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To examine the relationship between Millennials and social media regarding brand loyalty. To determine which factors are the drivers on social media to build brand loyalty among Millennials

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ABSTRACT

This research was conducted in order to examine the relationship between Millennials and social media regarding brand loyalty. To determine which factors are the drivers on social media to build brand loyalty among Millennials. This research was done through aimed two objectives, the first objective was to determine what is the impact and the influence that social media has over Millennials, identifying whether this impact affect to build brand loyalty. The objective was addressed to understand the role of social media and the influence that social media has over Millennials and the impact on it, in terms of building brand loyalty. These points were addressed due to the different viewpoints on the literature. Moreover, the second objective was determining whether social media is a key driver that contribute to building brand loyalty among Millennials.

The research was carried out utilizing quantitative methods, a set of 121 questionnaires were placed them up online. The surveys were answered by Millennials. The sample of Millennials was 121, male and female took part in it.

The research findings showed that social media is not a key driver to build brand loyalty, millennials utilize social media as a vehicle that leads them to get in contact with the brand, but social media does not influence Millennials to be loyal to a brand. Moreover, it was confirmed that millennials are a multi-brand loyal consumer, who take into consideration, price, quality and consumer satisfaction rather than being influenced by social media, regarding building brand loyalty.

Besides, millennials considered that social media is robust and trustworthy because it is fed by other peers. This fact adds value to social media. Millennials trust on people not on brands

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DEDICATION

This research process is dedicated to all my family, for all of their emotional support and guidance over the last year and in particular the last few months of this masters. I could not have done it without all you. In particular I would like to dedicate this in memory of oldest brother Jorge Zuniga.

I perfectly know my dear Jorge that you have been by my side during this process.

CHAPTER ONE - INTRODUCTION

Brand loyalty has been a measurable tool for business. Brand loyalty enables to measure the propensity to repurchase the brand. It is a critical tool in retaining customers. Due to that fact, it is a concept that

has taken the attention of marketers. In the past, marketers used to build brand loyalty using offline marketing strategies. In the present, the presence of online marketing the scenery has changed. There is a discussion regarding the existence of Brand loyalty, or it is an old fashion concept.

Currently, marketers are struggling to build brand loyalty, notably, these days, when there is overexposure to brands everywhere, customers enjoy the vast array of brands in the offline and online market. In this digital era, customers are better-informed thanks to social media, and they know how to leverage the power of social media. Especially, the millennial generation. Nowadays, this generation is interacting, creating content and being part of the conversation actively using technology at any time. Millennials have access to the technology at their fingertips.

Due to that fact, Marketers have focused their attention on the impact of social media on Millennials and how social media contribute to building brand loyalty. Social media has evolved the way people consume products, communicate, send and receive information. Previous generations used to talk face-to-face, and they were passive actors. Marketers were in charge of building brand loyalty using different strategies.

Marketers have gained insight regarding the power of social media among Millennials and how Millennials react towards brands when these brands have a presence on social media. Are Millennials still loyal to a brand or this generations have merely become more promiscuous or maybe just less loyal to a brand?

Base on (Balakrishnan, Dahnil, & Yi, 2014), his study argues that the excess of advertising on social media is a critical aspect for production brand loyalty, also claiming that social media works as a driver which contribute to building brand loyalty. He pinpointed that the use of online platforms provides marketers the opportunity to increase sales and profitability and the online exposure of the brand on social media strengthens the brand in consumer's mind. Besides, the interaction, the exchanges of ideas, the creation of content among online users result in building trust regarding the brand. The content created by the online users is more reliable rather than an advertisement released by the brand. (Balakrishnan, Dahnil, & Yi, 2014) To some degree, the above statement agrees with some marketers who have emphasized that social media entails connecting people, not brands. In other words, people trust people, not brands. Therefore, social media does not contribute to building brand loyalty. However, these insights still not bright enough.

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Regarding these two different points of view, there is a gap in the literature that this paper will intent to fulfill it. This research is going to be conducted using quantitative methods amongst the millennial generation, male and female. The study will be done by accessing two objectives.

The first objective will seek to understand the relationship that millennials have with social media regarding brand loyalty, the findings will answer the primary purpose and will verify and hopefully bring discoveries in relation with the existing literature on this topic. The second objective is to determinant whether social media is a crucial driver to build brand loyalty among Millennials and what factors play in this scenery.

CHAPTER TWO - LITERATURE REVIEW

2.1.-Social Media

"Social media is defined as "A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User-generated Content". (Kaplan and Haenlein, 2010, p. 61). Social media marketing is the process that empowers individuals to promote their websites, products or services through online platforms and at the same time, it can reach a larger community that may not have been available by using traditional marketing strategies." (CONFERENCIA 2012).

Social media is a web-based software and collective of online communications channels that allow users to create interaction, content-sharing, discuss, participate and exchange information using images, video, media, and texts at any time with no geographical limitations. (Ryan and Jones, 2012)

"Anyone can produce content based on the spirit of Web 2.0 share and participate (competition takes place between multiple players)" Social media entails the participation of anyone, in order words, anyone can be a producer of content and at the same time these producers can deliver this content through different platforms and reach out to a large number of people. LEE Dong-Hun (2010).

There are several platforms for social media such as social networking, text messaging, photo sharing, weblogs, and discussion forums, Millennials produce, share and consume content actively. (Reza and Richard, 2013).

"The first social media site was reportedly created in 1997, which led to the first blogging sites in 1999. The popularity of the online medium has dramatically increased in social media platforms since then." (Evans, 2008, p.36) Due to the popularity of social media among Millennials, researchers, marketers, scholars have encouraged business to use social media as a vehicle for building brand loyalty. Other authors agree that asseveration, online social platforms enable to connect online users among them that results in drawing values from their long-term interactions, which makes them trustworthy and love the brand. Khadim, Hanan, Arshad, Saleem, & Khadim (2018).

For marketers' perspective, the core of social media is the ability to create content about business, products or services through the interaction of internet users. This internet users encourage discussion, communication, feedback and potentially influence others. (Reza and Richard, 2013).

2.2.-Brand Loyalty

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According to (Tucker 1964, p. 32) "Brand loyalty is conceived to be merely a biased choice behavior concerning branded merchandise." The author also assumes that there are different levels of loyalty, but the brand loyalty is a biased response to some combination of characteristics.

Another definition of brand loyalty given by Oliver (1999) partially agreed with Aaker's definition. Brand loyalty is defined "as the high level of commitment to a brand." When specific factors such as service quality, product quality, information quality, corporate image, price and commitment get together bring; as a result, brand loyalty. Both definitions refer to the reliance that the customer has regarding the brand.

In order to avoid confusion and vague generalizations, this research is applied to the generation Y, focus on the brand loyalty towards tangibles specifically. It is highly relevant to make this distinction because several studies have demonstrated that products and services have separately specific characteristics and the value given by customers to products and services is measured differently.

Cited by Dennis & Cabrevelin (2012). Bloemer & Wetzels (1999) argues that customers think more consciously before switching behaviour in the case of services because the loyalty could act as a barrier and the perceived risk is more intense in services.

Does "Brand Loyalty" still alive among The Millennials generation? If so, what factors maintain Brand Loyalty among millennials? These sorts of questions come up to the table on these days when there are too many options in the market. "Brand loyalty is the attachment that a customer has to a brand" Aaker (1991, p. 39).

Some academia marketers such as Grimshaw (2017) and practitioners support alike the idea of targeting masses through social media as a mean to establish brand awareness and eventually build brand loyalty. In contrast, (Jackson, 2017) argues that "in order to build brand loyalty is necessary the careful cultivation of long-term relationship through rational and emotional values rather than using social media." In other words, so that a firm could build a mutually rewarding relationship, it is necessary to bridge an honest connection offering tangible experiences with the brand for customers. Actions speak louder than words.

One of the toughest challenges for marketers is to build brand loyalty, due to that fact, they have focused on developing loyalty schemes, and however, it is highly important to take in consideration the key elements of why consumers become loyal to a brand within a social media environment.

Brand loyalty makes a critically valuable contribution to competitive advantage. High brand loyalty is an asset that lends itself to an extension, high market share, high return on investment and ultimately high brand equity. The challenge for marketers in this digital era is how to influence loyalty in social media. Marketers have rushed to develop so-called loyalty schemes, but do not always appear to have consideration towards the key elements of why consumers remain loyal to a brand. Brand loyalty has been one of the most discussed and most misunderstood marketing concepts of recent years; therefore, it is apparently a good time to revisit the idea of brand loyalty. First, a loyal customer and a satisfied customer are not necessarily the same thing.

Brand loyalty depicts for firms a concerning issue, which must be taken into consideration, in terms of profitability. It is highly important, to identify the compelling factors that boost brand loyalty through Social Media.

Brand loyalty has been one of the most discussed marketing concepts in the last decades; this concept has grabbed the attention of marketers. Brand loyalty is considered an essential component of what maintains a business alive. The implications of having a strong and steady brand loyalty in a business context bring, as a result, sales revenues, market share, and profitability cite in CONFERENCE (2012). "A base of loyal customers allows marketers to charge a premium price and to reduce the cost of doing business through decreasing acquisition and promotion costs" (Bennett & Rundle-Thiele, 2005, p. 250).

When a brand gains exclusivity, positive and prominent meaning in consumers' mind, it is considered that the brand becomes irreplaceable. CONFERENCIA (2012).

A valuable product means that it could not be replaced by other product. When customers always get the same product, there is a strong attachment to the brand, and the customer become loyal to the brand. For all these arguments above, marketers have implemented several marketing strategies to maintain and build brand loyalty, traditional marketing strategies such as events, sponsorships, one to one marketing activities and more recently, marketers have focused on using digital platforms as a key tool to build brand loyalty Cited by CONFERENCIA (2012).

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According to Tucker (1964), there are levels of loyalty which vary among individuals. The literature establishes five levels of brand loyalty, the five levels represent a loyalty pyramid, corresponding to five categories of customers. (Dennis, & Cabrevelin, 2012).

1- Non-loyal buyers, these buyers do not care about brands.

2- Not- dissatisfied buyers, buyers who tend to switch brands.

3- Satisfied customers with switching costs, these buyers show a higher level of loyalty than the previous category.

4- Emotionally-attached customers, these buyers have a strong connection to a specific brand.

5- Fully-committed customers these buyers are proud to use the brand.

All these levels of loyalty are expressed when using social media. In fact, it might be possible that social media acts as a trigger that makes a customer loyal to a brand or in contrast to lessen the level of loyalty towards a brand. For companies, the ideal brand loyal customers would the fully-committed customer or the Emotionally-attached customer.

2.3.-Consumer Millennials

The Millennials, or Generation Y, as they are also called, are defined as the people born between 1980 and 2000 (Richard Miller and Associates 2011a). However, there is still no consensus regarding this period.

In the past, generation X who born between 1961 and 1980 used to be loyal towards brands. In contrast to the Millennial generation, Millennials are considered as a generation with characteristics and behaviour widely different from generation X Dennis, & Cabrevelin (2012).

Millennials represent the 24 % of the global population, and they are near to become the most significant adult generation in history. According to Marketing Association (2014), millennials are the most significant social media users it is crucial to focus they are considered mobile-aholics, they check they mobiles at least 157 per day.

The Millennials generation are always pointed to as a generation that does not display the same brand loyalty in comparison with other productions. As it is exposed, millennials represent an essential part of

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the worldwide population whose spending power is an issue that firms have to look at them carefully. Millennials are the potential customers, big spenders who will buy and consume their brands. Millennials depict a significant opportunity for brands, due to the fact, it is essential to seek whether brand loyalty is still alive within Millennials and what the critical driver is to makes them loyal to a brand.

There is one characteristic that makes this generation unique, they have grown up within in a digital world since their early ages, in other words, they are used to creating conversation through digital platforms, and they know perfectly how to interact in this digital world.

Millennials generation has grown up with technology integrated into everyday life. Millennials are considered the most significant global generational market.

"Millennials are described as self-centred, techno-savvy, environmentally-conscious individuals, who spend big amounts of money buying products than previous generations but at the same time display low levels of brand loyalty." (Dennis & Cabrevelin, 2012, p. 103). Another definition mutually agrees with the Millennials' behaviours regarding brand loyalty. Millennials are considered a fickle generation with notorious disloyal behaviour Violet, L (2012). They are customers that are getting less loyal. It is a generation that changes their minds constantly, due to the massive variety of brands in the market and the outside influences that comes from different sources. Chiefly, these sources are online sources. On the one hand, this generation Y is connected to the online world at any time. It could represent an advantage for marketers because the digital platforms allow marketers to reach and connect massively with thousands of people and also spread their messages in real time in a matter of minutes. On the other hand, the use of social media as a vehicle to create conversation not necessarily guarantees to build brand loyalty through these platforms among users.

According to The Next Web (2014), the Millennials is a generation that shares an opinion with friends and relies on each other. This generation more than any other has technology at their fingertips. The Millennial generation creates conversations through different online platforms by which they communicate, such as Facebook, Instagram, Twitter, etc. Social media is part of millennials' lives. They are used to using social media and digital platforms on their daily basis. The way Millennials interact with each other, extending its influence over others, utilizing likes, stars, comments to approve or disapprove something is part of their daily lives. They are conscious of how powerful their online voice is.

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"Nearly four in 10 Millennials (39%) say they interact more with their smartphones than they do with their significant others, parents, friends, children or co-workers," (Media Update, 2018).

The Millennial generation that is engaged with social media platforms in a depth level, visiting their favourite website, sharing branded social posts, creating content, communicating at any time, it is a generation that represents an enormous opportunity for business. Due to that fact, it is critical to gleaning insight from Millennials regards to the role of social media on Millennials concerning brand loyalty. As it is described above, Millennials is a generation that understands and perceive information differently in comparison with other generation.

Millennials are considered the leaders in word-of-mouth, they tend to trust more on recommendations by friends, families, experts and also strangers via online. It has been argued that millennials are more influenced by recommendations or information shared online. "Millennials trust people over brands" Brands and Marketing (2018). The need to be part of a group and feel socially connected to someone refers to a need for belongingness that every human being has. (Reza and Richard, 2013).

The above statement raises the question, how powerful are the digital platforms such as social media Networks in relation with building brand loyalty among millennials.

2.4.-The value of Social Media

The "value of trust" is a critical component that makes social media networks gain more power and reliability and brand loyalty. (Chahal & Rani, 2017). Evans (2008) supports the last statement about trust, the value "of trust" is what makes people engage with other people, which drives to create word-of-mouth. People value to hear trustworthy information, especially, when consumers generate the info. Many brands have built their brand loyalty mainly through a great combination of word-of-mouth and providing a good brand concerning quality. However, there are opinions that differ from Evan's state, Millennials using social media networks said that they had deleted at least one of their social media networks in the last year because Millennials did not trust that the platform would handle personal information. Kelsey Sutton (2018).

When a customer trust on the company, it means they have built an emotional connection with its customers, in this case, what matters is to identify which is the driver on social media that provokes this connection to leverage the attachment that customers have towards the brand.

Jackson (2017) supports the argument above, adding an extra component which is authenticity. It is posited in the academic literature that rather than just reaching out massively individuals through digital platforms, firms should create a personalized connection. Then, this connection must be based on the authenticity of what the product is offering and be consistent with what the customer will obtain. The latter argument will help to gain the trust of customers.

When a company has trustworthy supporters, it prevents a small problem from transpiring into a crisis.

These supporters of the brand could be influencers who lead Millennials to the brand and influence in their decision-making purchase.

There is an unceasing interest in building brand loyalty among Millennials. There are thousands of brands that customers can choose in the marketplace. Due to that fact, marketers strive to generate new strategies that help them to reach out to customers effectively. They have opted to employed influencers as a part of the plan on social media. Influencers represent a perfect vehicle in social media, "People want things raw and real" (Giannecchini, 2018, p. 55).

Customers speak out asking for authentic information. If the influencers satisfied this demand, subsequently the engagement towards the brand that the influencer represents starts gaining presence in the consumers' mind.

Therefore, the role of the influencer marketing in social media is to drive the brand's engagement with the customer. Moreover, the approach that marketers give to influencers towards customers is as a humanizing element. This approach refers to customers can see them as an equal individual. "This person has probably walked in my shoes" (Giannecchini, 2018, p. 55). This approach is a compelling reason that genuinely helps the brand connect and engage with the customers through the influencer in a very depth level.

Influencers marketing strive to increase credibility, deliver authenticity, being a trigger in regards to building brand loyalty and keep a friendly relationship with customers through social media.

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According to Cannon (2018) influencers are gaining a prominent place in Millennials' mind. Millennials trust in them and endorsements of social influencers. This tendency has increased with the usage of social media. Due to that fact, marketers have sought to build relationships with influencers in order to attain their aims regarding building brand loyalty among millennials. "In selecting the ideal influencer, brands should keep in mind that customers are drawn to influencers that resemble their friends." (Cannon, 2018). The above statement agrees with Giannecchini (2018) the approach that marketers give to influencers is as a humanizing element.

2.5.-Brand loyalty in Millennials' world

The literature has various points of view in regard to the existence of brand loyalty within the millennial generation. And marketers strive to reach out to whom currently do not buy their products.

Marketers have addressed a concern in relation with what factors build brand loyalty among Millennials and lately have focussed their attention on Social media, questioning if social media is a key component to build brand loyalty among the millennial generation.

Focus on Millennials. They are considered a generation that does not display the same brand loyalty as other generations, such as Baby Boomers or Generation X. However, online users are behaving differently from their non-online counterparts: they're consuming a bit more frequently." Millennials are more likely to buy online because while they are navigating on the internet, many brands come up. If the brand achieved to engage with the online user, this online user could become a potential brand loyal consumer. Handley (2014).

Apparently, Millennials are not aligned to brands. However, research carried out by Facebook showed that 77 % of Millennials considered themselves loyal to their favourite brand. Therefore, they are loyal and purchase the product over and over again. This statement agrees with Grimshaw (2017) stated, he considers that it is not worthy to do marketing to loyal customers, because this sort of customers will buy their products anyway, they regularly buy the product and are not likely to try another brand unless the competitor offers a good discount. This type of loyalty is called "loyalty based on inertia." There is a routine practice because it takes less effort to get the product, it might be less expensive, so the price is a trigger to choose one brand over the other one. Or there are many options, and rather than spend on deciding which brand is better. The customer chooses the same. It is much better not to take any

risk. This consumer will not hesitate to switch to another brand if there is a specific reason. (Khan, Aabdean, Salman, Nadeem, Rizwan, 2016)

According to the research, brand loyalty is fuelled by several components such as customer experience, trust, and service, price, and quality. These elements in conjunction generate a connection between the customer and the brand which result in building brand loyalty. Hutchinson (2016).

QUALITY

Quality is an important component for Millennials that take into consideration when they purchase. Millennials want a better everything. It is a conscious and savvy generation that shows a preference for the "buy it for life." According to Forbes (2017), Millennials tend to purchase long-lasting products. Millennials are aware of how their preferred brand is made in regard to standards of quality. Low quality is a trigger that can make them switch brand.

CUSTOMER EXPERIENCE

Generation Y has its own perspective of what customer experience is, in fact, for this generation customer experience has become a social exercise and at the same time a self-service experience. Social exercise means, to share opinions, experiences, post reviews on TripAdvisor, Snapchat, Instagram, Blogs and other social sites is compelling proof of this trend. The self-service experience prevails among Millennials due to the fact it is a fast-paced generation that requires immediate solutions through technology. They have grown with the technology at their fingertips. Technology means efficiency and also it is the tool that reduces the need for human interaction to ensure accuracy and data management.

Nevertheless, Millennials seems to be loyal to a brand and consider as an important the above elements mentioned before, other studies have shown that Millennials are less loyal to a brand. Some indicators show Brand reliance is not anymore in the consumers' mind. This landscape mirrors that there is a crisis in the marketing field concerning brand loyalty

Although, there are elements that Millennials consider becoming loyal to a brand. Some researches argue that Millennials do not consider themselves as brand loyal, but they purchase the product and

repeat the purchase. This kind of Millennials is called repeated purchasers. Brands and marketing (2018)

The concept of brand loyalty in this digital era should be treated differently, starting with questioning why and how consumers repeat purchase Grimshaw (2017). This insight is supported by (Danaher, Wilson, & Davis, 2003). The overwhelming growth of usage of social media by Millennials in the last years depicts a challenge for marketers. Understanding the way of how Millennials perceive brands through social media is still a critical issue for marketers.

Some academics have supported the idea of one of the means to build brand loyalty in this digital era through the use of online brand communities. "In online brand communities, loyalty to a brand is expected to be influenced not only by customers' voluntary participation in the community but also by their free management of the Website." (Heehyoung, Olfman, Islang, Joon, & Kyungtae, 2008).

It seems to be that brand communities play an essential role in building brand loyalty. The interaction among customers enables a positive environment and feedback regards to the brand, members of the brand community feel part of the conversations and at the same time create an engagement, which results in commitment, from customers to the brand.

A brand community is defined as a group of online users who have the expertise and knowledge in relation with their preferred brand. Also, this group is considered a specialized, non-geographically bound community, based on a structured set of social relationships among admirers of a brand. (Muniz and O'Guinn, 2001).

Currently, online platforms enable to connect online users from everywhere with the objective to spread, get and distribute information. Specifically, taking the example of brand communities, these online groups interact to each member of the community in order to share and distribute information about their favourite brand through different social media platforms, cite by Kamboj & Rahman 2016,

(Kamboj & Rahman, 2016) support the statement that brand loyalty could be built through online social media platforms. Other authors argue that brand communities do not build brand loyalty, but it helps to strengthen brand loyalty. New technologies enable to lessen boundaries by geographical constraints. (Muniz and O'Guinn, 2001).

Therefore, to identify the key components that build the brand loyalty of customers is a priority in this digital era. Brand loyalty is still being a challenge for marketers, especially, in today's world where new generations are notoriously less loyal to brands. Nowadays, there is a wide array of brands in the market, the overexposure of brands in the market could seem that millennials are less being loyal toward brands; however, this is not necessarily true.

According to Brands and Marketing (2018) Millennials is a generation who is still loyal to brands, if and when there is an engagement with the brand. "Three quarters (76%) of Millennials globally say they are "more likely to trust a new product if this product belongs to the same brand the customer knows already."

Brands and Marketing (2018), 66% worldwide millennials are more willing to use the same brand they have used during their lives and also give a chance to try a new product but also from the same brand rather than shift brand. "Brands they trust are more important to them than ever in a world full of choice" Brands and Marketing (2018).

Although the age is not an indicator to determine the brand loyalty, other traits do, for instance, single professional millennials and single professional from Generation X had more similarities between each other rather than married professionals' millennials of both generations. Married professionals from both cohorts tended to be more loyal towards one brand. In contrast, single professionals from both cohorts tended to be more willing to shift between many brands. Brands and Marketing (2018).

When could a firm say that its brands have succeeded in the market? Firms consider that they succeed in the market when their customers become loyal to their brand. Brand loyalty plays a critical role in the decision-making process. In the business world, brand loyalty depicts a true long-term relationship between consumers and firms. Over the years, many definitions have arisen by practitioners, marketers, and researchers that have contributed to enrich this concept and also to identify the components to succeed in building brand loyalty within consumers. According to Jacoby & Chestnut, (1978) the success of the brand is not based on the number of buyers who buys once, it is based on becoming a regular buyer in the long term. Namely, to be loyal to a brand could be described as the action to buy a product or service not only once, but also based on the times that a customer purchases the same product. However, the customer who purchases a product over and over again could be not considered a brand loyal customer just a repeat purchaser.

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2.6.-Millennials and the relationship with Social Media

The relationship that Millennials have with social media is very strong; this generation has been in touch with technology since they were children, technology has been part of their daily lives. The conventional way Millennials communicate with the world, in general, is mainly through technology. Millennials are very close to any technology. Millennials research online information, online navigation, online shop, meet new people through apps, interact with other online users, no matters geographical constraints. It is a generation that their communication and relationships come together through the use of technology. For example, in the US there were 87 million millennials that consumed online content monthly in 2014. (News Cred, 2014) These figures show the significant close relationship between social media and millennials. Another outstanding indicator is that "by 2020, millennials will total more than $1.4 trillion in spending power" (News Cred, 2014, p.5)

The existence of brand loyalty among Millennials is focusing on social media as a trigger that builds brand loyalty.

According to Balakrishnan, 2014), the use of digital platforms, marketing communications, online advertisements, online marketing communities are effective in boosting the presence of the brand and product. However, the exposure of the brand could have the opposite result.

According to (News Cred, 2014) Nowadays, Millennials daily are bombarded with thousands of marketing messages. The overexposure of advertisements on social media has provoked that Millennials give less attention and even worse, ignore what it is exposed online. Unless the content is inspiring, creative, entertaining or tailored to them, Millennials will not keep the brand in their minds.

Another way, in which brands are exposed towards Millennials is through Brand communities, brand communities' users generate content and build relationships with other online users regards to brands. These communities have been created for a specific purpose. The purpose is to engage the customer with the brand in order to build brand loyalty, in other words, to build trust by establishing a strong connection between customers and the brand. According to (Kamboj & Rahman, 2016), brand communities influence sales, attract new customers and retain existing customers. Some researchers have shown the significant impact of brand communities regards to building brand loyalty. A key

component to generating brand loyalty within brand community members is through their participation in exchange ideas, comments, and experiences among online users. Heehyoung, Olfman, Islang, Joon, & Kyungtae, (2008).

It is a reality that different social media have emerged, and Millennials are immersed in this online world. The use of Facebook, Instagram, Twitter, LinkedIn, and YouTube, where online users are interacting all the time represent an opportunity for business. Firms know perfectly where their customers are interacting; however, firms do not fully understand what the real impact of social media has regards to brand loyalty. Therefore, companies strive to determine whether social media is a key driver to make customers become a brand loyalty customer among Millennials or social media is only the vehicle where Millennials share information and create content to communicate virtually because it is more comfortable rather than establishing contact face to face. Jackson (2011)

Then, to glean insight from millennials regards to whether social media is a key driver to build brand loyalty is crucial to reinforce the literature already established by practitioners, marketers, and academics.

Companies should not disregard the positive impact of using online platforms, these platforms help to approach and evaluate products without any time limits but also facilities discarding unwanted alternatives.

Using social media as a mean to reach out to massive customers and build brand loyalty is what marketers have carried out since marketers noticed how powerful could be social media and the influence on millennials. The Internet helps people to approach and evaluate products without any time limits. It also facilitates discarding unwanted alternatives

To give a clear insight of the relationship of build brand loyalty and Millennial's generations through social media platforms, it is necessary to delve into what really matters to millennials so that they could build a strong relationship with brands, while they are using online platforms.

In recent years, social media platforms have contributed to generating an increasing growth in the society. Generation Y or the millennial generation, it is an emerging young generation that has taken part in this digital world. Moreover, marketers have realized that Millennials have a strong presence in social media, it is a generation whom all the time is actively participating online. Marketers have noticed

the importance of understanding and gaining insight into how to establish effective communication with customers.

"Thus, social media has become a hub for market intelligence as marketers begin to understand consumer's purchasing behaviour and gain insight as to why consumers feel the way that they do about certain brands" (Rockendorf, 2011, p 126)

Online marketing communications, specifically, EWOM, online communities, and online advertisement are effective in promoting brand loyalty and product purchase intention through the company website and social media platforms. Social media marketing medium has become an important marketing tool to reach emerging younger generation consumers. It also indicates that the cyber world plays an important role in modern marketing, enabling marketers to reach out to customers faster and more efficiently. Brands and marketing Millennial Myths and Realities (2018)

Nowadays, Millennials still have a certain preference for some products and brands. However, they are more open to trying out different alternatives, even when the product or service has a high quality. They probably are not fully convinced that they are acquiring the best product. In this digital era, Millennials are daily bombarded with a wide array of products and the overexposure of them through Social Media, where everyone is very active at present, make it harder to concentrate consumers' attention on just one brand and be loyal.

In this digital era, where brands are on social media platforms, marketers know that brand loyalty depends on the ability to leverage the power of social media to build connections with the customers. Cultivating customers on Facebook, Twitter, Instagram and other social platforms is a critical way to build brand loyalty among their customers. The use of social media means not just posting; firms should create and send a compelling message to the customer; this message should make echo among customers to positioning the brand in customer's minds and subsequently generate an attachment to the brand. (Forbes, 2017).

"Oreo posted a six-layer rainbow cookie to their Facebook page with the caption "Proudly support love!" This proud support for gay marriage was not without backlash for Oreo. While they lost customers that day, what they gained was their voice in the conversation and a firm stance as a brand."

Social media has evolved, it has enhanced the peer-to-peer interaction; also, the proliferation of user-generated content has allowed to enrich and nurture conversation among online users significantly.

"In the past, online discussion was generally restricted to limited users who felt comfortable interacting on the net. A current situation is taking place, and anyone can participate through well-designed browser-based user interfaces that adopt conventions that everyone is comfortable with" (Ryan and Jones, 2012, p.153).

The way in which a firm connect with its target audience and respond to them, it will definitely impact on how reachable the customer will consider the brand. Therefore, a conversation between firms and customer is a critical factor in building brand loyalty. Social media could be considered as a booster to build brand loyalty. However, it is argued that nowadays, customers are not loyal to one brand only, they have become multibrand loyal, they are loyal to two or more brands in a category (Jacoby & Kyner, 1973).

Social media platforms depict a massive opportunity to connect with Millennials in real time. For instance. The number of monthly active Facebook users worldwide as of 2nd quarter 2018. This statistic shows that in the second quarter of 2018, Facebook has 23 billion monthly active users, their figures show that Facebook is the most popular social network worldwide. A large number of Millennials are using every day this online platform, which seems to be a potential online platform for marketers. This online platform enables marketers to reach out to a vast group of Millennials that the company could target with the objective to make them brand loyal customers.

According to The Statistics Portal (2018), Facebook was created and launched by a Harvard student Mark Zuckerberg with some of his colleagues in 2004. This social network was initially available for a limited group of Harvard students. However, nowadays, Facebook is leading the market, his usage penetration among internet users is above 80 percent.

Currently, more than 2 billion internet users are using social networks. These figures are still expected to grow due to the increasing use of mobile device usage "Social networks can reach out to millions of people, these social networks are usually available in multiple languages, which enable users to connect with friends or people with no geographical, political or economic limitations" (The Statistics Portal, 2018

A study carried out by Brands and marketing (2018) indicated that the online marketing communications, specifically, EWOM, online communities, and online advertisement are effective in promoting brand loyalty and product purchase intention through the company website and social media platforms. These findings give an insight to marketing managers by showing that social media marketing medium has become a valuable marketing tool to reach emerging younger generation consumers "Millennials." It also indicates that the cyber world plays a vital role in modern marketing, enabling marketers to reach customers faster and more efficiently. This research provides a guideline for global brand players in considering applying social media marketing activities to promote their product and brands.

The use of social media has grown at breakneck speed. It has become an essential component in this cyber world, enabling marketers to massively reach customers effectively and efficiently that it would not have been possible in the past.

Social media enables to connect people to various platforms with no geographical limitations in matters of seconds via devices such as personal computers, laptops smartphones, tablet, and computers.

Traditional media is all about advertising, in contrast, social media is about marketing with no adverts at all (Evans, 2008). Nowadays, firms have based their business model on social media platforms. Firms use their websites to leverage the power of social media among people. Another critical aspect to mention is that when a firm has well-based and trustworthy supporters, who are active on social media, to some degree, these supporters will reinforce and steer the conversation. This scenery could represent an advantage because it means that the firm has a significant online exposure over their competitors.

In contrast, social media could have negative implications regards to prevent from building brand loyalty. "Almost 90% of customers say the availability of a brand through their preferred communications channel will impact their customer loyalty." McDonald (2016)

The unstoppable growth of social media and the array of brands have enabled customers to choose their preferred product over the competitors. According to a research carried out in 2016 "54% of consumers will give negative feedback about a retailer online if they are not satisfied with its service." (McDonald, 2016).

Customers would be more satisfied with a brand if and when customers received a response within a short timeframe. Millennials know that their voice has the power to harmful a brand at the reach point that customers can stop being loyal to a brand.

Every day more and more Millennials are joining social media networks due to the accessibility they have to devices; therefore, they have more opportunities to be in contact and get familiar with online media and pay attention to adverts and information online through different platforms.

A survey carried out by Source Ipsos Global Trends survey (2017, shows that 34% of Millennials pay more attention to adverts through their mobiles while using social media platforms compared with 26% of Generation X and under almost a third of Baby Boomers (18%). Millennials are a customer who can potentially find them on social media networks.

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Source Ipsos Global Trends survey (2017.
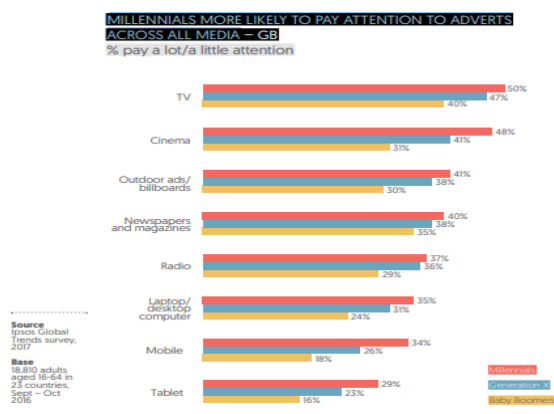
Apparently, millennials generation use social media very often as vehicle to complain about bad experiences with products, they know how powerful their voices are. This is a drawback, because online users trust on other online users. The brand's reputation could get damaged and brand loyalty could decreased.

Interestingly, recent study carried out by Brands and Marketing (2018) differ from the above sentence, the study has pointed out a quite different tendency, millennials are more likely to share positive experiences with friends, family through social media rather than negative experiences. Surprisingly, millennials prefer to get in contact with companies directly when they live bad experiences with a product

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CHAPTER THREE – METHODOLOGY

3.1 Introduction

This chapter will explain the methods used to obtain this research. This will include an overview of the research aims and objectives, the theoretical philosophy and reasoning behind the chosen methods, and the description of the sampling selected by the researcher incorporating a breakdown of the limitations of the study, ethical considerations and the method of data used in the analysis.

Research methodology is an essential and unmissable part of any research study. This section will analyze the problem thoroughly, getting through the research study step by step.

Moreover, the research design, philosophy, approach, strategy, sample, data collection procedure, data analysis technique along with maintaining the research ethics, contribute on the researcher's work to evaluate the data in a proper way to find out the logical explanation. The current research study is regarding brand the relationship that Millennials and social media have and how this contributes to building brand loyalty. Various factors will play a critical role in this study research, factors that will contribute to managing this conversation.

This research study will be fed from specific methodological divisions in order to reach to the utmost level of assertiveness of the evaluation.

Moreover, the analysis of the sample of questionnaires will help the researcher to interpret the collected viewpoints.

3.2 Research Design

It is defined as a systematic approach that research utilizes to carry out a scientific study. It is very useful in terms of avoiding flaws in the research. It is a general plan to fix the solution to answer the research question. The research design should follow a strategic methodology, in accordance with the type of research chosen.

This research study will carry out a conclusive research design, due to this type of research applies to generate findings that are practically useful in reaching conclusions. The research objectives and data requirements need to be clearly defined. Findings of conclusive studies have specific uses. In addition, it involves the application of a quantitative method of data collection and data analysis. In order to make

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decisions based on the final results in regard to knowing whether social media is a determinant factor in building brand loyalty, and also, to examine the relationship that Millennials have with social media. Moreover, this research will allow focussing on formal and typically quantitative data collection, which will be included in this study. Every part of the design provides a perfect shape and size to the findings. This research will be conclusive and deductive in nature.

A brief explanation of research design.

Exploratory Research: It explores, it is to find out about something through answering the question "what" or "how". It intends merely to explore the research questions, but it does not intend to offer final and conclusive solutions to existing problems. In order, words, this type of research is not intended to provide conclusive evidence. This type of research is quite flexible and adaptable to change. If the researcher is conducting exploratory research the researcher must have the flexibility to change the direction as a result of new data that appear and new insights also. (Saunders, Lewis, Thornhill, 2012, p. 129).

Descriptive Research: This type of research is with the objective to gain an accurate profile of events, people or situations. (Saunders, Lewis, Thornhill, 2012, p. 129). The descriptive research demands to have a clear picture of the phenomenon and also, is a more in-depth research study, which will answer the question "what" and "how).

Explanatory research: The nature of this type of research is to explain the subject being researched with the purpose of answering the question what, how and why.

This research emphasises on analysing a problem in order to give an explanation with regard to relationships between variables. (Saunders, Lewis, Thornhill, 2012, p. 129).

Evaluation Research: Evaluation research is a form of applied social science which intends to assist in improving the quality of human services.

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3.3 Research philosophy

The research philosophy is described as the belief about the ways in which data of a phenomenon is collected, analyse and used.

Our research is full of assumptions, thoughts, how we see the landscape. The nature of the realities the researcher encounter in the research inevitably shapes how the researcher understand the research questions, the method along with the interpretation of the findings. Saunders, Lewis, Thornhill (2012). The choice of research strategy will impact how we understand what the research is an investigation. Due to that fact, it is highly important to be aware of choosing the best philosophy

Research philosophy has several philosophical positions such as positivism, realism, pragmatism and interpretivism. "There are two major ways thinking about research philosophy; ontology and epistemology. It has been established that a research philosophy as a multidimensional set of continua." (Saunders, Lewis, Thornhill, 2012, p. 129).

According to Saunders & Tosey (2012) there are four main types of research philosophy, theses being positivism, realism, interpretivism and pragmatism.

Positivism: "The research is undertaken, as fast as possible, in a vague way" In this philosophical position, the feelings of the researcher are part of the data collection process. (Saunders, Lewis, Thornhill, 2012, p. 135). Also, this stance refers to qualifiable observations that lead to statistical analyses.

The core of positivism is the knowledge obtained from human experience.

In the literature is said that if the researcher assumes a positivist approach to the study, thus, the researcher adopts the belief that his research could be purely objective. Smith Thorpe Jackson (2008).

Pragmatism: The most important component in this philosophical position is the research question. There are many perspectives and many ways of interpreting the world, hence, it is not acceptable, a single point of view of the entire picture. In fact it might be possible to think about multiple realities for the same picture. Saunders, Lewis, Thornhill (2012). Pragmatism uses a reliable, well-founded and relevant method and not necessarily uses various ways. Pragmatism is the combination of positivism and interpretivism with the scope of original research regarding the nature of the research question.

Realism: This philosophical position is a branch of epistemology which is very close to positivism. This philosophical position has two approaches; the first one is realism is direct realism, it is described as what you see is what you get, in other words, what we experience through our senses perfectly portrays the word. The second type of realism is described as critical realism, what the human being experience are sensations. This philosophical position is based on the assumption of a scientific perspective to the development of knowledge. According to Saunders, Lewis, Thornhill (2012), there is a consensus among researchers, supporting that critical realism is more appropriate than direct realist approach, because of its ability to capture the whole picture when studying a phenomenon. It is argued in this philosophical perspective the social world is always changing in line with the purpose of business and management research.

Interpretivism: In this philosophy, the researcher must adopt an empathetic stance. The literature suggests that the interpretivism' perspective is appropriate for business and management research. Especially, in fields such as marketing, human resources, and organizational behaviour. The Interpretivist approach is based on a naturalistic approach of data collection, such as interviews, observations. Therefore, it is considered that Interpretivism approach, it is essential for the researcher as a social actor to appreciate differences between human beings.

This research study will involve the philosophies of positivism and interpretivism. Due to Positivism allows to find out the logical point based on truth, in other words, this thoughtful design depends on findings. Moreover, Interpretivism allows interpreting the summary of the respondents jointly with their psychological logics.

3.4 Research Methods

Research methodology emerged from the fundamental philosophies and the data collection methods. There are two types of data, which can be collected for any research, these are quantitative and qualitative. There are differences between qualitative and quantitative interviews, in quantitative interviews are mostly structures whereas qualitative interviews are either semi-structured or in some cases unstructured. The approach given to the qualitative researchers tends to be inductive, it means that the researcher develops a theory or seek out a pattern of meaning based on the data that the researcher has collected. Quinlan, M. (2011) On the other hand, Quantitative information is numerical and is managed to be coded. This research was conducted using the quantitative method, which

allowed the researcher to explore, presented, described and examined relationships and trends within the data. Therefore, chart drawings will be undertaken using software ranging from spreadsheets such as Excel. Saunders, Lewis, Thornhill (2012)

This study entails research objectives that are concerned about investigating and examine the relationship that Millennials has with social media regarding Brand loyalty, also asking which factors the drivers are to build brand loyalty among Millennials. The data collection will be gathered through a questionnaire. The questionnaires are one of the most widely used data collection methods within the survey strategy. Due to each respondent was asked to answer the same set of questions. It is considered an efficient way of collecting responses from a large sample. In this research study, the example was 120 questionnaires. The design of the survey was compiled from the suggestions made by Saunders (2012). The surveys chosen for this research was explanatory because, it enabled the researcher to examine and explain relationships between variables, in other words, the cause-and-effect relationships. The questionnaires are quickly administered. Therefore, customers' surveys were conducted with the intent to get an understanding of the relationship that Millennials has with social media concerning brand loyalty. It also sought to identify the factors that determine brand loyalty through social media. In fact, to seek whether social media is a crucial driver to build brand loyalty among Millennials. The only survey was constructed on the web-based survey site Easyquest (www.easyquest.com). When the survey was ready, it was placed it up and posted on the Facebook platform. The study was sent out and resulted in 121 responses. However, three responses were not valid. Eventually, 119 questionnaires were declared valid. The survey was filled in by 52 percent men and 48 percent women with a majority in the age of 25 to 35 years.

The use of the web-based survey Easyquest did not have any cost. Even though, the study was distributed massively through Facebook. The review was posted on a well-known platform such as Facebook because of its broadly scope.

3.5 Research approach

The research approach is considered to be an essential component that must be taken into consideration by the researcher. It entails, mainly three types of techniques: Inductive approach, Deductive approach, and Abductive approach.

The importance of the research is focused on making the correct choice of the research approach.

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Inductive approach: The data collection is used to evaluate the opinions or hypotheses related to an already existing theory. The inductive approach does not entail disregarding arguments when formulating research questions and objectives. This approach has the goal to generate important findings from the data collected in order to identify patterns and relationships to build a theory. Also, this approach helps to develop methods of verification. Saunders, Lewis & Thornhill (2012)

This research study has involved inductive research approach, as; it is more suitable for generating trustworthy theories based on the propositions of the respondents, already established in this paper.

Deductive approach: Deductive means reasoning from the particular to the general. This approach can be explained, by means of hypotheses, these means are derived from the propositions of the theory. In this approach, the conclusions come from the premises done by the researcher.

A deductive approach can be explained by means of hypotheses, which can be derived from the propositions of the theory. In other words, the deductive approach is concerned with deducting conclusions from premises or plans.

Summarizing, deduction comes from a normal pattern "which is tested against observations, whereas induction comes from view and seek to find a model within them. Saunders, Lewis & Thornhill (2012)

The research objectives concerned with understanding the relationship with the millennial generation with social media regarding brand loyalty and, also the role that social media plays in building brand loyalty. This research question focused on Millennials cohort and social media. It was chosen in this cohort because the millennial group has grown up with, there is a relationship. The sampling was selected due to the spending power of Millennials in the marketplace is significantly essential. It is a cohort that is actively part of the labour market and, also are immersed in social media world at any time. The sampling that this research selected was generation Y, aged between 20- 34 years. This cohort is engaged on social media and tends to buy brand products.

3.6 Overview of sampling

The sampling framework is a difficult job to perform, because, depending on the ability of the question structure and the gathering samples.

There are two types of samplings. These are probability sampling and nonprobability sampling.

The probability sampling uses random sampling techniques to create a sample, the researcher who uses this method claims that the findings of the study are generalizations applicable to the entire population of the study. Quinlan (2011). A basic rule of probability sampling is that every single member of the community has an equal probability of being selected for inclusion in the sample.

On the other hand, Non-probability sampling is a part of the population, but this type of sampling cannot be said to be representative of the people in a statistical sense. Quinlan (2011).

Thus, the task of the framework must be done thoroughly. A set of valid questionnaires following the topic should be made carefully in order to pursue success findings. The framework sampling depended on formed from two components, research sample, and sample size. Sampling must be collected from a variety of background and the research sample the variation is very important to get unbiased results. In this research the total number of respondents is 121.

The sample group was to be taken from online users, Millennials who are active online users. These people belonged from both genres, male and female. Some of them were students, some of them were employed, different nationalities. This variety was used to identify the reactions of the Millennials immerse on social media and how it influences to build brand loyalty. The participation in questionnaire/surveys was on a voluntary basis. In order to avoid those people with strong views about the topic because then, the results of the study may not reflect the opinions of the wider population creating a bias.

Sample size is another important issue to look upon for a research study. Variety in sample size help to gather the authenticity of the research. It entails, the variety in gender, age of the respondents.

As it was mentioned before, the sampling research was 121 total respondents, 59 people were male and 62 of them were female.

3.7 Research and objectives

The overall aim of this research is "To examine the relationship that Millennials has with social media regarding brand loyalty. Also, to determine which factors are the drivers to build brand loyalty among Millennials." This will incorporate an additional research objective that will be examined to help accomplish this.

3.7.1 Research and objective 1

"To determine what is the impact and the influence that social media has over Millennials, identifying whether this impact effect to build brand loyalty.

In order to get a better understanding whether brand loyalty still in Millennials' mind and how social media influences the Millennials cohort's in terms of building brand loyalty, it is highly important for this researcher to understand the relationship that Millennials have with social media, how Millennials perceive social media and the way Millennials interact with social media. This information will be important for the overall research aim. Millennials is cohort that have grown up with social media, due that fact, Millennials have learnt to get information, communicate, interact and consume in a different way, in comparison with other generations. To best understand the impact that the social media has had on Millennials in terms of brand loyalty, respondents were asked closed-ended questions.

3.7.2 Research and objective 2

"To determine whether social media is a key driver that contribute to build brand loyalty among Millennials."

There divided opinions regarding whether social media play a driver role in building brand loyalty among Millennials. Due that fact, there were strategic closed-opened questions on the questionnaire that displayed indicators, these indicators led to findings which are explained in the next Chapter.

3.8 Limitations of the study

Nevertheless, every single research tries to be perfect in every means, always, there will be some limitations during the research process. Limitations are the facts that any research has to face and generates the scope for future research and recommendations. This study is not the exception. Firstly, the initial limitation encountered for this study was that of time, time management was a prominent concern in relation to the data collection. Besides, time constraints involved in the research was a significant factor to be taken into consideration. Another limitation was the nature of the topic. A qualitative research could have brought more depth findings. However, the time was a constraint that limited this study.

Further research in this area might include both quantitative and qualitative methods, enabling the researcher to obtain a broader scope of the target demographic. While not possible in this research, at a future date it would be interesting to investigate the topic in much more in depth.

3.9 Ethical considerations

Ethical consideration is an unmissable and essential part of any research topic. This part of the research encompasses the rules and norms of any research study a researcher has to follow. It is of the utmost importance to mention the ethics that were taken into consideration during the performance of the research.

One of the most critical work ethics is that the research should be authentic, with no adoption from any existing research. It would be considered plagiarism, which is a hateful offense. It must be clear that this piece is an original piece belonging to the researcher.

The identity of the interviewees must not be disclosed at any cost. It should be considered a highly confidential matter that is meant to be concealed. Moreover, the researcher is not allowed to reveal the names or addresses of the respondents. Also, the respondents should be informed about the results of the survey because the survey was done with the cooperation and participation of the respondents. Besides, the set of questionnaires should be based on informative questions following the study. The questions must be clear and well-explained to the respondents so that they can respond to them with ease. All these points will lead to successful and authentic results.

3.10 Method of data used in analysis

Data analysis technique entails, the way by which the collected data is analysed using various tools. It can be said that the regression helps to interpret the coefficient understanding. Statistics helps turn quantitative data into useful information. This information will help to understand the whole picture in detail and eventually could contribute to the decision-making process regarding the design of new strategies carried out by marketers focusing on building brand loyalty. Using statistics, the researcher can use statistics to summarise data, describing patterns, relationships and connections.

The current research study has used regression in order to analyze the tools. In this research, the regression analysis has been introduced in this context of the topic. The dependent variable that is the dependent variable that is if a customer is brand loyal or not is a binary variable and its relationship with

other independent variables, and it is the main feature of logistic regression which makes it fit for the research. In statistical data, the regression analysis is a process for estimating the relationships among variables. It concludes many techniques for modelling and evaluating the profound variables acquired through the data collection process. These data analysis techniques generated several viewpoints gathered from the diverse age group of respondents.

CHAPTER FOUR – ANALYSIS AND FINDINGS

4.1 Analysis of research Data

Once the data was collected the next step that followed was to go through the data on several occasions to ensure that is it firmly understood, reading the data gathered several times would help to get a well-known of the collected data.

As suggested by Suanders et al. (2012) data collected through quantitative methods gathered and analyzed in its raw form is of little use to anyone. The data must go through a set of rules or graphs and charts to show patterns or statistics to analyze the findings of this research properly.

To understand examine the relationship that Millennials have with Social media and to identify whether social media is a driver to build brand loyalty in this digital era, primary research has been done over approx. 121 respondents. The valuable viewpoints contributed to understand and have a whole picture of the overall project. This study included both, male and female. They were chosen to take their viewpoints related to the objective of the research. The following figures will indicate in detail whom many people integrate the survey. Among the 121 respondents, 59 males and 57 females were part of the quantitative research. Therefore, among the respondents, 49% of respondents were male, and 51% of respondents were female in this research process. Hence, both male and female are highly valuable for this research and procedure to obtain an overall understanding that whether brand loyalty is still among Millennials and what component contribute to building brand loyalty. Besides, determine whether social media is a critical driver to build brand loyalty. Thus, it has been observed that both genders are interested in being part of this research, interestingly, there is a balance in the number of male and female, which could draw a better picture of Millennials immerse on Social media. No matter, gender. Also, it has been observed that both male and females were interested in giving their valuable thoughts about the matter according to the questions that had been asked to them.
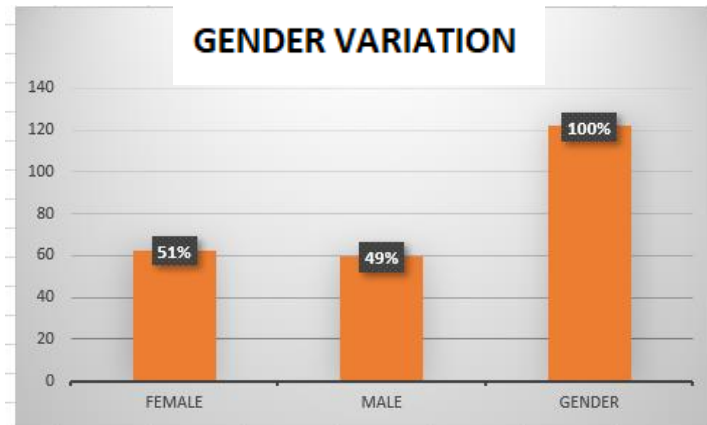
Figure 1. Gender variation

(Source: Author)

To examine the relationship that Millennials has with Social media in terms of brand loyalty and to know the determinant factors that influence to generate brand loyalty on social media. Several groups of aged people were selected to gather the data. In this research process, 19 respondents or 16% respondents were between ages of 18-24 years, 73 respondents or 60% respondents were between ages of 25 -29 years and 29 respondents or 24% respondents were between 30-36 years.

All the respondents of several age groups are equally valuable to make this research more effective.
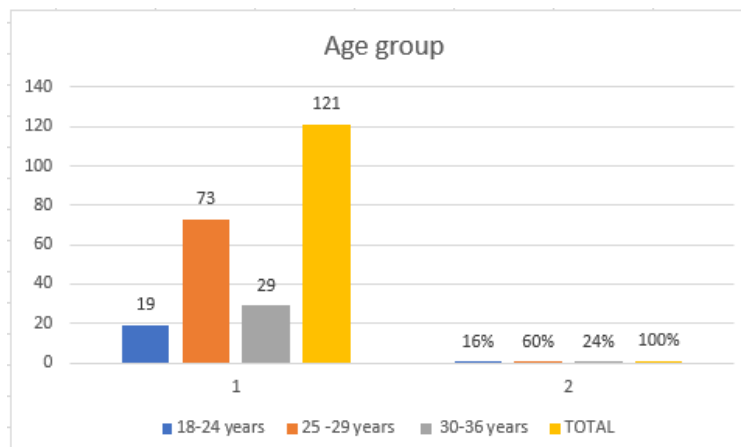
Figure: 2. Variation of Age Group

(Source: Author)

1.-As a millennial, "Brands" matters to me (tangible product).

According to the respondents, Brands still matters to Millennials, even though, the tendency is not too high. It is interesting that 44% of the respondents agreed with the statement agreeing that Brands matters to them, but at the same time, 33% answered neither agree or disagree, which means that a quite high of Millennials have not a strong attachment to brand and are not potential brand loyal customers. 13% answered that brand are important to them and only 2% answered that they are strongly disagree regarding brands. Overall this question revealed that Brands still important to Millennials, which represents an opportunity for Marketers to find the factor that can make Millennials become brand loyalty consumers.
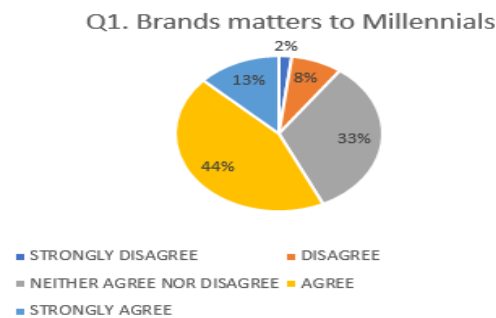
Figure 3: Brands in Millennials' mind,

(Source: Author)

2.-The level of my brand loyalty towards my preferred brand. On a scale of 1-10 (1 being lowest, 10 being highest) rate your agreement. Level of loyalty

The results of this question also make for some interesting findings, 26% of the respondents choose level 6, 18% of respondents chose level 5, 14% of respondents chose level 7, 12% of respondents chose level 9, only 10% of respondents chose level. On the other hand, only 10% of respondents, which represents level 1, 2, 3 and 4, chose low levels of attachment to their favourite brand. The highest percentage chose highest level of brand loyalty. This is an indicator that, in general, Millennials maintain high level of brand loyalty to their brands and these loyalties could potentially enhance.
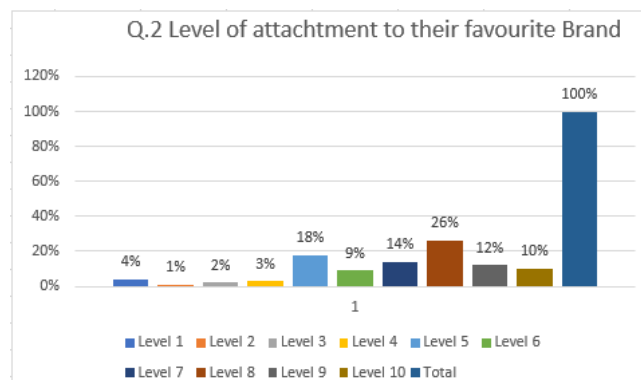

Figure 4: Level of attachment to their favourite brand

(Source: Author)

3.-I follow my favourite brand on social media.

The respondents showed that 64% of respondents follow their favourite brand on Social Media and 36% of the respondents do not follow their favourite brand on Social Media. These indicators show that Millennials get through online platforms looking for their favourite brand. This link between social media and Millennials positively impact on brands, concerning building an attachment to the customer.
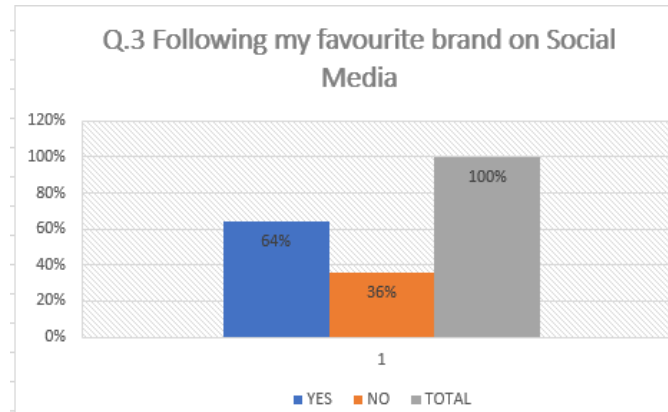

Figure 5: Following my favourite brand on social media

(Source: Author)

4.- I always recommend my favourite brand to my friends on social media (e.g. by posting or commenting online).

This question is focused on the close relationship Millennials have with social media. The respondents show they trust on social media to recommend their favourite brand, it is showed that 34 % agree with recommending their favourite brand, 24% said neither agree nor disagreed. Interestingly a quite high percentage is disagreed on recommending their favourite brand. Only a low percentage is strongly disagreed, which means that it might be possible that this small percentage who is disagreed, it is represented by the small group of Millennials who are not loyal to any brand, as it was shown in the Figure 4.
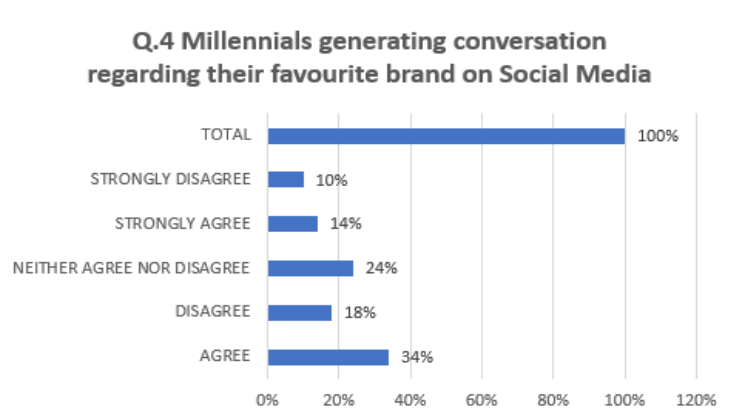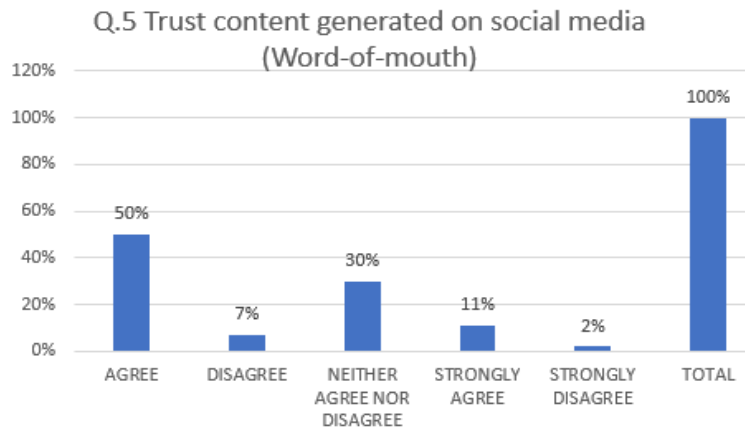

Figure 6: Millennial generate conversation regarding their favourite brand on social media

(Source: Author)

5.- I consider that online word-of-mouth (reviews, comments, post on social media) is trustworthy.

This question is focused on how reliable Millennials consider content placed it on social media. 50% of the respondents consider that social media is trustworthy, this result could be linked with the fact that the content is generate by other customers like them, and their opinion could be considered genuine. Also, 30% of the respondents said, there are neither agree nor disagree, 11% strongly agree of the respondent's trust on what it is place on social media. Only the 9% summed up Disagree and strongly disagree

Figure 7: Millennial generate conversation regarding their favourite brand on social media

(Source: Author)

6.- If someone posted a negative comment about my preferred brand on social media, I would take part of the conversation in order to advocate my favourite brand.

The responses from this question shows that even though, Millennials are loyal, they are not willing to advocate their brand on social media. 31% is disagreed, while 30% neither agree nor disagree regarding advocating their brand. In contrast, a few percentages of Millennials are willing to do it, 2% is strongly agree.
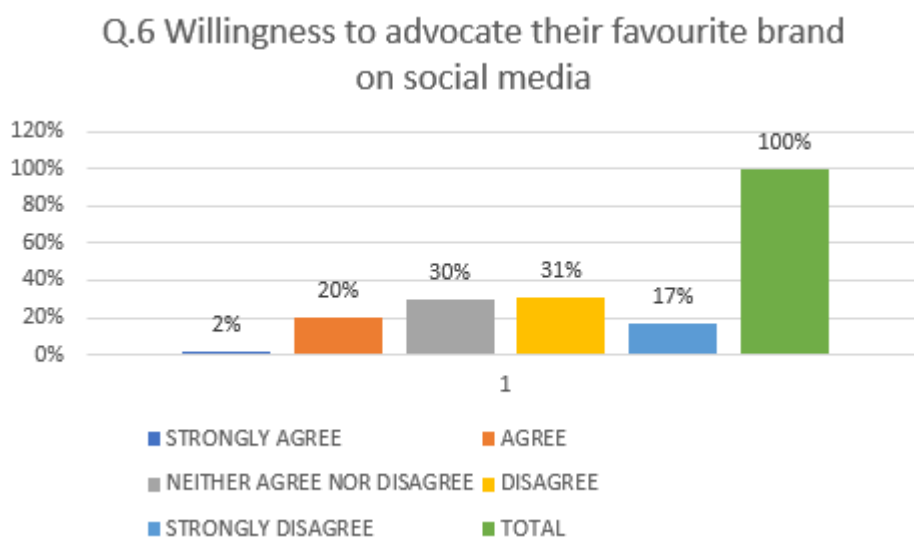

Figure 9: Taking part of the conversation in an online community

(Source: Author)

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7.- I belong to a brand community (e.g. My Starbucks idea, Apple brand community) and take part of the conversation or discussion online.

This question is focused on reflecting how popular online communities are among Millennials. The figures show there is not a strong tendency for being part of online communities. 28% are disagree with being part of an online community. 26% of respondents are strongly disagree of taking part of the conversation on an online community. 24% neither agree nor disagree. In contrast just 3% of the respondents are strongly agree on taking part of the conversation through online communities.
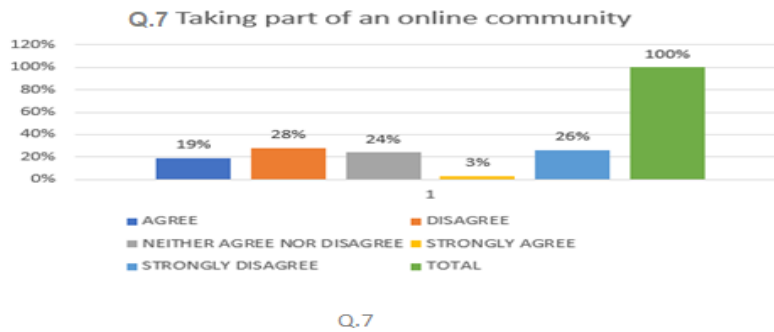

Figure 9: Taking part of the conversation in an online community.

(Source: Author)

8.-When my favourite brand is advertising a new product on social media, it drives me want to buy it.

This question is focused on showing how brand loyalty consumer Millennials are towards their favourite brand. If they are highly loyal to their brand, they will be willing to try a new product from the brand. Also, social media plays an important role here. Firms know they can reach out to Millennials easily if they launch a new product advertising it through social media. 49% are agreed, 28% neither agree nor disagree, 13 % and 7% strongly disagree. These figures also show that there is a small group of Millennials that even, are loyal towards their brands, social media is not a driver to them.
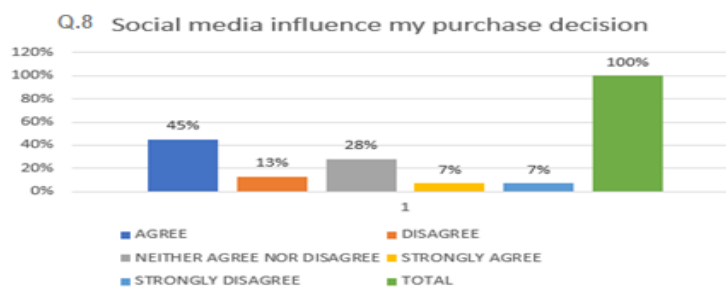

Figure 10. Social media as a driver regarding purchase decision

(Source: Author)

9.-I am a customer who feels overwhelmed when I see many options online that I eventually choose the same brand rather than giving a try to a new one.

This question is focused on the behavior that many customers (Millennials) have towards a brand. It is shown that, Millennials could be loyal because they are not sure about better alternatives, they have resistance to change, seeking-routine, they trust on their brand. It shows that social media does not influence on this kind of patters that consumers have towards brand. The highest percentage in the chart is 42% of the respondents are brand loyal because of behavioural tendency.
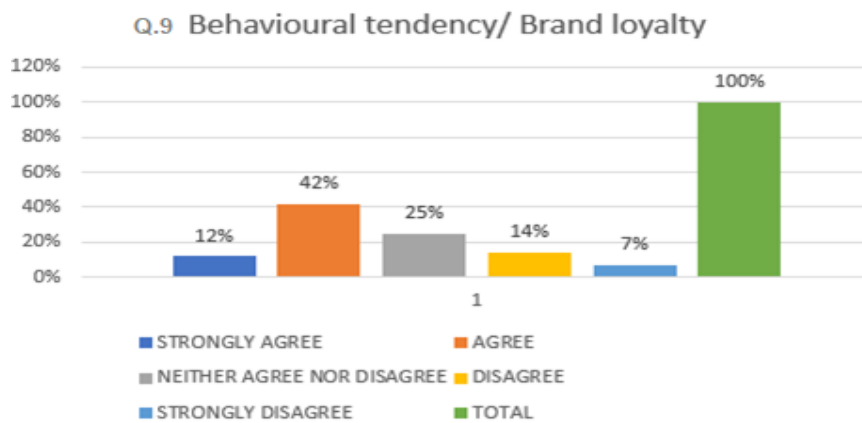

Figure 11. Social media as a driver regarding purchase decision

(Source: Author)

10.- Opinion leaders on social media influence my choice to try a product, even though, I am fully satisfied with my preferred brand. The responses have some indicators that 38% agree on being influenced by opinion leaders, influencers online. Which means, Millennials trust and consider their knowledge valuable. On the other hand, 31 % neither agree nor disagree, 17% are disagree, and only 9% are strongly disagree, it could represent the Millennials are not brand loyalty at all.
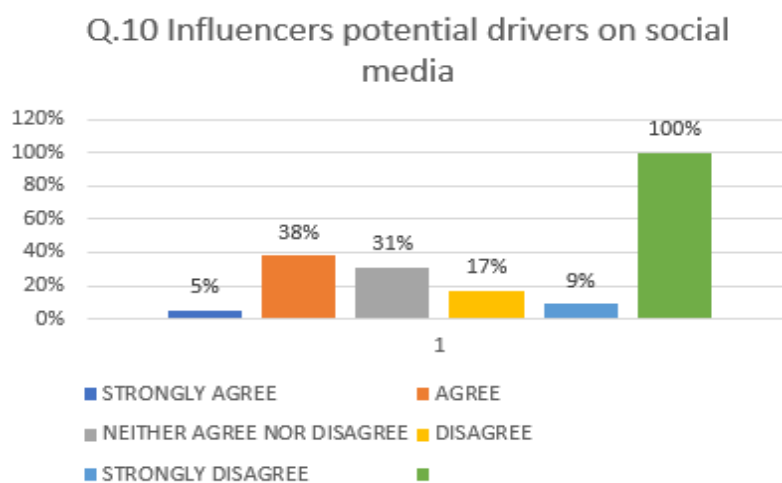

Figure 12. Influencers, potential drivers on social media.

(Source: Author)

11.-Price is the most important aspect that makes me become a brand loyalty consumer.

This question has given some indicators that show that the price is a driver that can highly influence consumer to become a repetitive purchase, not necessarily a brand loyal consumer. 37% are agreed with the price as a driver that led a purchase. 13% strongly agree, which it is a significant percentage 26% neither agree nor disagree consider important this fact, and only 7 % are strongly disagree
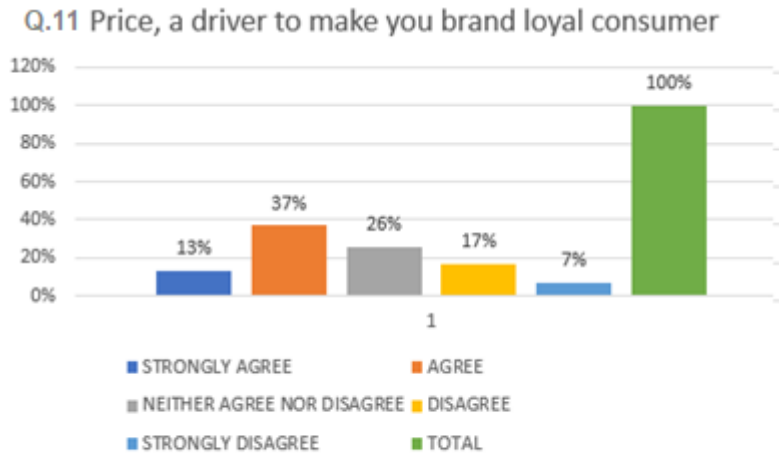

Figure 13. Price, potential drivers on social media.

(Source: Author)

12.- The exposure of the brand on social media platforms is the most important aspect that makes me become a brand loyalty

As it is shown, the respondents have different opinion. The 31% do not consider that social media is a determinant component to make them loyal to a brand. On one hand, 28% respondents are agree and consider that social media has influence their preferences regarding their brands. On the other brand the 24% is disagree with this argument and only 12% is strongly disagree. Summarizing, it can be said that Millennials do not consider social media a great influencer to make them loyal to a brand.
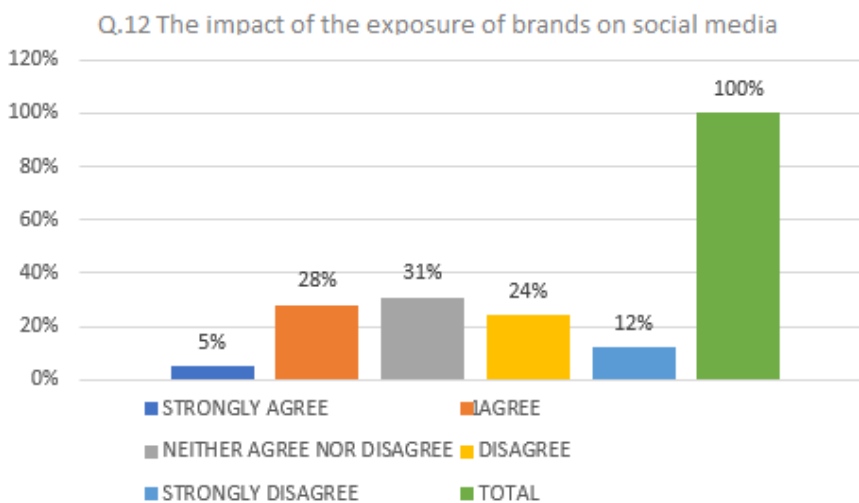

Figure 14. The impact of the exposure of brands

13.-Quality is the most important aspect that makes me become a brand loyalty consumer.

This question shows that quality component is still being a determinant component for consumers (Millennials) that can influence them to become a brand loyal consumer. The tendency shows that it is a highly valuable quality for Millennials. 44% of respondents are strongly agreed, 46% agrees with this statement. 9% neither agree nor disagree, and only 1% of the respondents are strongly opposed, These indicators that quality is a compelling driver for Millennials..
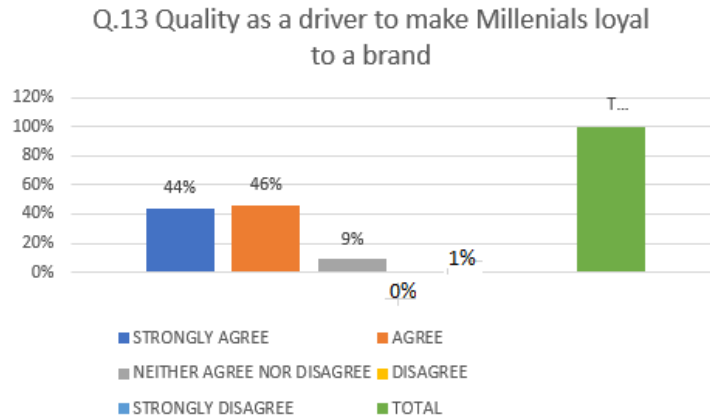

Figure 15. Price, potential drivers on social media.

14.-Customer satisfaction is the most important aspect that makes me become a brand loyalty consumer.

Customer satisfaction is a component that is considered very important that contribute to building brand loyalty among individuals, and the respondents from this survey affirm this statement that is in the literature. Millennials are willing to become brand loyal if and when they perceive customer satisfaction around their favourite brand. 35 strongly agree with the statement regarding customer satisfaction is a trigger to make them loyal to a brand. 45% agree also, and only a low percentage of Millennials do not consider Customer satisfaction as essential component regarding building brand loyalty, 3% of respondents have disagreed and 2% respondents strongly disagree with this statement.
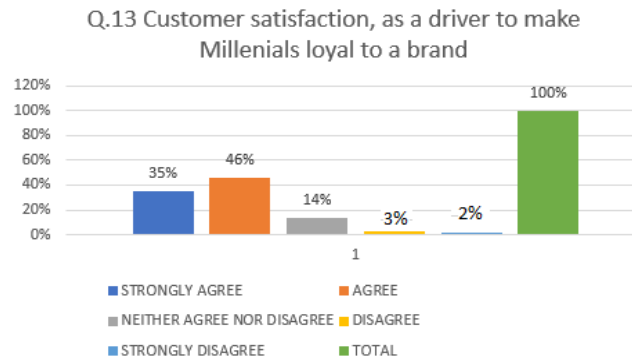

Figure 16. Customer satisfaction, potential drivers on social media.

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15.-I am a customer who is loyal to more than one brand.

Millennials are a generation that is not loyal to one brand. According to the Figure 17, just 10% are loyal to one brand, 60% is loyal to up to five brands, and 31% of the respondents are loyal to more than five brands. The concept of brand loyalty is still in Millennials' minds. However, the idea has evolved into a generation who is aware of the vast array of brands on the market and how easy they can switch brands if they do not get what they expect from the brands
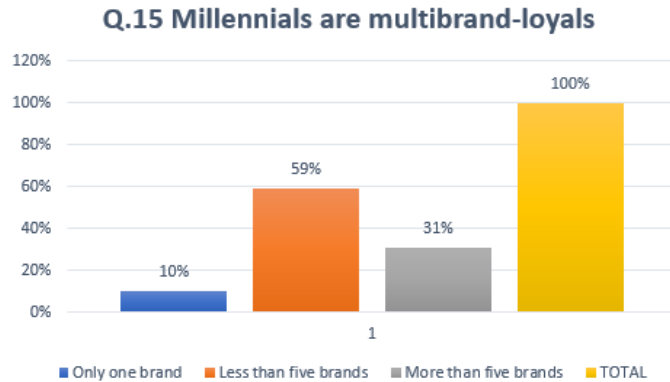

Figure 17. Millennials are brand loyal to more than one brand.

(Source: Author)

16.-To see my favourite brand actively exposed on social media, gives more value to the brand and makes feel I am buying a top brand.

Interestingly, 42% of the respondents agree with this statement. However, this answer had brought a better insight, if the researcher would have added a question asking, which platform Millennials consider that could add value to the brand. Again, 31% of respondents neither agree nor disagree regarding this statement. 11%n have opposed. Only 5 percent have actively differed concerning social media adds value to their brands. Besides, 11% of respondents consider that social media adds value to their brands.
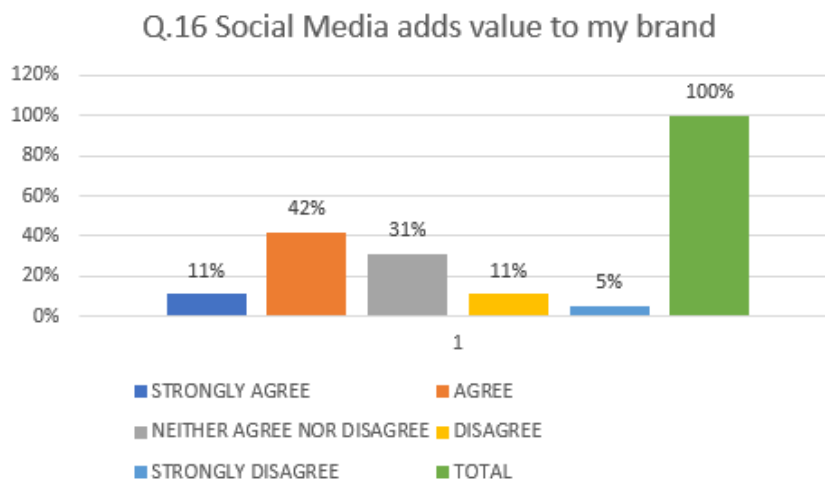

Figure 18. Social media adds value to my brand.

(Source: Author)

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4.2 Findings and discussion

This section is related directly to the principal outcomes of a research project. What the project suggested or indicated. It is important to emphasize that this section refers to the total of findings, which is different from the conclusions or recommendations are drawn from them.

The principal outcomes of a research project; what the plan suggested, revealed or indicated. This usually refers to the totality of findings, rather than the conclusions or recommendations are drawn from them.

Three objectives were set up in this research, the three of them will be broken down to have a better understanding of the findings.

4.2.1 Objective one

To determine what is the impact and the influence that social media has over Millennials, identifying whether this impact affect to build brand loyalty.

As it was established in the previous chapter, in order to attain the Objective one, the research had to focus on whether brand loyalty matters to Millennials. The following findings were obtained from the study.

The findings regarding this actual show Brand loyalty in Millennials' mind is still in, 44% of the respondents said that brands matter to them, it means that Millennials is still a potential market, where marketers can inflict the need to generate brand loyalty among Millennials, through well-based strategies. Another indicator that showed Millennials is a generation, who can represent an opportunity for firms concerning building brand loyalty.

Millennials are still consumers, who build links with brands, they are willing to build brand loyalty. However, it does not mean that they are customers loyal to one brand, Millennials are loyal but no to one brand anymore. According to the question 15, that it is shown, the highest percentage 59% of responses are loyal to less than 5 five and only 10% are loyal to one brand. The Millennials are a multi-brand generation who matters to brand loyalty, but they are not loyal just to one brand. The findings of how Millennials show their brand loyalty is not just buying the product, but also using online platforms and create content of their favourite brand, advocate their brand on any online platform. This tendency

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has taken place in the last decade because Millennials are connected at any time, and the way they interact with their peer is commonly through a device. This tendency has been beneficial to the company, not only the company, nowadays, Millennials get involved, and they show they are loyal to the brand through placing content positive word-of-mouth whereas contributing to generating brand loyalty. On the other hand, some millennials are not willing to advocate their brand online, and also, they do not take part in the conversation on online communities' brand to talk about their brand. As is shown in responses in question 6 and 7. Millennials interact with other peers through online communities to generate content, share experiences rather than being a promoter of the brand. Another interesting finding was related to the question No.9 that indicates that there is a behavioural tendency from the Millennials that provoke to be loyal for several reasons and not necessarily because they love the brand. When there are many options in front of them, they refer to choose the brand they know well rather than taking the risk and try a new one. Millennials might be loyal because they are not sure about better alternatives, they have resistance to change, seeking-routine. These results indicate that Millennials generation act very similar to any other generation that prefers not to feel overwhelmed when there are many options to choose from. Millennials will go for the less risky option.

4.2.2 Objective two

To determine whether social media is a key driver that contribute to build brand loyalty among Millennials.

According to the literature some authors agree with the statement that social media is a driver to enhance brand loyalty. The findings show that it is not a critical driver that build brand loyalty, but social media works as a trigger that companies utilize to place the brand on consumers mind. However, it will not make Millennials become brand loyalty. This asseveration is given based on the results from some questions from the questionnaire. They will be broken down to the natural understanding.

How social media influences Millennials cohort's, how Millennials interact and understand social media. Millennials perceive social media different from other generation, besides, the relationship the Millennials has with social media presumably is stronger than other generations. Millennials are a generation that has grown up with the use of social media. It has been part of their lives. Everything related to social media, Millennials are familiar with. Millennials have developed a way to communicate through social media, Millennials generate content, create conversation, with no constraints limitations, in that world, everyone is enabling to participate and be part of the discussion. The conversation that

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allows building relationship with acquaintances that later could become friends or connections that are built among a cohort with other peers. Although it is known that Millennials seems to have a healthy relationship with social media, it is critical to determine to what extent social media is as powerful as it is known following the literature. To know how powerful social media is over Millennials and what elements determine the influence of social media over Millennials. The question 5 reflect that Millennials trust on social media, especially because the content of social media that is created by another peer is considered as trustworthy. 50% of the respondents consider that social media is trustworthy. This percent depicts that online word-of-mouth is well accepted among Millennials. Then, in this case, word-of-mouth works as a trigger that provokes a reaction on Millennials regarding a brand, when another peer comment on any online platform. Another element part of social media is the opinion leaders or recently called influencers. According to the question 10, where Millennials were asked, whether opinion leaders or influencers on social media could influence on their choice regarding trying a product, even though, they are fully satisfied with their preferred brand. The responses have some indicators that 38% agree on being influenced by opinion leaders, influencers online. Which means, Millennials trust and consider their knowledge valuable. On the other hand, 31 % neither agree nor disagree, 17% have disagreed, and only 9% strongly disagrees. Thus, results based on these figures quite a lot of Millennials trust on influencers, and even though, it does not mean social media build brand loyalty, social media works as a trigger through the influencers to at least try once a product.

On the other hand, based on the result from the question 12 where Millennials were asked whether the exposure of the brand on any social media platform is considered as the most critical aspect to Millennials and also makes them loyal to a brand. The figures show that the majority of Millennials 31% do not consider that social media is a determinant component to make them loyal to a brand. These indicators confirm that social media is a driver that through all the elements on social media, such as influencers, online brand communities, online platforms, works as a trigger to generate buzz, but Millennials will not become brand loyalty consumers, just because of the exposure of the brand online. Also, another indicator regarding social media as a trigger is that Millennials consider that their brand gets more value in it is seen on any social media platform. Interestingly, 42% of the respondents agree with this statement, and only 5 percent have actively disagreed concerning social media adds value to their brands. Also, 11% of respondents consider that social media adds value to their brands.

In the questionnaire, some interesting findings were collected. Millennials are a generation that is fond of social media, social media is part of their lives, but it does not mean that Millennials are conscious consumers. They still being rational when they choose a brand and become loyal to that brand. This argument is said, the question 11, 13 and 14 show that Millennials consider three components as a driver to become brand loyal consumer; price, quality and customer satisfaction, for Millennials, these are essential components that determine brand loyalty.

Regarding the price, some indicators have shown that the price is a driver that can profoundly influence the consumer to become a repetitive purchase, which not necessarily means, in this specific case, that Millennials is a brand loyal consumer. 37% are agreed with the price as a driver that led a purchase. 13% strongly agree, which it is a significant percentage of 26% neither agree nor disagree consider important this fact, and only 7 % strongly disagree.

Regarding the quality, whether is a compelling driver to make them brand loyal consumer, the findings show that quality component is still being a determinant component for consumers (Millennials) that can influence them to become a brand loyal consumer. The tendency shows that it is a highly valuable quality for Millennials. 44% of respondents are strongly agreed, 46% agrees with this statement. 9% neither agree nor disagree, and only 1% of the respondents are strongly disagreed,

Regarding the customer satisfaction, it is a compelling component that can be a crucial driver to lead Millennials being brand loyalty consumer. Millennials are willing to become brand loyal if and when they perceive customer satisfaction around their favourite brand. 35 strongly agree with the statement regarding customer satisfaction is a trigger to make them loyal to a brand. 45% agree also, and only a low percentage of Millennials do not consider Customer satisfaction as essential component regarding building brand loyalty, 3% of respondents have disagreed and 2% respondents are strongly disagreed with this statement.

4.3 Discussion

The chapter will discuss how the overall research question and objectives have been answered in addition to exploring both Millennials and social media from the perspective of the research. This research aimed to examine the relationship that Millennials has with social media regarding brand loyalty. To determine which factors are the drivers to build brand loyalty among Millennials.

For marketers' perspective, the core of social media is the ability to create content about business, products or services through the interaction of internet users. This internet users encourage discussion, communication, feedback and potentially influence others. (Reza and Richard, 2013).

Through the research this statement has taken shape and has enriched this concept, this content makes Millennials get engaged because the content created by Millennials is trustworthy. In this context, Millennials trust on social media, not because of the platform or the brand exposed to the platform, they trust on social media due to the fact, another peer generates the content. Millennials share experiences, stories, information. The insight is given by Evan (2008) that says that people value to hear trustworthy information, the value of trust, this statement is supported on the research, where Millennials trust on word-of-mouth because they know that other consumers generate this word of mouth. Which brings to the discussion that Millennials trust not on companies or brand merely, they trust in the content place it on social media. To some degree this argument is based on what Kelsey Sutton (2018) has argued, many brands have built their brand loyalty mainly through a great combination of word-of-mouth and providing a good brand concerning quality.

Although, there are satisfied Millennials that they think that they trust in the brand rather than the content place it on social media platforms. Which it is entirely understandable because when the Millennials are loyal to a brand, it means there is an emotional connection with the brand.

However, this connection among the millennials and the brand has been built due to several components. According to the research findings, one driver is the prices, quality, customer satisfaction. These three drivers indicate that Millennials, even though, this generation is considered as a generation who is not loyal to brands, the result is the opposite, they are still loyal to brands. A distinct trait of this generation is that they are multi-brand loyal. Millennials are a generation very conscious of the power they have using social media.

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Moreover, also, they know the power of social media has over the information placed online. Companies have realized that social media is a driver to lead the customer to turn into a brand and give a try. There several components that social media utilized to enhance the effect of social media on Millennials. According to Giannecchini, (2018) companies have opted to employed influencers, as part of the strategy on social media. Influencers represent a perfect vehicle in social media, "People want things raw and real."

Therefore, the role of the influencer marketing in social media is to drive the brand's engagement with the customer. According to the research, an influencer is a trigger than a lead customer to the brand.

Nonetheless, the influencer only leads the millennials to the brand. Millennials could become loyal to the brand because the influencer is loyal to that brand.

Another element that is used in this digital era is a brand community. Some academics have supported the idea of one of the means to build brand loyalty in this digital era through the use of online brand communities. "In online brand communities." (Heehyoung, Olfman, Islang, Joon, & Kyungtae, 2008).

The research findings disagree with Heehyoung, (2008) Brand communities" do not contribute to building brand loyalty. The function of the brand community from millennials' perspective is to share information, experiences, engage with other peers but it is not a key driver to build brand loyalty.

Although, brand loyalty is still being a challenge for marketers, especially, in today's world where new generations are notoriously less loyal to brands. The research findings showed that Millennials are willing to be brand loyal customers, if and when the product meets the customer needs. Besides, the companies should not forget the importance of generating engagement between the brand and the consumer. As long as there is a reliable and deep engagement among both elements, the consequence would be brand loyalty from the customer (Millennials generation).

Due to that fact, companies should not disregard the positive impact of using online platforms. These platforms help to approach without any time limits. Social media as a mean to reach out to massive is another trigger that enhances the power of social media. Overall, social media does not have a vehicle to build brand loyalty, but it is a trigger that leads Millennials to the brand.

CHAPTER FIVE – CONCLUSION Y RECOMMENDATIONS

5.1 Conclusion

It is much debated between marketers and scholars as to what are the determinants to build brand loyalty among Millennials, and also, to determine whether social media is a crucial driver to build brand loyalty. Scholars and marketers have come up with several opinions. Some argue that there is no brand loyalty among the millennial generation, some marketers argue that nowadays, they are only repeated purchasers, and they will switch the brand as soon as other product offers a discount or a better promotion. Marketers are very concern about building brand loyalty. They design strategies in order to reach out to their audience. The same marketers employ social media as part of their permanent strategy to reach out massively to their audience. Marketers bet on social media as a critical driver to enhance brand loyalty. Over the years, they have misunderstood the real function of social media. Overexposure to brands everywhere, using all the online social media with no rational-thinking. It is very common encounter many online platforms full of advertisements, which probably most of those advertisements are not enough appealing to the Millennials.

Regarding this research, social media should be a driver that could be treated as the first trigger that can lead Millennials towards the brand in their first time. Surprisingly, marketers have used social media as a builder of brand loyalty, with no fruitful results. They have put aside the essence of social media, which is to build relationships among people, to generate a meaningful connection between peer to peer. When there is a conversation genuinely honest between customer and brand, the trust is retrieved and in an organic way the customer generates a reliable link or attachment towards the brand.

This process is what Millennials value on social media, for millennials, social media is a more significant driver that lead Millennials towards brands, but not as a driver to build brand loyalty. Millennials are a generation that considers components very specific that determine their brand loyalty towards a brand, such as a price, quality and customer satisfaction, all these elements are essential in building brand loyalty. Interestingly, these elements cannot be perceived by Millennials online. They have to physically experience them, whereas millennials use social media to share experiences, stories, creating content about these tree elements from their perspective.

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Regarding the relationship that Millennial has with social media, it is powerful; this generation has been in touch with technology since they were children According to Balakrishnan, 2014), the use of digital platforms, marketing communications, online advertisements, online marketing communities are effective in boosting the presence of the brand and product. However, the exposure of the brand could have the opposite result. To have an overwhelming feeling that results in avoiding too many options and maintain the relationship that Millennials already have with a specific brand, because of the well-based bond cultivation.

To give a clear insight of the relationship of build brand loyalty and Millennial's generations through social media platforms, it is necessary to delve into what matters to millennials so that they could build a healthy relationship with brands, while they are using online platforms.

5.2 Recommendations

Through the research that was carried out and having a better understanding and a clear insight into Millennials regarding brand loyalty, and the role of social media among Millennials. Social media should be seen as a vehicle which can enhance the bond between the brand and the consumer. However, the marketer should be conscious that the consumers feed the power of social media, and the objective of the firms should be to build a strong bond with consumers. Having a stable and robust relationship between consumers and brand, consumers will be in charge of creating trustworthy content. Millennials are very conscious regarding their power over social media. Firms should change their perspective. Social media gets powerful not because of the content place it on it. It is valuable because of the content place it by consumers. Millennials add value to the social media, if and when the communication is based on trust. Overall, the valuable conversation on social media is when peer to peer interactions. Then companies should understand this insight for futures marketing strategies aimed at millennials.

5.3 Future study

Through this research, it has been noticed that companies saturate the social media, creating exposure of brands, which has adverse effects on the perception of Millennials have about social media. It lessens value to the social media. As a consequence, many social media campaigns fail in creating good communication among consumers, and it is believed that Millennials are not engaging in generating conversation and create a bond. However, it is not true. The problem is that Marketers should understand the core of social media about what is valuable for Millennials at a depth level. The real value is to build a relationship among people because people trust people, not in brands.

5.4 Individual learning thinking

Being reflecting on this research, what I was that the millennial generation is not that different from other generation about the reason why they are loyal to a brand, or they are not.

Millennials have many similarities as other older generations. I learned that no matters which generation you are, as a human being, to be genuine, provide trustworthy information, it will be rewarding for the consumer through loyalty. Finally, the real value-add to social media is given by the consumer, not by the brand, which is actually what makes the social media be a valuable tool to marketers.

CHAPTER SIX – REFERENCES

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Appendix A

Online survey

This survey is carried out and conducted to analyse the impact of social media as a driver among millennials in terms of building brand loyalty.

The results have the objective to provide accurate information regarding what makes millennials become loyal to a brand through social media.

I request you to a couple of minutes to answer this questionnaire of around 18 questions. The anonymity of the participants is guaranteed. The data collected will be solely used for the purpose of this research. The completion of this questionnaire will be considered as an indication of consent for participation.

In addition, I would like to thank you for your kind participation and look forward to your valuable feedback for the improvisation of this research.

1.-As a millennial, "Brands" matters to me (tangible product).

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

2.-The level of my brand loyalty towards my preferred brand. On a scale of 1-10 (1 being lowest, 10 being highest) rate your agreement.

Level of loyalty

1   2   3   4   5   6   7   8   9   10

3.-I follow my favourite brand on social media.

- Yes
- No

4.- I always recommend my favourite brand to my friends on social media (e.g. by posting or commenting online).

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

5.- I consider that online word-of-mouth (reviews, comments, post on social media) is trustworthy.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

6.-If someone posted a negative comment about my preferred brand on social media, I would take part of the conversation in order to advocate my favourite brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

7.- I belong to a brand community (e.g. My Starbucks idea, Apple brand community) and take part of the conversation or discussion online.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

8.-When my favourite brand is advertising a new product on social media, it drives me want to buy it.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

9.-I am a customer who feels overwhelmed when I see many options online that I eventually choose the same brand rather than giving a try to a new one.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

10.- Opinion leaders on social media influence my choice to try a product, even though, I am fully satisfied with my preferred brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

11.-Price is the most important aspect that makes me become a brand loyalty consumer.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

12.- The exposure of the brand on social media platforms is the most important aspect that makes me become a brand loyalty consumer.

- Strongly agree
- Agree
- Neither agree nor disagree

- Disagree
- Strongly disagree

13.-Quality is the most important aspect that makes me become a brand loyalty consumer.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

14.-Customer satisfaction is the most important aspect that makes me become a brand loyalty consumer.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

15.-I am customer who is loyal to more than one brand.

- Only one brand
- Less than 5 brands
- More than 5 brands

16.-To see my favourite brand actively exposed on social media, gives more value to the brand and makes feel I am buying a top brand.

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

17.-Gender

- Male
- Female

18.-What is your age?

- 18-24 years
- 25-29 years
- 30 -36 years