THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY THROUGH CONSUMER PURCHASE INTENTION: A STUDY OF THE IMPACT OF LOCAL BRAND
(A CASE STUDY OF GSM PROVIDER IN TURKEY)

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Abstract: **Marketing through social media has become a popular tool for connecting businesses with their target audiences and influencing their purchasing decisions and brand loyalty. GSM Provider uses Facebook, Twitter, and Instagram to stay in touch with its customers. This is a topic that has been extensively studied, but not enough attention has been paid to the smartphone industry's marketing using social networks. This study explores the effect of social media marketing on customer loyalty by using GSM providers in Turkey as a case study. The six major components of being creative and interesting on social media, trendiness, personalization, word of mouth, and promotion, have a favorable correlation with brand loyalty. If a firm wants to get the most out of social media, it should focus more on entertainment and promotion for its target audience rather than relying on demographics. The management of Instagram and YouTube must also be improved in order to attract and satisfy a larger number of followers.**

Keywords: **Social media marketing, Brand loyalty, Content promotion, GSM Provider.**

1. INTRODUCTION

As social media grows in popularity among consumers and businesses alike, it has had a significant impact on traditional methods of business and marketing. More and more people use social media platforms like Facebook, YouTube and Instagram on a daily basis. Consumers can now have a real impact on creating a brand (Constantinides and Fountain 2008; Hutter et al. 2013). To live and develop, social media companies must become more famous and influential. Social media has taken a big hit as a result on both personal and business digital activity (Ngai et al. 2015). The advent of social media has had a profound effect on both individuals and corporations in the digital realm. Using social media peer participation to influence consumer purchases has both advantages and disadvantages for advertisers (Hutter et al. 2013). Among marketing academics, there has been a long-standing interest in customer behavior and brand loyalty (Oliver 1999; Chaudhuri and Holbrook 2001; Bennett and Rundle-Thiele 2002).

In light of the present economic slump, businesses must maintain open and honest communication channels and a positive reputation as quickly and effectively as feasible. Online and electronic media that encourage participation, openness, debate, community, and connection have become popular ways for consumers to communicate with firms during the

recession (Mayfield, 2008). On platforms like Facebook, Twitter, and YouTube, people can communicate in a variety of ways (Golden, 2011). The ability of a top brand to generate demand and assure future profits through buybacks influences customers' purchasing behavior (Oliveira and Sullivan, 2003). To effectively communicate a brand's and product's orientation through social media marketing, creative thinking is essential (Xiaofen and Yiling, 2009). Kaplan and Haenlein (2010) and Kweskin (2011) are among the most current studies on this subject (2007). To remain competitive in today's world of social networking and digital communication, a company's strategy must evolve. A more creative and appealing marketing plan is essential as companies compete on a worldwide scale (Rockendorf, 2011). Turkcell, Turkey's largest mobile phone provider, is headquartered in Istanbul and is a serious competitor in the sector. The company has 34.4 million subscribers as of September 30th, 2011. Nine nations are represented by the group's 68.9 million members as of 2015. Besides America Movil and China Mobile, Telekommunikasyon is a major player. Customers are acquired and retained using a variety of strategies, some of which include social media and other forms of marketing. Turkcell brought GSM mobile services to Turkey, drastically transforming the country's telecommunications landscape. This study is useful for managers because it highlights the important necessity for enterprises to control customers' purchase decisions in SMM.

2. OBJECTIVES

The major objective of this study, the impact of social media marketing on brand loyalty through consumer purchase intention was to see how social media marketing affects consumer perceptions of a company and their likelihood to make a purchase. The goal of this research is to review the present situation of among brand awareness and purchasing intention. Also, it strives to determine the effect that people have on each social media-based brand communities on consumers' purchase intention and also to determine if customer purchasing decisions are influenced by social network activity.

3. METHODOLOGY

Consumer purchase intentions were used to determine the effect of social media marketing on brand loyalty in this descriptive research study. In a descriptive design, the goal is to find out how often something happens or how closely two variables are linked. As a result, this method is appropriate for this study, which aims to collect thorough data through descriptions that were useful in identifying variables. A semi-structured questionnaire was used to obtain the primary data. A total of 271 participants completed this survey. Closed-ended questions make up the majority of the questionnaire. Closed-ended questions, in contrast to open-ended ones, provided respondents with a limited number of possibilities from which to choose, making them easier to evaluate. For the sake of saving time and money as well as facilitating an easier analysis, questionnaires will be used.
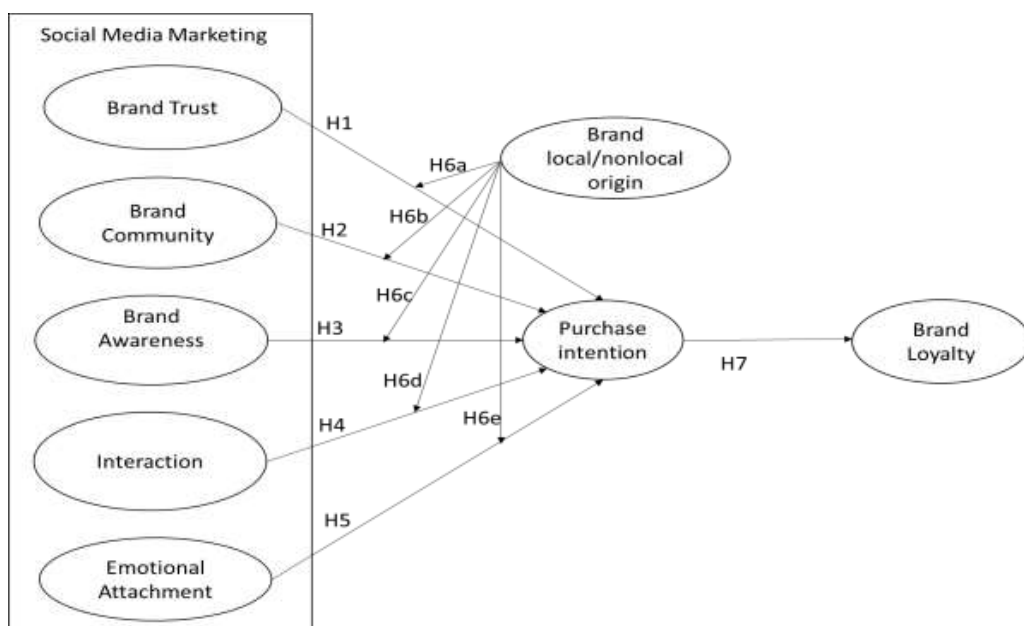
Conceptual framework

Local and nonlocal brands' impact on customer purchasing decisions via social media, Hassan, Mehedi and Sohail, M. Sadiq, (2021). It's available at SSNRN: Journal of International Consumer Marketing 2021

4. RESULTS AND DISCUSSION

The surveys were easy to gather from the sample size. Because of the cooperation of the companies that visited, this was possible. Out of the 300 questionnaires, 271 were completed and returned. The hypothesis was tested using a straightforward linear regression approach. For the observed data, it is looking for the 'best fit line' connecting two or more variables, such as between the dependent (y) and independent (x), is called linking (x). The link between the two variables will be expressed using this regression analysis (Independent variable X) & (Dependent Variable Y).

Considering that in the foregoing analysis the anticipated value exceeded the critical limit the hypothesis that SMM having a positive brand impact confidence is more likely to be true because the two tail significance level of 0.000 is smaller than the 0.05 threshold of significance is supported. In this study, we may conclude that SM-based brand trust, brand community, engagement and emotional attachment are all controlled by the company's origin, and that this affects customer purchase intention (local or nonlocal). Because the t-test value was 41.68 (higher than the t-statistics value of 1.984) and the significance level was 0.000, the findings are noteworthy (less than the 0.05 level of significance). The more often a company uses social media marketing, the more people will know about their brand and the more money they can make. The use of social media can dramatically enhance brand recognition and sales.

5. ACKNOWLEDGEMENT

6. CONCLUSION

A large part of today's world revolves around social media, especially among the millennial age. Good customer feedback on a company's social media marketing efforts can build customer loyalty to the business (SMM). When it comes to predicting brand loyalty, (SMM) has been found to be a significant factor (Bagozzi & Dholakia, 2006).

This conceptual framework suggests that social media marketing can influence consumer loyalty. According to a recent study by Ismail, social media marketing can be utilized to build brand loyalty among social media users (2017). People are more likely to stick with firms they like and appreciate since they are better informed and aware of the possibilities available as a result of social media campaigns for branding. The current study's findings show that, brand trust, community, awareness, engagement, emotional connection, and purchase intention are all essential antecedents of brand loyalty, which validates the findings of Ismail's study (2017). (2017). Brand loyalty can be influenced by a wide range of factors including brand familiarity, engagement, emotional connection, and customer intention to purchase. We'll focus on three of the most important findings from this research. When it comes to cultivating client loyalty to a brand, social media marketing (SMM) plays a vital role. Social media marketing is the only way to get people to know about your brand before they become committed customers.

As a second point, today's youth are acutely aware of and attentive to the businesses they see on social media sites such as Facebook and Twitter. Advertisements that are both educational and entertaining should be a priority for businesses. Thirdly, companies should make use of social media to keep tabs on how their brand is seen by the public. Aside from making it easier for people to get involved, social media also provides new ways to communicate and interact with one another.

Many studies, like this one, contain flaws that need to be addressed. An unrepresentative sample of only 300 persons participated in this survey. Using larger samples in the future will help researchers better understand customer behavior and brand loyalty. In addition, the research was limited to a specific demographic, namely university students. Research regarding young people's social media use, according to Knoll (2016), is still needed.

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