



Social Media Marketing and Brand Loyalty: A Study of Samsung Mobile Phones

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Abstract: *This study examines impact of social media marketing on brand loyalty of mobile phones. It evaluates the influence of Facebook marketing on repeat purchase of Samsung phones in Nigeria; investigates the effect of Instagram platform on consumer satisfaction of Samsung phones in Nigeria; and assesses the influence of Twitter marketing on continuous patronage of Samsung phones in Nigeria. Survey design was adopted in this study. The population of this study are users of Samsung mobile phones in Nigeria. In this study, a total sample of 431 users were randomly selected from the population. The simple random sampling method was used in this study. The study concluded that all of the elements of social media marketing activities collectively have a favorable impact on consumers' brand loyalty towards mobile phones in Nigeria. Specifically, the impact of Facebook marketing on the brand Samsung's repeat sales, the impact of Instagram marketing on customer satisfaction, and finally the impact of Twitter marketing on Samsung's ongoing patronage. Hence, mobile phones companies should intensify on their use of SMM in marketing campaigns and executions.*

Key words: *SMM, Brand Loyalty, Mobile Phones, Samsung, Customers Patronage*

Introduction

Monitoring and facilitating conversations and interactions between customers and brands have been accomplished through the use of social media marketing (SMM). Undoubtedly, the introduction of this technology is seen as a challenge by marketers even though it has been deemed an effective driver to positively affect customers' purchasing behaviors (Chen & Lin, 2019; Dann, 2010). Since SMM can play a significant role in establishing a brand and long-lasting customer interactions (Kim & Ko, 2010), it is crucial for marketers to be aware of the potential and difficulties that lie ahead. Organizations' need to determine which activities might have a bigger impact and lead to improved brand equity and consumer loyalty through SMM. In the early 2000s, permission to invest in Nigeria was granted to Samsung Nigeria Ltd, which began operation around 2004. Samsung is now one of the the biggest foreign investor in Nigeria, with a total investment capital that has increased by almost 26 times to over \$17.3 billion USD.

Considerable numbers of all Samsung mobile phones sales globally are sold in Nigeria. It is therefore important to understand the imperative of social media marketing on brand loyalty for these mobile phones

With a particular focus on the global market, some studies have been conducted to examine brand loyalty in various industries, including the banking sector (Ngoc & Ghantous, 2013; Vo et al., 2020); the tourism sector (Thi & Swierczek, 2018; Lai & Vinh, 2013; Tran et al., 2019); and the relationship between social media elements and brand loyalty (Vinh et al., 2019). The mobile phone business, on the other hand, has not received much attention, and little is known about how social media marketing initiatives affect consumers' total brand loyalty.

According to statistics, the Smartphone business is booming, and by 2025, 5.9 billion individuals will own a Smartphone (GSMA, 2018). Although it is asserted that Samsung is one of the strongest mobile firms in the world, and particularly in Nigeria, the market is open to competition from a wide range of brands made by other foreign manufactures. Samsung goods are available in both affordable and costly price ranges, however in each segment, there are numerous competing devices from other manufacturers, including Apple in the more expensive segment and brands like Xiaomi, Infinix, Tecno, Nokia among others for the more affordable ones.

For these reasons, the strategic intentions of keeping existing customers, empowering them, and converting them into brand-loyal consumers are of utmost importance to these phone manufacturers. Also, the unmatched advantages that SMM and its exceptional applications can bring about considerably aid organizations in maintaining relationships with their clients, setting trends, and producing greater value for both sides. The researcher of this study discovered, after reading a wide range of papers, that there is a gap in the study on how mobile phone brands can use SMM initiatives to increase customer loyalty, particularly in the case of the massive Samsung mobile phones and its marketing initiatives in Nigeria.

Research Questions

The study would be guided by the following questions:

- i. What is the influence of Facebook marketing on repeat purchase of Samsung phones in Nigeria?
- ii. How can Instagram platform affect consumer satisfaction of Samsung phones in Nigeria?
- iii. What is the influence of Twitter marketing on continuous patronage of Samsung phones in Nigeria?

Research Objectives

The study's main goal is to look at the impact of social media marketing on brand loyalty. Other specific objectives are to:

- i. evaluate the influence of Facebook marketing on repeat purchase of Samsung phones in Nigeria.
- ii. investigate the effect of Instagram platform on consumer satisfaction of Samsung phones in Nigeria.
- iii. assess the influence of Twitter marketing on continuous patronage of Samsung phones in Nigeria

Literature Review

Conceptual Review

Described by Yadav & Rahman (2017) as "a process by which companies create, communicate, and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders' value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation amongst stakeholders about existing and trending products and services," social media marketing (SMM) is the use of social media platforms to market products and services to target specific audiences. Another definition of SMM is the execution of advertisements based on cultural and social context on digital platforms, educational websites, and blogs for the objectives of branding and communicating (Tuten, 2018, p. 19). Brands and organizations can communicate with potential customers by executing marketing activities through digital networks, increasing the value to their stakeholders (Tuten & Solomon, 2017). Generally, social media marketing may be viewed as a link that allows marketers to establish and maintain a strong relationship with customers, adding additional value to the company by fully facilitating communication and information sharing.

Social media network use in the marketing sector has had a positive impact on how customers behave toward businesses. 70% of customers engage on virtual networks to obtain information, with 49% of them deciding to make a purchase (Dann, 2010). Also, more than half of the customer population participated in the information exchange process on online communities. Two well-known social media platforms, Facebook and Instagram, in particular, were thought to have a significant influence on brand awareness and purchase intent. Additionally, 50% of Twitter and Facebook users, according to Infographics, are more inclined to share their knowledge and impressions of a specific service or good after following or connecting with the brands.

Components of Social Media Marketing

Five components for social media marketing activities were suggested by Kim & Ko (2020), who worked for opulent brands. These components are: entertainment, interaction, trendiness, customization, and word-of-mouth.

Entertainment:

An entertaining component of SMM can be thought of as experiences created by marketers on social media platforms that are viewed as engaging and vibrant by customers (Agichtein et al., 2018). Through the creation of positive feelings, entertainment enables businesses to encourage consumers to support their brands (Kang, 2015). According to Muntinga et al. (2011), customers are said to constantly seek satisfaction and amusement on social media networks by sharing details about the product, such as news and images (Lee & Ma, 2012). As a result, entertainment can improve customer purchase intent and foster a sense of brand intimacy (Dessart et al., 2015), which encourages and raises social network participation (Park et al., 2009).

Trendiness:

Trendiness means most popular subjects that generate a lot of interest or the information that is now in style that marketers find relevant and engaging to provide with their customers (Naaman et al., 2011). This trendiness can include company-related information, customer reviews and product recommendations, upcoming trends, etc. that promotes customer trust while simultaneously raising brand awareness (Godey et al., 2016). The types of information that businesses can provide to customers vary.

Customisation:

Collaboration between businesses and consumers creates customization in order to increase customer satisfaction by catering to their specific desires (Seo & Park, 2018). It speaks to the extent to which businesses cater their goods and services to specific consumer preferences and needs in order to satisfy demand and increase customer retention (Seo & Park, 2018; Chan & Guillet, 2011). Martin & Todorov (2010) assert that this particular marketing activity gives businesses a chance to interact with potential customers, which strengthens and improves trust and purchase intent.

Word of Mouth:

This tactic has long been acknowledged as the most successful but least understood marketing tactic in the world (Misner, 2019). This aspect of SMM activities is the dissemination of information about a specific product or business to other users on digital networks from the perspective of the consumer (Hennig-Thurau et al., 2018). Users engage with one another through word-of-mouth, sharing and exchanging personal experiences, ideas, and views on goods and services as well as tips and recommendations (Sano, 2019).

Promotion:

Consumers are frequently encouraged to base their purchasing decisions on a brand's promotion as well as the caliber of its goods and services. To increase consumption through short-term efforts and convince targeted consumers to participate, promotion is defined as (Keller, 2019). Marketers use promotion on social media marketing to boost sales volume and brand loyalty among both current and infrequent customers. Employing promotion in social media marketing

strategies effectively aids businesses in raising brand awareness and product consumption rates.

Brand loyalty

According to Aaker (2021), a customer's brand loyalty can be thought of as an indication of their devotion to the company. Brand loyalty is regarded as a sincere commitment by customers to continue buying or favoring particular goods or services, as agreed upon and shared by Jackson (2016). Customers might be influenced by internal and external circumstances that might change their buying habits, but those influences wouldn't stop them from utilizing the same products and services. Anderson & Jacobsen (2019, p. 65) provided another definition of this term, stating that brand loyalty is the result of consumers participating in a process started by a company that "creates benefit for a customer such that they would retain or increase their purchases from the organization."

Theoretical Framework

This work anchors on the following theories:

Social Exchange Theory

Understanding why people participate in social media seems essential given that all of them rely on users to provide content. Studies of exchange between individuals or small groups in sociology led to the development of social exchange theory (Emerson 2017). The idea explains how people communicate with one another, how they develop relationships and bonds, and how communities are established through communication exchanges primarily using a cost-benefit framework and evaluation of alternatives (Homans 2018). According to the hypothesis, people participate in behaviors that they find gratifying and refrain from those that have a high cost. In other words, every act of social interaction is determined by how each participant weighs the benefits and costs of participating in a social trade. Depending on the other communication party's actions being reciprocated, they trade information or speak with one other (Emerson 2017). Although the rewards are frequently not monetary but rather social, such as opportunity, prestige, conformity, or acceptance, the mutual reinforcement could be examined through a microeconomic framework (Emerson 2017).

Social Penetration Theory

Social penetration theory discusses how human transaction creates ties in a manner similar to social exchange theory (Altman and Taylor 2018). The former, however, could explain behavior at aggregated and organizational levels while the latter focuses more on the individual and dyadic levels. According to the social exchange idea, people build trust through self-expression. One must reveal themselves through the ongoing process of exposing their inner selves and identities, like peeling the layers off an onion. As the relationship develops, one gradually begins to communicate his or her sentiments; at the deepest level, one will divulge their goals, ambitions, and values (Altman et al., 2019). It begins with public, visible, and superficial information, such as gender, clothing preferences, and ethnicity. We might be able to divide these many levels of information in social networks in the online social realm. Private and semi-private information

may be confidential by default, whereas some information will be made public by default. It may be possible to gauge the intensity of a relationship based on the manner and frequency of communication, both of which can be easily tracked online through social media platforms. According to a new privacy lawsuit against Facebook, it's crucial to abide by the complex guidelines for social penetration (Gaudin 2019).

Methodology

The quantitative method of survey research was chosen as a practical and comprehensible research approach to achieve the study's objectives. The quantitative method is a way for testing hypotheses, establishing facts, displaying correlations between variables, and making predictions about the future. Hence, *Survey research design* was used. It allows the researcher to understand respondents' opinion, belief, attitudes and preferences towards a given phenomenon. Primary source of data collection method was used in this investigation. Primary data is the kind of information that can be gathered by researchers using a variety of instruments, such as interviews, observations, survey questionnaires, etc., to achieve their study goals (Saunders et al., 2012). The survey questionnaire is the major data-generating technique that was used for this investigation. Because it fits with the goal and structure of the study, the researchers asked respondents to conduct a survey in an electronic communication environment (through Google forms) as the format for the study. Self-completion surveys can help improve time efficiency and convenience in addition to being utilized to reach a large number of respondents (Bryman & Bell, 2011). (Evans & Mathur, 2015). The population of the study consists of Samsung mobile phones users in Nigeria. The population currently stands at 7,021,222 according to the data released by Samsung Nigeria Ltd. headquarters in Nigeria. Taro Yemane's formula was used to determine the sample size, and at 95% level of significance, 431 sample was drawn from the entire population. The people who have expressed interest and used Samsung smartphone brands received the survey questionnaire for this study via some social media platforms. The data collected were analyzed using descriptive statistics while linear regression was used to test the three hypotheses that was based on the study objectives and research questions. Contextual validity and construct validity were used to validate the data. The instrument passed the Cronbach reliability test with a score of 0.87, suggesting that it is extremely reliable. The 5-point Likert scale was used to generate the answer choices for the questionnaire. The alternatives were: SA for "Strongly Agree," A for "Agree," U for "Uncertain," D for "Disagree," and SD for "Strongly Disagree."

Results and Discussion

The sample respondents were given four hundred and thirty-one (431) copies of the study questionnaire. Out of this total, 386 copies were correctly filled out and returned, while 45 copies were not completed or returned in a timely manner. The return rate as a percentage is 89.6%. Given such a high rate of return, the 386 copies of the questionnaire's response are regarded sufficient for this study. According to the distribution of respondents based on their demographic features, men make up 204 (53%), while women make up 182 (47%). This suggests that responders who were male and female were about equally represented. The data also showed

that 132 (34.2%) of the respondents are single, 177 (45.9%) are married, 46 (11.9%) are divorced or separated, and 31 (8%) are widowed. Additionally, the majority of respondents are over 30 years old. In particular, 158 (40.9%) respondents are between the ages of 31 and 40, 127 (32.9%) respondents are over the age of 41, and 101 (26.2%) respondents are between the ages of 18 and 30. The examination of the respondents also demonstrated that the sampled respondents are literate because the majority of them hold post-secondary credentials. NCE/ND and BSc/HND are held by 101 (26.2%) and 165 (42.7%) respondents, respectively. WAEC/NECO are held by 71 (18.4%) and 49 (12.7%) respondents, respectively.

Table1 below shows the responses of the respondents regarding their perceived opinion of the influence of Facebook marketing on repeat purchase of Samsung in Nigeria.

Table 1: the influence of Facebook marketing on repeat purchase of Samsung in Nigeria

| Items | SA (5) N (%) | A (4) N (%) | UD (3) N (%) | D (2) N (%) | SD (1) N (%) | Mean | Std. Dev. |
|---|-----------------------|----------------------|-----------------------|----------------------|-----------------------|------|--------------|
| Facebook marketing reinforces customer gratification of Samsung products | 82 (21.2) | 186(48.1) | 41 (10.6) | 42 (10.8) | 35 (9.0) | 3.60 | 1.19 |
| Facebook marketing enhances customer's likeness for Samsung products | 113 (29.2) | 151 (39.1) | 49 (12.6) | 38 (9.8) | 35 (9.0) | 3.66 | 1.26 |
| Facebook marketing reminds the customer of the existence of Samsung products | 143 (37.0) | 139 (36.0) | 55 (14.2) | 30 (7.7) | 19 (4.9) | 3.96 | 1.09 |
| Facebook marketing shows why Samsung products are superior to that of competitors | 121(31.3) | 160 (41.4) | 38 (9.8) | 35 (9.0) | 34 (8.8) | 3.80 | 1.24 |

Source: Field Survey, 2023

According to Table 1, 82 respondents (22.2%) firmly agreed that Facebook marketing reinforces customer gratification of Samsung products. 186 respondents (48.1%) agreed with this

statement; 42 respondents (10.8%) disagreed; 41 respondents (10.6%) were unsure; and 35 respondents (9.0%) severely disagreed. The respondents' consensus that Facebook marketing reinforces customer gratification of Samsung products is supported by the mean response score of 3.60. It is safe to conclude that Facebook marketing enhances customer's likeness for Samsung products based on the mean response score of 3.66, the responses of 113 (29.2%) respondents who strongly agreed, and the responses of 151 (39.1%) respondents who agreed. However, 49 (12.6%), 38 (9.8%), and a further 35 (9.0%) respondents indicated that they were unsure, disagreed, and strongly disagreed, respectively. The majority of respondents—55 (14.2%) of whom were undecided, 30 (7.7%) of whom disagreed, and 19 (4.9%) of whom strongly disagreed—believe that Facebook marketing serves to remind consumers of the existence of Samsung products. The responses of 143 respondents (37.0%) who strongly agreed and 139 respondents (36.0%) who agreed, as well as the mean score of 3.96, reflect this. The respondents largely agreed that Facebook marketing demonstrates why Samsung products are superior to those of competitors, as seen by the mean response score of 3.80, as well as the responses of 121 (31.3% of respondents) who strongly agreed and 160 (41.4%) respondents who agreed.

The Pearson Moment Correlation method was used to evaluate the following hypothesis. Table 2 displays the outcome.

H_A: There is a significant influence of Facebook marketing on repeat purchase of Samsung in Nigeria

Table 2: Pearson Correlation Results for the Hypothesis

| | | Facebook marketing | Repeat purchase |
|--------------------|-----------------------------------|--------------------|-----------------|
| Facebook marketing | Pearson Correlation | 1 | .934 |
| | Sig. (2-tailed) | | .000 |
| | Sum of Squares and Cross-products | 458.417 | 481.415 |
| | Covariance | 1.191 | 1.250 |
| | N | 386 | 386 |
| | Pearson Correlation | .934 | 1 |

| | | | |
|-----------------|-----------------------------------|---------|---------|
| Repeat purchase | Sig. (2-tailed) | .000 | |
| | Sum of Squares and Cross-products | 481.415 | 579.927 |
| | Covariance | 1.250 | 1.506 |
| | N | 386 | 386 |

Table 3: The effect of Instagram marketing on consumer satisfaction of Samsung in Nigeria

| Items | SA (5) N (%) | A (4) N (%) | UD (3) N (%) | D (2) N (%) | SD (1) N (%) | Mean | Std. Dev. |
|--|-----------------------|----------------------|-----------------------|----------------------|-----------------------|------|--------------|
| Instagram marketing builds customer's trust of Samsung products | 80 (20.7) | 188(48.7) | 47 (12.1) | 40 (10.3) | 31 (8.0) | 3.60 | 1.19 |
| Instagram marketing gives room to cordial relationship between the Samsung company and its customers | 110 (28.4) | 150 (38.8) | 50 (12.9) | 38 (9.8) | 38 (9.8) | 3.66 | 1.26 |
| Instagram marketing create an avenue for speedy resolution of customers' challenges | 140 (36.2) | 137 (35.4) | 54 (13.9) | 31 (8.0) | 22 (5.6) | 3.96 | 1.09 |
| Instagram marketing furnishes Samsung's customers with adequate information | 116(30.0) | 160 (41.4) | 40 (10.3) | 33 (8.5) | 39 (10.1) | 3.80 | 1.24 |

Source: Field Survey, 2023

80 (20.7%) respondents, as shown in Table 3, strongly concurred that Instagram marketing increases consumer trust in Samsung products. A total of 188 respondents—48.7%—agreed with this statement, while 47 (12.1%) were unsure, 40 (10.3%) disagreed, and 31 (8.0%) strongly disagreed. The respondents' consensus regarding the impact of Instagram marketing on Samsung customer satisfaction in Nigeria is supported by the mean response score of 3.60. With a mean answer score of 3.66, 110 respondents (28.4%) who strongly agreed, and 150 respondents (38.8%) who agreed, it can be said with confidence that Instagram marketing promotes a friendly relationship between Samsung and its customers. However, 50 (12.9%), 38 (9.8%), and yet another 38 (9.8%) respondents indicated that they were unsure, disagreed, and strongly disagreed, respectively. Despite the opinions of 31 (8.0%) respondents who disagreed, 22 (5.6%) who strongly disagreed, and 54 (13.9%) respondents who were unsure, the majority of respondents believed that Instagram marketing opened doors for swiftly resolving customers' problems. The responses of 140 (36.2%) strongly agreed respondents and 137 (35.4%) agreeing respondents, as well as the mean score of 3.96, reflect this. The majority of respondents—116 (30.0%) who strongly agreed and 160 (41.4%) who agreed—agreed that Instagram marketing provides Samsung's customers with sufficient information, as evidenced by the mean answer score of 3.80 and the responses of these respondents. This claim is true regardless of the opinions of the 40 (10.3%) respondents who were unsure, the 33 (8.5%) disagreeing, and the 39 (10.1%) strongly disagreeing respondents.

The Pearson Moment Correlation method was used to evaluate the following hypothesis. Table 4 displays the outcome.

H_B: There is a significant effect of Instagram marketing on consumer satisfaction of Samsung in Nigeria

Table 4: Pearson Correlation Results for the Hypothesis

| | | Instagram marketing | consumer satisfaction |
|---------------------|---------------------|---------------------|-----------------------|
| Instagram marketing | Pearson Correlation | 1 | .934 |
| | Sig. (2-tailed) | | .000 |

| | | | |
|-----------------------|-----------------------------------|---------|---------|
| | Sum of Squares and Cross-products | 458.417 | 481.415 |
| | Covariance | 1.191 | 1.250 |
| | N | 386 | 386 |
| consumer satisfaction | Pearson Correlation | .934 | 1 |
| | Sig. (2-tailed) | .000 | |
| | Sum of Squares and Cross-products | 481.415 | 579.927 |
| | Covariance | 1.250 | 1.506 |
| | N | 386 | 386 |

Table 5:the influence of Twitter marketing on continuous patronage of Samsung in Nigeria

| Items | SA (5) N (%) | A (4) N (%) | UD (3) N (%) | D (2) N (%) | SD (1) N (%) | Mean | Std. Dev. |
|---|-----------------------|----------------------|-----------------------|----------------------|-----------------------|------|--------------|
| Twitter marketing enhances conveyance of new innovation by Samsung company to their customers and potential customers | 81 (20.9) | 169(43.7) | 57 (14.7) | 44 (11.3) | 35 (9.0) | 3.60 | 1.19 |

| | | | | | | | |
|--|---------------|----------------|--------------|--------------|--------------|------|------|
| Twitter marketing is used to swiftly jettison any negative information about Samsung company | 100 (25.9) | 140 (36.2) | 60 (15.5) | 38 (9.8) | 48 (12.4) | 3.66 | 1.26 |
| Twitter marketing adds value to the product by continuously clarifying the brand purpose | 130 (33.6) | 127 (32.9) | 64 (16.5) | 30 (7.7) | 33 (8.5) | 3.96 | 1.09 |
| Twitter marketing is used to dismiss cognitive dissonance | 106(27.4) | 140 (36..2) | 50 (12.9) | 43 (11.1) | 49 (12.6) | 3.80 | 1.24 |

Source: Field Survey, 2023

As shown in Table 5, 81 (20.9%) respondents strongly concurred that Twitter marketing enhances conveyance of new innovation by Samsung company to their customers and potential customers. 49 (12.6%) respondents strongly disagreed with this, followed by 43 (11.1%) and 50 (12.9%) respondents who were indecisive. 169 respondents, or 43.7%, agreed with this statement. The average response score of 3.60 indicates that respondents generally concur that Twitter marketing enhances conveyance of new innovation by Samsung company to their customers and potential customers. It is safe to state that Twitter marketing is used to swiftly jettison any negative information about Samsung company based on the mean answer score of 3.66, the replies of 100 (25.9%) respondents who strongly agreed, and the responses of 140 (36.2%) respondents who agreed. However, there were respectively 60 (15.5%), 38 (9.8%), and 48 (12.4%) respondents who were unsure, disagreed, and strongly disagreed. Despite the opinions of 33 (8.5%) respondents who strongly disagreed, 30 (7.7%) disagreed, and 64 (16.5%) respondents who were undecided, the majority of respondents believed that Twitter marketing adds value to the product by consistently outlining the brand's mission. The responses of 127 (32.9%) respondents who agreed and 130 (33.6%) respondents who strongly agreed, as well as the mean score of 3.96, reflect this. The respondents largely agreed that Twitter marketing is used to discount cognitive research, as evidenced by the mean response score of 3.80 and the responses of 106 (27.3%) respondents who strongly agreed and 140 (36.2%) respondents who agreed. This assertion is valid regardless of the opinions of the 50 (12.9%) respondents who were unsure, the 43 (11.1%) disagreeers, and the 49 (12.6%) severely disagreeers.

The Pearson Moment Correlation method was used to evaluate the following hypothesis. Table 6 displays the outcome.

H_c: There is a significant influence of Twitter marketing on continuous patronage of Samsung in Nigeria

Table 6: Pearson Correlation Results for the Hypothesis

| | | Twitter marketing | continuous patronage |
|----------------------|-----------------------------------|-------------------|----------------------|
| Twitter marketing | Pearson Correlation | 1 | .934 |
| | Sig. (2-tailed) | | .000 |
| | Sum of Squares and Cross-products | 458.417 | 481.415 |
| | Covariance | 1.191 | 1.250 |
| | N | 386 | 386 |
| continuous patronage | Pearson Correlation | .934 | 1 |
| | Sig. (2-tailed) | .000 | |
| | Sum of Squares and Cross-products | 481.415 | 579.927 |
| | Covariance | 1.250 | 1.506 |
| | N | 386 | 386 |

Conclusion and Recommendations

Based on the opinions of consumers, the research has looked into how Samsung's social marketing initiatives affect brand loyalty. To achieve the aim of this investigation, goals and research questions were developed. Additionally, it is thought that the research finding resulting from multiple analyses has produced a contribution in terms of both theory and practice. In order to foster a solid relationship with customers and to promote a positive brand image to both present and potential customers, this study aims to assist companies and marketers. Companies are keen to obtain a thorough understanding of and make the best use of social networks to engage with their customers as digital platforms rule the marketing community with their wide range of practical and easy features. This study also seeks to advance that goal. The study's conclusions show that all of the elements of social media marketing activities collectively have a

favorable impact on consumers' brand loyalty. Specifically, the impact of Facebook marketing on the brand Samsung's repeat sales, the impact of Instagram marketing on customer satisfaction, and finally the impact of Twitter marketing on Samsung's ongoing patronage. Hence, mobile phones companies should intensify on their use of SMM.

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