Mediating Effect of Social Media in The Relationship between Brand Deformity and Brand Loyalty

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Abstract

The phenomenon of social media marketing, with the help of smartphones available to each consumer in the world, can be easily communicated by marketers, manufacturers, and dealers to introduce their products with the reputation of brands and offer their marketing techniques. The mediating effect of derived from a social media factor in finding the relationship between entities. The convenience sampling and snowball sampling methods were applied to collect 450 responses from social media users in Chennai city. It is concluded that the social media marketing factors are a mixture of five important predominant namely receiving, reviewing, relating, sharing, and interacting. The social media users of consumers arbitrarily and capriciously received the messages through social media platforms, and technical knowledge motivates them to review continuously and relate their perception with the present product for brand deformity and brand loyalty.

Keywords: Social Media; Brand Deformity; Brand Loyalty.

1. Introduction

In the backdrop of the stronger transformation of communication technology, the phenomenon of marketing has completely changed the world of consumers, providing technology that fosters augmented connectivity. The phenomenon of marketing with the help of smartphones available to each consumer in the world can be easily communicated by marketers, manufacturers, and dealers to introduce their products with the reputation of brands and offer their marketing techniques. Al-Dmour et al. (2023)Extraordinary usage of smartphones and other gadgets motivates consumers to participate in all the social media platforms and also compels them to share their experience with the marketers, dealers, and manufacturers regarding the brands of the products, Lidasan et al. (2018).

Branded deformity is defined as the continuous changes of brand names and product characteristics from one industrial sector to another industrial sector. For example, reliance on the investment sector is deformed into Jio-telecommunications services in the telecommunications sector. Similarly, in the marketing Arena, brand deformity with several changes in the marketing of brands and the brand loyalty to maintain the strong bonds of relationship between consumer and the marketer requires immediate effect of social media to update their communication. Every day, technological advancements, extraordinary functions, and innovative notions are incorporated into smartphones, upgrading their efficiency (Chua, 2023).

In this juncture of domination from the social media domain, dynamic social media platforms are relied on for brand deformity of a product and the existence of brand loyalty of the same product in the marketing Arena, Latif et al. (2018). It is firmly believed that smartphones and social media communications have created dynamic users and consumers to have updated the consumer and brand deformity factors, followed by the factors influencing brand loyalty of the same products. The main aim of social media dynamics depends upon gathering information, sharing the information with personal experiences, and influencing other users through both positive and negative information. Besides these activities, the social media users with a way for direct communication to the marketers and manufacturers to show their negative characteristic features of the brands of the products and to identify the major hindrances for the systematic transformation of ordinary consumers into loyal consumersDaya et al., 2022). Therefore, in this backdrop, this study became imperative to identify the mediating effects (Samekto et al., 2023; Arfaai et al., 2018).

2. Literature Reviews

Fauzi (2022). In this research, the authors identified that the relationship between the digital marketing framework and advertising methods are popularly found in social media. This establishes the promotional network and offerings of marketers the consumers, and other stakeholders to have more awareness of available products.

Ferreira et al. (2022). This study identified the factors of brand loyalty with the help of two important digital media aspects, namely social media and email, in reaching the target buyers and motivating them to be involved in the purchase decision process. Digital marketing can change the behaviour of consumers through attractive marketing techniques of marketers and manufacturers through social media within a short period.

Hwa et al. (2023). These authors analysed the role of social media connectivity between marketers and consumers and identified a very important role in building mutual trust between consumers and marketers. The social media platforms, particularly different programs and facilities, advanced technological gadgets also considered important to facilitate the frequent interaction between consumers and marketers.

Tehuayo et al., (2024). This study highlighted the importance of social media, particularly for online application programs, information gathering programs, social media platforms, activities to share opinions, and the collaboration between marketers and consumers. The content sharing on social media platforms is conspicuous.

Jamil et al. (2022)these authors estimated the influence of social media platforms like WhatsApp, Facebook, Twitter, and YouTube in creating brand interest as well as brand loyalty among consumers. The repeated social media information and advertisements on social media platforms create some sort of intimacy between consumers and brand proximity (Amidi, 2016).

Kumar et al. (2021)these authors concentrated on social media priorities and the marketing techniques adopted by marketers and manufacturers in the promotion of brands, brand association, brand repositioning, and brand loyalty. The reliability of product characteristics is very important to increase the brand loyalty perception among consumers.

Haikalet al. (2022) these authors peculiarly estimated the factors brand love and brand affinity based on their enthusiasm and passion of consumers to purchase the brands based on product characteristics and reputation. Brand affinity can be understood as the feeling of attraction to maintains the strong bonds of love and affection between consumers and the brands.

Maduretno&SheellyanaJunaedi, (2022)these authors empirically estimated that the generation is recording of the brands and their respective promotion of brand loyalty and brand affinity. The optimistic experience of customers motivates them to share their optimistic aspects regarding the brands immediately on social media platforms, and motivates other users to purchase the brands based on their performance.

Robertson et al. (2022). This study investigated the components directly influencing the perception of online consumers in the form of awareness, sharing the experience, accepting the experience, verifying with marketers and dealers, and participating in the participation process. Social media marketing can easily build brand loyalty based on available optimistic shared information.

3. Gaps in Literature

The research works on the influences of social media in making significant impacts on brand loyalty and brand deformity, leading to the imperative approach
1. What type of mediating effect that social media perception create among consumers?
And it is followed by the nature of the relationship between brand deformity and brand loyalty. These questions are followed by the estimation of the mediating effect, particularly in the measurement of the relationship between brand deformity and brand loyalty. The evidence from the responses of social media users with awareness of brand deformity and brand loyalty can be conspicuous.

4. Objectives of the Study

1. To study and evaluate the factors of social media marketing as per the perception of consumers.
2. To study the mediating effect of a derived social media factor in finding the relationship between brand deformity and brand loyalty.
3. To analyse the nature of the relationship between brand deformity and brand loyalty in the perception of consumers.

5. Hypotheses

To verify the objectives of the research, the following statement of relationship among the variables of the study is required in the form of hypotheses
1. Social media marketing perception of consumers varies significantly.
2. The mediating effect of social media marketing can be found between brand deformity and brand loyalty.
3. The brand deformity and brand loyalty are related to each other.

6. Research Methodology

Targeting the social media users and their social media activities in gathering the information regarding brand deformity of the products as well as the brand loyalty towards the products, respectively, was taken care of notably.

6.1 Questionnaire Design

To encourage consumers to have more social media usage, researchers framed well well-structured questionnaire with four predominant segmentations. In the case of the first segment, the demographic and product details of a particular brand are ascertained through closed-ended questions. In the second part, the statements are generated about brand deformity from literature reviews so that it can be responded to by social media consumers in a five-point Likert scale psychologically. The researcher derived five important statements from the literature review to ascertain the opinion of social media users regarding brand deformity. Since the social media perception is very large in its dimension, the researchers generated 20 statements regarding social media platforms, experiences, and interactions, and motivated

the consumers to respond on a point Likert scale psychologically. A similar generation of five statements from literature reviews represents the existing brand loyalty perception prevailing among the social media users in the backdrop of the specific products.

6.2 Pre Testing and Pilot Study

The formulation of questions ultimately leads to a pre-testing process by the frequent interaction with respondents, social media users, subject experts, marketers and manufacturers, and statisticians to ascertain the quality of face validity of the questionnaire. After the successful accomplishment of the pretesting procedure, the researcher ventured into the pilot study stage by collecting samples from the greater metropolitan city of Chennai, and found that 12 of them were unusable. The remaining 228 responses were considered for the pilot study, and normal distribution methods as well as the Cronbach's alpha methods were applied, and closed-ended questions as well as for the reliability of the statements. The normal distribution significantly framed bell-shaped curves to all the optional type questions to ensure the normal distribution of the data, whereas the content validity is ascertained through the Cronbach's alpha value of 0.857, greater than 0.75. This forces us to qualify the statements of psychology regarding brand deformity, social media marketing, and brand loyalty, respectively.

6.3 Main Study

After the successful accomplishment of the pilot study, the main study was conducted a convenience sampling and snowball sampling methods to receive responses, particularly the consumers with social media dynamic activities. The ultimate collection of 450 usable responses, 30 from all 15 zones, is considered the sample size of the research.

6.4 Data Analysis

These usable samples of 450 responses are numerically coded with numerical values ranging from to the options as well as the five-point Likert scale with assigned values. They are entered into the SPSS computer package with the latest version of 23 to analyse the data as per the requirements of the objectives and hypotheses of the study. The total average score computation methods are found useful to convert the discrete type random variables into continuous type of random variables for the representation of three important aspects, namely social media perception, brand deformity, and brand loyalty, respectively. The exploratory factor analysis is found useful to reduce the dimensions of variables of social media marketing perception, and it is followed by a structural equation model with the combination of confirmatory factor analysis, and the Linear multiple regression analysis is essential for diligence.

7. Analysis and Discussion

Application of exploratory factor analysis on the social media marketing perception of consumers over the variables obtained from the respondents. The exploratory factor analysis consists of two important stages, namely normal distribution verification through the Kaiser Meyer-Olkin measure of sampling adequacy test, followed by the extraction of the predominant factor from 20 variables regarding social media marketing. The results are presented below.

Table 1: Normal Distribution Nature

KMO		.957
BART	Association	14961.149
		190
		.000

The KMO values are notablefor Gausian distribution of all the 20 variables regarding social media marketing perception of consumers. This leads to the factor extraction as per the following very unstable

Table 2: Factors of Social Media Marketing Perception

Variables	computations			After varimax		
	Average	Individual	collective	Average	Individual	collective
1	11.724	58.621	58.621	3.904	19.518	19.518
2	1.141	5.707	64.328	3.580	17.900	37.418
3	.964	4.819	69.146	3.512	17.561	54.979
4	.795	3.975	73.122	2.693	13.467	68.446
5	.668	3.339	76.460	1.603	8.014	76.460
6	.519	2.593	79.053			
7	.507	2.535	81.588			
8	.462	2.311	83.899			
9	.407	2.037	85.936			
10	.357	1.784	87.721			
11	.344	1.718	89.438			
12	.328	1.638	91.076			
13	.294	1.471	92.547			
14	.275	1.376	93.924			
15	.259	1.294	95.218			
16	.216	1.081	96.298			
17	.210	1.049	97.347			
18	.202	1.012	98.360			
19	.166	.829	99.189			
20	.162	.811	100.000			

They are generated from literature reviews and are reduced into five predominant factors with underlying variables and their dimension. The dimensions and factors of social media marketing with the same type of inward and outward meaning. The first factor consists of variables regarding gathering information; hence, this factor is called Receiving. It is followed by the four variables, are with reviewing

the information derived from the social media platforms, hence this factor is known as Reviewing. The third factor relates the information received and reviewed with the factors; therefore, this factor can be called Relating. After the related activities of social media users, they immediately share this information received from the tedious activities of social media, hence this factor can be called Sharing. After this sharing of information, the social media users dynamically interact with other fellow social media users as well as the marketers and dealers to ascertain the existing brand deformity and brand loyalty characteristic features of the products; hence this factor is called Interacting.

After deriving the five predominant factors of social media marketing perception, namely receiving, reviewing, relating, sharing, and interacting independently from all these factors, and systematically converting them into continuous type of random variables. Similarly, the five statements of brand deformity and 5 statements of brand loyalty are computed for estimating the continuous type of random variables to represent the population parameters. The conversion of social media factors, brand deformity factors, and brand loyalty factors into continuous type random variables is always useful to apply.

The results of the structural equation model consist of a diagram and a fit indices table. The diagram indicated that the exploratory analysis five factors receiving, reviewing, relating, sharing, and interacting can be identified with the values 83,.87,.87,.90 and.88, respectively, the mediating effect which can be judged significantly by these factors. Since the structural equation model consists of linear multiple regression analysis, which is shown in the diagram with the arrow coming from brand loyalty towards social media factors, with a correlation value. An of 83 is a highly significant factor in the relationship, and the linear multiple regression from brand deformity to social media perception is highly significant. Similarly, the regression coefficient between social perception and brand loyalty is found to be 0.88. This shows that the analysis has the highest correlation values to the mediating factors of social media marketing and the mediating effect in measuring the relationship between branded deformity and brand loyalty
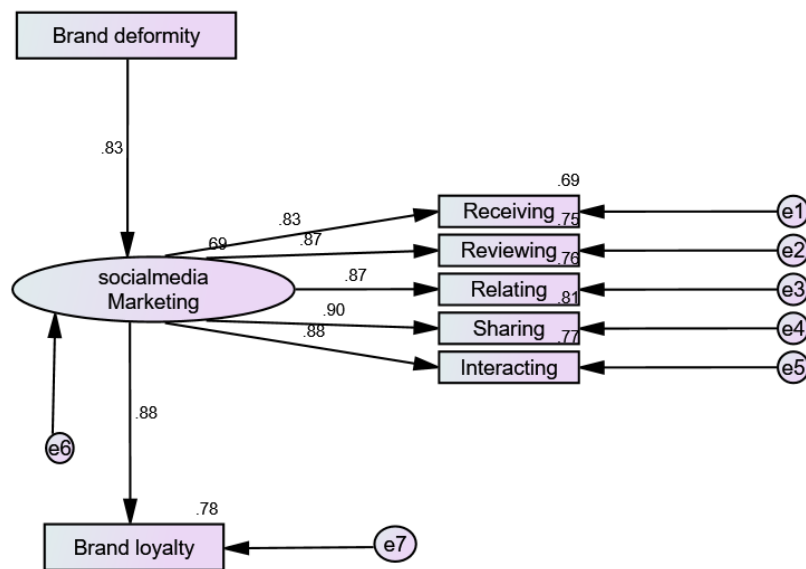

Fig. 1: Explaining the Mediating Effect of Social Media Marketing Factor

Table 3: Model Fit Verification as Per Derivation

List	Computed Indices	Numerics	Requirement Values
1	Chi-square	14.551	-
2	P-value	0.451	>.05
3	Goodness of fit index(GFI)	0.991	>.9
4	Comparative fit index(CFI)	0.988	>.9
5	Normed fit index(NFI)	0.987	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.064	<=0.08

This is further identified through the 6 are expected to satisfy the benchmark values as shown in the table. They confirm the five factors of social media marketing and mediating effect in the maintenance of the relationship between brand deformity and brand loyalty as per the perception of consumers of Chennai city in social media activities. This leads to the test of the hypothesis, the above-mentioned three hypotheses are supported and accepted 95% confidence level.

8. Findings and Conclusion

The rigorous statistical analysis revealed that social media marketing is very vital phenomenon in the perception of consumers to have frequent interaction with marketers and dealers regarding brand deformity and brand loyalty of the products specified in this research. The social media marketing factors with predominant factors, namely receiving, reviewing, relating, sharing, and interacting, are unraveled. The social media users of consumers arbitrarily and capriciously receive the messages through social media platforms, and technical knowledge motivates them to review continuously and relate their perception with the present product for brand deformity and brand loyalty. It is profoundly concluded that social media users immediately share their personal experience and opinion over the social media platforms to other users as well as the marketers and manufacturers on the existing status of brand deformity and brand loyalty, respectively. These frequent interactions with social media users, marketers, and manufacturers motivate them to have professional and personal experiences on brand deformity and brand loyalty, respectively. As per perception, it is acting as a powerful mediating factor in their measurement of the relationship between brand deformity and brand loyalty, respectively.

9. Suggestions

Empirical evidence motivates the researcher to give the following suggestions to the marketers, dealers, manufacturers, as well as to the consumers, particularly active in social media. The study revealed that the dynamic nature of social media users therefore, it is suggested that all social media users and consumers must be meticulous in evaluating the information they receive from social media platforms for their authenticity. Similarly, social media is considered a powerful medium of interaction between marketers, manufacturers, dealers and consumers; therefore, the marketing people should focus more on giving optimistic, transparent, and truthful information to the consumers to increase their brand loyalty perception.

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