

## The Impact of Social Media Engagement on Brand Loyalty: A Strategic Approach for Marketing Management in the Digital Age

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### Abstract

In this study, the attention is largely on the consequence of social media in the current marketing systems with emphasis on the aspects of consumer behavior and brand loyalty in the Delhi-NCR region. The primary aim is to understand how social media as the marketing platform, with different possible platforms, impacts the consumer interaction and purchasing decisions. An approach that relied on surveys was employed where 175 respondents were contacted by using a clearly structured questionnaire. This tool included questions that had 5-point Likert scale and multiple choice questions to determine the level of consumer involvement, contentment, and allegiance. A diverse range of statistical models were used in the study to analyze data collected such as descriptive analysis, chi-square tests, ANOVA, correlation tests, and regression analysis. The results show that there is a high connection between stronger brand loyalty and satisfaction with consumers having high levels of interaction through social media. Further, the aspects of demographics such as age and educational level were also found to have influence on the classes of consumers on social media marketing. These findings show that businesses should enhance their involvement strategies, closely using influencers and user-generated content, to foster better connections with their consumers and foster loyalty. The conclusion of the work is made by noting how relevant social media has become in driving brand success and offering recommendations to marketers to ensure they effectively leverage the said channels in their marketing efforts.

**Keywords:** Social Media Marketing, Consumer Engagement, Brand Loyalty, Hypothesis Testing, Regression Analysis, Delhi-NCR.

### 1. Introduction

The power of social media cannot be doubted within the modern marketing context. In 2023, social media has over 4.7 billion users worldwide (Statista, 2023). Thus, these platforms are an inalienable part of the marketing strategy of brands. The social media marketing environment has matured beyond the simple functionality of an effective medium of advertisement; it has evolved into a dynamic platform where brands can engage in real-time conversations, build up relationships and customize consumer behaviors. Due to the desire to be competitive, the power of social media has been captured by companies not only as a tool to promote, but also to build innovative products, enhance brand interaction, and generate customer loyalty hence becoming a crucial strategy. Companies are increasingly resorting to social media as a platform to understand what consumers want and expect by studying the feedback and the insights obtained after conducting consumer interactions (Chui et al., 2012). In this context, the importance of

social media in the context of modern marketing strategies, particularly, the effect it has on brand loyalty and consumer behavior has received impressive levels of academic and applied consideration. It is obvious that social media influence lies in the ability to create direct, interesting routes of communication between a company and the reader. This revolutionised the interaction between people and brands as the usual advertising means have transformed into more engaging, stimulating conversations (Barger & Labrecque, 2013). According to Hollebeek (2011), consumer engagement captures all the emotional, cognitive behavioural engagement that the customers experience in the process of associating with a brand. This proliferation in the adoption of digital media has presented a remarkable opportunity where consumers are able to interact more closely with brands giving them a chance to give intelligent feedback, user generated content (UGC) and participate in collaborative efforts like crowdsourcing (Antorini, Muñiz, & Askildsen, 2012). businesses are able to use social media to not only market their products but also gather instant information that will help them improve their services, alter their marketing strategy.

This research paper aims to examine how the social media marketing influences the behaviour of the consumers, with special focus on the component that is brand loyalty. This research would help rise to the understanding of the social interactive relation with social media and a brand loyal area in Delhi NCR, which has a diverse consumer pop with the use of social media (Gong et al., 2023). When a landscape of retailing is rapidly becoming involved into the digital space and brand connection is regularly occurring over cyberspace, such understanding is crucial to companies of what factors influence brand loyalty via social media. The present paper aims to answer the gaps in the existing academic research by investigating the factors that can lead to the development of consumer loyalty in the context of social media marketing. It particularly seeks to explore how the use of social media and an interaction on social media and brand contentment relate and how the same is in turn related to loyalty.

This suggests that the impact of social media on the development of brand loyalty is more than a marketing communication; it is the emotional relationship that customers establish with a brand, the rate of interactions between the customer and the brand, the inclination of customers to share personal experience with others and promoting the brand amongst others (Hollebeek, 2011). Through employing the aid of influencer marketing, brand advocates, and user-generated content, social media provides brands with an opportunity to build a community and form emotional connections with the target customers (Tuten & Solomon, 2017). The ability of social media to not only provide customised, real-life interactions helps brands build trust and foster long-term loyalty. Under the scope of the Delhi-NCR region, the enhancement of mobile internet connection and high interaction with social media tools have changed this realm to be one of the ideal settings to analyze the influence of social network on consumer behavior. The use of Instagram, Facebook, and Twitter by consumers in DelhiNCR to find products, reviews and engage with brands is rapidly growing. This study will examine how social media influences the decisions they make when purchasing products and brand loyalty. Understanding the factors that determine brand loyalty through social media play an important role in the businesses that seek to create long lasting relationships with their customers and maintain competitive edge.

The primary objective of this study is to examine the influence of social media on consumer behavior, particularly in terms of brand loyalty in the Delhi-NCR region. The study will achieve the following specific objectives:

- To explore the relationship between social media engagement and brand satisfaction among consumers.
- To analyze the impact of consumer satisfaction on brand loyalty.
- To assess how social media marketing activities influence the loyalty of consumers. □  
To understand how demographic factors such as age, gender, and education level shape the impact of social media engagement on consumer behavior and brand loyalty. Even though the importance of social media in terms of changing consumer behaviour is still increasing, a shortage of research has been done on the relationship between social media communication, brand contentment, and brand loyalty particularly in the Delhi-NCR region. Despite the fact that the separate influence of these factors was studied before, there is still lack of information on the relationships between them as well as the overall effects on the consumer loyalty. This research aim is to address the gap that has been created to understand the role played by social media marketing in brand satisfaction which, in turn, has repercussions on brand loyalty among the consumers in the Delhi NCR region. The understanding of these nuances is crucial to the firms that want to discover ways of leveraging social media to develop stronger and more loyal consumer groups.

## **2. Literature Review**

Customer loyalty is one of the keystones of the successful marketing strategies since its dawn but in the digital age of innovation, the tactics of customer loyalty formation and support have undergone a significant change. Social media has become an essential brand tool and provides unmatched opportunities to interact with consumers in real-time and promote dynamic relationships. The use of social media channels provides a quick and cost-effective method to strengthen customer relationships, alert customers about the potential products and finally lead to the establishment of lasting loyalty. The shift in marketing strategy is driven by the ability to be in direct touch with the customers that impress them with personalized content and immediate attention, thus leading towards building stronger brand loyalty and promote the likelihood of repeat visits.

### **2.1 The Role of Social Media in Brand Engagement and Loyalty**

Engagement may be analyzed across three major components namely, emotional, cognitive and behavioural components which each perform different roles in the building of brand loyalty. Emotion involvement often creates deeper relationships between the company and the consumers compared to cognitive involvement that can lead to heightened awareness and comprehending of the brand. Moreover, the involvement of behaviour normally happens as a purchase or referral (Pansari& Kumar, 2017). Businesses which drive and facilitate considerable engagement through customized interactions are likely to have most of their customers being loyal. They stipulate that such influencers could make brands friendlier and more trustworthy, and such a factor influences the purchase decisions. Similarly, usergenerated content, or the idea of individuals detailing their own experiences of using a product, has proved to be a strong initiator of authenticity. According to Nielsen (2018), an endorsement of a product by other consumers is more likely to lead to the trust of the shoppers and the probability

that they might purchase it compared with the traditional forms of advertisements. This is due to the fact that user-generated contents will add authenticity and reflects the genuine consumer sentiments. The modern-day shift to peer and authentic content would be required to foster long-term brand loyalty in the existing digital environment.

## **2.2 Social Media Marketing and Consumer Behavior**

Employing social media marketing can be extremely effective at creating an emotional connection with the consumer and thus have the ability to influence the behavior of the consumers significantly. Barger and Labrecque (2013) argue that the social media endows brands with the opportunity to connect to their consumers on a more intimate and authentic way, which will foster emotional attachment to a given brand that helps improve the likelihood of returning to a brand. This two-way communication gives corporations the ability to change and tailor their goods and services to fit the tastes of their people. Availability of consumer knowledge on social media platforms has changed and redefined how organizations understand and merge with their target demographic. Through social media platforms, marketers will get a vital insight of consumer preferences, behaviors and novel trends (Chui et al., 2012). Such liberations give brands the opportunity to develop personalized marketing techniques that resonate with consumers at deeper levels, increasing the levels of engagement and brand loyalty. By analysing the reactions of the customers, their interests, interactions, and other activities, organisations can optimise their strategies in real time to improve the effectiveness of their overall marketing campaigns and focus more on the requirements of their consumers. As a result, social media marketing would not only influence behavioral changes in consumers in the short term but also holds a considerable role in cultivating long-term brand loyalty. In the context of the fashion retail industry, social media has proven to exert a very strong influence on consumer purchasing behavior. Chowdhury and colleagues (2024) found that the respondents in the world of fashion are heavily influenced by social media marketing since nearly a quarter of the participants noted that the information posted on social media is an essential factor in their purchasing decision-making. The ability to get acquainted with brands via the social networking sites, mainly Instagram and Pinterest, lies in the options to explore and navigate the products, read their reviews, and receive recommendations by influencers and other consumers. The user-generated content, such as photos of products shared by clients can increase motivation and the chances of a customer making a purchase considerably. Additionally, one cannot dismiss the role of the social media reviews and ratings which can significantly shape consumer perception of the superiority of the product and its safeness (Moedeen et al., 2024).

## **2.3 Social Media Metrics and Analytics**

To effectively determine the extent to which social media marketing influences brand loyalty, businesses must rely on strategies that are built based on data analytics. Using social media, marketers are presented with a plethora of data that can be examined to determine the effectiveness of their campaigns. Such indicators as likes, shares, comments, impressions, and click-through rates are important indicators of consumer engagement/response, brand awareness, and overall curiosity (Barger & Labrecque, 2013). Such indicators may help brands to understand what content will resonate with their followers so that they can improve their marketing strategies and increase engagement with consumers. Improved analytical tools, such as feelings and sentiment analysis and trend prediction, give brands deep insights into consumer opinions and attitudes. Emotional assessment helps companies in understanding the emotion

towards a brand or a product using conversation on social media and trend prediction helps organisations in staying at the top of changing consumer preferences. This aspect allows brands to adjust their strategies as they occur in real-time and ensures that they remain relevant and sensitive to the needs of the consumers. With these tools of analysis, brands can also improve their practices in social media marketing by creating more focused and effective campaigns that drive loyalty and improve the level of engagement.

## **2.4 The Digital Consumer in the Delhi-NCR Region**

Delhi-NCR region presents a colourful and unique landscape of exploring how social media can help in building or even creating brand loyalty. Within this context of a booming demographic of technology-savvy people and one of the highest internet penetration rates across India, Delhi-NCR is an optimal place to study the effects of social media on consumer behaviour (Gong et al., 2023). The urban, young population in the region is particularly active through social media platforms and many consumers are using these sites to make more purchase decisions, connect with brands, as well as share and access product-related experiences. Marketing practitioners in the Delhi-NCR market should utilize the influence of social media to exploit meaningful relationships with their target market, receive information on consumer interests, and adjust their marketing strategies to conform to the rapidly evolving needs of the digital world. Diversity in the consumer base in the area is a great opportunity to explore the influence of different groups of people, i.e., different age, gender, and income groups, have on the role of social media in building brand loyalty. Understanding these nuances will help businesses tailor their social media strategies to align with a specific target market, strengthen engagement and build a long-term loyalty.

## **3. Methodology**

### **3.1 Hypotheses**

The study tests the following hypotheses to assess the impact of social media engagement on brand satisfaction and loyalty:

- **H1:** Social media engagement has a positive impact on brand satisfaction.
- **H2:** Brand satisfaction has a positive influence on brand loyalty.
- **H3:** Social media engagement has a direct positive impact on brand loyalty.
- **H4:** There is a significant difference in consumer satisfaction and loyalty across different demographic groups (age, gender, education).

### **3.2 Justification of the Study**

The reason behind such research is the increased effect of social media on determining the consumer habits and perceptions to the brands under the modern market conditions. The use of social media has changed the way businesses communicate with their audience as it allows instant communication as well as provides a platform through which brands can build stronger relationships with their customers. This study attempts to develop the effects of social media on brand loyalty on the busy and interconnected urban environment of the Delhi-NCR area. Keeping in view the diversity that exists in this location comprising of city and suburban consumers, the findings of this study can serve as a valuable insight to the marketing fraternity that is looking to social media as a good way in building and maintaining brand loyalists.

### 3.3 Research Design

The quantitative approach is adopted in this research, in which it employs cross-sectional survey as an approach. The assessment of the relationship between social media engagement, consumer satisfaction, and brand loyalty is acquired at a certain point to obtain information. The questionnaire will be a series of Likert-scale questions and multiple-choice questions with the goal of determining the level of engagement with brands in social media, levels of satisfaction and overall loyalty to brands. This study can be described as cross-sectional meaning that due to it, the study collects data about the group of participants at a given moment rather than tracking the changes that might have happened in a given progression.

### 3.4 Variables of the Study

The key variables in this study are:

- **Consumer Engagement:** The emotional, cognitive, and behavioral investment consumers make during their interactions with brands on social media platforms. This includes actions such as liking, commenting, sharing, and participating in brand-related conversations.
- **Brand Satisfaction:** The overall contentment that consumers feel about their experiences with a brand, based on their expectations and experiences with the brand's products or services.
- **Brand Loyalty:** The degree to which consumers demonstrate repeat purchase behavior, preference for the brand over competitors, and willingness to recommend the brand to others.
- **Demographic Factors:** These include age, gender, and education level, which will be analyzed to assess how these factors influence consumer satisfaction and loyalty.

### 3.5 Study Area

The study is conducted in Delhi-NCR, an urban area that is dynamic and rapidly growing with large social media penetration and online connectivity. There is a diverse consumer population in this area, which is defined as a mix between metropolitan and suburban populations and communities, making it an ideal location to determine how social media affects buying behavior. Delhi-NCR is known to have high user interaction on numerous social media formats such as Facebook, Instagram, Twitter and Tik-Tok, as availed by its citizens. This feature makes it a perfect environment to investigate the effect of social media contact in terms of brand loyalty.

### 3.6 Sample Size

In this research, the target sample size is 175. This sample size is large enough that its results could be meaningful and statistical measures rely on its concepts to test the hypothesis. Focusing on such a large size of a sample, the study will ensure that the results gained will be highly statistically sound and can be used to extend to a broader population in the Delhi-NCR region. The sampling was non-random, meaning that the non-random aspects of convenience sampling were used to select the participants so that they were very familiar with the social media platforms and actively used them.

### 3.7 Data Collection

Data collection was done with the help of an exquisitely structured questionnaire composed of a mix of closed and open-ended questions and items with a Likert scale. The questions using Likert scale were designed to determine the extent to which the consumers interact with social

media content, satisfaction with the brand, and brand loyalty using 1 to 5 rating scale where 1 was rated as Strongly Disagree and 5 rated as Strongly Agree. In conjunction with these enquiries, the survey also turned to a wide range of multiple-choice questions, which were formulated in an attempt to attain demographical information, such as; age, gender and educational level. The questionnaire will be shared via electronic (email and social media) and offline communication to ensure that it will be distributed widely and will be available to as many participants as possible.

### 3.8 Data Analysis Tools

The data collected from the survey will be analyzed using various statistical tools:

- **Descriptive Analysis:** This will be used to summarize and describe the key characteristics of the sample, including demographic information and the levels of consumer engagement, satisfaction, and loyalty.
- **Chi-Square Test:** This will be used to determine if there is a significant association between categorical variables, such as gender and brand loyalty, or education level and satisfaction.
- **ANOVA (Analysis of Variance):** This will assess whether there are significant differences in consumer satisfaction and loyalty across different demographic groups (e.g., age, gender, and education level).
- **Correlation Analysis:** This will explore the strength and direction of the relationships between social media engagement, brand satisfaction, and brand loyalty.
- **Regression Analysis:** This will be used to assess the impact of consumer engagement and satisfaction on brand loyalty, controlling for other demographic variables.

### 3.9 Limitations of the Study

While this study provides valuable insights into the role of social media in building brand loyalty, it is not without limitations:

1. The study uses non-random sampling techniques, which may introduce bias into the sample and limit the generalizability of the findings.
2. The cross-sectional design limits the ability to draw causal inferences about the relationships between social media engagement, satisfaction, and loyalty. Longitudinal studies would provide more robust data regarding changes over time.
3. Since the data is self-reported by respondents, it may be subject to biases such as social desirability or recall bias.
4. The study is focused on the Delhi-NCR region, so the findings may not be applicable to other geographic areas with different consumer behaviors or cultural contexts.

Despite these limitations, the study provides valuable insights into how social media engagement influences brand satisfaction and loyalty, particularly within the context of the Delhi-NCR region.

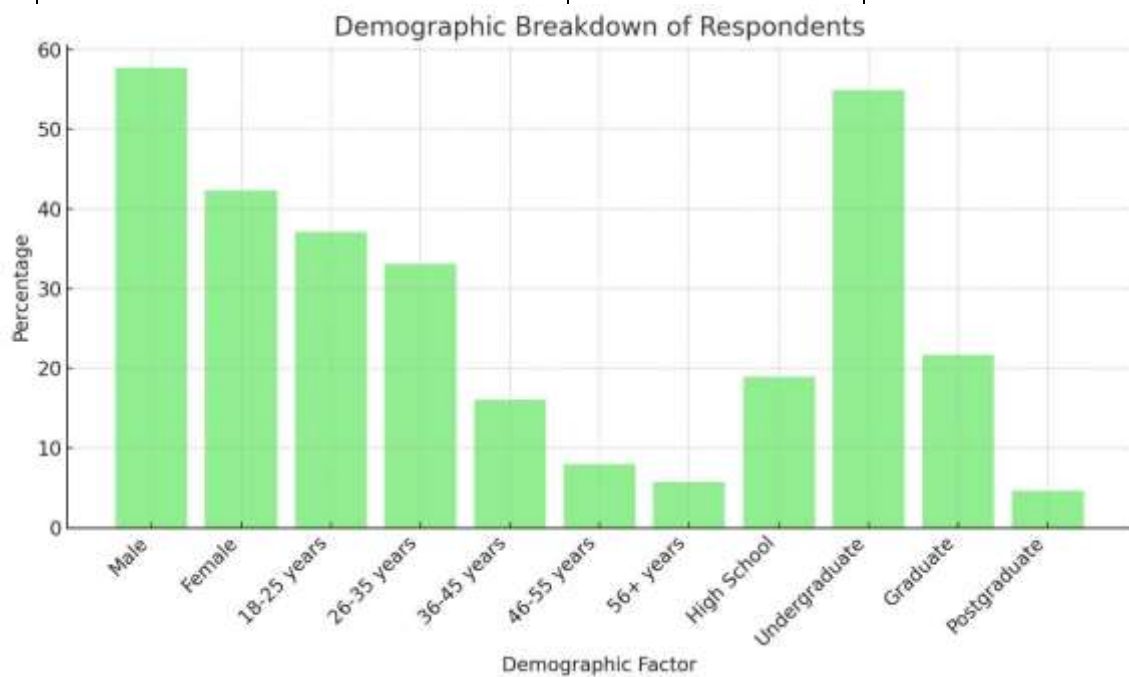
## 4. Results and Analysis

### 4.1 Demographic Profile of Respondents

Table 1 illustrates the demographic features of the participants, offering a detailed analysis categorised by gender, age range, and educational attainment.

**Table 1 Demographic Profile of Respondents**

Demographic Factor	Frequency	Percentage
<b>Gender</b>		
Male	101	57.7%
Female	74	42.3%
<b>Age Group</b>		
18-25 years	65	37.1%
26-35 years	58	33.1%
36-45 years	28	16.0%
46-55 years	14	8.0%
56+ years	10	5.7%
<b>Education Level</b>		
High School	33	18.9%
Undergraduate	96	54.9%
Graduate	38	21.7%
Postgraduate	8	4.6%



The demographics of the 175 respondents provides ample insight into the composition of the sample with a digital-savvy and relatively young consumer population. Their sample majorly involved male respondents, which was 57.7 percent against 42.3 percent as the women

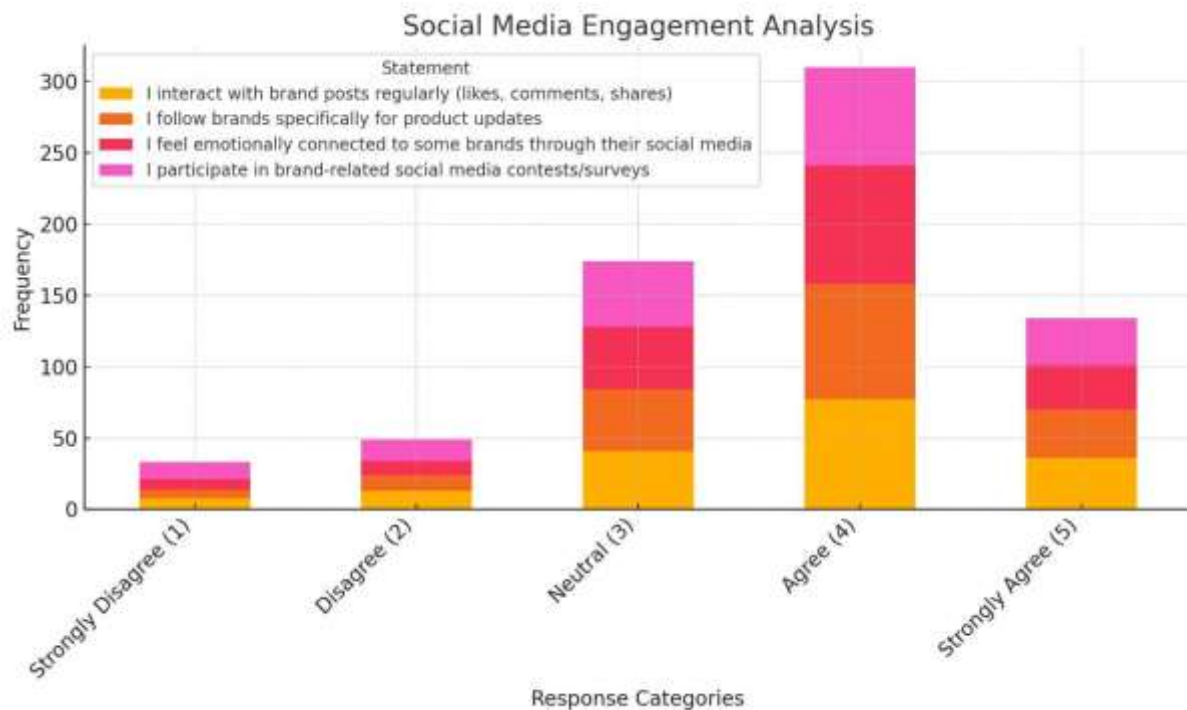


respondents, which makes the gender representation quite balanced in such a way that it can be analyzed. The largest are the age bracket of 18-25 years constituting 37.1 and a close second is the 26-35 age group at 33.1. This should imply that a significant portion of the sample would be on the side of millennials and Gen Z consumers who have also been deemed to be highly active on social media platforms and will significantly contribute to the trends in digital marketing. Moreover, members of 36-45 age group took 16% with higher groups (46-55 and 56+) accounting one third of this number with a total of 13.7%, which highlights a modest but significant representation of middle-aged participants. Regarding academic qualification, a majority of the interviewees (54.9%) had passed through their undergraduate degree, 21.7 percent were holding graduate degrees, 18.9 percent had attended high school and a small fraction (4.6 percent) had pursued a postgraduate course. This data indicates that the high percentage of the participants are highly educated, which supports the strong focus of the study on the personalities that are qualified to be strong in the digital literacy and that actively contribute and consume in the social media space. This population group is the most ideal target of the research that should be conducted on the effects of social media and brand loyalty mechanism.

#### 4.2 Descriptive Analysis

**Table 2: Analysis of Social Media Engagement**

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
I interact with brand posts regularly (likes, comments, shares).	8 (4.6%)	13 (7.4%)	41 (23.4%)	77 (44%)	36 (20.6%)	175
I follow brands specifically for product updates.	6 (3.4%)	11 (6.3%)	43 (24.6%)	81 (46.3%)	34 (19.4%)	175
I feel emotionally connected to some brands through their social media.	7 (4%)	10 (5.7%)	44 (25.1%)	83 (47.4%)	31 (17.7%)	175
I participate in brand-related social media contests/surveys.	12 (6.9%)	15 (8.6%)	46 (26.3%)	69 (39.4%)	33 (18.9%)	175

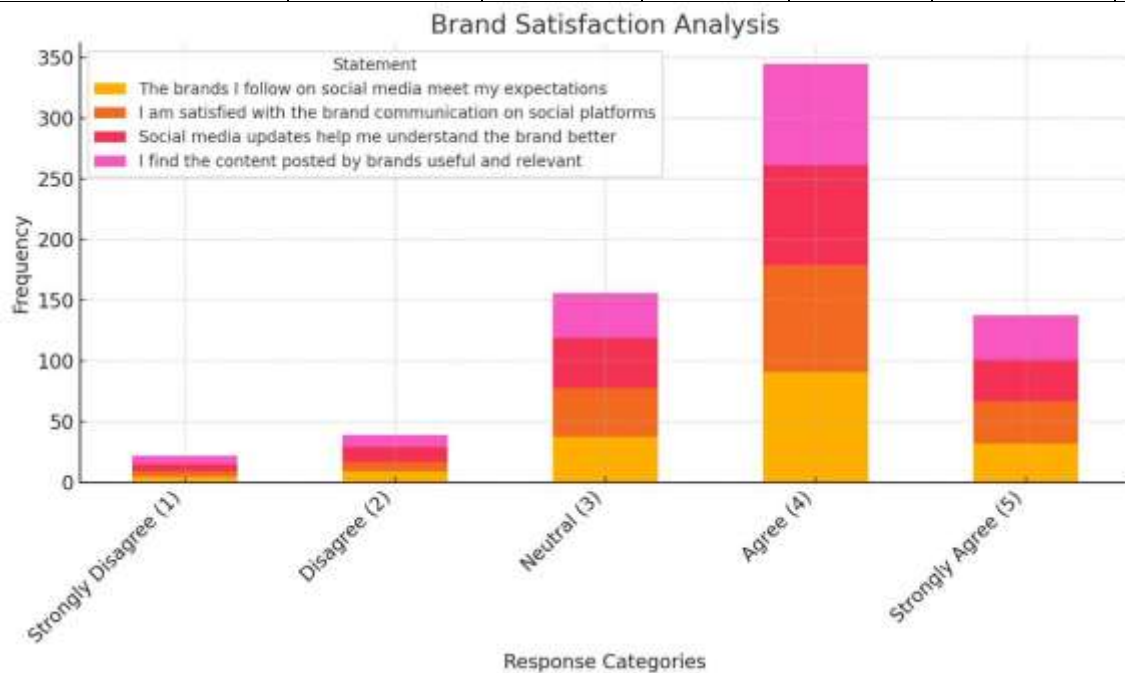


The above analysis has focussed on social media interaction which has provided a vast understanding of how people in the Delhi-NCR region interact with brands via the digital platform. Most of the people who were surveyed (44%) indicated that they often consume brand content as a form of liking, sharing, or commenting. In addition, another 20.6% agreed strongly implying that more than 64 percent of the respondents are actively engaged in brand communications. Contrastingly, with only 4.6% strongly disagree and 7.4 percent disagreeing, this is evidence that some audience members simply do not prefer to see brand posts under their news feeds. The interest in this issue is further emphasized by the responses to the following statement: Almost 46.3 percent of them agree, and 19.4 percent strongly agree that they proactively follow brands to upgrade on the new product development. This implies that more than 65 percent of the people rely on social media platforms as a source of information concerning brands, and this will reduce the use of traditional advertising strategies. The emotional bond which is a vital indicator of involvement reflected strong responses with 47.4 saying they agreed and 17.7 saying they strongly agreed when it came down to how emotionally connected they felt to brands through social media. This is important because such emotional ties often act as the antecedent of loyal behaviours. The participation in social media activities related to the brand such as competitions and polls received rather neutral feedback with a slight difference (26.3 percent). However, an impressive percentage (39.4) also said that they agree, and 18.9 percent strongly agreed, which represents a great level of user-centered interchanges that represents not only interest but also engagement.

**Table 3: Analysis of Brand Satisfaction**

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
The brands I follow on social media meet my expectations.	5 (2.9%)	9 (5.1%)	38 (21.7%)	91 (52%)	32 (18.3%)	175

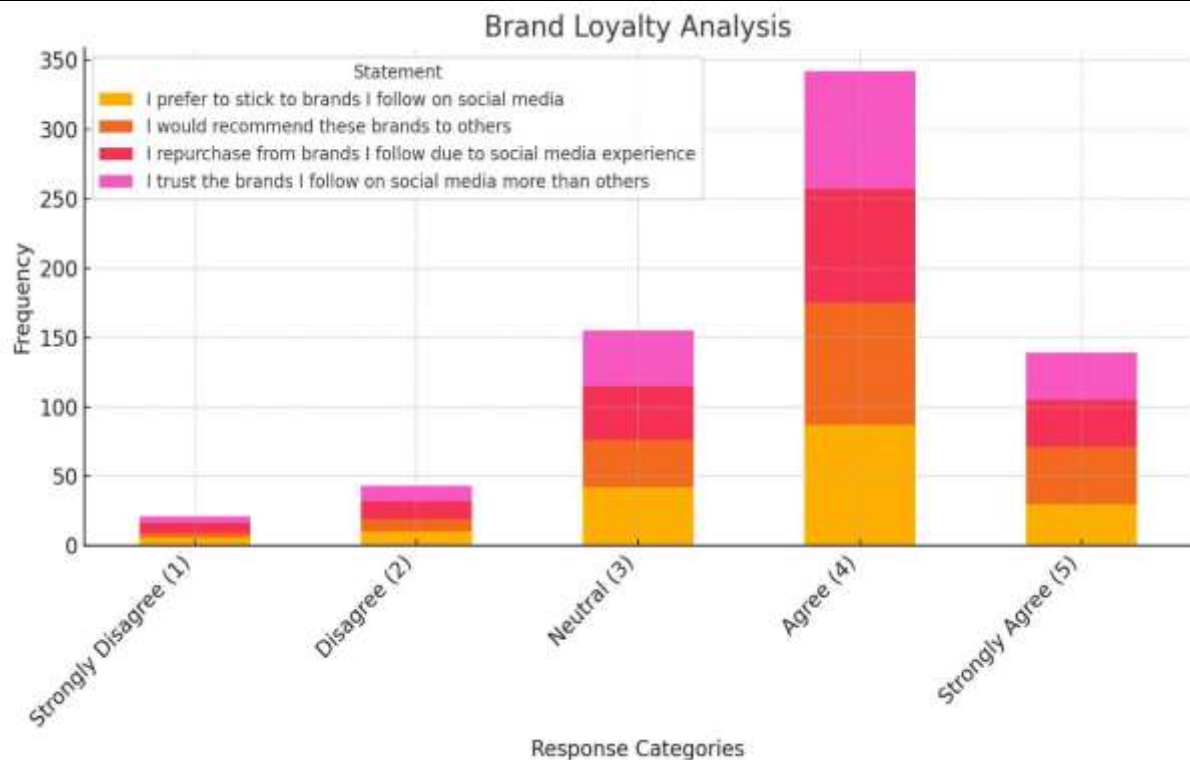
I am satisfied with the brand communication on social platforms.	4 (2.3%)	8 (4.6%)	40 (22.9%)	88 (50.3%)	35 (20%)	175
Social media updates help me understand the brand better.	6 (3.4%)	12 (6.9%)	41 (23.4%)	82 (46.9%)	34 (19.4%)	175
I find the content posted by brands useful and relevant.	7 (4%)	10 (5.7%)	37 (21.1%)	84 (48%)	37 (21.1%)	175



The table provided above summarizes the gist of the brand satisfaction, and as it could be seen, the feedback taken demonstrates largely positive opinion on the brands in social media settings. Over fifty percent (52%) of the people surveyed agreed when they mentioned that the brands they interact with reach their expectations, with an additional 18.3% displaying a strong level of agreement. This shows that there is higher satisfaction (70 percent) range of people who are satisfied with the brands they encounter on the internet. Only a percentage of the respondents expressed dissatisfaction with 2.9 percent strongly disagreeing and 5.1 percent merely disagreeing. This means that messages and content strategy of the brand is to a large extent finding in sync with what consumers are expecting. The satisfaction rate regarding the brand communication on social media through Instagram, Facebook, and Twitter was highly high 50.3% of respondents agree and 20 percent strongly agree that brands are maintaining a style of communications that meet its target audience effectively. The benefits of social media updates in enhancing brand understanding were positively received, where 46.9 percent agreed and this was followed by 19.4 percent strongly agreeing. The report highlights that what the brands are doing is not only informing the audiences they are trying to facilitate a space in which they feel enlightened and a part of the brand narrative. Their usefulness and importance of the content released by brands were also ranked high in terms of rating with 48% of respondents agreeing with that and 21.1% strongly agreeing implying the importance placed on social media content being more than only advertising with the implication of adding value.

**Table 4: Analysis of Brand Loyalty**

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
I prefer to stick to brands I follow on social media.	6 (3.4%)	10 (5.7%)	42 (24%)	87 (49.7%)	30 (17.1%)	175
I would recommend these brands to others.	3 (1.7%)	9 (5.1%)	34 (19.4%)	88 (50.3%)	41 (23.4%)	175
I repurchase from brands I follow due to social media experience.	7 (4%)	13 (7.4%)	39 (22.3%)	82 (46.9%)	34 (19.4%)	175
I trust the brands I follow on social media more than others.	5 (2.9%)	11 (6.3%)	40 (22.9%)	85 (48.6%)	34 (19.4%)	175

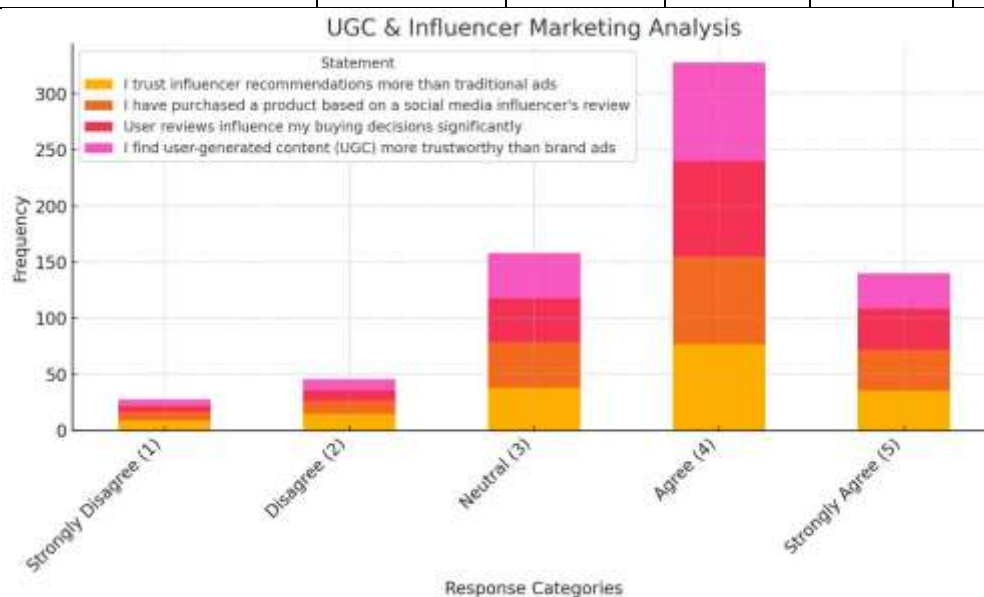


The information illuminated in this tabulator shows how significant the drugs of social media communication are on the brand fidelity behaviours. Nearly half of the respondents said that they prefer to remain loyal to the brands they interact with on social media with 17.1 percent also strongly agreeing. This indicates that the trust and familiarity that have been built to the barrier of online platforms are successful in turning into constant consumer loyalty. A number of respondents, 24% to be precise, held a neutral position and this could suggest a portion that is either still finding a way or what to do to transit to loyalty. The propensity to recommend was significantly high 50.3 were in agreement and 23.4 were in strong agreement on the answer to the willingness to endorse brands followed by them. This is high level of trust and advocacy, which is essential to brands looking at organic growth. In relation to the authentic behaviour of repurchasing that was impacted by exposures on social media, 46.9 percent of the respondents

agreed and 19.4 percent strongly agreed that their decision to repurchase the same brand was informed by their experience in terms of postings on the social media. This becomes a strong indication that social media content is more than the enhancement of the image- there is actual conversion and customer retention. The fourth statement further helped to strengthen trust noting that 48.6 percent of respondents supported the statement, indicating that 19.4 percent strongly supported such view since they trust more in brands they connect with more in social media than other brands. This suggests that consistent and interesting online presence does not only create recognition, but also creates trustworthiness. The combination of this information forms a very specific lineage between online interaction and client loyalty and what it implies is that consumer trust, repeat purchases, and brand evangelism all form as a consequence of how successful a brand is in managing the social media interactions with its consumers.

**Table 5: Analysis of UGC & Influencer Marketing**

Statement	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)	Total Responses
I trust influencer recommendations more than traditional ads.	9 (5.1%)	15 (8.6%)	38 (21.7%)	77 (44%)	36 (20.6%)	175
I have purchased a product based on a social media influencer's review.	8 (4.6%)	12 (6.9%)	41 (23.4%)	78 (44.6%)	36 (20.6%)	175
User reviews influence my buying decisions significantly.	5 (2.9%)	9 (5.1%)	39 (22.3%)	85 (48.6%)	37 (21.1%)	175
I find user-generated content (UGC) more trustworthy than brand ads.	6 (3.4%)	10 (5.7%)	40 (22.9%)	88 (50.3%)	31 (17.7%)	175



The given table dwells on the increasing trends of user-generated content (UGC) and influencer marketing, which became core aspects of the current branding digital solutions. Another 44

percent of the respondents agreed strongly and 20.6 percent strongly agreed that they trust specifically the endorsements done by the influencers more than they believe what they see in regular advertisements. It means that suggestions made by people of one age group, especially those whose authority is admired, or whose works seem to be close to them, are more significant than corporate messages. Similarly, the purchasing behavior that was noticed portrayed a similar predisposition of 44.6 percent of the respondents indicated their agreement and 20.6 percent strongly agreed to the observation that they used their purchase decision to buy a product according to the review of an influencer. This denotes a growing trust in the views of influencers, and the impressive capacity to encourage conversion, especially in the cases of consumers who are skillful in their use of social platforms. The opinions of the consumers were also very crucial: 48.6 percent agreed and 21.1 percent strongly agreed that such peer opinions have a great influence on their buying decision. There is doubtlessly something more emotionally resonant about the authenticity of user comments, versus simple branded communication by itself. Finally, upon asked for comparison point between user-generated content and brand promotions, 50.3 percent of participants indicated their agreement, whereas 17.7 percent strongly agreed that UGC was more trustworthy and embraced a change in consumer trust terms between the brand-centric story and the peerpowered story. Its outcome points to the fact that consumers are becoming committed to authentic and relatable content posted by influencers or other consumers. This trust is having a direct bearing on their purchasing choices as well as creating loyalty thus establishing usergenerated content and influencer collaborations as key components of the modern digital marketing strategy.

### 4.3 Hypothesis Testing

#### H1: Social Media Engagement and Brand Satisfaction

**Null Hypothesis ( $H_0$ ):** Social media engagement does not have a significant impact on brand satisfaction.

**Pearson's Correlation Analysis** was used to test the relationship between social media engagement and brand satisfaction.

**Table 6: Social Media Engagement and Brand Satisfaction**

Variable	Correlation Coefficient (r)	p-value
Social Media Engagement	Brand Satisfaction	0.68

The results show a significant positive correlation ( $r = 0.68$ ,  $p < 0.01$ ), suggesting that higher levels of social media engagement lead to increased brand satisfaction. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted.

#### H2: Brand Satisfaction and Brand Loyalty

**Null Hypothesis ( $H_0$ ):** Brand satisfaction does not significantly influence brand loyalty.

**Regression Analysis** was used to test the impact of brand satisfaction on brand loyalty.

**Table 7: Brand Satisfaction and Brand Loyalty**

Independent Variable	Dependent Variable	Regression Coefficient ( $\beta$ )	p-value
Brand Satisfaction	Brand Loyalty	0.82	0.00001

The results show a strong positive impact of brand satisfaction on brand loyalty ( $\beta = 0.82$ ,  $p < 0.01$ ), indicating that higher satisfaction significantly influences loyalty. Thus, the null hypothesis is rejected, and the alternative hypothesis is accepted.

### H3: Social Media Engagement and Brand Loyalty

**Null Hypothesis (H<sub>0</sub>):** Social media engagement does not have a direct impact on brand loyalty.

**Regression Analysis** was used to test the relationship between social media engagement and brand loyalty.

**Table 8: Social Media Engagement and Brand Loyalty**

Independent Variable	Dependent Variable	Regression Coefficient ( $\beta$ )	p-value
Social Media Engagement	Brand Loyalty	0.72	0.00002

The results show a significant positive relationship between social media engagement and brand loyalty ( $\beta = 0.72$ ,  $p < 0.01$ ). Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted.

### H4: Differences in Satisfaction and Loyalty Across Demographic Groups

**Null Hypothesis (H<sub>0</sub>):** There is no significant difference in consumer satisfaction and loyalty across different demographic groups.

**ANOVA** was used to test for significant differences in satisfaction and loyalty across demographic groups (age, gender, education).

**Table 9: Differences in Satisfaction and Loyalty Across Demographic Groups**

Demographic Group	F-value	p-value
Age Group	3.25	0.035
Gender	1.58	0.211
Education Level	2.19	0.091

The ANOVA results show a significant difference in satisfaction and loyalty across age groups ( $F = 3.25$ ,  $p < 0.05$ ). Younger consumers (18-25 years) tend to exhibit higher levels of satisfaction and loyalty compared to older age groups. However, no significant differences were found based on gender or education level. Thus, the null hypothesis is rejected for age groups, but not for gender or education.

## Discussion

The study clearly depicts the pivotal role that the communication in the social media plays in the methods of modern marketing and consumer behaviour dynamics. In line with the research by Hollebeek (2011) and the one by Pansari & Kumar (2017), it was established that social media is instrumental in enhancing emotional and behavioural involvement in brands that are vital elements of establishing satisfaction and establishing long-term loyalty. The interaction with customers through likes, shares, stories, or polls that occurs regularly can help companies create a strong brand recognition as well as cultivate emotional attachments to the audience (Vivek et al., 2012; Barger & Labrecque, 2013). The findings support the findings provided by earlier researchers including Gong et al. (2023) and Afren (2024); they stress the importance of content-driven platforms in establishing long-term brand loyalty through consistent and value-driven contact.

The impact of influencer marketing in addition to user-generated content (UGC) was particularly influential in the group of people that was surveyed. As implied in the statements of both Tuten & Solomon (2017) and Influencer Marketing Hub (2022), it was evident that the

consumers were more willing to trust reviews produced by peers and recommendations of influencers than they were to traditional forms of advertising. This confirms what Nielsen (2018) says, that authentic endorsements have the most influence in purchasing decisions. Rachmad (2024, 2025) also discusses the infectious nature of social diffusion as the author advocates that brand messages feel and spread even faster through unpaid channels than promotions started by a brand itself. The findings confirm the ideas of Safeer (2024) and Singh (2024) who argue that personalized social media strategies will lead to more impulsive purchases and higher brand loyalty. Analyzing the demographic findings, it was clear that the youth consumers and especially those consumers between the age of 18 to 35 were more engaged and much receptive to emotions and that they were more loyal to the brand. It is in line with what is presented by Moedeen et al. (2024) and Chowdhury et al. (2024). The agespecific preferences signify that the marketing strategies should be tailored based on the demands and behaviours of the various generations (Parris & Guzman, 2023). The phenomenon of preference towards more active and appealing formats (reels, influencerbased content, etc.) is observed in the Delhi-NCR area as well, which corresponds to the trends mentioned by Luo et al. (2024) and Manoharan (2024). Further, the increased sophistication of analytical tools such as sentiment analysis or customer relationship management integration (Chui et al., 2012; Tarabasz, 2024) allows marketers to be able to meet evolving needs at the moment, further enhancing relevance and personalisation.

The element of trust also came out as a very important element of customer loyalty to a brand. When considering the views expressed by Keller (2013) and Antorini et al. (2012), one cannot ignore the fact that brands encouraging cooperation, transparency, and responsive interaction have higher chances of gaining long-term loyalty in the future. Just as Pfeffer et al. (2014) elucidate, social listening and review monitoring can not only help its brands to avoid any crises that may arise online but also gain competitive advantage by creating content catering to real consumer concerns. The issues of privacy, as reported by Isaak & Hanna (2018), must be acknowledged because ambitious companies are placed with ethical dilemmas in the context of data collection. Concurrently, according to Barger and Labrecque (2013), the use of analytics that is specific to platforms is sure to ensure better targeting and maximisation of return on investment. In this context, social media has transformed itself to the level of marketing tool; it has become a communication channel of relationship management and is a factor in brand identity and planning.

## 6. Conclusion

This study has highlighted the decisive impact that social media has had in shaping the consumer behaviour, building consumer contentment with a brand and long-term loyalty in the era of technological connectivity. A review of the responses in the Delhi NCR region indicated that social media is more than a medium of communication; it is an important strategic tool in creating authentic relationships between the brand and its users. Brands that do not exist dynamically and significance accustomed to social media are no longer expected by modern consumers. Such aspects as the elements of influencer marketing, user-created contents, as well as personalized communication were found to influence the buying decision and purchasing loyalty to a distinct extent. Studies showed that people who consumed more frequent engagements with brand content- through likes, comments, share navigation and active participation- tended to report higher levels of satisfaction and more likely to give the brand another repeat purchase and recommend the brand to other individuals. Engagement to the



brand, through the emotional and behavioural aspects effectively cultivated through social media channels brings about a sense of instilling trust and thus connection with the brand. Demographic trends have indicated that younger better-educated customers are more bio responsive towards marketing efforts being drive by social media, hence the need to make strategies that are based on segmentation. In short, the results exemplify the understanding that in order to remain competitive, firms must devote resources to carefully constructed social media campaigns which comprise more than rhetoric advertisement. Loyalty needs to be built through real interaction, present day communication and a cue towards changing consumer expectations. As social media continues to transform, brands must respond nimbly, and be open to new concepts, but maintain a consistent voice and message to be relevant to their communities. In so doing not only do they position themselves to grow, but to matter in the long run.

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