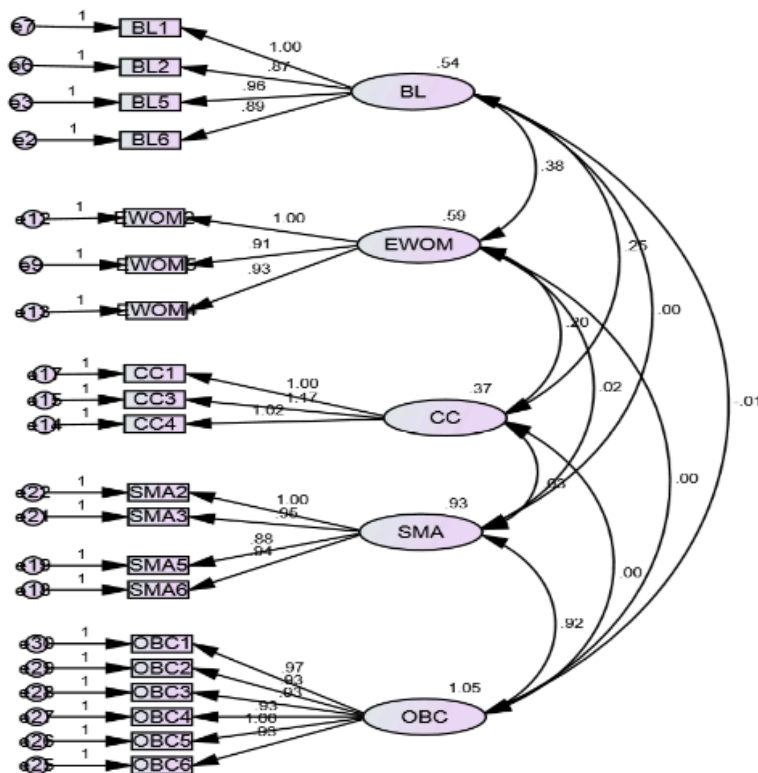
**Figure 2.** Confirmatory Factor Analysis

Table 3. Model Fit Analysis for CFA

Measure	Model Result
Chi-square (CMIN)	1.440
P-value	0.000
CFI	0.972
GFI	0.900
AGFI	0.869
SRMR	0.042
RMSEA	0.047
PCLOSE	0.637

To examine hypotheses global (model fit and R-Squared) and local (p-value) analysis were conducted through Structural Equation Modeling (Figure 3). Model fit assessment results for the structural equation is given in Table 4.

Table 4. Model Fit Statistical for SEM

Measure	Model Result
CMIN	230.414
CMIN/DF	1.440
P-value	0.000
CFI	0.972
GFI	0.900
AGFI	0.869
SRMR	0.042
RMSEA	0.047
PCLOSE	0.637
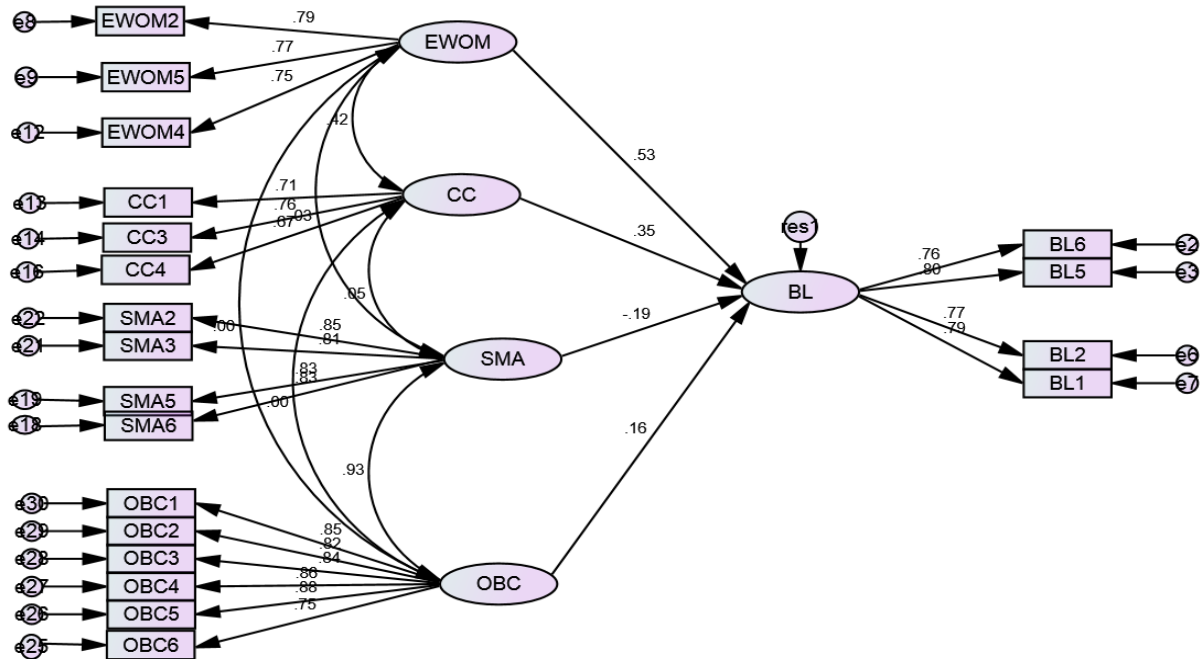
Figure 3. Structural Equation Model

Results of the hypotheses testing were summarized below.

- There is a positive relationship between electronic word of mouth (E-WOM) and brand loyalty (BL). E-WOM has a positive influence on brand loyalty toward fast moving consumer goods (H1: ß= 0.562, S.E= 0.92, p<0.001)

H1: Electronic word of mouth on social media positively influences brand loyalty towards fast-moving consumer's goods (**Supported**).

- Online brand community (OBC) was not found to have statistically significant influence on brand loyalty (BL) toward fast moving consumer goods (H2: ß= 0.117, S.E= 0.173, p-value= 0.498)

H2: Online brand community offered to consumers on social media positively influences brand loyalty towards fast-moving consumer's goods (**Not Supported**).

- There is a positive relationship between Community commitment (CC) and Brand loyalty (BL). Community commitment has a positive influence on brand loyalty toward fast moving consumer goods (H3: ß= 0.357, S.E= 0.089and p-value=0.001)

H3: Community commitment offered to consumers on social media positively influences brand loyalty towards fast-moving consumer's goods (**Supported**).

- Social media advertisement (SMA) was not found to have statistically significant influence on brand loyalty (BL) toward fast moving consumer goods (H4: ß= -0.143, S.E= 0.186 and p=0.441)

H4: Social media advertisements offered to consumers on social media positively influence brand loyalty towards fast-moving consumer goods (**Not Supported**).

The summary of the hypothesis testing provided in Table 4.

Table 4. Hypothesis Testing Results

Hypothesis	Relationships	Status
H1	BL ← E-WOM	Supported
H2	BL ← OBC	Not Supported
H3	BL← CC	Supported
H4	BL ← SMA	Not Supported

6. Discussion and Conclusion

The study conducted to find out the impact of social media marketing on brand loyalty in fast- moving consumer good (FMCG) markets. The owners of FMCG brands have been struggling for their consumers over a lengthy period in different dimensions. These struggles sustain brand loyalty through involving brand element, classic components of marketing mix and various kinds of marketing types (Keller, 2008, Kotler and Keller, 2007). Findings of this paper will be useful to both parties, fast-moving consumer goods companies and academia. Companies can use findings of this research in creating brand loyalty through different social media marketing components. It will create a measurement rate for industries in fast-moving consumer goods to illustrate how much social media marketing components build brand loyalty in fast-moving consumer goods. In the academic field, findings of the current research offer scientific notations and help to extend the context of social media marketing on brand loyalty towards fast-moving consumer goods markets. This research sets a path for future research within expansion of social media marketing debate.

The main purpose of this study was to scrutinize the relationship between four independent variables, social media advertisements, electronic word of mouth, community commitments, and online brand community, and the dependent variable brand loyalty. The conceptual model of the study was examined under the light of 201 participants' data. Statistical analysis conducted on data has shown that two out of four proposed hypotheses have statistically significant influence on loyalty. These two factors are electronic word of mouth and community commitments (CC). But the other two factors online brand community (OBC) and social

media advertisement (SMA) have not found to have any statistically significant influence on brand loyalty toward fast-moving consumer goods.

Limitations and Future Research Suggestions

As with every research, this study has its own limitations. This research was done in English language, the respondents were limited to the English-speaking population in Istanbul, Turkey. This limitation results in participant discrimination and excluded those who might have a more adequate response to the current study survey and might increase the representativeness and the generalizability of results. Future studies are recommended to extend the diversity of study participants. Besides, there might be other critical factors that can influence consumers' loyalty levels and these factors were not considered in this study. Future studies are recommended to improve the proposed conceptual model of this study by adding additional factors. In conclusion, time limitation was another constraint that researchers faced during the research period. Future researchers are recommended to allocate more time to data collection period.

<div align="center">

References

</div>

Aaker, D.A. (1991), Managing Brand Equity, The Free Press, New York, NY.

Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia-Social and Behavioral Sciences*, *148*, 177-185.

Bayram, P., Dilber Caglar, M. A., & Aljuhmani, H. Y. Social Media and Brand Loyalty: Does Generational Category Matter? https://www.researchgate.net/publication/331000065_Social_Media_and_Brand_Loyalty_Does_Generational_Category_Matter. (Accessed on, 2018)

Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An Internation al Journal*, *6*(1), 128-148.

Bong, W. Z. (2017). *Influence of Social Media Marketing, Brand Loyalty and eWOM Towards Consumers' Purchase Intention* (Doctoral dissertation, UTAR). http://eprints.utar.edu.my/2791/1/13UKM06827_Report.pdf (Accessed on, 2017)

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing*, *65*(2), 81-93.

Cheng, F. F., Wu, C. S., & Chen, Y. C. (2018). Creating customer loyalty in online brand communities. *Computers in Human Behavior*, 105752.

De Vries, L., Gensler, S., & Leeflang, P. S. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, *26*(2), 83-91.

Dibb, S., Simkin, L., Pride, W. And Ferrell, O. (2005), Marketing: Concepts and Strategies, 5th ed., Houghton Mifflin, Boston, MA.

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, *22*(2), 99-113.

Eelen, J., Özturan, P., & Verlegh, P. W. (2017). The differential impact of brand loyalty on traditional and online word of mouth: The moderating roles of self-brand connection and the desire to help the brand. *International Journal of Research in Marketing*, *34*(4), 872-891.

Erdoğmuş, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, *58*, 1353-1360.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, *18*(1), 39-50.

Googletrends. (2011), retrieved from http://www.google.com/trends?q=facebook%2C+youtube%2C+twitter%2C+stumbleupon&ctab=0&geo=tr&date=all&sort=0 (Accessed on, 2012).

Gunderson, L. H. (2000). Ecological resilience—in theory and application. *Annual review of ecology and systematics*, *31*(1), 425-439.

Hanaysha, J. (2016). The importance of social media advertisements in enhancing brand equity: A study on fast food restaurant industry in Malaysia. *International Journal of Innovation, Management and Technology*, *7*(2), 46.

Hsieh, P. L., & Wei, S. L. (2017). Relationship formation within online brand communities: Bridging the virtual and the real. *Asia Pacific Management Review*, *22*(1), 2-9.

https://www.researchgate.net/publication/331000065_Social_Media_and_Brand_Loyalty_Does_Generational _Category_Matter .

Hur, W. M., Ahn, K. H., & Kim, M. (2011). Building brand loyalty through managing brand community commitment. *Management Decision*. 49.7: 1194-1213.

Hutter, Katja, Hautz, Julia, Dennhardt, Severin & Füller, Johann. (2013). "The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: The Case of MINI on Facebook". Journal of Product & Brand Management. 22.5(6), 342-351.

Jacoby, J., & Kyner, D. B. (1973). Brand loyalty vs. repeat purchasing behavior. Journal of marketing research, 10(1), 1-9.

Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, *12*(3), 57-80.

Judson, K. M., Devasagayam, P. R., & Buff, C. L. (2012). Self-perceived brand relevance of and satisfaction with social media. *Marketing Management Journal*, *22*(2), 131-144.

Kapferer, J. N. (1997). Strategic Brand Management: Creating and Sustaining Brand Equity Long Term. UK: Kogan Page: 53, 59 68.

Keller, K. L. (2008). Strategic Brand Management: Building, Measuring and Managing Brand Equity. Third Edition. New Jersey: Pearson Prentice Hall.

Kotler P., Keller K.L. (2007). A Framework for Marketing Management. (3rd Ed). Upper Saddle River, NJ: Pearson/Prentice Hall.

Li, Z. (2015). Relationship maintenance on Twitter: implications from loyalty leaders. *Journal of Communication Management*, 19(2), 184-202.

Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of marketing*, *58*(3), 20-38.

Muchardie, B. G., Yudiana, N. H., & Gunawan, A. (2016). Effect of social media marketing on customer engagement and its impact on brand loyalty in caring colours cosmetics, Martha Tilaar. *Binus Business Review*, *7*(1), 83-87.

Muk, A., Chung, C., & Kim, J. (2014). Korean consumer perspectives on social media advertising and intention to join brand pages. *Journal of Global Scholars of Marketing Science*, *24*(4), 384-394.

Paek, H. J., Hove, T., Jung, Y., & Cole, R. T. (2013). Engagement across three social media platforms: An exploratory study of a cause-related PR campaign. *Public Relations Review*, *39*(5), 526-533.

Rehman, A., Zia-ur-Rehman, M., & Akhtar, W. (2012). Factors affecting Brand Loyalty: a perspective of fast food restaurants. Actual Problems of Economics, *130*, 13-20.

Rosenbaum-Elliott, R., Percy, L., & Pervan, S. (2015). *Strategic brand management*. (3rd Ed). Oxford University Press, USA.

Roy, D. (2014). Social Media – the easiest way to communicate and build Brand Loyalty through Advertising. International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS), Vol 1, No.6, 242-252.

Saunders, M. L., & Lewis, P. (2009). P. & thornhill, a. (2009). *Research methods for business students*, *4*.

Severi, E., Ling, K. C., & Naser moadeli, A. (2014). The impacts of electronic word of mouth on brand equity in the context of social media. *International Journal of Business and Management*, *9*(8), 84-96.

Singh, R. (2016). Factors affecting Brand Loyalty in the Footwear Industry–A Study of Ludhiana District. Internatioanl Journal of Research–Granthalya, 4(6), 139-149.

Statcounter (2011), "Top 7 Social Media Sites in Turkey" retrieved from http://gs.statcounter.com/#social_media-TR-monthly-201004-201104 (Accessed on, 2012).

TUIK (Turkish statistics institute), the research on household technology usage habit, (2010), news bulletin, volume: 148, 18th of august 2010, retrieved from http://www.tuik.gov.tr/prehaberbultenleri.do?id=6308 (Accessed on, 2012)

Whiting, A., & Deshpande, A. (2014). Social media marketing: A myth or a necessity. *Journal of Applied Business & Economics*, *16*(5).

Yoshida, M., Gordon, B. S., Nakazawa, M., Shibuya, S., & Fujiwara, N. (2018). Bridging the gap between social media and behavioral brand loyalty. *Electronic Commerce Research and Applications*, *28*, 208-218.