The Impact of Social Media Marketing on Brand Loyalty: The Role of Brand Trust and Brand Equity as Mediating Variables

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Abstract

The development of social media has significantly influenced the way companies establish relationships with their consumers, In an increasingly competitive environment, marketing strategies that involve direct interaction through digital platforms are becoming more crucial for building brand loyalty. This study aims to understand how promotional activities through social media can strengthen consumer loyalty, by considering brand trust and perceptions of brand value as mediating factors that connect these elements. After the raw data had been collected and analyzed through a process that included picking out active Instagram users, we selected those who have followed skincare brand accounts and bought products right after exposure to promotional information. Utilizing SmartPLS software for Structural Equation Modeling, it was found that the quality of a message, visual impact and social interaction represent the three factors which have great influence on whether trust is established or else there will be positive or negative evaluation for your brand. Trust, which builds up from good experiences and consistent communication, as it turns out leads to emotional connections. With these connections in place, it becomes easier to stick around and harder to leave--for repeated generic preferences over time. Also, perceptions of product value and quality serve as reinforcing factors in shaping repeat purchase decisions. The research findings suggest that successful marketing strategies can not only be based on the frequency of social media appearances, but should instead see how relationships are actively and authentically fostered. Enterprises that keep up two-way communication and give consistent experiences will have a better chance for higher customer loyalty. These findings lay a necessary groundwork for business practitioners to design digital approaches less reliant on random solitude and more enabled through social relationships.

Keywords:
Brand Loyalty; Consumer Trust; Brand Value; Social Media Marketing; Digital Interaction.

1. INTRODUCTION

Advances in digital technology have changed the way companies communicate with their clients. Social media is not only a means of communication but also serves as a platform for marketing activities. A host of different platforms, such as Instagram, TikTok and Facebook, allow companies to establish closer, direct, rapid and customized contacts with their audiences. This lively interpenetration is thought to bring about emotional proximity, and with it a direct bearing on how loyal consumers feel about one's product. Real strategic value is attached to brand loyalty as it is directly connected with a company's very existence. Loyal customers, theoretically, are more likely to contain their purchases, spread the word about a brand and invariably put up with a rise in price or mistakes on products. But loyalty cannot be achieved overnight. It requires a process of developing trust and positive perceptions. Brand trust is established through the

customer's experience of how well a company keeps its promise and its consistency in meeting expectations. Meanwhile, brand equity reflects the perceived value, positive associations and high perceived quality of what consumers buy. Both of these aspects could mediate the transfer of social media impact on loyalty.

This research suggests that social media is a highly effective platform for marketing activities. Through marketing in such way, an emotional connection is formed between consumers and brands. Active consumer engagement could even be thought of as the engine driving this relationship, which has been verified to increase people's favorable views and brand experiences in digital services (Khan et al., 2019). Marketing Activities such as interactive content, customer reviews and replies in WeChat comments tended to have highly significant relations with customer loyalty scores. Within the tech industry, the quality of these interactions even affected consumers' willingness to pay a higher price, meaning that they must place great value or confidence in it (Malarvizhi et al. 2022). In the service industry, consistent and precise targeted communications have been found to create positive brand assessments, increase attractiveness and induce repeat purchases (Kim & Lee 2020). Moreover, research in the Indonesian situational environment also shows that trust and customer engagement are key to developing sustained loyalty through relationship marketing approaches (Steviano & Sihombing 2023).

Once dominated by traditional patterns of decision-making purchasing activity has changed as a result of changes in consumer behaviour data/technology. Now the behavior on social networks not only brings news but influences how consumers interpret and will act upon it. Close friends ' suggestions, endorsements from the famous and word-of-mouth from internet celebrities can sometimes be more effective than traditional advertising. Widora and Nasir (2023) discover that reference groups and social media content consumption behaviour can directly affect purchasing decisions, thereby promoting brand loyalty. Just as important as social influence is how companies manage relationships with customers when they implement digital strategies. Social relationships developed through active management of social circles have been verified to be helpful in increasing favourable brand perception. Amin et al. (2021) point out the establishment and maintenance of such relationships can generate purchasing interest, particularly when combined with a strong perception of value for the products or services involved. Furthermore, such interaction is not just for information but is crucial to building a lasting basis of trust in the brand. Trust is an indispensable foundation for creating long-term attachment. Consumers who feel safe and are sure of a brand's high quality tend to have stronger emotional associations. Puspaningrum (2020) holds that loyalty may be improved by social media marketing if strategies of communication resulting in a reputation for trust are used over time. This with the formation of brand value and consumer experience is closely linked to promotional activities via social media. Koay et al. (2020) note that Engaging content, company quick feedback and symmetrical interaction The positive impressions produced have a direct effect on the growth of a brand's equity. Brand equity's strength not only affects trust but also becomes an important factor for consumers in deciding whether to stick with a brand over the long term.

Not only how much a enterprise appears in front of its audience, the success of social media marketing also in part depends on the quality of such interactions offered. In the banking sector for example, social media activities presented with an emotional approach can build much closer relationships to gratify consumers' desires. Hafez (2021) shows that brands can greatly increase their brand equity by adopting effective digital communication strategies. All that is required is sustained interactions trust and affection. The role of social media is also linked very closely to the way in which customers engage with and perceive the brand. In his study, Nugraha (2021) discovered that various interactive features utilised in digital marketing, such as quizzes, polls and active posts can create awareness and a positive image for one's brand. When consumers actively engage with it, they will be more familiar with the brand character and more receptive to its messages. Furthermore, a strong emotional affinity between a brand and its consumers has clear implications for brand loyalty. Le (2021) shows that liking of a brand becomes the primary driver behind loyalty, whatever other external factors such as social influence or price may be. It also directed a related finding: loyalty, whether it was based on rational considerations or on emotional links formed through positive experiences and personal involvement, was the product of a mixture of both these factors. According to research by Chinomona (2016), if brand style, consumer experience and trust based on the past are in harmony with each other, they can provide a solid underpinning network for loyalty. Consumers are more likely to remain loyal to brands that maintain their consistent delivery not only of product quality but also customer satisfaction. This interrelationship among social media activity, trust and brand loyalty serves to show that the fruitfulness of digital strategies cannot in any way be divorced from emotional and relational strategies. It's not simply a matter of reaching audiences as widely as possible but how you cultivate meaningful relationships – authentically and consistently online. This in turn shows the increasing importance of such things as consistency in the wake of fierce competition in the market place today. For example, loyalty now cannot be gained just by looking cheaper than other products or because you offer 5 instead of 4 features when people buy the goods. But loyalty is built up directly through the customer's impressions and of course this continues to go on over time.

Brands develop brand loyalties primarily through touchpoints with their consumers in ways that are emotional and consistent with their strategy. According to dealtoday, "This loyalty is not always based on price or product quality. In service industries and other markets where product differentiation is not

pronounced, this can be a serious problem. The longer one keeps away from an habitual customer, the more he forgets about the Temptations--and so gets used to those Saving Graces."By nurturing trust and good ideas, social media activities actually foster a consumer's lay lasting emotional attachment. Trust is not something that can be seen, but a foundation upon which to form loyalty. It is difficult to enter new markets with either inferior products or services that do not fill the real needs of buyers. In the era of constantly shifting user preferences and unlimited information turmoil, companies are being forced to move towards the cultivation of more profound relationships. Social media is not only a communication tool, but also an interaction field that influences how consumers perceive or experience the brand presence of a company. To assess how marketing strategies impact loyalty through social media, it is necessary for researchers to look at the impacts of trust and value perceptions. These should be considered in any comprehensive model with both suppliers on one hand as well as customers or prospective clientele involved in this systemically.

2. RESEARCH METHOD

The approach for this study was quantitative, it employed multivariate analysis in Structural Equation Modeling (SEM) To measure latent variables and account for potential measurement errors, the Partial Least Squares (PLS) approach was used. This method was chosen because it handles complex models and can be used with less sample size, without needing normal data distribution The SmartPLS software was used to conduct the analysis. This research is categorized as quantitative research with purposive sampling, a form of non-probability sampling. The study population consists of active Instagram users in Indonesia who follow skincare brand accounts and have made a purchase after being exposed to promotions via social media. Respondent requirements include: (1) active use of social media for at least the past year, (2) aged 18 or older, and (3) have purchased products based on recommendations or promotions from social media.

The author reaches the conclusion that four factors contribute interactively to brand loyalty. He builds and tests his logical model by calculating and analyzing the paths through which one of the key exogenous variables possibly affects each endogenous variable in turn; "Informative," "Visually Appealing," and "Has Social Interaction." Contractual An online questionnaire was created by Google Forms. Validity testing of the new scales was conducted using the straight distinction and different correlation modulus techniques. After finding the instruments adequate in terms of content, reliability was measured by Cronbach's Alpha values for multiple indicators or loadings on each factor. In the next step, the structural model was analyzed with R-square values and path coefficients on all paths to see which relationships between variables were strongest or weakest. The major findings will be reported, including significance levels at each step of analysis as well as practical implications. In this study, seven variables were analyzed: three exogenous variables (X1 = Informativeness, X2 = Visual Appeal, X3 = Social Interaction), two mediator variables (Z1 = Brand Trust, Z2 = Equity), and one endogenous variable (Y = Loyalty).

Table 1. Research Variables

No.	Variable	Indicator	Scale	Source
1	Brand Loyalty (Y)	1. Regular repurchase intention 2. Willingness to recommend 3. Continues to choose the brand despite alternatives	Likert 1–5	Haruni, (2025)
2	Informativeness (X1)	1. Content provides useful product information 2. Helps decision-making process 3. Information is always updated	Likert 1–5	Fani, et al. (2024)
3	Visual Appeal (X2)	1. Content is visually appealing 2. Good quality images/videos 3. Layout is easy to understand	Likert 1–5	Batubara, et al. (2020)
4	Social Interaction (X3)	1. Easy to connect with other users 2. Receives responses from the brand 3. Shares experiences with other users	Likert 1–5	Husna, et al. (2024)
5	Brand Trust (Z1)	1. Trust in brand claims 2. Consistent performance 3. Honest and transparent communication	Likert 1–5	Putri, et al. (2025)
6	Brand Equity (Z2)	1. The brand is easily recognizable 2. Perceived high quality 3. Consistently positive experiences	Likert 1–5	Dipura, (2016)

Key variables including indicators, scales and sources are presented in Table 1. Six main variables are featured in the research: Brand Loyalty (Y), Informativeness (X1), Visual Appeal (X2), Social Interaction (X3), Brand Trust (Z1), and Brand Equity (Z2). Every variable is based on a one to five Likert scale, with

indicators reflecting aspects such as repurchase intentions, product information, visual quality user interaction engagement level/ experience of people talking about your brand word of trust for the business from which it will come wrong with recognition that results brand identity represented into a multi-word phrase Su. Sources for these variables come from research published between 2016 and 2025.

3. RESULTS AND DISCUSSION

3.1. Results

In this analysis, sophisticated quantitative techniques were used to apply the Structural equation model using Partial Least Squares (PLS-SEM). Stop!Because of its ability to deal with various latent variables in a single model, this method was selected. Both situations where the data does not follow a normal distribution and where model the is, even though small in terms of subject size — relatively speaking when they still have statistical validity PLS-SEM were developed instead. At this stage, the outer model was tested to ensure that measurement items are valid indicators for their respective constructs. Among various means to assess an outer model's validity, typically poor loadings suggest a bad measurement instrument A more detailed examination of any item whose outer load is below a certain value made is then given. In the analysis, some indicators that failed to meet conditions were omitted in order to help produce a more accurate final model. We also computed Average Variance Extraction (AVE), as well as internal consistency measures such as Cronbach's Alpha (Alpha) and Composite Reliability (CR), to assess the stability and reliability comparatively. With the measurement model thus deemed acceptable, the next step was to test the structural model (inner model). The primary concern at this juncture was to look at the direction, strength, and significance of relationships as indicated in our conceptual model. Use covariance-, t-, and significance-tests to check direct and indirect effects In sum, these tests provided empirical insight into the relations existing in the real world between such concepts as social media activities, brand trust, value perceptions of. The analysis employed for all tests was SmartPLS software; metodo.interpreter.isRequired("cogito", Non-self).

3.1.1. Convergent Validity Test

Convergent validity is important in research. It is really necessary to make sure that a measure reflects and ties in directly with what we want to know. In the SEM-PLS approach, a load value of greater than 0.7 is acceptable as an indicator. If it is below 0.7, however, we can infer that this indicator is weak. Whether this means that the latent construct represented by these indicators will also under-represent its own existence (when it should be showing up more than any other factor) and thus call into question the rest of our model depends on just how pervasive or influential such circumstances are throughout our experimental methods. In the initial data processing, several measures were found to have low loading values. For example, INF1, VIS1 and INT1 of these indicators were eliminated from further consideration as they didn't meet the expected statistical criteria This decision was taken to safeguard the accuracy and stability of our measurement structure. Thus, when our model is tested in subsequent phases it will produce more reliable results. After checking the external loadings of the remaining indicators and eliminating any that did not comply with the criteria, all of them were tested again. The outcome? Every new outer loading value was higher than 0.7. In other words, each of these indicators was thus shown to be valid in that they had sufficient ability: as they very effectively describe their respective constructs. The first step in success at this stage is vital before going on to test relationships among variables, to know that each latent variable is being measured by consistent and reliable indicators.

Table 2. Initial Outer Loading

Variable	Indicator	Outer Loading
Brand Equity	BE1	0.857
Brand Equity	BE2	0.861
Brand Equity	BE3	0.864
Brand Loyalty	BL1	0.861
Brand Loyalty	BL2	0.778
Brand Loyalty	BL3	0.792
Brand Trust	BT1	0.751
Brand Trust	BT2	0.843
Brand Trust	BT3	0.869
Brand Trust	BT4	0.752
Informativeness	INF1	0.648
Informativeness	INF2	0.803
Visual Appeal	VIS1	0.661
Visual Appeal	VIS2	0.765
Visual Appeal	VIS3	0.832
Social Interaction	INT1	0.693

Social Interaction	INT2	0.787
Social Interaction	INT3	0.849

The preliminary processing results showed that loadings on INF1, VIS1 and INT1 are all lower than 0.7. These low loadings suggest that these indicators are not sensitive enough to make them reflect the constructs they were supposed to measure. To keep the measurement model accuracy and stability of the model, the indicators were then deleted. We do this, in fact, so that the final model contains indicators that have a close relationship with what is being measured; in addition to making sure the results obtained are reliable and statistically significant in explaining these relationships of interest.

When the filtering process was over, the next step in analysis was to reprocess the remaining indicators. Moving to these remaining indicators, nothing but the outer loadings went beyond 0.7. That means that, not only was each one closely linked with the measured variable but it also logically represented its construct. No more values fell above the threshold for further removal of indicators, with them all sticking to acceptable levels. That point precision actually saved time later on in checkingwhether the measurement structure was sound. The success of this initial phase made it possible for analysis to move on to in-groups such as the examination of relationships between variables, on the basis that model structure was now found to be stable and statistically appropriate.

Table 3. Final Outer Loading

Variable	Indicator	Outer Loading
Brand Equity	BE1	0.874
Brand Equity	BE2	0.842
Brand Equity	BE3	0.861
Brand Loyalty	BL1	0.832
Brand Loyalty	BL2	0.754
Brand Loyalty	BL3	0.789
Brand Trust	BT1	0.884
Brand Trust	BT2	0.821
Brand Trust	BT3	0.859
Brand Trust	BT4	0.772
Informativeness	INF2	0.803
Visual Appeal	VIS2	0.765
Visual Appeal	VIS3	0.832
Social Interaction	INT2	0.787
Social Interaction	INT3	0.849

Each index in the latter stage PASS.All the indexes reflect the measured exc was with enough strength of t n Each indicat imbedted very closed to some conclusions about Do th is the real-h 4 Further indicators do not eed to be eliminated or adjusted. Therefore, the ca ruct mea ð rement is considered stable. Being conducive to assess model suitability A sample hedlik question This is Phase 1 preliminary testingIn order to build a firm basis for the next phase of testing, which concerns relationships between variables, it works on the analyzed patterns of association itself we on the basis of the results from the preliminary testing phase endings in themselves, we can believe that warrantsinally actual conditions.

3.1.2. Average Variance Extracted (AVE)

The AVE (Average Variance Extracted) test is used to verify to what extent the variance of indicators within a construct can be consistently explained by that construct itself. A good AVE value should be more than 0.5; that is, over half of the variation in indicators is attributed to the latent variable they represent. When it is below this threshold, we should take into consideration whether a relationship exists at all between an indicator and a construct. Calculated results in this study showed that all constructs had AVEs larger than the minimum level required. Brand Equity had a value of 0.732, Loyalty 0.714, Trust 0.663, plus Social Marketing Activities with a measure of 0.678. These four constructs all had good ability to explain their respective indicators. It means the model structure is in an acceptable statistical limit. Success at this stage also lays the foundation for undertaking causality analysis between variables, with the proven stability of latent variables in representing data.

Table 4. AVE Value

Construct	AVE
Brand Equity	0,732
Brand Loyalty	0,714
Brand Trust	0,663
SMM Activities	0,678

An AVE value above 0.6 indicates that more than 60% of the variance in the indicators can be explained by the construct. Thus, there exists a very strong relationship between the indicators and latent variables This result gives us confidence in our constructs: they show high internal consistency and can be investigated further.

3.1.3. Construct Reliability Test

After all the indicators had been validated as genuine, the next step might be ensuring that the constituent constructs are stable and reliable. To determine this, two of the most common statistical measures used in SEM-PLS research as for example were applied: Cronbach's Alpha and Composite Retribution. These values assess the extent to which indicators within some given variables are related and can-giving perpetuable findings. In this analysis all of Each construct indicated strong results. Cronbach's Alpha values ranged from 0.817 to 0.879, and for each variable the Composite Reliability was higher than 0.88. These values indicate that all constructs have high accuracy, and can consistently produce reliable results. No constructs in this analysis turned out to have less than that value, so there was no adjustment needed with their indicators.

Table 5. Reliability Test

Construct	Cronbach's Alpha	Composite Reliability
Brand Equity	0,831	0,901
Brand Loyalty	0,817	0,888
Brand Trust	0,825	0,889
SMM Activities	0,879	0,922

The Cronbach's Alpha of all constructs in the model is larger than 0.8, whereas the reliability of the fourth is above even 0.88. These values suggest that every indicator used here demonstrates a high degree of consistency when it measures its intended variable. When both of these values are greater than the initial standard, the instrument employed is firm enough to pass onto stage three without any further revising work and so on.

3.1.4. R-Square Value

The R-Square (R^2) is a derivative of probability theory and is employed to find out how much of the variation in dependent variables within this model can be explained by other variables acting as predictors. The larger is this R-Square value, then that means a higher proportion of independent construct impacts directly on its counterpart. In addition, the value also reflects the intensity of structural relations between variables in any model under test. In the research results, Brand Loyalty has an R-Square value of 0.731. This means that to some extent, approximately 73.1% of the variance in brand loyalty can be explained by combined effects from Brand Trust, Brand Equity and advertising through social networks. The figure for Brand Equity (R-Square = 0.684) implies that this variable is accounted for Brand Trust and advertising through social media to 68.4%. Brand Trust bells in at an R-Square value of 0.659, which is all down as a result of advertising on social media.

Table 6. R-Square Value

Endogenous Variables	R Square
Brand Loyalty	0,731
Brand Equity	0,684
Brand Trust	0,659

The R-square value shows that:
1) Brand Loyalty is explained by Brand Equity, Brand Trust, and social media activity at 73.1%.
2) Brand Equity is explained by Brand Trust and social media activity at 68.4%.
3) Brand Trust is explained by social media activity by 65.9%.

3.1.5. Hypothesis Testing (Path Coefficient)

Hypothesis Testing One step hypothesis testing was performed to check if there is significant direct effect between any pair of variables in our structural model. The test may be assessed based on two main indicators: T-statistic and the p-value. The hypothesis test is conducted at 95% significance level. That means we can have confidence (1% risk) in our results as long as the T-statistic value exceeds 1.96 and the p-value is less than 0.05. These criteria are used to avoid solving just a mathematical problem. The results obtained from analysis show that all relationships tested meet significance standard. Social media activity influences Brand Trust, Brand Equity and Brand Loyalty in a positive way. In addition, Brand Trust has an effect on Brand Equity, both variables influencing Loyalty to Brands. All the T- values are greater than 2 or even higher and the p- values in each case are well under 0.05. This further indicates that for each types of relationships anticipated, our constructs are tending in right direction.

Table 7. Path Coefficients

Relationship between variables	Coefficient	T Statistics	P-Value	Information
Brand Equity → Brand Loyalty	0,215	2,721	0,007	Accepted
Brand Trust → Brand Equity	0,389	5,612	0,000	Accepted
Brand Trust → Brand Loyalty	0,355	4,807	0,000	Accepted
SMM Activities → Brand Equity	0,478	6,924	0,000	Accepted
SMM Activities → Brand Loyalty	0,366	4,533	0,000	Accepted
SMM Activities → Brand Trust	0,781	19,742	0,000	Accepted

All of the tested hypotheses were statistically significant, with the p-value under 0.05 and the T-statistic is greater than 1.96. This is an indication that the variables under examination in the model are oriented as expected. Brand Trust, Brand Equity, and Brand Loyalty are all directly influenced by social media activity. What's more, there is also an indirect effect that fortifies the relationship between those variables. Indicating digital exchanges make a measurable difference in the destiny of brand loyalty.

3.2. Discussion

The loyalty of consumer brand is considerably influenced by social media marketing. Building trust and favorable impressions through digital interactions that are consistent and meaningful can result in long-term engagement. All constructs in the theoretical model met with validity and reliability thresholds of at least 0.7, both convergent as well as discriminant. This means that all of its designed components were consistently assessed by our measuring tool. The last set of outer loading values are 0.7 or more indicate no difference about translation except in technical setials remaining indicators to model is okay. While AVE values ranged from 0.663 to 0.732 a consistent story. The resulting reliability coefficient during thisauthor, the minimum was 0.54 (c.f., Table 1). It is concluded that removing some indicators at such an early stage is an effective action for quantitative research based on SEM-PLS to make the measurement model stable.

They also had a high internal reliability. For this example, the Cronbach's Alpha and Composite Reliability values exceeded the 0.8 threshold; meaning each of these constructs was highly reliable. This presents a solid basis for subsequent testing of structural relationships. R-square results reveal that up to 73.1% of brand loyalty can be explained by trust, value perceptions and social media activities. This suggests that these three elements are paramount factors in a customer's attachment to the brand. Brand loyalty in MSMEs is mostly affected by emotional communication which consistently builds trust and closeness, as Ramadhani (2025) finds.

We find in our data that the biggest impact on trust comes from social media, with a coefficient of 0.781. This means that the intensity of digital interactions, such as responses to comments, interactive features, and just being in the platform, all play an big role in helping build consumer confidence in a brand's integrity and quality. And this is also borne out by Fauzy and Praswati (2024), who discovered through their research that consumer engagement fosters trust, which in turn forms the basis for loyalty to a brand. Social media activities can also significantly affect value perception ith 0.478 as the coefficient for this. Good digital strategies build an overall positive brand evaluation. Work done on how visual quality, information clarity and the consistency of promotional messages come through in consumer evaluations has been confirmed by Nailufar and Yoestini (2023) especially among Muslim marketplace users.

After the trust is built, that has a direct impact on how much the value is perceived to be (coefficient 039) and what percentage of those who trust will stay loyal. What this means is that when consumers feel a brand meets their expectations (of reliability or function), not only do they positively evaluate the brand -- they are also more likely to remain faithful: even competitor alternatives appear. This finding is consistent with Kurniati et al.'s investigation in 2013, explaining that people no longer conceive of trust simply in terms of rational considerations such quality and price but because increased familiarity breed's trust. As with trust, value perceptions also contribute to loyalty. However, the coefficient for this variable is lower than trusts. In other words, perceptions of quality, recognizable brands and experiences leave an indelible imprint -- and in this respect, too. That is further illustrated by Li and Xu (1998) who claim that value perceptions are an important reason for repeat purchases.

With social media activities directly influencing loyalty, there is also a significant influence: 0.366. This implies that digital engagement can, over time and without always taking the old route through intermediaries such as trust or value perceptions, lead to relationships. Irmadela (2021) found that consistent and responsive visual communication in cosmetic brands can directly improve customer retention. This research is also consistent with Fauzy and Ahmadi's (2024) view, emphasizing the importance of experiences in fostering attachment. Digital interactions, experience is not simply limited to product use, but brands' response to needs, listening to feedback and providing opportunities for consumer participation. Consequently, when such relationships are continually formed, consumers tend to regard brands as not merely owning objects or services but even belonging to their identity. Equally important is emotional involvement created through engaging experiences and humanised communication. Farhani (2022) points out that loyalty towards Maybelline forms due to the feeling of being valued when one has a voice directly on social platforms. It is more than just about buying shopping: consumers feel they are part of the brand's journey.

The success of social media strategies relies heavily on the quality of relationships built. It is no small feat to get ahead in users' feeds if your brand is mentioned frequently enough and with enough mass appeal that it keeps rising to everyone's notice. While still in its early days, digital channels already show promise for businesses looking to build trust, gain public appreciation and develop personalized experiences. This adds a solid foundation for long-term mutual loyalty. Marketing programs that focus only on visual or activity promotions but pay no attention to relationships are unlikely to be sustainable in the long run. The problem now facing businesses is not a lack of advanced technology, but genuine communication. Between customers' interactions and their digital brand experiences is an ever-changing landscape of consumer behavior. It is no longer enough to have discounts or features as selling points for loyalty to draw customers in; nowadays what matters most is how you feel connected each time for yet another interaction with something from that company online.

4. CONCLUSION

Studies have shown that when enterprises connect with clients in the proper way through social media marketing strategy, it can greatly enhance their relationship: Simple understanding of information makes people feel obligated (viscerally sense of compulsion) to try a company's product; good-looking displays captivate customers' attention; and if interactions are active, trust can begin to grow between them and their brands. This trust is the premise of faith beliefs which allow users to buy into behavior plus promises made by companies themselves: Greater trust; greater likelihood that corporation will continue being chosen in future Hence following the visitor's experience, product value perceptions are critical. People evaluate products not only out of curative functions but also from the feeling they get when they interact with feeder in brand stores and so forth," says one expert on this subject. But some other people may say something different: Graphic unity, happy-in-store experiences, connection with the brand 'personal' are supportive factors for obtaining a positive perception. These factors are also conducive to bringing about repeat purchase decisions and bringing new consumers onto board for their business! The social media not only works with direct effects, but also from increasing trust and perceived value has indirect impact. So what we're looking at in a nutshell is this: companies can't be conducting digital promotions without any rhyme or reason without thought or reason in line with what people want now. Brands need to recognize today's consumers expect authentic engagement from enterprises where they themselves feel an element in the brand journey. The path to success is forging lifelong relationships. That doesn't mean just transmitting a message, but also establishing lively and open communication. Clients who have been listened to and understood are more likely to do business with you, and even in the face of alternatives offered by your competition may stay with you. Loyalty is not forged in a day, but over time through a consistent process and attention to the needs and expectations of your patrons.

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