

T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES



**THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY
IN FAST-MOVING CONSUMER GOODS (FMCG) MARKETS**

THESIS

Mohammad Moein ABASIN

**Department of Business
Business Administration Program**

November, 2020

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November, 2020

DECLARATION

I hereby declare with respect that the study “The Impact Of Social Media Marketing On Brand Loyalty In Fast-Moving Consumer Goods (Fmcg) Markets ”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the Project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography. (.../.../20...)

Mohammad Moein ABASIN

To My Family, Thesis Supervisor and Friends

FOREWORD

First of all I would like to thank Allah who gifted me the energy and ability to complete my thesis. Secondly I am extremely thankful and happy from my Parents and Wife who always encouraged me and supported me in every kind of situation to complete my MBA and complete my thesis, special thanks from my elder brothers and sisters who pushed me in every step in the period of MBA. Thirdly I would like to express my deepest gratitude and bundle of thanks to my thesis supervisor Assist. Prof. Dr. Farid Huseynov for his time, encouragement, helps during writing this dissertation.

August, 2019

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ABBREVIATIONS

CFA	: Confirmatory Factor Analysis
FMCG	: Fast moving consumer goods
EFA	: Explanatory Factor Analysis
PGFI	: Parsimony Goodness-of-Fit Index
RMSEA	: Root Mean Square Error of Approximation
SEM	: Structural Equation Modeling
CBBE	: Customer based brand equity
UGC	: User generated content

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THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY IN FAST- MOVING CONSUMER GOOD (FMCG) MARKETS

ABSTRACT

In order to sustain brand loyalty, the brand owners are utilizing various kinds of marketing efforts. In addition to these existing efforts, brand owners have started to give more importance to social media marketing. Social media marketing is relatively more effective and less expensive way of reaching customers. The relationship between social media marketing and brand loyalty has drawn the attention of both academia and practitioners. In order to contribute to the already existing literature this research assessed the role of social media in building brand loyalty in Fast-Moving Consumer Good (FMCG) markets. This research 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. In this research quantitative research methods have been utilized, and 201 responses have been collected from participants in the form of Likert scale. Collected data have been analyzed and evaluated with the help of Confirmatory Factor Analysis (CFA) and Structural Equational Model (SEM) via AMOS statistical software. Findings of the research have showed that two independent variables (Electronic Word of Mouth and Community Commitment) positively influence the brand loyalty in fast-moving consumer good markets. However, no relationship has been found between the other two independent variables (Social Media Advertisement and Online Brand Community) and brand loyalty. Finding of this research provides important insights for FMCG brand owners on how to increase loyalty of their consumers' toward their brands.

Keywords: *Brand loyalty, social media marketing, fast moving consumer good (FCMG) markets*

SOSYAL MEDYA PAZARLAMANN HIZLI TÜKETİM ÜRÜN PAZARLARINDA MARKA SADAKATINA ETKİSİ

ÖZET

Marka sadakatini korumak için, marka sahipleri çeşitli pazarlama yöntemlerinden yararlanmaktadır. Bu mevcut yöntemlere ek olarak, marka sahipleri sosyal medya pazarlamacılığına daha fazla önem vermeye başlamıştır. Sosyal medya pazarlaması, müşterilere ulaşmanın nispeten daha etkili ve daha ucuz yoludur. Sosyal medya pazarlaması ile marka sadakati arasındaki ilişki hem akademinin hem de uygulayıcıların dikkatini çekmiştir. Mevcut literatüre katkıda bulunmak için bu çalışma, sosyal medyanın hızlı tüketim ürünü pazarlarında marka sadakati oluşturmadaki rolünü değerlendirmiştir. Bu çalışma, dört farklı sosyal medya pazarlama faktörünün (Online Marka Topluluğu, Topluluk Bağlılığı, Sosyal Medya Reklamı ve Elektronik Ağızdan Ağıza) marka sadakati üzerindeki etkisini değerlendirmiştir. Bu çalışmada nicel araştırma yöntemleri kullanılmış, katılımcılardan Likert ölçeği şeklinde 201 yanıt alınmıştır. Toplanan veriler, Doğrulayıcı Faktör Analizi (DFA) ve Yapısal Eşitlik Modeli (YEM) yardımıyla AMOS istatistik programı kullanılarak analiz edilmiş ve değerlendirilmiştir. Araştırmanın bulguları, iki bağımsız değişkenin (Elektronik Ağızdan Ağıza ve Toplum Bağlılığı) hızlı tüketim pazarlarında marka sadakatini olumlu yönde etkilediğini göstermiştir. Ancak, diğer iki bağımsız değişken (sosyal medya reklamı ve online marka topluluğu) ile marka sadakati arasında ilişki bulunamamıştır. Bu araştırmanın bulguları, hızlı tüketim ürünleri marka sahiplerine, tüketicilerinin markalarına olan bağlılığının nasıl artırılacağı konusunda önemli bilgiler sunmaktadır.

Anahtar Kelimeler: *Marka sadakati, Sosyal Medya Pazarlaması, Hızlı Tüketim Ürün Pazarları*

1. INTRODUCTION

1.1 Background of the study

Nowadays the cost of attracting customers can be high, so it is vital to keep them while we have an engagement with them. The engagement will exist in which the consumer is in favor of buying more and spending more of good. These sustenance components will be built through a term named loyalty that places as the last component of brand resonance (Keller, 2008). Building a powerful brand with a positive scene leads to being preferable and unique for consumers, and over time, the loyalty of the brand will come up.

A high percentage of loyalty demands a deep relation between the consumer and the brand in which it will switch to comfortability and satisfaction (Rosenbaum-Elliott et al., 2015). Brand loyalty flats the way of achieving high prices for the owners because it leads to less sensitivity for making price high. Loyal customers are not in the care of paying high amounts of money; hence, they pretend a unique value compare to alternative brands.

We see many advantages by having a loyal brand in firms in which they do not need advertising in comparison with those firms without loyalty (Chaudhuri & Holbrook, 2001). It can also be enhanced through word of mouth between loyal consumers (Dick & Basu, 1994) and increase the profitability in high volume (Chaudhuri & Holbrook, 2001). Brand loyalty also results in the purchase gains and helps to increase the volume shares in the marketplace. (Keller, 2008; Aaker, 1991; Kapferer, 1997).

The owners of the brands have struggled for their consumers over a long period in different dimensions. The purpose of struggles are to sustain brand loyalty through involving brand element, classic components of marketing mix and various kinds of marketing activities such as events, sponsorships, e-marketing, one-to-one marketing and social media marketing activities (Keller, 2008; Kotler & Keller, 2007). Brand loyalty appears as a provision of satisfaction

based on the trust of a Brand which will explore upon existing of other brands (Singh, 2016). The concept of brand loyalty is termed as purchasing products by customers permanently in a competitive environment although it is a psychological demand of consumers for a brand (Rehman & Akhtar, 2012).

This thesis focuses on the FMCG market that has been termed as cheap, rapidly purchase, and most consume commodities that buyers tolerance few efforts for purchasing (Dibb et al.,2005) Hence, purpose of research in this area has been focused on measuring the influence of creating brand loyalty through social media in fast-moving consumer goods. The processes will examine building of brand loyalty by using social media marketing components such as community commitment on social media, online brand community on social media, social media advertisement and electronic word of mouth toward fast-moving consumer goods market in Istanbul in Turkey.

The research has been done in Istanbul which is the biggest city in Turkey. Turkey is in 12th stage in worldwide usage of the internet. It has reached people usage internet up to 30 million which reaches the authority rate of up to 41.6%. Furthermore, internet usage of each visitor per month has predicted by statistics about 33.9 hours in Turkey. Turkey has reached the 5th place within the compare of other countries in the world. Turkish citizens used the internet in high percentage than other developed countries. The statistics has shown the high percentage of dispatching e-mails up to 72.4%, following news70% and collaborate through the internet 57.8% (Tuik, 2010). The Facebook usage rate is high among all social media sites in Turkey (Statcounter, 2011; Google Trends, 2011).

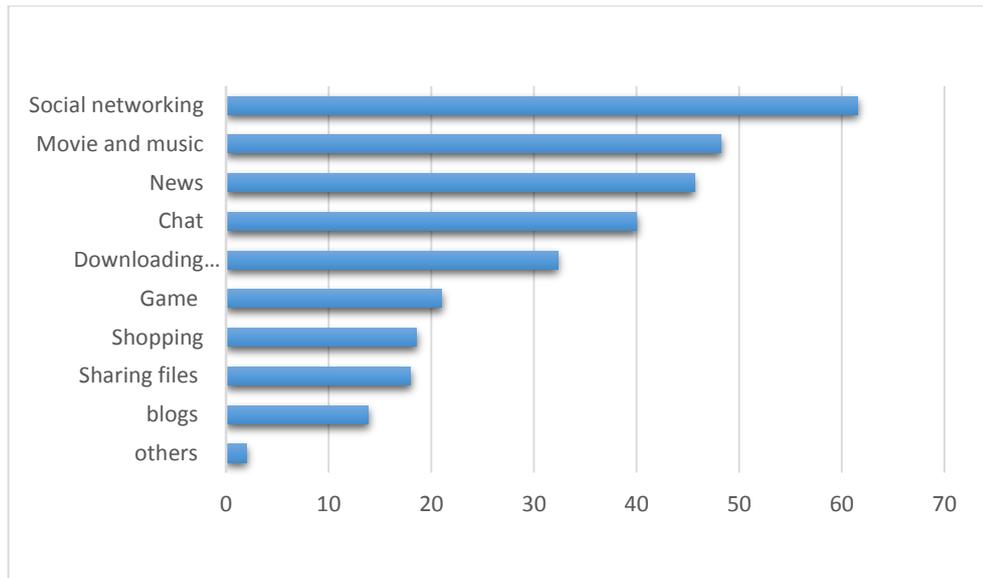


Figure 1.1: The popular online activates in Turkey (Huseynov & Yildirim, 2016)

1.2 Statement of the problem

Nowadays debates have been enhanced about activities of brands on social media. The consumers have a wide area of choices that causes them to seek patiently among brands for committing a purchase. Hence, consumers has chosen their brand not only based on prices of brands but also well engagement of the consumers with the brand.

Businesses go through engagement of brands with consumers, and the adaption is via social media components. The engagement result leads to activate the desire of consumers to commit a purchase. Brand owners progressively deferred trends from traditional media toward digital media for modernization of their business and to attract wide scope of potential social media users. The struggles of brand owners has done for increase of their benefits and attraction of sprits towards owns brands.

The aim of thesis has been focused to measure the rate of social media marketing influence on brand loyalty toward fast-moving consumer goods within the current relation of it with different marketing strategies. Over the past few years, social media marketing has become one of the vital tools to the popular brands in terms of consumer engagement and branch out the competitive advantage.

1.3 Significance of the Study

The significance of the research underlined as the following points:

1. Primary aim of this research is to discover the main factors of social media marketing that have effects on brand loyalty toward fast-moving consumer goods sector.
2. Findings of this research will help producers of FMCG to expand their businesses and bring out the competitive advantage gain for them.
3. Findings of this research will help producers of FMCG to think seriously about the ways of enhancing loyalty of their consumers.
4. The findings will inform FMCG industries about their consumer behavior which will help them in developing successful marketing strategies.
5. Finally, this study will lead to more researches about social media marketing and brand loyalty toward fast-moving consumer goods.

1.4 Purpose of the Study

The results and findings of this thesis are beneficial to several parties such as consumers, fast moving consumer goods industries and academia. Businesses can use the findings of this research to better understand behavioral characteristics of their consumers and thereby develop necessary marketing campaigns accordingly. Industries in fast moving consumer goods will create a measurement rate that how much social media marketing components build brand loyalty in fast moving consumer goods. In the academic field, findings of the current thesis will provide scientific findings which will help to understand the role of social media marketing in building brand loyalty in fast moving consumer goods markets. Furthermore, findings of this research will also set a path for future research.

The followings are specific purposes of this thesis:

- To examine and analyze social media marketing factors that have effect on brand loyalty in fast moving consumer goods market.

- To help Industries of fast-moving consumer goods in obtaining an insight about consumers wants and motivations towards FMCG markets and to encourage and ensure them.
- Assist academia by examining a new model for additional research and the study regarding consumer behavior with interest of making loyalty in fast-moving consumer goods consumption.

1.5 Research Questions

In line with the purpose of this research, the below given research questions have been established:

- Q1. What are the foremost components of social media marketing that have influence on brand loyalty toward fast moving consumer goods?
- Q2. How does social media establish possibilities to enhance brand loyalty of customers toward fast moving consumer goods?

1.6 Thesis Outline

The research paper has divided into six chapters:

Chapter 1: This chapter provides background information on the topic, statement of the problem, significance of the study, purpose of the study, research questions, and thesis outline.

Chapter 2: This chapter within the opening move at first part explains definitions of key terms such as social media and social media marketing within its components, brand loyalty and the process of creating loyal brands and fast moving consumer goods (FMCG). The second part discusses the empirical studies of various researchers from the relevant field.

Chapter 3: This chapter is about theoretical model and proposed hypotheses.

Chapter 4: This chapter is about research methodology. In this chapter research design, study sample, survey instruments, procedures and statistical techniques have been provided.

Chapter 5: This chapter is about data analysis. In this chapter the study data have been analyzed by using appropriate statistical tools and techniques.

Chapter 6: This chapter explains the discussion of the findings and proposes managerial implications based on research results. Additionally it provides limitations and suggestions for future researches.

2. LITERATURE REVIEW

The first part of this literature review provides information regarding on social media, brandings, and FMCG markets. The second part of literature review includes previous significant academic studies related to the relationship between social media, branding and FMCG markets.

2.1 Background Information on Social Media, Brandings, FMCG Markets

For proper understanding of each concept and to simplify the main idea of each component. It has required to define many terms related to this research, here are descriptions of these terms which are used and discussed throughout this research:

2.1.1 Social media

Nowadays social media has become one of the most popular word on everyone's lips in sounding of the universe, but there might be still some people that will not understand the real mean of it. Social media represents in a written, visual, and video format in which are structured to have one of the main functions as a share space for its all users (Stokes, 2008). Defining such concepts are difficult and even hard for researchers because of not existing an exact and direct mean and it requires a deep look rather than a simple view in which somehow creates confusion that what will come under the "social media" term and the vital dimension is to how differentiate this with similar portals like user Generated Content or Web 2.0 (Kaplan & Haenlein, 2009). Social media are presented in written, visual, and video in which are structured to have one of the main functions as a share space for its all users.

Social media is one of the communication components over the social network. This term has abstracted from the communication science and sociology; that it explores and presents of sharing and accumulating several of information through the online social networks. These networks are constructed in a

complex structure within a bunch of social performers (Peters et al. 2013). Social media explores as a two-way communication canal; that lets individuals for having a social community in web content creation within their collaborations and exchanges in which virtualized a social media portal (Zeng & Gerritsen, 2014). Further elaboration declares the deep defer of social media and any traditional media that it is because of the complex structure of social media over the network and proper suitability of equivalence (Peters et al. 2013).

As it has mentioned above, expressing the exact definition of “social media” is difficult but overall it is termed as an online service platform within having the structure of an application in which presents an online space for people to communicate and share any required info among them Social media is differentiated from mass media in which the users of social media are not passive receivers and react for actions by receive (Hintikka, 2007). Social media is a unique platform that is not restricted by time and geographic location and the affordability and interactivity making it a success key for every user (Rongas & Honkonen, 2016).

Social media refers to online services and internet applications which allow communication between people. The difference between social media and the mass media is the fact that users are not passive, but can react to the information they receive, for example by liking, commenting, or sharing content. (Hintikka, 2007). One of the core ideas of social networking is reacting to information shared online. Social media provides storage- and publication platforms for people’s content. In contrast to previous means of communication, social media is not limited to time nor geographic location. This together with its speed, affordability, and interactivity, are the keys to its success. (Rongas & Honkonen, 2016). Social media has a huge space of usage in various forms for instance, YouTube is a content that provides video sharing and Instagram allows users to share their photos (Hintikka, 2007). For being a user of these platforms, it is required to fill out your personal information within a picture and these regulations are varied from platform to another platform. As new application or platforms branch out; the one who have more tendency will be the most popular

within having a proper place and much usage of it among users (Ebizmba, 2017).

The wide scope of social media has built a challengeable situation to define each class of them but social media experts has accepted the 13 following types as social media classification: blogs, business networks, collaborative projects, enterprise social networks, forums, micro blogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. Even though this research wishes to present more information about social media, but the limitation of the main study did not let us go furthermore.

2.1.2 Social Media Marketing:

One of the most usable components nowadays in each area of life is social media marketing that are found an authentic place among all users and in narrow for those who struggle with their national and international businesses. It includes a variety of online based usages that have been structured by the web2.0 in which within the permission of creating the platform the user also can exchange. (Kaplan & Haenlein, 2010). Social media marketing has the most impact with the functionality of spending low and reaching above borders for thousands of the users who performed marketing activities (Lipsman et al., 2012). Most business forms whatever small enterprise or multinationals trades have to access in social media marketing for their main roles the communication and promotion. Social networking provides the permission for people who use these contents to have the market between themselves. This structure leads to a dynamic space which enhances and strengths relationship among all included parties. Social media marketing is a one of the main online based structures that can utilize in various social media channels. It can be presented in different formats, visual or aural in an image range to videos. Over the time popularity of social media has enhanced and people use more social media as a crucial marketing channel and this upward movement is still ongoing.

As the statistics shows that 93% in 2014 potential users accepted social media as a marketing channel. However, these statistics were 83 percent in 2013 and this shows the continuous development of social media marketing within its

various formats among people by 10 percent. (Kusnitz, 2014). It had to fulfill in properly, and it will visualize brands in a vast space for the potential customers and new audiences (Demers, 2014). Through social media, it is possible to advertise directly to each individual and allowed them to share their own experience but it can be a negative point and made downward their trustworthy among people through sharing of their backwards (Kotiranta & Hautamäki, 2015).

Nowadays being fresh in social media is vital for each category of businesses within the take care of relations between content providers and users. These relations can enhance through active participation of both parties and content and providers shall not utilize in a single way like traditional media. Companies which provide contents must be careful in management of operations. The marketing department must know how to use properly the social media channels within being specialized of how communication works with these channels and it demands a well-designed strategy. Social media marketing is a good aim to stimulate customers emotions and it might create positive provoke in consumers' emotions (Kotiranta & Hautamäki, 2015). Therefore, it is required for all categories of businesses to establish their initial media marketing by utilizing the most three popular and widespread ones; Facebook, twitter and Instagram (Polipnick, 2016). The rapid grower and unique trend of businesses for reaching their target customers is social media marketing. And it explores the promotion process of a company within its products. Therefore, social media marketing can be a part of online marketing activates in which fulfilled the pervious time web-based promotion ways, like e-mail newsletters and online advertising campaigns (Barefoot & Szabo, 2010). Boosting users to create an interpersonal extension of messages among each other made social media marketing a potential diffusion and trustworthy in mass marketing and mass communication (Hafele, 2011).

2.1.3 Social media marketing Advantages and disadvantages

As the likelihood of social media marketing has increased among many businesses, they invest in promoting their products and service via social media marketing for their potential and existing customers. Some of these channels like Facebook and Twitter vary the strategy of applying advertisement for their

businesses. Various pros can be declared by experts for social media marketing also the existence of some cons as well is natural (Watson et al. 2002; Sheth & Sharma 2005).

2.1.3.1 Advantages:

Cost-related

The primary advantage of social media marketing is the cost related issue that expenditures are much lower than any other tools and finance retractions are in low amount. Attending the most social media sites are free and it gave the accessibility for each user to join and create a profile for themselves. In contrast, utilization of traditional marketing campaigns can cost a lot, but many companies can fulfil their social media marketing camping's properly in a predicted financial budget. It is wealthy that businesses reach their exact side for low costs or not having any costs, and this leads to attraction of potential users and more followers join for these contents (Weinberg, 2009).

Social Interaction

The considerable point about lately media is the increased and creation of double effect or social interplay. Internet users must use more than a quarter of their time in online activities such as Facebook, emails and other online contents, thus it's like the time they spent for fun time (Riegner, 2007). Social networking placed in a universal portfolio (Burmater, 2009). As media becomes, new studies related to the consumer behavior have explores in which individuals gave lots of attention from advice and info sharing in online portals and passed their majority of time with internet online channels in which explore third party assessments, an example of these usages is websites (Huang et al., 2009) and also as some investigation declare it might influence even in purchase behavior of customers (Awad et al. 2006; Weiss et al. 2008).

Interactivity

According to the Steuer (1992) social media marketing has more interactivity than watching television or hearing to radio, and it leads customers to not just express as a passive receiver but more than that. The process of interactivity can describe as the measure of customization during using the contents from modifying the form to content in any time (Steuer, 1992). It is one of the new

components of these fresh media technologies that besides providing information it can also support the control and collaborations with social media content (Fiore et al. 2005). Interactivity based on online users' contexts in which users fulfilled it via interplay with messages, photos, videos, or other users (Liu & Shrum, 2002). Interactivity can be in various types; simple in some bases like clicking on links fulfilling forms and the developed format which is more active which even allows individuals to make ahead their contents (Murugesan, 2007). Researches express that if the interactivity level enhances the grade of involvement will also be high (Bucy, 2003), and along this it will result more positive behaviors toward websites (Kalyanaraman & Sundar, 2003; Hill & Moran, 2011) with the high percentage of validity (Fogg, 2003; Hill & Moran, 2011).

Targeted market

The developed social media marketing allows targeting for all the owners that have used these contents. Marketers could easily have a hand to target their potential consumers and those who have a trend for them. The developed social media objects to their potential audiences through defer ways; based on their personal demands and based on what their colleagues like, for instance, you like a music song available on social networking contents and you are always likely to follow and sound to this song and these contents will always provide info's and ads related to the singer of this song as well as it shows your exact personal interest and other relevant issues with this music. It also shows what your friends like about this music to make your friend space connection near. Therefore, the recent developed type of marketing and advertising users can object their target potential group and offer their most interests. Nowadays social media marketing can also play the role of an E- word of mouth to make a proper place of product and services in their mind (Hill, Provost & Volinsky, 2006).

Customer Service

Another vital function of social media marketing is providing service beside the main object to the consumer. (Helmsley, 2000). As any website, upon its creation, remains with some of problems or it might face some problems from other competitors. One has to create a service center after selling the product

and it can be in various forms such as links to answer for immediate problems or a help portal to answer frequently questions that surely assist customers in choosing and purchasing products and services. Beside the online repair services, the marketer should also use a free call phone number to be more efficient in problem solving (Gommans et al., 2001).

2.1.3.2 Disadvantages

Besides the pros that online space provides for users to use properly, there are five identified cons that complicate and challenge the online space usage, especially social media. And these five cons have been discussed below.

Time intensive

The essence of social media marketing explores that it's it is an interactive, beneficial and double effect community builder. Nature of attracting more consumer via contents deferred based on social networks within the purpose of building a strong relationship and targeting a wide area of demo graphs. It's it is required to observe all social media network and to take action for all feedbacks, answers and questions and present product information that is the most favorite for users (Barefoot & Szabo, 2010). As a central principle, merely presenting some primary social media activities and in contrast having an expectation of a huge result will be a delusion. An organization must care about time responses and therefore it would have to accept or ignore the commitments within the credibility of these responses based on their operations. (Barefoot & Szaboo, 2010).

Trademark and Copyright Issues

One of the vital issues in legalization of your company and being safe from scammers is to protect their trademark and obey copyrights rules for using social media to advertise and enhance the value of their marks. As the products and services which offers are valuable for the potential users as well the brand of these companies is similarly worthy. Social media contents can aid companies in increasing the value of their brand and object it in their minds by having this capacity to make easy and unique communications based on real time but in other hand it can ease the hands of third parties to make disturbance for trademark and copyrights of company (Steinman & Hawkins, 2010). Upon

using social media by every company, the owners have to observe regularly their social media content trademark and copyrights, whatever they use of the third-party wall plugs or their own social media platforms. But firms have to take care and usually observe their social media contents and other competitors to ban misuse of their own platform. For all these observes internet allows the observers to follow and test the usage of various business trademarks and copyrights in different portals such as monitoring social media sites and their components to see the similarities of them with the companies name and their brand. It will corrupt the company's prestige if it will remain uncontrolled and decrease the brand value the observation process can measure as a positive sign of business success. (Steinman & Hawkins, 2010).

Trust, Privacy and Security Issues

Within the usage of social media for value enhancing to their brands and promote their products and services it is also seeable that these issues have significant accompaniment with trust, privacy and data security. It requires for marketers to take care of these issues and have awareness to grade properly and decrease their existence. In social media marketers, trust is merely a significant dimension for dealing between security and privacy (Hoffmann et al., 1999), it also increases to social media marketers' the rate of loyalty among customer. According to the Ratnasingham (1998), declares that the central concerns of customers about not having too much online purchasing is the existence of a major cheat in online credit cards in his one of studies (Ratnasigham, 1998). Even though some of these concerns such as privacy lead to a vast devaluation of relations publicly and it results in the abrasion of some brand images (Advertising Age, 2000). Most of the social media contents have their own privacy policy that drives and controls their personal data by themselves and third parties can allow on their social media based on respecting others personal data's and such social media are Facebook and twitter. The marketers have to take care of obeying privacy policy off while using third party social media portals and make sure themselves that they do not violate the privacy policy and have well obeyed. Those marketers that drive their own blogs by themselves have to ensure the existence of extensive policies in which it presents the owner

data gathering usage and inventory issues within the activities of a third party that related to security and policy (Steinman & Hawkins, 2010).

User-Generated Content (UGC)

Over the past years it has been shared lots of information's, views, and ideas through the easiest way and spent most of their free time via internet. By passing the time new technologies have developed new ways of communication and collaboration among users, all these made on the internet. Rarely social networking sites and some user generated contents in which they are the dimensions of marketing strategies involved, for instance, user generated contents permits those who use internet to show responses and feedbacks in different structures like audio and video form, image and text form (Filho & Tan 2009). Various forms of these reactions; in a photo, video or in text forms all these represent that user-generated content has much more than a marketing tool.

Negative Feedbacks

Consumer might have negative comments through social media, and they can put pressure on companies because of consumer's dissatisfaction form products, services and even from the firms' online activities (Roberts & Kraynak, 2008). Those consumers that chose the way of making online products and services for themselves; the past consumers feedbacks and relevant comments leads the online choice for consumers (Ghose, Ipeirotis, & Li, 2009) and it has enhanced within the positive effect on e-commerce (Forman, Ghose, & Wiesenfeld, 2008). In contrast, negative feeds are also famous as aspects of social networking that make dis-value marketing activates Dissatisfied users from the product and services are capable to complain and present propaganda related to these side effects and criticize in various forms via videos, images and meaningful texts and markets cannot escape from these comments. To control these diseases efficiently and effectively it has required to manage and respond to feedbacks on time and element each part of diseases (Hennig Thurau et al. 2004).

2.1.4 The role of branding and Brand loyalty

Over the time the famous period of some aspects has gradually enhanced in marketing and lately one of the popular concepts has placed that are called brand equity the non-touchable and non-seeable importance for all the brands within its main domain. Potential users of brand have various ways to use this concept and it declares some agrees in which brand equity comes under marketing effects that is countable as a special component that related to the brand. There are several benefits for branding a product or services that values of them are knowable by gathering some essential benefits in which trends for having a powerful brand. According to the Hoeffler and Keller (2003), research there are some beneficial benefits for branding your products and services such as enhancing the awareness of consumers, having copy writes law's protection and opportunity for extending the brand (Hoeffler & Keller 2003). Marketers have various ways for virtualizing these benefits it is relevance to their different skill of marketing and market situations and based on what they function. Some firms face powerful challenges through this path that lead to less attraction of their brands and endogenous positive side effects of them. In contrast, some owner of brands faces vacant minds or unstable customers in which it results the prevention of brand value. However, firms and those individuals, while in demand for many types of product and services, will lead to a case of matter to a brand maker.

Making brands has been structured in a scientific manner that is called customer-based brand equity mannequin, which declares creating the brand based on customer's wisdom. This structured model declares process of building brands in four phases within blocked and sub blocks in which start from making mindset about the brand for consumers and locate the identification of it in consumers' minds and finish at identification of the brand that declares who it is.

The structured model of CCBE requires reaching from the bottom step to the top to establish proper brand equity. It builds upon settling the blocks in their exact place to reach the top place which are called brand resonance. The top part of this model declares the pure correlation of brands with its consumers and the percentage of their high concur with their favorite brand. Although it mirrors

the deep psychological relations of the consumers which they have with their brand and the creation process of brand loyalty. The brand resonance which is placed at the top of brand resonance pyramid has 4 dimensions that includes engagement, community, attachment, and loyalty. The above mentioned components have led to loyalty (Keller, 2009). Loyalty is defined for repetitive transactions, although it is called repurchasing the favorite product or service continually from their favorite brand, moreover this process of readmit has a possibility to cause activation of behaviors (Hew et al. 2016). For defining the brand loyalty term, many literatures have explored different point views. The term brand loyalty is defined as positive senses for the consumers of exact products and services, a tendency of these consumers to be loyal in usage of these brands in a long time (Eren–Erdogus & Tatar, 2016).

Brand loyalty leads to build strong relationships among the attracted customers and their favorite brand. In loyalty there is no tendency for their vital attracted customer to prefer another brand moreover loyally customer is even willing to purchase their favorite brand for high prices. Loyal customer of brands has high bonding with the prices of their brand hence by increasing prices still they are open to purchase it and it causes due to high preserved value of brands. Although it will have a high advantage for the firms with the loyal users in which it leads to collapse advertising rate for their brands than other companies without a loyal customer. However, situation is different that some consumers buy the brand merely because it is cheap and other preferred the brands in which they feel comfortable and satisfied. There is deference between consumers in attachments with brands; consumers who are potential consume within their trust on brands which they reorder called loyal consumers or the brand loyalty consumers, in contrast consumers who not attached and uncommitted to the brand are fickle consumers. Different researchers have declared exact factors which leads to brand loyalty and many of these authors recommend this 2 exact factors; trust and satisfaction which functions as bases, hence it has to enforce properly to achieve high loyal consumers. Satisfaction factor is most identifiable with the repurchase behavior of consumer. Trust has been issued its boundaries with satisfaction and brand loyalty also it has

declared that if the rate of satisfaction is high the more consumers put trusts on brand (Nilsson & Vllasalija, 2015).

There are two main ways for dealing with defines brand loyalty which have been described below:

2.1.5 Behavioral and Attitudinal Brand Loyalty

Authors for simplifying declaring brand loyalty; they allocate two major approaches the attitudinal brand loyalty and behavioral loyalty by the time one of the other scholar Roy (2014), has also adds added an extra major for conceptualizing brand loyalty by the name of cognitive and emotional, in which these two majors are known as types of attitudinal loyalty.

Behavioral brand loyalty as exploration that it's relying on consumers' behavior and that based on how a consumer behave in various status. Although it can call the way of decision for purchasing products and services or it is not just an accident that consumers buy an exact brand and they tend to re-buy it again. In contrast, the attitudinal brand loyalty concentrates on attitudes and predisposition of consumers against their favorite brand, hence it prefers attitudinal preferences and commitment of consumers or to declare the way sensing consumers for the brand and understanding of the brand from them. It can be positive manner or in negative against the brands. As Roy (2014), branch out a new division for attitudinal brand loyalty in cognitive and emotional; the cognitive explore the mindset of consumers about the brand or what they imagine and think, in addition emotional-attitudinal loyalty declares the senses of consumers about the brand. Cognitive loyalty is upon about proper information of consumers about brands such the price of a brand and its characteristics within psychological precedence. Cognitive loyalty is one of the powerful loyalties because it provides collecting information and various precedence about brands. Emotional brand loyalty is more bonding on satisfaction; hence the brand loyalty is upon the rate of positive senses that branch out during purchase of a specific brand (Nilsson & Vllasalija, 2015).

2.1.6 Fast Moving Consumer Goods (FMCG):

The term FMCG or in proper; fast moving consumer goods are also named consumer packaged goods or (CPG). Fast moving consumer goods have been defined in various literatures in which major features are low priced and fast sale. Although it includes in those goods that are consumed instantly or it caused for a short period because after the exact period it's it is useless to use it. FMCG market has changed quietly nowadays, in the past competitions based on the producing unique features products within the high production and main aspect of measuring was productivity and key entrance to the market. Over the time the status has changed in which the main concept was taking care of consumer's demands and mindsets and to corporate with the accepted values of consumers and Handel this connection continually. Fast moving consumer goods are included in retail goods section in which made for instant consumption, not for resale. Although it also shows the essentiality of consumers for them and "the fast moving" means to sale in sharp and branch out well for profit.

Fast moving consumer goods are also called re-buy packaged goods that consumes frequently and it includes a huge bunch of fast moving goods such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, and other nondurables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars (Ramesh Kumar & Advani, 2005).

The production of fast-moving consumer goods plays a crucial role in increasing and sophisticating of the country without take in consideration of size and population. Hence, Mohan and Sequeira (2016) branch out a classification of fast moving consumer goods that it includes the products for care of the house and it's all occupants, food and beverages, and personal care products in which the below table declares each category of these products within their subsets:

Table 2.1 FMCG category and products.

Category	Products
Household care	Fabric wash (laundry soaps and synthetic detergents); household cleaners (dish/utensil cleaners, floor Cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish and furniture Polish)
Food and Beverages	Health beverages; soft drinks; staples/cereals; bakery products (biscuits, bread, cakes); snack food; Chocolates; ice cream; tea; coffee; processed fruits, vegetables; dairy products; bottled water; branded Flour; branded rice; branded sugar; juices.
Personal care	Oral care, hair care, skin care, personal wash (soaps); cosmetics and toiletries; deodorants; perfumes; Feminine hygiene; paper products.

Source: Advani, 2005

2.2 Empirical studies

The main aim of this non-experimental research which has structured in a qualitative and quantitative form is to explore the influence of four social media marketing activities on brand loyalty in fast moving consumer goods. Moreover to analyze the general relation of social media marketing and brand loyalty and specifically the relation of these variables with each other. This part has declared the empirical past studies of this research which has been done by various researchers in different times around the world. These empirical studies has collected from researches related to brand loyalty, social media and its components and also fast-moving consumer goods markets.

2.2.1 The Conceptualization of brand loyalty

Loyalty has existed for over two decades (Copeland, 1923) and has encountered for nearly 50 years in the scientific part of marketing literatures (Howard & Sheth, 1969). Regardless of taking in consideration the importance of marketing knowledge and its popularity within the consumer investigations issues, we still do not have a comprehensive literature related to the brand loyalty (Cengiz & Akdemir-Cengiz, 2016).

Over the past years the brand loyalty has showed one of the vital concepts that comes to the list of high rate researches (Worthington et al., 2010). Nowadays firms are more interested in potential consumers than no potential one and it is all about loyalty and within loyalty we have more profit (Helgesen, 2006). As brand loyalty was discussed in the literature review, it declares that brand loyalty does not have an exact definition and it's built upon two dimensions the attitudinal and behavioral; in which that attitudinal examines the psychological commitment of loyal users to the brand and behavioral express the rate of re-buy of a brand (Jacoby, 1971). Above concepts together is defining brand loyalty (Rundle-Thiele & Bennett, 2001).

2.2.2 Prior studies on Brand loyalty and social media marketing

The brand loyalty suggested by Aaker (1991), is closely related to consumer experience the reason which stands is the engagement of a brand with social media in which Brand engagement can contribute to brand loyalty Based on consumers experience it can be considered as a part of that.

The customer has marketing tent and today digital environment brand ambassadors are online customers meeting Devasagayam and Buff (2012). By using and involvement with digital or internet marketing to achieve audience target this way removes most of the barriers and makes it easier and facilitate to create, nurture favor, increase purchase behaviors and finally that will be increase brand loyalty. That allows a more flexible, adaptive approach than old or traditional marketing or communication channels. Today the social media is the most necessary tool of marketing to all brand will reach audiences target according to the Whiting and Deshpande (2014). Value and importance of the social media marketing day by day realized by marketing managers as a vital tool and they are going to recognize this importance within its connection with consumers (Vries, Gensler & Leeflang, 2012; Tiago & Verissimo, 2012). The Twitter has suggested by Li (2015) that can more influence on purchasing decision of consumers regardless of social media. Facebook and Instagram have shown to dramatic influences in customers, brand awareness, and purchase intention (Hutter et al.2013).

The rain of messaging by a brand via Facebook to its potential users will lead to a positive manner on purchase intentions. These findings are the need for brands to understand how Facebook or Social media marketing activities are realized by the potential of Consumers and how consumers' perceptions of a brand affect their loyalty (Hutter et al., 2013). A research related to identifying the effects of social media marketing on brand loyalty by Cicek and Erdogmus (2012). Their researches have results in which the brand loyalty positively influenced when a brand offers helpful campaigns, relevant content, popular content while content appears on various portals and explores applications on mass media. The cost benefit analysis idea is considered as 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 buying behavior intentions of generation Y that means those who lived during (1980) or the people who were born between (1980) and (2000). The clear information presented by the authors shows how technology has created several new media useful for popularizing and promoting the brand loyalty and product buying intention by social and brand sponsored portals.

The researcher as examines various relationships with brand loyalty such brand loyalty and electronic word of mouth, online advertising, online communication, purchase buying behavior intention and E word of mouth, buying intention and online advertising although buying behavior and online communities. The researcher did a survey from the 200 bachelor students at Malaysian universities which represent Y generation. In addition, research results have branched out that all these above facts are positively effective for a brand via social media.

Researches about brand loyalty in relation to involvement with brands via mass media have branched out and Muchardie, Yudiana, and Gunawan (2016) show in which higher rate engagement liked to the highest brand loyalty. Their investigation was correlational and could not state with certainty that eliciting mass media involvement by customers affected by brand loyalty, results has declared significant collaboration among mass media engagement and brand loyalty.

Moreover, Paek, Hove, Jung and Cole (2013) had branched out that higher consumer involvement in mass media or greater campaigns in which it is

conjoint with the highest frequencies of user's behavior that demands for brand loyalty that includes enjoying marketing content and engaging in the support of brand offline communication behavior. The above investigators have investigated another research that is mediating effective of consumer's engagement in the brand of mass media, brand supportive behavior suggestion that such involvement reflection or influences behavior indicative of brand loyalty.

Besides the two above groups Severi et al. (2014), received the results from a 300-person questioning via social media the frequency of communication about a brand via social media platforms influenced multiple dimensions of brand equity. Although, they discovered the rate of WOM communication via social media which impacts on brand loyalty. Moreover, severi et al. discovered that brand association is taking among between social media word-of-mouth interactions and brand loyalty and the results conclude that collaborating with brands via online portals specifically social media made upward positive thoughts and feelings about the brand and finally leads to customer loyalty.

Surrounding the brand loyalty supports the importance of brand customer's communications. And offer operational definition as opposed to the theory of conception and meaning definitions. The notion of support research by Jacoby and Kyner (1973) which shows loyal of customers must have both behavior of loyalty and attitudinal loyalty or a positive feeling of attachment to a brand. There have been several negotiations surrounding the existence of brand loyalty in this old period of existence of brand customer's communication. The opinion of being substituted of brand loyalty has been suggested by Schultz and Block (2012) that shows with no preference or the absolute lack of preference for a specific brand by a category, furthermore they have suggested more investigation surrounding brand loyalty and reframing the concept. In addition, the investigators will present a discussion of brand loyalty in communication to online brand communities.

3. RESEARCH MODEL DEVELOPMENT AND HYPOTHESES FORMULATION

This chapter is about research model development and hypotheses formulation. The research framework has developed by taking into consideration previous studies from relevant literature.

3.1 Definition of Variables

Below research examines the four specific aspects of social media marketing which are independent variables as following social media advertisement, community commitment, online brand community and electronic word of mouth and one dependent variable brand loyalty.

Following are the definitions for each independent variable:

- Mass media or social media has been used hugely since of its creation for the purpose of marketing or structured as a platform for advertising functions. Firms and organization nowadays spend a huge budget for these social media advertisements. Although, besides the challenge among all competitors in this area for usage of social media, firms and organization design and decor their advertisements in a manner to engross and stimulate for buying their brands (Alalwan, 2018). The marketing concept in recent years has become a vital aspect for those companies which demands for a brand to attract potential consumers. Marketing has various factors in multidimensional status; offline and online. Social media is one of online-based portals in which assist consumers to share their private view, receive information and recognize experiences through all these portals, web pages and websites (Kaplan & Haenlein, 2010). Moreover; social media is a tool to publicize information in order to make simple the interactions within the support of all these functions (Richter & Koch, 2007). The platforms that have taken by social media advertisement differs such as weblogs, wikis,

social blogs, podcasts, micro blogging, rating, pictures, video, and social bookmarking and furthermore. The main aim of such kind of social media factions are to delegate with customers and to declare their own view about the products and service of firms. For instance, live shares which is count in one of mass media utilization; leads to enhance the power of market visibility and higher rate of negotiations with customers (Constantinides & Fountain, 2008).

- The usage of internet has enhanced wildly and it has functioned in various types over 20 past years. People nowadays communicate through these online communities and establish connections. They have used these online communities for their own purpose in various ways via internet such messengers, weblogs, or other social media. It leads people to have this chance of sharing information and debate about it via these online communities, the community term has been alive since the nineteenth century in which most of the sociologists termed in contrast of society newly. Scholars has divided groups into communities and featured these community customary, familial, and an emotional rural based relation, whereas the society is a mechanical, contractual, individualistic, and rational based relation (Jang et al., 2008). Over the time community has changed and Budiman (2008), allocate communities as the communities of kinship, locality, and communities of the mind that online communities included in communities of mind. Firms has highly attracted in utilizing online communities to receive its help in establishing a strong and deep relationship with their users. Thereby it has allowed firms to achieve more chances and transactions. The term commitment beside community is a vital supplier and demanded intercommunity. Commitment in relationship marketing theory has strengthen the ongoing debate of buyer and seller. It defines as a supportive tendency to control the accepted relationship and its basis on positive emotional shares and valued as an affective social identity (Zhou & Amin, 2014).
- The online community can be the vital definer of individual gatherings in an online-based portal in which these individuals have a similar purpose

to support and transact information among each other. Popular brands such as Nike considered these online communities as their online station and establish their own one for their brands, products, and services. It can be created by the consumer for their own brand which leads to create a new communication portal that firms via these portals can attract high potential customers. Brand communities combined by people within the ownership of social identity by each member to share their tendency and likelihood for a brand (Wilimzi, 2011). Online brand communities (OBC) has defined as a widespread community which is non-geographic and no extent that branch out a set of relations among the brands loyalist consumers. Online brand community has been enhance over the past time up to the approximately 50 percent from the hundred worldwide brands within having their own online brand community portal (Islam, Rahman & Hollebeek, 2018).

- Word of mouth is a tongue way of making relations among people which one side tries to analyze and shares to other his point of views about a product or service without having the intention of a high commercial message. This results to the high tendency of consumers in order that they trust on credibility of WOM than advertisement of products and services. Word of mouth has known as the non-commercial aspect and highly influential in buying decision and suggestion formation of consumer. It can also effect on marketers trade decision-making process. Word of mouth can be positive or negative in which highly influenced in stimulating people and organizations. Word of mouth while it uses online via internet it termed as an electronic word of mouth or E-WOM (Wu & Wang, 2011). Electronic word of mouth has been known one of the most effective marketing concepts that consumers has used to follow the pervious comments and feedback of other consumers about their buying experience. Electronic word of mouth included in its various types over the internet such as blogs, websites review and other social media forums (Erkan & Evans, 2016).

3.2 Adapted Research Framework and Stated Hypotheses

Based on previous research and literature review within researches main objectives the conceptual framework of the thesis which imaged in figure 3.1 established to branch out the impact of social media marketing factors on brand loyalty toward fast moving consumer goods within relationships among all variables. The below research has been including 5 variables: brand loyalty as independent and social media advertisement, electronic word of mouth, online brand communities and the last one community commitments as the core dependent variables. The research investigates the influence of above variables on brand loyalty of consumers from the national and international English speakers towards the fast-moving consumer goods users in Istanbul.

3.2.1 Social Media Advertisements

Nowadays within the competitive situation of markets, branding is one of the vital factors for each firm that demand for a prestigious place for itself. The firms always has demanded to branch out their different products and services from the other firms and make them superior for potential users. The firms has built their brand and make a place of brand in the minds of consumers in which provide 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, thereby it results similarly in enhancing the rate of loyalty and ability of preference for the brand. The crucial point in branding is the communication between consumer and brand in which the influence of this relation causes loyalty. Furtherly it plays a vital role in consumer choice hence, all firms are considering to the way of how to attract consumers and how to receive their attention. Accordingly it has resulted an awareness and ingrained permanent positive image in the minds of consumers. Therefore it has enhanced the brand loyalty via these online communication spaces or channels that create and protect brand value.

The merely public channel that all firms latterly have used for themselves in marketing section is social media. As it has declared in previous chapters, social media has unique activates that will fictionalize in awareness of consumers, aim in distributing point of views and imaging. Below attraction of firms to social

media activates, leads marketers to be conjoint with these channels. The Firms has searched for more opportunities and such as these channels are accessible via online marketing by social media channels. Hence, this thesis has declared the significant impact of social media marketing activities on brand loyalty (Bilgin, 2018). Muk, chung and kim (2014), has researched on Korean consumer perspectives on social media advertising and intention to join brand pages. They has declared that the users have positive behavior for social media advertising via helpful and high interested values of social media advertising (Muk, Chung & Kim, 2014).

According to the research that has done by Roy (2014) about the influence of Social Media (that has defined as the easiest way to communicate and built Brand Loyalty through Advertising), she has concluded that social media is one of the new aspects after industrial revolution and it accomplishes the basic demands of individuals for communications. This new aspect has created a unique chance for all firms to establish their loyalty of a brand with their potential consumers. Accordingly these users will encourage their counterparts and it happen while they become fully satisfied via brands advertisements; both with visual media and traditional advertisements (Roy, 2014). Another research has declared the importance of social media advertisements in enhancing brand equity and also they measured the positive effectiveness of social media advertisement on brand loyalty in an industry food restaurant. The results have shown the significant positive impact of social media advertisement on brand loyalty. It has described that companies can lie on social media activities to establish relationships with their faithful consumers. Moreover Firms via social media activities has tried to have a space in their decision-making process. Furtherly to aware themselves from demanded products and services of consumers in which at the end this leads to an increase of the communication between both parties, and increase loyalty of consumers time by time (Hanaysha, 2016). Creating social media based on Web 2.0 structure has given this aspect a particular way in a developed highly manner and this mass media has eased people communication in this modern day. A research has conducted in Malaysia about the influence of social media marketing on brand loyalty and purchase intention in generation Y. The research has measured specifically the

degree influence of online advertisement through social media on brand loyalty. In the research they have declared in which advertisement is one of vital facts in bringing loyalties. E-firms via internet can enhance their sales by utilizing other brand ads and build connection with other loyalist eccentric websites and by passing the time internet ads has highly improved. Hence the research has resulted that the online ads through social media has highly influenced and likewise promote brand loyalty (Balakrishnan, Dahnil & Yi, 2014). Moreover, according to the above declaration social media advertisement is a vital driver of brand loyalty and the first hypothesis is:

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

3.2.2 Community Commitment

The term community commitment has defended in both states, orientations and actions. Commitment aspect has branched out for the first time by hard tires of Berman and West (2012), in which it has used and referred to support community purposes and values (Chen et al. 2013). In the other hand commitment can be defined as mutual trust in business-to-business relationship and needs endeavor to handle the relationships (Morgan & Hunt, 1994). According to the Jang, et al. (2008) the commitment as termed as a bunch of needs to cause and expand the valuable business for consumers or it can be expressed as a stable tendency for keeping worthy relationships and desire for change. The research explores that commitment has played a vital role as intercede in an information section of consumer loyalty. The two side relations have branched out a positive tendency among members of community and the director of community in which leads to the commitment of the community that is a fact of motivation. The research has measured the relationships among community commitment and its features such as quality of information, quality of system interaction, and reward for activities. Accordingly only two of these features affected; interaction and reward for activities. Moreover it has examined that the community commitment is an online based internet relations. The research also has declared that loyalty and commitments are different but overly their relations has accepted, in which loyalty occur by commitment. Commitment occurs while the user searching for

a brand before choosing, but in contrast loyalty arise after this and based on this the commitment is the base of improving brand loyalty. Hence it has enhanced the perceived value of the brand in which it encourages highly the community commitment and finally results the long term loyalty for the brand. (Jang et al., 2008).

The term of repurchasing has been widely explored in social psychology and marketing. The repurchase has termed in social psychology, transaction theory and investment model as an aspect that handles the relationships and in advance the attempt for re-buy in marketing science as named relational commitments. It has been also mentioned in research that precursor behavioral part of loyalty is the precursor of coniving commitments and these commitments affect the desire of handling relationships, in which it leads to the long-term relationships. In the other hand it has hugely kept that those commitments that related to the emotion and moods or affective commitments evoked consumers to use and lasts for the existing chews and band to have a desire for rival products and services and those who are conjoint with this commitment are less evoked to rival promotions (Hur, Ahn & Kim, 2011). The above discussion demands the below hypothesis about the community commitment and brand loyalty:

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

3.2.3 Electronic word of mouth

The electronic word of mouth is the same as the common word of mouth in which people interrelate but with different features. Electronic word of mouth is a speedy and within reaching beyond borders tool for people. Moreover it has known as a highly trustable tool in which the reason for huge trustworthy space is consumers because it comes from those who do not have any benefit in it. This has up warded the relationships rate in brand community and similarly it enhances the brand trust hence, it has a positive effect on brand loyalty. E-Wom has also allowed consumers to comment, share and also receive other people's views. It has shown a positive side effect that leads to satisfaction from the brand which finally leads to brand loyalty (Bong, 2017). Based on the research that Eelen, Özturan and Verlegh (2017) have done, they discuss the influence of

brand loyalty on traditional and online word of mouth. They branch out many hypotheses in which one has measured the relationship between brand loyalty and E-wom. They have declared that for loyal consumers' minds it is easy to feel, think easily and periodically than non-loyal ones. In the common offline word of mouth people talk about things that come easy to their minds and rate of using word of mouth is high for loyal consumers. As it has discussed the demand for interacting with E-wom is higher than word of mouth. Furthermore the E-wom needs more motivation before thinking about a brand in which to describe about it. Hence consumers will share less their positive mindset about the brand and therefore the impact of loyalty on E-wom is less than a word of mouth, as loyalty is less positive than word of mouth. The research has found that tendency of consumers will enhance with E-wom when the possibility of motivation via exact brand will be available (Eelen, Özturan & Verlegh, 2017). In another research related to the E-wom and brand loyalty they have explored that brand loyal applied a downward incremental influence on positive E-wom intention and also the satisfaction is also affecting brand loyalty (Balakrishnan, Dahnil & Yi, 2014). According to research of severi, ling and naser moadeli (2014), more the consumers are conjoint with the brand and have a positive mindset leads to loyalty and in contrast if the situation has tuned oppositely so the relation is also opposite. They have explored that E-wom as a fresh aspect can gain competitive advantage in the market and have capability to be a pointer of customer brand loyalty. This research has predicted a hypothesis relates to the E-wom and brand loyalty and it has concluded the interrelationship of E-wom and brand loyalty. Brand loyalty and brand image as a positive relation, in which brand image can be massively influenced on consumers by E-wom thus the result was the significance relation (Severi Ling & Naser moadeli, 2014). Hence the following discription has structured this hypothesis:

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

3.2.4 Online brand community

Over the time online brand communities have been a lump in online market in which online brand communities can build brand loyalty. The research by a group of scholars has declared that there is a positive influence of online brand

community on brand loyalty, which also leads to the positive promotion (Balakrishnan, Dahnil & Yi, 2014). Whenever the builders establish a community, without considering that they gathered in a unit or individually, they have to know as participants to figure out their action and reaction without taking in consideration about the type of being online or offline brand community. The aspect of loyalty is a vital result, and commitment is the crucial stimulator for broadened. Another research has done about online brand community commitment for building the OBC units' relations and used brand commitment and brand loyalty to express OBC. Research has concluded their prediction about brand loyalty and OBC in which through the mediator (brand commitment) OBC can affect brand loyalty and declares the direct relationship between them (Hsieh & Wei, 2017). Based on the research which branch out by Yoshida et al. (2018) about the declining the distance between social media and behavioral loyalty, they have declared the relationships in one of their prediction about the online brand community identification and behavioral loyalty and results after their another research has explored that OBC identification has the positive significant path on behavioral brand loyalty (Yoshida et al., 2018). Over the time online social networks has been one of the knowable aspects for its users. Hence firms try to establish their own online space that known as online brand communities for creating a new relationship with their potential consumers. Cheng, wu and chen (2018) has measured the facts of customer loyalty and online brand communities. The research has concluded the facts which has predicted the consumer's loyalty in online brands communities through Facebook. Online brand communities can establish visions to build customers loyalty for various products hence, this research has accepted the benefit of OBC for brand loyalties (Cheng, Wu & Chen, 2018). Another research has been branch out about the role of generation in social media and brand loyalty and also the influence of social media on brand loyalty. The research besides various factors such as electronic word of mouth, online advertisement brand image, brand trust and customer satisfaction, they also has measured the influence of OBC as one of social media aspect on brand loyalty. They have described the OBC as a worldwide Web portal known as internet-based community. As social media gathers all companies they have concentrated on brand communities like Facebook. Sense of belonging,

psychological demands with the emotions and commitments to favorite brands leads the consumers to attract and take part in line brands communities. It also declares that it increases the attachment of the consumers with a brand in which leads to the customers satisfaction and loyalty; hence, if the rate of attachment is high and similar rate of loyalty and satisfaction from brand is high (Bayram et al. 2018). Therefore, for testing the above statements, following hypothesis has been branch out.

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

3.3 Conceptual Model

As it shown in figure 3.1, the predicted model research which has been structured by the researcher includes all for above factors that construct this research. The model figure is showing the association between independent variables such as electronic word of mouth, social media advertisement, community commitment, electronic word of mouth, and online brand community with the independent variable of brand loyalty toward fast moving consumer goods.

The research will explore and analyze all previous predictions and each of them will measure and test to prove the effect rate between independents and dependents. The factors which influence the brand loyalty toward fast moving consumer goods are:

Conceptual framework:

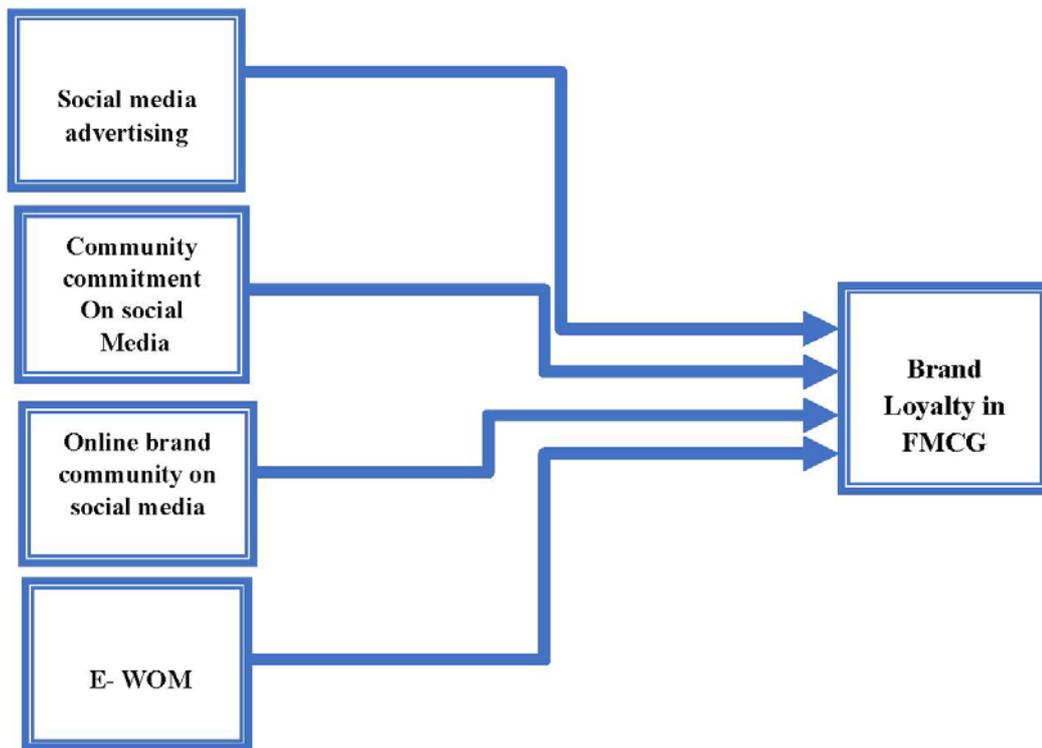


Figure 3.1: Conceptual Framework of The Research

4. RESEARCH METHODOLOGY

As the fast-moving consumer goods market has enhanced in their consumption in other developed countries; Turkey is not an exception and to measure loyalty in social media for FMCGs usage in Istanbul researcher has tried to branch out this research. In previous chapters researcher has encountered the interpretation of all variables and explores influence of social media marketing in brand loyalty. The four main independent factors of this research such as; social media advertisement, community commitment, electronic word of mouth and online brand community has described. Likewise brand loyalty as dependent variable within social media marketing. Accordingly this research has structured four hypothesis and shown in a conceptual framework. This part of the thesis has examined about the detailed methods which have used and the process of enforcement of these methods within each instrument and the chapter parts are as below: research design, population, sample and sampling procedures, instrumentation and data collection.

4.1 Research Design

The above investigation has established to declare the influence of social media marketing on brand loyalty toward the fast-moving consumer goods sector in Istanbul. Deep concentration on literature review part of the research declares 4 factors of social media marketing (social media advertisement, online brand community in social media, community commitments on social media and Electronic world of mouth) that might affect in a positive or negative manner on brand loyalty in FMCGs markets. Collected data is going to explain how social media users follow brands in social media platforms. The conceptual model mentioned social media marketing components in hypotheses in which the items included social media advertisement, online brand community in social media, community commitments on social media and Electronic world of mouth to branch out influence of social media marketing on brand loyalty toward fast

moving consumer goods (FMCG) markets. To complete and achieve research aims that have predicted; the qualitative and quantitative methods used. The researcher in qualitative part has explained each dependent and independent variable within the background of the study which had been done by other researchers. At first primary data has been collected from a secondary method of data collection from past papers related to our research within regarding factors that affects brand loyalty in FMCG markets, and deep literature review of title in Istanbul-Turkey. The second wave of data has been collected through a second method of data collection by administering online structured questionnaires to FMCGs consumers, because online measuring of variables has many benefits such as cost reduction of survey, time saving and not laying pressure on people who answer the structured questionnaire (Smith & Albaum, 2005). Research stages for this research started with a research idea, which are further followed by a related literature review phase. Based on reviewed literature research questions and hypotheses have planned. Moreover after collection of the data it has tested via structural Equational Model or SEM that known as the valid and proper manner to analysis the relationship and explore the measurements rate of each considerable variables in which all has enforced based on Amos application because of being appropriate in evaluation of research models. SEM has many positive side effects that has been beneficial for any researcher; from having a worldwide usage place to the ability of evolution for complicated models (Schumacker & Lomax, 2010). Although after the analyzation the research concluded the exact outcomes within main purposes of the research.

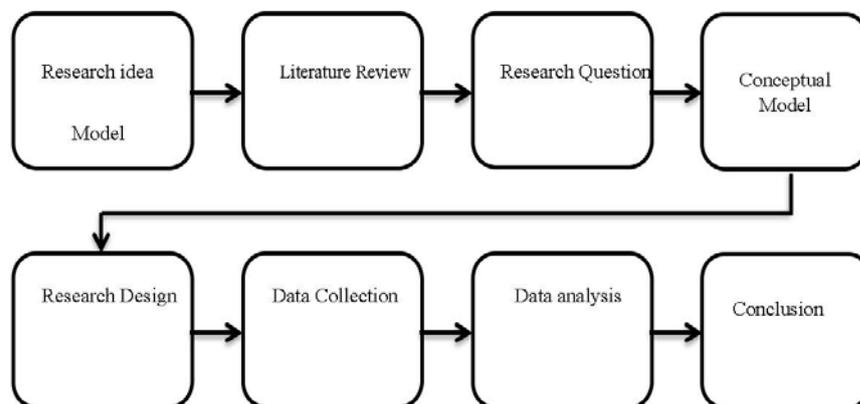


Figure 4.1: Research Phases of the Thesis

4.2 Population

To fulfil our research, the current scientific research demands for individuals who have experience of using social media although consumes fast moving consumer goods. The exact population of this research have been chosen from all update and active customers who have above features. The Population of this thesis contains both male and female that know English.

4.3 Procedures

The research data have been collected via online survey. Each participant filled the online survey that provided over the Internet. The survey was established via Google form application. Survey is divided in two parts; demographic section that presents the general idea of questioner which discusses about the personal statement of each respondent. The second section was related to research factors given in the conceptual model. Before distributing survey necessary permissions were obtained from Istanbul Aydin University ethics committee.

4.4 Study Sample

This study adopts convenience sampling techniques. It is a method which is quite cheap and can be appropriate for most of the studies (Saunders et al., 2009). Although it has some deficiencies such as limitation in time, sources for financial support and no possibilities for some statistical generalization but, it is the most practical method in considering research. According to the Smith and Albaum (2005), the method has built upon the investigator judgments and does not includes any probability methods. Hence, based on Pallant (2013) which describes that multiple regression methods demand a high rate amount of sample size for generalization aims and recommendations by using below formula (Tabachnick & Fidell, 2007).

$$N > 50 + 8m$$

Where:

N = sample size

m = number of independent variables

Based on calculations for considering a sample for this research, the results shown that $N > 82$ and the number of variables is equal to four. Upon the research papers by Hoelter's index the appropriate sample size for the research which will be done in SEM method; should increase 200 as it requires for data to present in a suitable manner (Byrne, 2010). Hence below research demand at least for 200 respondents to answer the structured questioner that enforces the two above principles.

4.5 Research Approach

The research approach part is one of vital sections in research method that any researcher should declare their own conducted part. Research approach has been divided in two approaches: namely inductive and deductive. Firstly, inductive approaches explore the research without formulation of hypothesis and purpose of the research within the aim achieved during the research, although it starts with questioner part (Gunderson, 2000). Secondly, when you formulate some hypotheses for your current research, it calls deductive approach. The below research has shown in conceptual framework follows deductive approach and it has considered as the suitable technique for this research.

4.6 Survey Instruments

Survey instruments measuring each factor in conceptual framework ranged between 1 and 5 (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree). All survey items have been adopted from previous studies from the relevant literature.

- Social Media Advertisement (Bilgin, 2018; Hanaysha, 2016)
- Community commitment (Luo, Zhang & Liu, 2015)
- Electronic word of mouth (Erkan & Evans, 2016; Laksamana, 2018)
- Online brand community (Lee, 2009).

Full set of these survey within the exact resources are available in Appendix A.

4.7 Statistical Techniques

Main statistical tools and techniques used in study are conformity factor analysis (CFA) and Structural Equational Model (SEM). The main purpose of CFA is to measure validity of the proposed model. SEM is conjoint with CFA and both are among popular and suitable tools and methods for measuring and analyzing models. There are also some differentiated points between CFA and SEM in which SEM concentrate on a structural way of latent variables, but in contrast CFA focuses on both latent and observed variable relationships. CFA can stand merely itself for analyzing or being a part of SEM (Harrington, 2009).

The main statistical software used in study include IBM SPSS version 21 and IBM SPSS AMOS version 22. IBM SPSS is one of the popular tools in organizing and analyzing collected data. AMOS (Analysis of Moment Structure) and integral part of SPSS which enables to carry out CFA and SEM analysis.

5. DATA ANALYSIS

Below section of the research focuses on the interpretation of all outcomes that were collected from resources via online structured questioner. Moreover, this chapter has explained each outcome clearly in an adequate manner in order to fulfil the main purpose of research. Likewise research has applied many tests on collect data from various respondents for achieving the interpretation. Researcher has structured the questioner from other pervious authentic researches, and it distributed among English speaker in Istanbul and main focus was on social media users who use fast moving consumer goods.

5.1 Respondent Profile

The questionnaire of this research has been divided into two segments. The first part is related to the demographic questions in which data related to age, gender level of education, income, occupation, experience of using internet and type of operating system that participants use were collected. The study sample was formed from 201 respondents. Most of the study respondents (70.6%) were male. When it comes to age most of them (60.8%) aged between 25 and 35. When it comes to the marital status, most of the participants (78.4%) and most of them were self-employed (44.6%) and they mostly (21.1%) had income between 1001TL and 2000TL. Most of the participants had bachelor's degree (74.0%) and they were mostly using android mobile operating system (55.4%).

Table 5.1: Demographic profile of respondents.....

Demographics Profile		Frequencies	Percentage (%)
Gender			
	Male	144	70.6
	Female	60	29.4
Age			
	18-24	74	36.3
	25-35	124	60.8
	36-45	6	2.9
Status			
	Single	160	78.4
	Married	44	21.6
Occupation			
	Public sector	51	25.0
	Private sector	57	27.9
	Self employed	91	44.6
	other	5	2.5
Income			
	1000TL	72	35.3
	1001-2000TL	43	21.1
	2001-3000TL	38	18.6
	3301-4000TL	21	10.3
	4001-5000TL	10	4.9
	More than 5000TL	20	9.8
Education			
	Bachelors	41	20.1
	Masters	151	74.0
	PhD	3	1.5
	Other	9	4.4
Operating system			
	Android	113	55.4
	IOS	91	44.6

Another part of the questionnaire was about the Internet usage behavior. Most of the participants were users of internet for 6 to 10 years that in percentage is (36.3 %). The second category of participants were used internet for 11 to 15 years which is (25 %). Third group of participants were used internet for 1 to 5 years that in percentage is (21.1%). Fourth categories responds percentage are (11.3%) that use internet for above 16 years. Furtherly the last and the lowest

percentage has given to those participants who have activity for less than one year in using internet that percentage is (6.4%).

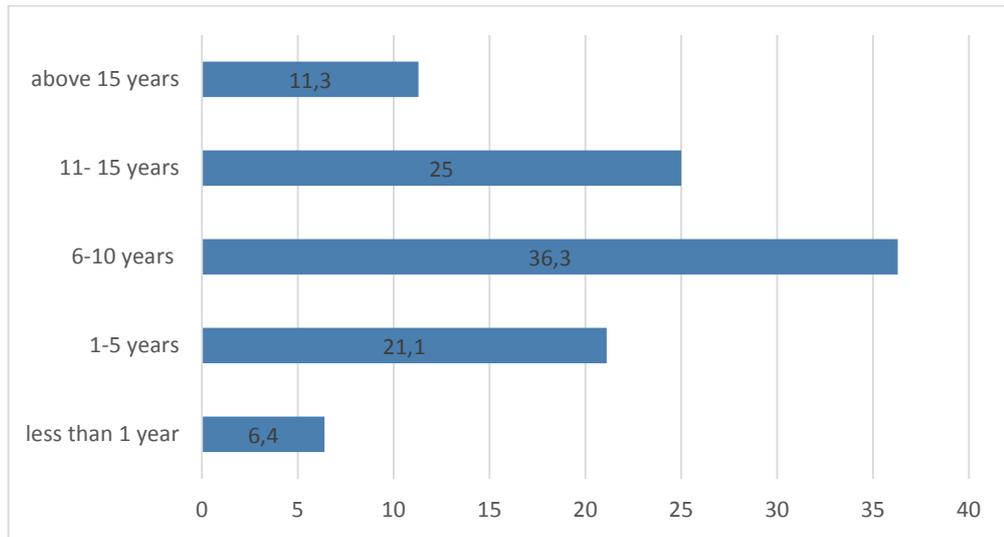


Figure 5.1: Years of Internet Usage

The extent of using the most popular operation system has also declared by participants that majority of these respondents have chosen Android as their useable operating system and its percentage is (55.4 %), and minority category is IOS which has constructed less percentage and its (44.6).

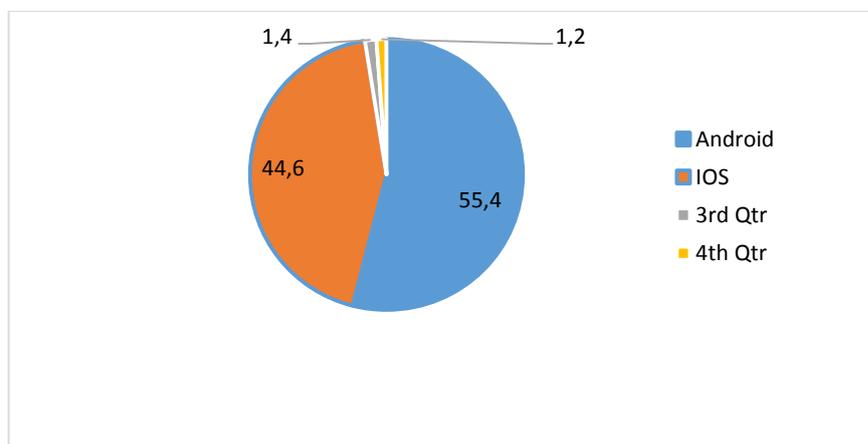


Figure 5.2: Usage of Operating System

Figure (5.3) has shown the social media usage data amounts. It has shown that most of our participants have accounts in Facebook with (91.7 %) that stands for the most usable social media applications among all. The hierarchy has shown that after Facebook, Instagram stands in the second position in which has (77%) percentage. The third most usable application that participants has

account is YouTube which its percentage reaches (71.6 %). Accordingly the less useable application is Tumblr with the percentage of (4.9 %).

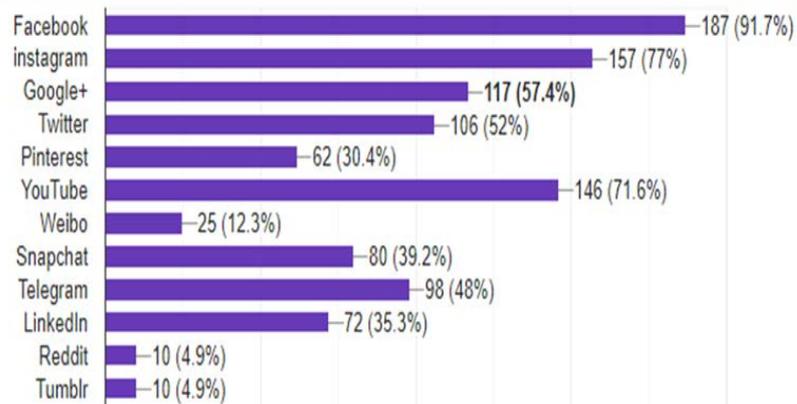


Figure 5.3: Social Media Usage Data

The last figure (5.4) explains internet usage duration in which first ranked participants have shown that their internet usage duration is all the time with the percentage of (75.5%). The second group of participants respond that their usage duration of internet is 4-5 times in a week that shows (20.6%). The third group participants internet usage duration is 1-2 times in week with the percentage of (3.9%). The lowest group of participants are those who have few time usage of internet that is (2.9%).

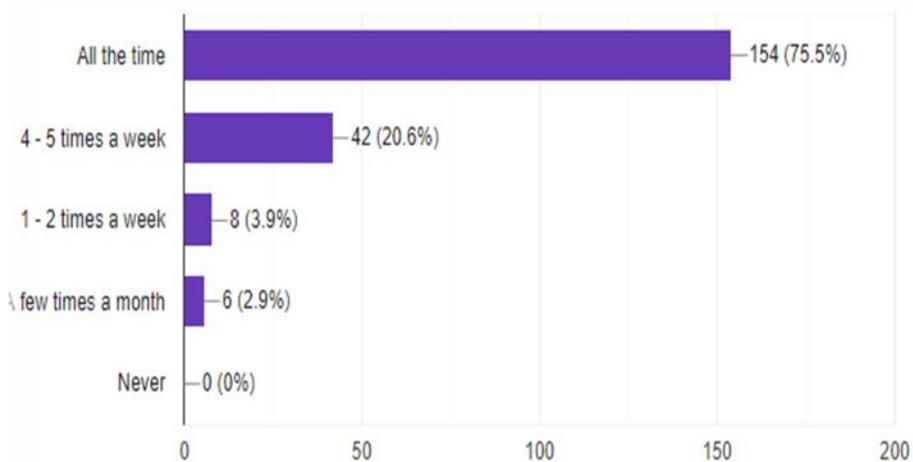


Figure 5.4: Internet Usage Duration

5.2 Variable Coding

The current research has been demanding for variable coding in which researcher has fulfilled it; because of having adequate conformity factor analysis and structural equation model analyzation; hence, coding were applied in below chart.

Table 5.2: Variable Coding Conventions Used in the Analysis

Variable	Label	Value
	Strongly Disagree	1
Brand loyalty	Disagree	2
Symbol: BL	Neutral	3
Total Items (7)	Agree	4
	Strongly Agree	5
Electronic word of mouth	Strongly Disagree	1
Symbol: E-WOM	Disagree	2
Total Items (6)	Neutral	3
	Agree	4
	Strongly Agree	5
COMMUNITY COMMITMENT	Strongly Disagree	1
Symbol = CC	Disagree	2
Total Items (4)	Neutral	3
	Agree	4
	Strongly Agree	5
Social media advertisement	Strongly Disagree	1
Symbol: SMA	Disagree	2
Total Items (6)	Neutral	3
	Agree	4
	Strongly Agree	5
Online brand community	Strongly Disagree	1
Symbol: OBC	Disagree	2
Total Items (7)	Neutral	3
	Agree	4
	Strongly Agree	5
Social Media Adoption	Strongly Disagree	1
Symbol: SMA	Disagree	2
Total Items (7)	Neutral	3
	Agree	4
	Strongly Agree	5
	Strongly Disagree	1

5.3 Reliability Test

Cronbach alpha phenomenon or coefficient alpha by Cronbach (1951) is used to test the reliability of research data. It is represented by sign of alpha (α). Below assessment has been constructed to ensure the effectiveness rate of a measurement and the actual output. The researcher uses coefficient alpha applied in SPSS to explore internal stability of each variable in the research. The acceptable threshold for coefficient alpha is 0.70 (Robinson et al., 1991). The reliability of the variables of the current research is presented in the Table 5.3 and it has been found that all study constructs meet reliability criteria.

Table 5.3: Reliability Results of Variables

Variables	N	Cronbach's Alpha
		α
Brand loyalty (BL)	7	0.812
E-wom (E-WOM)	6	0.707
Community commitment (CC)	4	0.832
Social media advertisement (SMA)	6	0.913
Online brand community (OBC)	7	0.937

(N=201)

5.4 Validity and Reliability Assessment

While reliability is about the consistency of a measure, validity is about the accuracy of a measure. Validity focuses on checking if variables are being

measured in an accurate manner. And reliability reflects consistency and seen as the degree to which a test is free from measurement errors.

In this study convergent validity has been assessed. In order convergent validity to hold AVE (Average Variance Extracted) must be greater than 0.50. In this study composite reliability has been also assessed. In order to composite reliability to hold CR (Composite Reliability) must be greater than 0.70. Table 5.2 shows the result of validity and reliability results. According to the results all study constructs has been found to meet composite reliability criteria and all study constructs also meet convergent validity criteria.

Table 5.4: The 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	-	0.780			
				0.005				
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	0.932	0.697	0.936	0.929	-	0.002	0.	0.835
					0.010		001	

5.5 Normality Assessment

Normality test has known one of the vital aspects in analyzation of data in which determine the process that how data normally disturbed to the population. It has also known as the aspect of exploring the data. The two dimensions of normality skew and kurtosis have effect non-normality of the data based on variables and they can be individually collaborative. Most of the studies have concluded that generally acceptable range for KI is the value of 3. In case the

value is more than 3 it refers to positive kurtosis and if less it refers to negative kurtosis. In this study kurtosis values are all less than 3 which indicates no violation of normality.

Table 5.5: The Normality Assessment

Variable	Min	max	Skew	c.r.	kurtosis	c.r.
OB6	1.000	5.000	-.620	-3.589	-.696	-2.014
SMA6	1.000	5.000	-.907	-5.250	.269	.777
CC4	1.000	5.000	-1.246	-7.213	1.556	4.503
CC3	1.000	5.000	-1.325	-7.668	2.048	5.927
EWOM4	1.000	5.000	-.761	-4.407	.381	1.103
OBC1	1.000	5.000	-.731	-4.228	-.320	-.927
OBC2	1.000	5.000	-.747	-4.324	-.343	-.994
OBC3	1.000	5.000	-.589	-3.408	-.502	-1.454
OBC4	1.000	5.000	-.787	-4.554	-.048	-.138
OBC5	1.000	5.000	-.777	-4.499	-.230	-.666
SMA2	1.000	5.000	-.811	-4.695	.046	.134
SMA3	1.000	5.000	-.881	-5.098	.079	.277
SMA5	1.000	5.000	-.665	-3.850	.159	.459
CC1	1.000	5.000	-1.443	-8.352	2.799	8.099
EWOM2	1.000	5.000	-.621	-3.597	-.045	-.130
EWOM5	1.000	5.000	-.500	-2.896	.111	-.321
BL1	1.000	5.000	-.885	-5.123	.747	-2.161
BL2	1.000	5.000	-.678	-3.926	1.057	3.060
BL5	1.000	5.000	-.781	-4.518	.694	2.009
BL6	1.000	5.000	-.788	-4.562	.818	2.367
Multivariate					92.933	22.207

5.6 Collinearity Assessment

The scientific research has also done Collinearity assessment for the aim of data screening. This assessment has been used while all various variables try to

test the same thing which is not requested. To enforce this analysis, it has suggested using SPSS software and check linear regression analysis. Following principle has been branched out for construction of collinearity assessment:

- Tolerance values that are $< .10$ are strong indicators of multivariate collinearity
- Variance Inflation Factor (VIF) > 10.0 is a strong indicator of multivariate collinearity

Table 5.6: Dependent Variable: Total CC

Model	Tolerance	Collinearity VIF
Total EWOM	0.999	1.001
Total SMA	0.297	3.368
Total OBC	0.297	3.369

Table 5.7: Dependent Variable: Total OBC

Model	Tolerance	Collinearity Statistics VIF
Total SMA	0.998	1.002
Total CC	0.847	1.180
Total EWOM	0.848	1.179

Table 5.8: Dependent Variable: Total EWOM

Model	Tolerance	Collinearity Statistics VIF
Total SMA	0.296	3.379
Total CC	0.997	1.003
Total OBC	0.296	3.347

Table 5.9: Dependent Variable: Total SMA.

Model	Collinearity Statistics	
	Tolerance	VIF
Total CC	0.848	1.179
Total OBC	0.999	1.001
Total WOM	0.848	1.179

The calculation of collinearity regressions has applied merely on each independent variable by using SPSS software and assesses the values of VIF. Based on received results, multivariate collinearity issues were not found in high range even though a small range has been branched out. (Klein, 2011). Summarization of all analysis has shown in above tables which have received from SPSS software.

5.7 Confirmatory Factor Analysis (CFA)

The conformity factor analysis has been known as a vital analysis in which fulfil the main aim of the research. CFA is used to test whether measures of a construct are consistent with a researcher's understanding of the nature of that construct. The CFA model of the study is given in Figure (5.7).

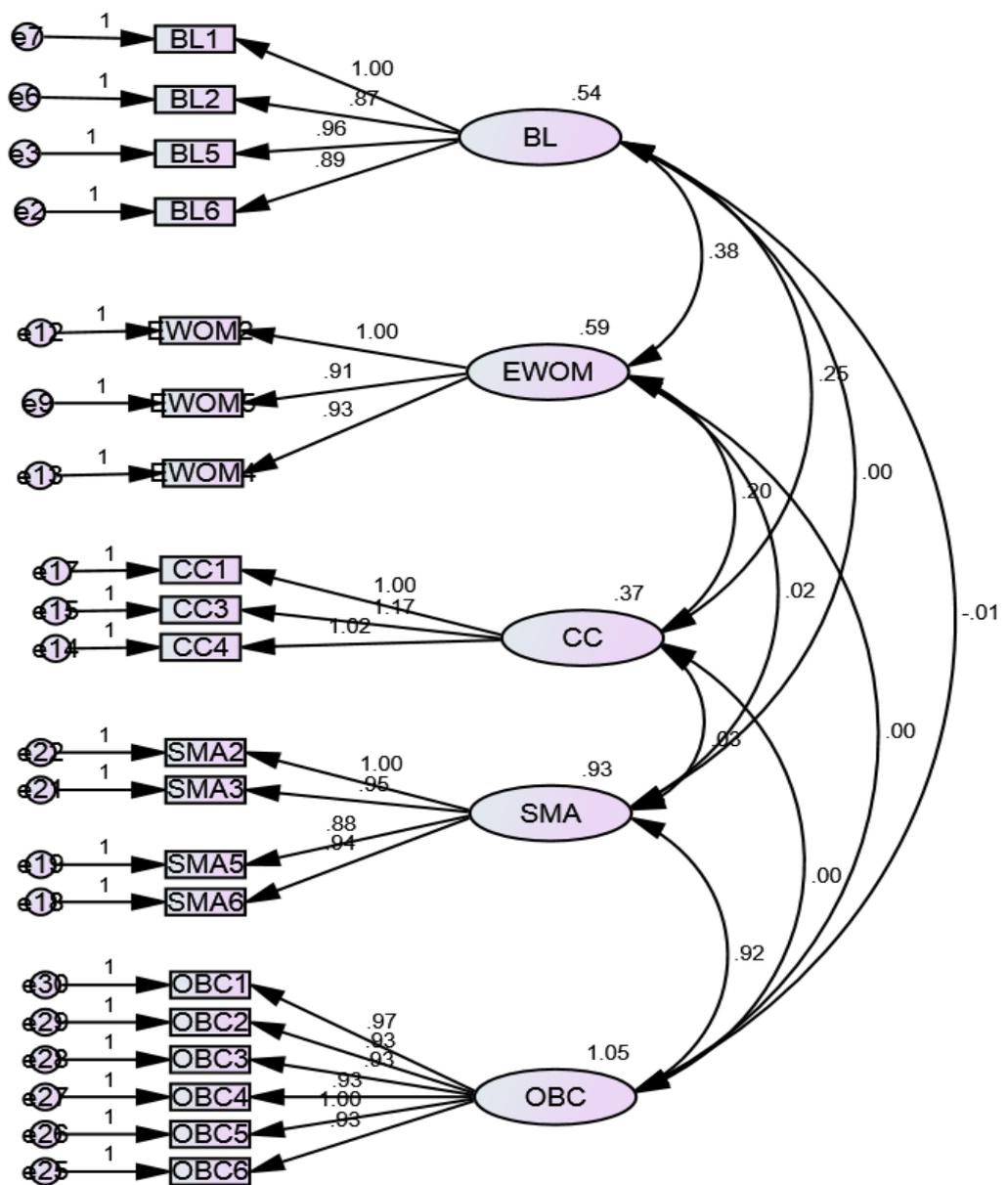


Figure 5.5: CFA model

In the above Amos structured model which is called CFA there have been 20 tested items for total 5 variables; four independent variables and one dependent variable. The brand loyalty with four items, electronic word of mouth with three items, Community commitments with three items, social media advertisement

with four items and online brand community with six items. The below chart has shown the statistics of each above factor within their regression path. Likewise the below chart has explored the relation with the structured model that is highly significant (***) refers to $p < 0.001$).

Table 5.10: Conformity factor analysis estimation

			Estimate	S.E.	C.R.	P
BL6	<---	Brand loyalty	.893			
				.081	10.966	***
BL5	<---	Brand loyalty	.956			
				.082	11.623	***
BL2	<---	Brand loyalty	.874			
				.078	11.221	***
BL1	<---	Brand loyalty	1.000			***
EWOM5	<---	E-word of mouth	.905			
				.089	10.151	***
EWOM2	<---	E-word of mouth	1.000			***
				.136	8.077	***
CC4	<---	Community commitment	1.021			***
				.134	7.600	***
CC3	<---	Community commitment	1.171			
				.146	8.013	***
CC1	<---	Community commitment	1.000			
SMA6	<---	Social media ads	.941			***
				.065	14.568	***
SMA5	<---	Social media ads	.877			***
				.060	14.665	***
SMA3	<---	Social media ads	.951			
				.068	14.081	
SMA2	<---	Social media ads	1000			
OBC6	<---	Online brand community	.930			***
				.070	13.327	***
OBC5	<---	Online brand community	1.000			
OBC4	<---	Online brand community	.928			
				.055	16.920	***
OBC3	<---	Online brand community	.931			***
				.058	16.179	***
OBC2	<---	Online brand community	.929			
				.059	15.618	
OBC1	<---	Online brand community	.968			***
				.059	16.483	***
EWOM4	<---	E-word of mouth	.935			***
				.094	9.917	***

According to the Klein (2011), to construct conformity factor model, it is needed to show a minimum of two indicators per each variable. The below research has structured minimum 3 indicators and maximum 6 indicators for each factor. For assessment of the variable and to explore the latent variable standardized regression weights visualized. The results has shown strong contribution. Likewise hypothesized model fit of the research has also tested (Byrne, 2010). Below (5.8) chart shown the standardized regression weights.

Table 5.11: Standardized Regression Weights.

			Estimate
BL6	<---	Brand loyalty	.756
BL5	<---	Brand loyalty	.797
BL2	<---	Brand loyalty	.772
BL1	<---	Brand loyalty	.793
EWOM5	<---	E-word of mouth	.772
EWOM2	<---	E-word of mouth	.790
CC4	<---	Community commitment	.670
CC3	<---	Community commitment	.763
CC1	<---	Community commitment	.707
SMA6	<---	Social media ads	.827
SMA5	<---	Social media ads	.830
SMA3	<---	Social media ads	.809
SMA2	<---	Social media ads	.852
OBC6	<---	Online brand community	.753
OBC5	<---	Online brand community	.881
OBC4	<---	Online brand community	.859
OBC3	<---	Online brand community	.840
OBC2	<---	Online brand community	.824
OBC1	<---	Online brand community	.848
EWOM4	<---	E- word mouth	.748

Based on scientific research of Hooper et al. (2008) it has three types of model fit indices which researchers has been followed.

- Absolute fit indices (χ^2/df , RMSEA, SRMR, GFI and AGFI)
- Incremental fit indices (CFI and NFI)
- Parsimony fit indices (PGFI and PNFI; AIC and CAIC)

Suggested thresholds which assess us in predicting the wellness of a model fit are:

- $p\text{-value} > 0.05$ (Hooper, Coughlan and Mullen, 2008)
- $CFI \geq 0.95$ (Hu and Bentler, 1999); (Schreiber et al., 2006)
- GFI - the values close to 1.00 show good level of fit (Byrne, 2010)
- AGFI > the values close to 1.00 shows a good level of fit (Byrne, 2010)
- $SRMR \leq 0.05$ (Byrne, 2010) or ≤ 0.08 (Schreiber et al., 2006)
- RMSEA – the values between 0 and 0.08 (Hooper, Coughlan and Mullen, 2008) or ≤ 0.06 to 0.08 (Schreiber et al., 2006) show a good level of fit
- $PCLOSE > 0.05$ (Byrne, 2010)

The CFA model which has concluded via Amos application had received after certain reconsideration and recounting of each analysis. The amendment process has applied to each variable in order to element the conflicts and errors among all estimations. The amendments index were significant for CFA regression otherwise it can be usable for model fit. Beside the modification indices the covariance has been considered. The errors had been removed merely from each exact factor. The model did not have any covaried factors and itself provided an excellent model fit. While constructing the model fit number of distinct samples moments were 210 which have diminished with several distinct parameters that are estimated 60, which it results 160 grade of freedom degree.

The research has branched out the Chi-square value of 230.414 within the probability level of 0.000. Below chart will show the exact amount of each parameter for building a perfect model fit.

Table 5.12: Model Fit

Measure	Result
Chi-square/df (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

According to the Hooper, Coughlan and Mullen (2008) citing Hu and Bentler (1999) which they have explored scientific notation and mentioned the Chi-Square value is an aspect for assessments of a well-structured model fit in which measures the nonconformity of fitted covariance among each other. The sample size has quite influenced on Chi-Square value; therefore, the substitute of χ^2/df assessment method suggested for controlling of affection (Hooper, Coughlan & Mullen, 2008). After the evaluation the model fit has a 1.440 degree that has been counted as one wellness of model fit via the method of χ^2/df because based on this method when the fit is less than 2; it will count as a good fit.

Based on Steiger and Lind in 1980, the other important fact in analysis is RMSEA or root-mean-square error of approximation that has been considered as one of the knowable informative fit indices. It has functioned as the amender of errors related to the sample size and the assessment of up to which degree the hypothesized model within the optimality of parametric has to match the population covariance matrix (Byrne, 2010). Although based on scientific notation the RMSEA calculation of this research has reached the amount of

0.048 and because it is less than 0.06 and 0.08 so it has counted a well model fit.

P-close is also another way of evaluating model fit in which help grade of RMSEA within the population (Byrne, 2010). The value of pclose is 0.637, which based on academic condition it meets the acceptable grade. Another actual assessor of model fit that conjoint with correlation is residuals standardized root mean square residual (SRMR). It is the deferent amount between observed correlation and hypothesized correlation matrix, and highly sensitive with covariance of those factors which has not determined via conformity factor analysis assessment (Klein, 2011). Amount of SRMR is 0.042, which is less than 0.05 and recognizable model fit.

According to the Hooper, Coughlan and Mullen (2008) citing Tabachnick and Fidell (2007) the wellness of fit statistic (GFI) and the adjusted wellness of fit statistic (AGFI) primarily defined by Jöreskog and Sorbom (1982), for being a substitute for chi square analysis. They have calculated the non-conformity between models in which fitted with the covariance matrix for an exact population. Merely defer between these above aspects is that AGFI as the ability of change based on freedom in a model and if the exact amount if the AGFI and GFI is close to 1.00 the model recognized fit (Byrne, 2010). As the in the research both amounts; GFI is 0.900 and AGFI is 0.869 that counts our model well-fitted.

CFI or competitive fitness index are also counted as an assessor for model fit (Byrne, 2010). It has the assumption in which none of the latent variables correlated and contrasts hypothesized model with null model (Hooper, Coughlan & Mullen, 2008). The condition of a CFI fitted amount is that it has to be greater than ≥ 0.95 in which below research has reached 0.972 which is highly grated and approved the model highly fitted.

5.8 Hypotheses Testing (SEM)

Structural equation model (SEM) has known as the identifier of Amos application which determines how much research model comes along with collected information and assesses the handout of all independent variables

individually with dependent variable. SEM enables its users to compare all models and declares each deference among them. SEM is a quantitative statistical approach in which sum the benefit of path analysis, factor analysis and multiple regression analysis based on Jöreskog and Sörbom (1984); Tabachnick and Fidell (1996) researches. It focuses on evaluating relationships of hypothesized latent variables and give a big space of relationship options for latent variables in comparison with CFA.

The SEM has two aspect:

- measurements model (CFA)
- structural model

The measurements model (CFA) or conformity factor analysis has already been explained hence the focus will be on structural equation model (SEM). In structural equation model all direct and indirect impacts have been assisted. Moreover, it has declared all internal relationships among latent and observable variables where several regression equations have been placed. The term direct influence refers to the influence of exogenous variable on endogenous ones and indirect is the influence of exogenous variable on endogenous variable by means of mediating variable (Schreiber et al., 2006).

As this chapter concentrates in testing our hypothesis, the Figure 5.7 has been built via Amos application to show the output. The local and global tests have been conducted, and to apply global tests the assurance of local ones needed highly. Likewise it has demanded that the output of both tests should be conjoint and have sense. The Hypotheses that have significant p-value but with a poor model fit lose their reliability. Another global test to be conduct is R-squared that in case of significant p-value and model fit, but low R-square hypotheses cannot support relationships because tested do not reflect adequate variance in endogenous variable (Gaskin, 2016).

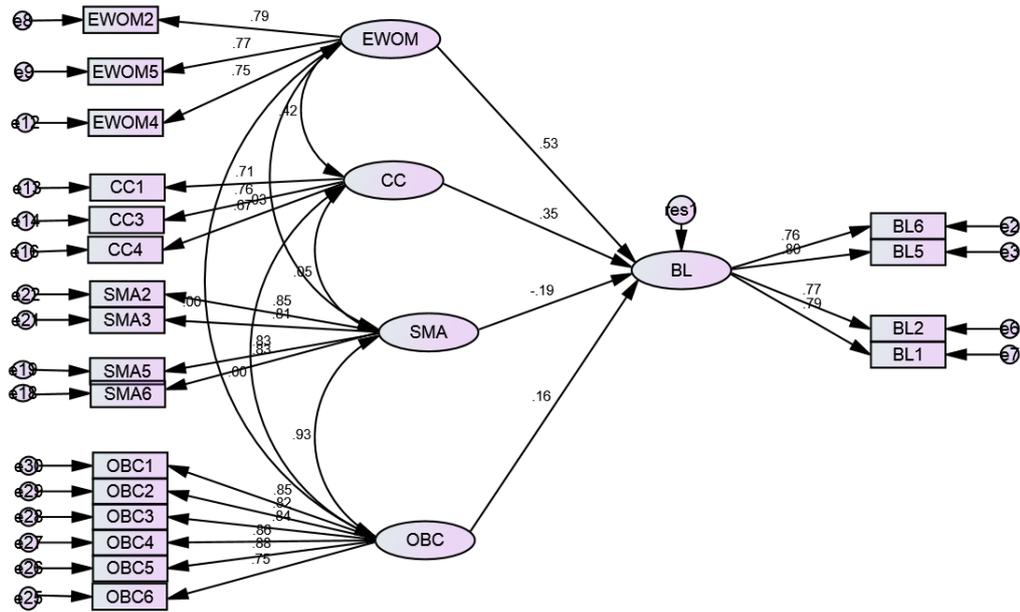


Figure 5.6: SEM model

The fitness of model after construction of structural equation model has shown below that summarizes in which our hypothesized structural equation model has overall good fit.

Measure	Result
Chi-square/df (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

Table 5.13: Squared Multiple Correlations

Predictor Variable	Estimate
EOM4	.560
OBC1	.718
OBC2	.679
OBC3	.705
OBC4	.737
OBC5	.776
OBC6	.567
SMA2	.725
SMA3	.655
SMA5	.689
SMA6	.683
CC1	.500
CC3	.582
CC4	.449
EWOM2	.623
EWOM5	.596
BL1	.629
BL2	.596
BL5	.635
BL6	.572

Eventually, after the analyzation of our all collected data the P values in which is based on the regression weights have decided our each hypothesis results. The below table shows the regression weights for each variable and show positive or negative interpretation:

Table 5.14: Regression Weights.

				Estimate	S.E.	P
Brand loyalty	<---	Social media advertisements		-.143	.186	0.441
Brand loyalty	<---	Community commitment		.357	.089	***
Brand loyalty	<---	Electronic word of mouth		0.562	0.92	***
Brand loyalty	<---	Online brand community		.117	.173	0.498

Note: *** refers to $P < 0.001$

Based on the above results of hypotheses testing which has been received via several modifications and calculation is presented in the table 5.15 following inferences made:

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

H1: Social media advertisements offered to consumers on social media positively influence brand loyalty towards fast-moving consumer 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: $\beta = 0.357$, S.E= 0.089 and $p\text{-value}=0.001$).

H2: Community commitment offered to consumers on social media positively influences brand loyalty towards fast-moving consumer's goods (**Supported**).

- 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: $\beta = 0.562$, S.E= 0.92, $p<0.001$).

H3: 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: $\beta = 0.117$, S.E= 0.173, p-value= 0.498).

H4: Online brand community offered to consumers on social media positively influences brand loyalty towards fast-moving consumer's goods (**Not Supported**).

The summary of the hypothesis testing provided in Table 4.

Table 5.15. Hypothesis Testing Results

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

6. DISCUSSION AND CONCLUSION

6.1 Discussion of the Findings

This section addresses the summary results of the research that includes the theoretical descriptions and analytical points. Determining the social media marketing influencing factors on brand loyalty toward fast-moving consumer goods markets was the aim of this research. Kotler and Keller (2000) believed, Brand loyalty appears as a provision of satisfaction, and “Satisfaction is a person’s feelings of pleasure or disappointment resulting from comparing a product’s perceived performance or outcome to his or her expectations”. According to Judson et al. (2012), customers have marketing tent and today digital environment brand ambassadors are online customers meeting. Whiting & Deshpande (2014) believed, Social media is the most necessary tool of marketing for all brands to reach target audiences. So, it has been concluded that the brand loyalty of customers is associated with social media marketing activities. FMCG markets were chosen for representative purposes only and the results do not necessarily generalize to other commodities markets.

The idea behind this research was to analyze the relationship between four independent variables including community commitment, online brand community, social media advertisement, and electronic word of mouth and one dependent variable named brand loyalty toward fast-moving consumer goods markets. Besides, reviewing the literature, which was done on the related topic, four hypotheses were proposed based on the mentioned variables, and related collecting data was done through the online questionnaire.

According to the customer background information of the study, male customers were in the majority, in the age group of 25 to 35; had a Master degree that was mostly employed with the monthly income between 1000 TL or lower, they’d used the Internet every day, and used Google’s android operating. Later, SPSS

18.0 and AMOS software were conducted to test the proposed model and draw the conclusion.

The result of multiple regression presented that some hypotheses of the research were accepted that based on it the conceptual model of the research was supported (see Table 4). From all four variables (IV) two independent variables (IV) had a significant positive effect on Brand loyalty (DV) toward fast-moving consumer goods and other two (IV) did not have any significant effect on Brand loyalty (DV) toward fast-moving consumer goods.. Thus, research questions have been answered by the following results:

6.1.1 Electronic word of mouth as an Independent Variable

Based on the findings, electronic word of mouth was positively related to brand loyalty toward fast-moving consumer goods markets. Electronic word of mouth (E-WOM) has long been considered an Influential marketing instrument (Erkan & Evans, 2016). As Wu and Wang (2011) believed that E-word of mouth known as the non-commercial aspect that highly influential in buying decision and suggestion formation of consumers. It can also affect marketer's trade decision-making process. As it can be positive or negative, that highly influenced in stimulating people and organizations.

This result supports the findings of some conducted studies. Bong (2017) indicated that E-word of mouth is allowing consumers to share feedback and receive other people view and in the final stage leads to brand loyalty so that there is a significant positive relationship between E-WOM and brand loyalty. Whereas some researchers are in contrast with this result Severi, Ling and Nasermodeli (2014), found that because of the consumers lack of conjoint with brands and negative mindset, the relationship between them not accepted. Oliver (1999) indicated 'Loyalty is a deeply held commitment to patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior'' Based on this study's findings, this research results has concluded that electronic word of mouth has a positive significant influence on brand loyalty towards fast-moving consumer goods markets.

6.1.2 Online brand community as an Independent Variable

According to the results of the research, it was found that online brand community was not related to the Brand loyalty towards fast-moving consumer goods markets. This result does not support the findings of some conducted studies. Cheng et al. (2018), believed that online social networking sites (SNSs) have become one of the most popular activities for people accessing the Internet. In this regard, many Businesses create their online brand communities in order to build further relationship with their customers. Their research examines the predictors of consumers' loyalty intention in online brand communities on Facebook. Findings revealed some important predictors of consumer satisfaction and relationship commitment, which significantly influences the loyalty intention. Marzocchi, Morandin, and Bergami (2013) in their research indicted Brand loyalty is primarily influenced by identification with the brand community, through the mediating role of brand effect. Islam, Rahman and Hollebeek (2018), declared recent advances in digital technologies have introduced new platforms for interaction and information sharing, which interest marketers. For example, 3.5 billion populace worldwide use the Internet, and 1.72 billion people worldwide utilize Facebook, thus presenting opportunities to connect with, and engage, consumers. OBCs, which have proliferated in the past decade, allow consumers to join particular brand-related online groups, exchange brand-related information or experiences and express their feelings toward the brand. For consumers, OBCs offer a platform to interact with other, like-minded individuals, whilst for firms, OBCs represent a valuable relationship marketing tool that can foster consumer engagement. But in contrast, Brodie et al. (2013) argued that a customer may engage in a conversation through an online community forum for a brand. This engagement may not lead to loyalty because the reason for this engagement is to acquire more information about the brand or to decrease any perceived risk. Thus, based on the above points, it's clear that from earlier times up to now and in different geographic places it not ranked as the related factor on brand loyalty toward fast-moving consumer goods markets.

6.1.3 Community commitment as an Independent Variable

It has been proved that community commitment was another factor that determined impressive on brand loyalty towards fast-moving consumer goods markets. Erciş, Ünal, Candan and Yıldırım (2012) have explained, commitment refers to an enduring desire to continue the relationship with a brand. Consumers will improve and sustain an affective bond with the brand that makes consumers feel warm and enjoyable. At the same time, consumers with high brand commitment would have a stronger affective attachment for the brand. Commitment is divided into two as affective (the emotional connection with the brand) and continuance commitment (consumer's weak feelings for a brand) and When the effect of affective commitment and continuance commitment on repurchase intentions and loyalty was considered, it was found out that affective commitment influenced on repurchase intentions and loyalty, but continuance commitment did not have any effects on loyalty and repurchase intentions. Raïes, Mühlbacher and Gavard-perret (2015) found that Consumers' commitment to the community is likely to influence the relationship between consumer engagement in the community and brand loyalty. Commitment can be affective, calculative, and normative. Also, find an increasing engagement in brand communities to leading an increasing commitment to the community. The results of the research showed that a great number of community members with strong brand loyal intentions are committed to the community in a calculative, normative or affective way. All three dimensions of community commitment individually are sufficient predictors of high brand loyalty. Hur et al. (2011) identified the significant positive paths between community commitment and brand loyalty behaviors. In addition, brand community commitment was found to play a mediating role in the relationships between brand community trust/affect and brand loyalty. Based on the results of the conducted studies, it can be concluded that community commitment is related positively to brand loyalty towards fast-moving consumer goods markets.

6.1.4 Social media advertisements as an Independent Variable

Based on this research results, social media advertisements have not been found to have any significant effect on brand loyalty toward fast-moving consumer goods markets but some researchers believe social media advertisements offer a

unique opportunity for brands to foster their relationships with customers, while others believe the contrary. Hanaysha (2016), showed that social media advertisements significantly affect brand loyalty. According to the research, firms can rely on social media activities to build good relationships with their loyal customers and influence their perceptions toward their products or services and also learn from them about their needs. Therefore, using social media as a marketing communication tool will enable companies to enrich their communication with customers and develop better customer loyalty day by day. Bilgin (2018), found that the effect of social media marketing activities such as entertainment, interaction, trendiness, advertisement, and customization on brand awareness does not reflect on the brand image and brand loyalty. It has been thought that the reason behind it; that the consumers follow the brands and already familiar with them on social media. In other words, as consumers follow a brand in social media, they create brand-related content or share their experiences, and it means that they reflect the brand image and brand loyalty in their minds. Moreover, since consumers have a certain image in their minds or follow brands that they are loyal, social media marketing activities may not be effective enough to create a positive brand image and brand loyalty in consumers' minds. Ahmed, Streimikiene, Berchtold, Vveinhardt, Channar, and Soomro (2019) examined the effectiveness of online digital media advertising as a strategic tool for building brand sustainability. The results of the research have been demonstrated that all the channels of digital media advertising have a positive and significant influence on the effectiveness of online digital media that creates brand sustainability for fast-moving consumer goods (FMCG) and services sectors. In contrast with the results of some conducted studies, the findings of this research shows that social media advertisements do not found an influential factor in brand loyalty towards fast-moving consumer goods markets because of the cultural context and social context and This means that social media advertisements are not an important aspect of the customer's perspective for forming their intention for loyalty towards fast-moving consumer goods.

6.2 Conclusion

The research was conducted to find out the impact of social media marketing on brand loyalty in fast-moving consumer goods (FMCG) markets. The owners of FMCG brands have been struggled for their consumers over a lengthy period in different dimensions. These struggles sustain brand loyalty through involving brand elements, classic components of the marketing mix, and various kinds of marketing types (Keller, 2008; Kotler & Keller, 2007). The findings of this thesis will be useful to both 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 major purpose of this research 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 research was examined under the light of 201 participants' data. Statistical analysis conducted on data has shown that two out of four proposed hypotheses have a statistically significant influence on loyalty. These two factors are the electronic word of mouth and community commitments (CC). But the other two factors online brand community (OBC) and social media advertisement (SMA) have not been found to have any statistically significant influence on brand loyalty toward fast-moving consumer goods. For some variables, the results of some previous studies, as it was mentioned, do not support this research's findings. The reason can be explained according to the existence of different issues like various cultures, perceptions, demographical differences, etc. that cause differences in preference among people.

6.3 Managerial Implications

Social media marketing is one of the important precursor's platforms to succeed for each firm in recent technological decades. Social media marketing is an interactive business platform for businesses to communicate with consumers and receiving insightful feedbacks that help companies to improve the products or services. In this research, it has been proved that from four independent variables; two factors significantly influence brand loyalty towards fast-moving consumer goods markets. Electronic word of mouth and community commitment was the most important ones, and another two rejected or not significant were social media advertisement and online brand community. The effect of each variable has been analyzed. The theoretical framework of the research was accepted within a well fit model and through which managerial implications can be presented. This research helps practitioners in their involvement with social media marketing activities and suggests vital managerial implications. The vast reach, being placeless, having a low cost, and the popularity of social media marketing activities motivate all marketers to take advantage of it in different ways. The model and results show that with creating and enhancing electronic word of mouth and community commitments on brand loyalty towards fast-moving consumer goods and strengthening their bonds among members and along with other elements of the brand, marketers can increase brand loyalty. As each digital platform offers users a unique experience, this experience carries over to the social media marketing activities on that platform. Thus, to a substantial extent, the platform determines how an activity is evaluated. This finding has important managerial implications. It suggests that brand owners that use social media marketing activities; must select the right social media platform for their brands' purposes to enhance the effectiveness of their interactive programs. Businesses should also make sure that social platforms provide useful marketing activities to users. If users can confirm their initial expectations after usage, they will be delighted and satisfied, and most importantly, they will find social media marketing activities to be useful in companies. Moreover, Social media platforms come and go; new ones appear almost daily, hence brand owners simply cannot be active on all digital platforms. Thus selecting the proper platform is important for their social

media marketing activities. The above implications provide brand owners with means to assess whether what, and how to use social media marketing activities and on which platform. In summary, the FMCGs markets needed to consider well-structured, well elaborated, and attractive programs for their social media marketing activities to establish and increase brand loyalty, which not only helps to keep existing customers but also gained the new ones.

6.4 Limitations and Suggestions for Future Research

Via conducting a research, each researcher wants to meet his or her scientific aims through which the research will be helpful to related groups. As the questionnaire was in English, all surveys have been conducted in the language. Thus, respondents were limited to the English-speaking population. This might have caused a bias in respondent choice because individuals who could not speak English have been excluded. Using other forms of the questionnaire in local languages might improve the representativeness of the responses and the generalizability of the results.

In view of the sampling method used and sample size, the sample of this research might not represent the population, therefore caution should be practiced in generalizing the results to prevent non-representativeness and not having generalizability of the results. Future studies can consider using quota sampling and go for a larger sample size.

The respondents have been guided to answer the questionnaire about an often purchased product; Non-durable. Consumers of durable goods have been excluded from the research. Social media marketing activities maybe even more correlative in establishing brand loyalty for durable goods. Further research could study Social media marketing activities influence on brand loyalty for both non-durable and durable, and comparisons could be made across the two product classes.

The research extent has been limited; selected respondents were social media users who focus on FMCGs markets, although this limitation occurs in social media marketing activities that have been selected in this research. Future researches for adequate and widespread results have to consider a large extent

of respondents from those who use and not use social media platforms and meanwhile for social media marketing activities.

Besides, the collected literature within the research scope; there might be other critical aspects related to the loyalty of social media marketing users toward fast-moving consumer goods for research, because the result of this research might defer after a certain period and the model might require specific updates and modifications. Hence, it critically needed that other researchers consider new and updated aspects related to the brand loyalty of social media marketing users toward fast-moving consumer goods. Time limitation was also another constraint that the researcher faced during the research period, that researcher has to take in consideration a proper time division based on the need of research.

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APPENDIX

APPENDIX Survey Questionnaire (English Version)

APPENDIX B Ethical Approval Form

APPENDIX A: Survey Questionnaire on Analyzing the Factors Affecting Brand loyalty of FMCG in Turkey, Istanbul

Instruction: Objective of the current survey is to collect and provide data in order to use in Master of Business Administration Research of İstanbul Aydın University. The results and findings of this research can be beneficial to both academic fields as well as consumers and producers of above sector in Istanbul that strive for quality in order to provide best experience for their customers. With regards to this, cooperation from the respondents is much needed and appreciated. I, Mohammad Moein Abasin, Master's Degree of Business Administration student from İstanbul Aydın University thank you for your cooperation.

Instruction: Please answer the following question and put in that matches you most.

1. Gender

1) Male

2) Female

2. Age

1) 24 and under years old

2) 25–35years old

3) 36–45years old

4) 46–55years old

3. Status

1) Single

2) Married

4. Level of education

1) Under Bachelor Degree

2) Bachelor Degree

3) Master Degree

4) Doctorate Degree

5) Others.....

5. Monthly income

1) 1,000 TL and lower

2) 1,001–2,000 TL

- 3) 2,001–3,000 TL
- 4) 3,001–4,000 TL
- 5) 4,001–5,000 TL
- 6) More than 5,000 TL

6. Occupation

- 1) Public sector employee
- 2) Private sector employee
- 3) Self-Employed
- 4) Others.....

7. How long have you been using the Internet?

- Less than 1 year
- 1 - 5 years
- 6 - 10 years
- 11 - 15 years
- 16 years and above

8. Which of the following social media site do you have an account with? (Check all that apply)

- Facebook
- Instagram
- Google+
- Twitter
- Pinterest
- YouTube
- Weibo
- Snapchat
- Tumblr
- Reddit
- LinkedIn
- Telegram

9. How often do you use social media?

- All the time
- 4 - 5 times a week
- 1 - 2 times a week
- A few times a month
- Never

10. Which kind of operating system do you use?

- Google's Android
- Apple's iOS

Please mark every question with only one in the box that most corresponds to your comments.

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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		(5)	(4)	(3)	(2)	(1)
Fill the survey by considering the most common fast moving consumer goods (FMCG) brands that you have purchase frequently and take in to consideration the definition of these concepts.						
Brand Loyalty: Represents consumer’s commitment or preferences when considering unique values associated with a brand.						
1	I need to buy products and services my first thought is these specific FMCG					
2	I am willing to spend more time and to pay more if I am satisfied with these FMCG brands.					
3	I feel loyal to these FMCG brands because they regularly offer rewards (discounts, free gifts, etc.) to engage with me.					
4	I have positive feelings about my favorite FMCG brand and therefore plan to remain a consumer of my Favorite FMCG brand.					
5	I am willing to pay more for my FMCG Brands.					
6	If these FMCG brands are not available at the store, I would buy the same FMCG brands from another store.					
7	I intend to keep purchasing the Products and services of these FMCG brands.					
Statement		Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
		(5)	(4)	(3)	(2)	(1)
Fill the survey by considering the most common fast moving consumer goods (FMCG) brands that you have purchase frequently and take in to consideration the definition of these concepts.						
E-Wom: is the transformation of traditional word of mouth as how people interact in passing information through the deferent platform over the internet.						
1	I often read online reviews (number of likes, shares, comments, ratings, etc.) on products/services from these FMCG brands, and I think they are generally informative.					
2	I think the online reviews (number of likes, shares, comments, ratings, etc.) from these FMCG brands are helpful for my decision making when I buy a product/service.					
3	Recommendations by friend make					

	me feel confident in buying these FMCG brands products and services.					
4	I will recommend these FMCG brands product/service to my friends or other consumers via social media.					
5	I would like to pass along information on these FMCG brands, product, or services from social media to my Friends.					
6	I would like to upload content from these FMCG brands social media on my blog or micro blog.					
Statement		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		(5)	(4)	(3)	(2)	(1)
Fill the survey by considering the most common fast moving consumer goods (FMCG) brands that you have purchase frequently and take in to consideration the definition of these concepts.						
Community commitment: are the internet user's ideas and obligations based on the community they use. Both Content providers and individuals shares their view and act to commits their obligations.						
1	I am proud to belong to these FMCG Brand community on social Media.					
2	I feel a sense of belonging to these FMCG Brand communities on social Media.					
3	I care about the long-term Success of these FMCG Brand community on social Media.					
4	I am willing to continue visiting these FMCG Brand communities in the future					
Statement		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		(5)	(4)	(3)	(2)	(1)
Fill the survey by considering the most common fast moving consumer goods (FMCG) brands that you have purchase frequently and take in to consideration the definition of these concepts.						
Social Media Advertisement: are a form of internet advertisement for empowering customers to show their perceptions about company's products or services in the public domain over internet.						
1	I like the advertisements that these FMCG brands has published on social media.					
2	The advertisements that these FMCG brands has released on social media are interesting.					

3	Social media advertisement of these FMCG brands has positively affect my attention for the brand.					
4	The social media advertisements for these FMCG brands are Frequently seen.					
5	The level of the social media advertisements for these FMCG brands Meets my expectations.					
6	The social media advertisements of FMCG brands can be easily remembered.					
Statement		Strongly disagree	disagree	Neutral	Disagree	Strongly Disagree
		(5)	(4)	(3)	(2)	(1)
Fill the survey by considering the most common fast moving consumer goods (FMCG) brands that you have purchase frequently and take in to consideration the definition of these concepts.						
Online brand community: Brand communities are composed of people clustered online who possess a social identification with others, and who share their interest in a particular brand. Examples of online brand communities: Facebook fan page of a specific brand, Websites of brands where users can go and engage with other users, Blogs or forums that are focused a specific brand.						
1	I use online communities of these FMCG brands to obtain objective information in my area of interest.					
2	I use online communities of these FMCG brands to receive highly qualified information					
3	I use online communities of these FMCG brands to get information for exactly what I need and want to know.					
4	I use online communities of these FMCG brands to get information from experts.					
5	I use online communities of these FMCG brands to get information from opinion leaders. (Opinion leader: an individual whose ideas and behavior serve as a model to others.)					

APPENDIX B Ethical Approval Form



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı : 88083623-020
Konu : Etik Onayı Hk.

Sayın MOHAMMAD MOEIN ABASIN

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 07.05.2019 tarihli ve 2019/07 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

e-imzalıdır
Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

14/12/2020 Yazı İşleri Uzmanı

Tuğba SÜNNETCİ

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RESUME

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OBJECTIVE

I have a strong desire to build my community and want to spend a major part of my life in the service of mankind, my commitment and dedication to my ambition makes me highly qualified for this position, my prime obsession is to work in place that offers a creative, professional environment where I can fully utilize my education, training, professional skill, experience and proven abilities and which also offers learning opportunities enhancement.

EDUCATION

Bachelor: 2010, Herat University, Faculty of Law and political science, Public law

Master: 2017, Istanbul Aydin University, Institute of Social Sciences, Business Department, Business Administration.

SKILLS

Leadership & Decision Making, Excellent Communication Skills, Able to Handle Multiple Assignments at a Time and Under Pressure and Consistently Meet Tight Deadlines, People Management, Complex Problem Solving, Research & Report Writing, Punctual, Reliable, Friendly, Abilities of Field Work, Meeting People, Handling Inquiries, Training, Teaching and Managing.

Language: *Native Pashto Speaker. Excellent in *English,*Swedish*Dari (Farsi), *Turkish and *Urdu.