The Impact of Social Media Marketing on Urban Youth’s Brand Loyalty: Through Facebook Marketing

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Abstract

Social media being established as an effective medium of communication, marketers now highly focus on social media marketing create brand awareness and institute brand loyalty. Considering social media is the most popular among the urban youth of the country and Facebook being the most popular social media site, this study is thus designed in order to identify the impact of Facebook marketing on urban youth's brand loyalty. Information was derived by conducting a validated questionnaire with a sample of 306 people which was further evaluated through regression analysis. It was found night time, 08:01 PM – 5:59 AM, is the most popular time period for the urban youth to use Facebook. Funny, informative, international/national news contents are top preferred content on Facebook. A positive relationship between urban youth's brand loyalty and components such as advantageous campaign, Facebook group, popular contents and brand's relevant contents of Facebook marketing. Whereas, updated content and electronic word of mouth (E-WOM) rather had a negative influence on the brand loyalty of the urban youth.

Keywords: Social Media Marketing, Facebook Marketing, Brand Loyalty, Urban Youth

INTRODUCTION

Amongst all the sites in the social media, Facebook stands to be a site where the urban youth spend a significant amount of their everyday life. As the urban youth of the country aged between 15-33, will be the main source of income generation in the next 5 years so marketers are considering to have a strong presence virtually to grab this segment of the market by creating brand awareness and brand loyalty amongst them for long term return. A staggering growth of a business does not rely on acquiring new customers only, but retaining customers who are loyal to the brand plays a significant role. Marketers have been dwelling on the importance of brand loyalty for a long time now as brand loyalty establishes the relationship that a customer shares and identifies with a brand (Keller, 2008). Marketers first priority now stands to be, sustaining brand loyalty amongst its customer base which they have been crafting for so long. Through building a positive and uniquely exclusive image in the minds of the customers a brand can obtain their trust in the form of brand loyalty. A loyal customer at times leaves no stones unturned in order to promote their favored brand. Customers promote the brands that they are loyal to by purchasing products or simply by advocating the brand itself. Thus, earning loyal customers doesn’t only give the brand a competitive edge in the market but it also helps boast the company’s revenue through increased sales, profitability and market share (Keller, 2008; Aaker, 1991; Kapferer, 1997).

In pursuit of generating higher revenue, companies that are leading in their own industries put their outmost effort to increase purchases from their loyal existing customers. Brands or companies that enter the market late put their maximum effort to re-route the customers from the leading companies to their own while trying to minimize brand switching as much as possible. Companies all throughout the industries re-direct all their energy in order to build loyalty amongst its customer base. A company with higher loyal customer base will not only profit from monetary aspects like higher revenue from more units sold and cross selling, but also will benefit from nonfinancial aspects like by gaining competitive advantage, goodwill, brand and reputation (Wyyatt, 2008) which builds through positive word-of-mouth. A positive word of mouth builds stronger reputation thus diminishing the consumer base of competitors (Verhoef et al., 2002; Hur et al., 2010; Stokburger-Sauer, 2010). Social media marketing plays a significant role in delivering relevant information to the customers to attract them and encourage them to further engage through interaction (Balakrishnan et al., 2014). The social networking engagement between brands and customers contributes to greater trust, and this enhanced trust has a substantial direct influence on the purchase intention. (Hajli, 2014).

A world with a population of 8 billion, almost 60% is online. According to Kemp (2020a), as compared to 2019, internet users around the world has increased by a whopping 7% resulting to 4.54 billion in January 2020. Side by Side, with increasing internet users, social media users also increased to 3.8 billion, which is an increase of 9% in 2020 when compared to 2019. For 2020, if we accumulate the time spent on internet it will result to a total of 1.25 billion years, as an average internet user spends more than 100 days of a year and 6 hours 43 minutes on internet everyday. This indicates that internet users almost spend 40% of their waking time online (Kemp, 2020a). These data vary differently when it comes to different countries worldwide. When breaking down these data for Bangladesh’s population, it was analyzed that between 2019 and 2020 alone, internet users in Bangladesh grew by 9.5%, which is 66.44 million in January 2020. Social media users on the other hand increased...
by 3 million, which is an increase of 9% from April 2019 to January 2020 (Kemp, 2020b). With Bangladesh ranked 10th in the world with a 37 million Facebook user (“Facebook: most users by country | Statista”, 2020), shows the numerous opportunities for marketers to carve this market for their existing loyal customers and while pursuing new ones.

Social media plays a vital role for brands today. Customer behavior today is influenced by social media in multiple ways. From deriving information about the pre-purchased item to post purchase feedback such as expressing dissatisfaction (Mangold & Faulds, 2009), social media has an impact on all. Not to mention the pattern of internet usage (Ross et al., 2009; Laroche et al., 2012) the influence of social media on customers has escalated significantly. All over the world, marketing practices such as promotion and advertising has been revolutionized due to social media’s massive popularity and exceptional features (Hanna, Rohm, & Crittenden, 2011). Facebook today stands to be the lone “holy grail” of social media as because of captivating 800 million active users. Therefore, for these reasons alone, Researchers are encouraged to view social networking as a distinct research field as for its significance and unique differences (Hu & Kettinger, 2008).

LITERATURE REVIEW

Social Media

According to (Kaplan & Haenlein, 2010), social media is a community of internet-based applications that build on Web 2.0’s ideological and technological foundations and enable user-generated content to be produced and shared. Online platforms and technologies is defined to be a medium which is used by people to share acquired information and viewpoints. Rheingold (1993) also vouches for this definition of social media where the assumption that social media stands to describe social complications that arise from the internet when enough people carry on these public conversations with appropriate human feelings long enough to shape networks of personal and intimate relationships in virtual worlds is further carried forward.

Baines and Fill (2014), describes social media marketing as a digital medium for the carrying out of marketing operations. With people spending more time on social media networking sites like Facebook, Instagram and Linkedin (Davidsson & Findahl, 2016), investing in digital marketing as suggested by Baines & Fill (2014) is certain to be accurate. Enterprises in this new technological age no longer have much influence about how they are viewed in the market. Social media has made access to information easier, customers now can view, comment, react and share instantaneously due to being more actively involved in brand offering. According to Ahamed (2010), Facebook in particular is growing the fastest and is seemed to be the most popular amongst the population. Facebook is used more by university and college students and it is used as a form of communication medium for connecting with friends and families by sharing current life whereabouts through pictures and engaging via likes, comments, and shares. Additionally, they engage in further activities that is by joining groups or following pages to be up to date about their favored artists or popular icons. Facebook now tends to offer thousands of more up-to-date content compared to Google or any other search engine can deliver (Ahmed, Hessain, & Haque, 2012). Thereby information regarding brands now can be made viral in a click of a finger disregarding whether it is positive or negative remark (Baines & Fill 2014).

Brand Loyalty

Gaining brand loyal customers is the sole way to ensure sustaining growth and achieve competitiveness in the market. According to (Aaker, 1991), brand loyalty is defined as loyalty to the brand as an attachment that customers have towards the brand. Purchasing the same brand overtime demonstrates behavioral dimension of loyalty among consumers (Lam et al., 2004; Jones and Taylor, 2007). Additionally, loyal customers don’t only purchase more but they tend to be less sensitive to price and also help in acquiring more potential customers for the brand they are loyal to; as loyal customers exchange positive remarks, promote the brand to prospective customers and motivate them to buy it, this can be defined as an attitudinal element of loyalty (Reichheld & Schefter, 2000). This, therefore, makes brand loyalty an important predictor of customer behavior in the marketplace as not only because it can be expressed in the amount of recurring purchases or the key option to repurchase products of that brand as a commitment but also because loyal customers helps in acquiring new customers (Keller, 2008; Oliver, 1999; Reichheld & Schefter, 2000). Therefore, with the expense of attracting potential consumers being greater than the cost of retaining existing customers (Lee et al., 2003; Kumar et al., 2011; Keisidou et al., 2013), thus, expresses brand loyalty to be a substantial non material asset for a brand (Moisescu, 2014; Jiang and Zhang, 2016).

Social Media Marketing and Brand Loyalty

Brands are experienced by customers in several ways, social media marketing activities stands to be one of them as because here the continuous engagement of customers with the brand they are loyal to helps in increasing brand awareness due to greater brand page views (Hutter et al., 2018). Amongst all of the available option, social networking sites stand to be the best and optimal option to reach existing and potential customers. With 60% of the populace being online, community social networking sites are a way of social contact, hence making community online marketing the new hymn for promoters. Marketers are exploring several various social networking options and are attempting to introduce innovative social initiatives at a faster pace than ever before. Companies utilizing community online marketing have become more robust. Companies now a days, can’t survive in context to the current market if they have no social existence in the popular platforms, where if their competitors are dominating it so by creating stable online appearance through its solutions and items (SI, 2016).

Customers behavior online, the content of media they seek and react towards relies on their purpose and internal motives (Eastin and Daugherty, 2005) developed from their own attitude and need to fulfill particular necessities (O’Keefe, 2002; Daugherty, Eastin, & Bright, 2008). Social media therefore, has a significant effect on any level of the customer decision-making cycle in order to shape a collective viewpoint and mindset (Mangold & Faulds, 2009). According to Bhagat, Klein, & Sharma (2009), customers have turned towards social media from traditional media for its audience customized features and controls. Additionally, customers continuously keep seeking for information and want to enjoy the suppleness of immediate access (Vollmer & Precourt, 2008; Rashchty et. al., 2007). Research reveals that marketers are already spending more in digital marketing than traditional marketing (Baines & Fill 2014). As per the conclusion drawn by Mangold and Faulds (2009), social media has created a platform that acts as the middle man for spontaneous communication between business to customers (B to C) and built a platform enabling customer to customer (C to C) communicate.

According to Azam (2007). For Bangladesh government Digital technology stands to be one of the most prioritized sectors. Bangladesh could manage to overcome all its set constraint and go beyond its infrastructural development to achieve growth of digital technology in the country and that too specifically in terms of internet usage. Both urban and rural populace, share the same interest of advance in digital technology. The urban
youth follows it to keep up with the modern trends and lifestyle whereas the rural require it for information varying on function, responsibilities and duties. These needs are being fulfilled through facilities of information service (Islam & Hoq, 2010). The availability of internet has worked as an effective tool, because it has not only enabled the formation of an effective and cheap communication for families of foreign workers, academic research, knowledge sharing, advertisement and promotion of celebrities but also alongside aided the current youth to use internet for their career prospect as an effective tool to globalize their creativity (Ahamed, 2010). Therefore, as stated by (Agrawal & Siddharth, 2010), advertising stands to be one of the primary aspect for generating brand loyalty amongst its customers. Internet provides an opportunity to the digital marketers to escalate their sales revenue by creating relation and promoting their own brand contents, products and services to their competitor brand's loyal customers on different social media sites (Harden & Heyman, 2009). Thus, expenditure on internet advertisement has been increasing exponentially each year.

As online communities continue to grow in media market, Dubois & Westerhausen (2011) says that “the analysis shows that online brand communities are able to build brand loyalty. The method of building brand loyalty includes many aspects, including brand connection and commitment of the community. The dedication of community members to the community contributes to additional commitment towards the brand on which the community is based and eventually leads to the expectation of repurchase and positive word of mouth. Another variable, identification with the community, is found to be a precursor of community commitment and further has an indirect effect on brand attachment through psychological sense of brand community”.

Brand networks built on social media have positive impacts on community products these in return tend to have positive impact on practice of value creation. Thus, through usage of brand and impression management practices can be used to augment brand loyalty in such communities (Laroche et al., 2012). Therefore, due to rapid growth of online communities in market of media, Dubois & Westerhausen (2011) stated that, the research indicates that online user groups are capable of creating brand loyalty. The method of building brand loyalty includes a variety of factors, including brand connection and group engagement. The dedication of the Group members to the community outcomes to an increased loyalty to the brand on which the community is based on. This therefore, eventually contributes to the intention of repurchase and a successful word of mouth of the communities. Identification with the community further stands to be a precursor to the commitment towards the community. Therefore, this further tends to stretch an arm towards an indirect impact on attachment concerning brand via psychological context of brand community.

**Social Media Marketing and Brand Loyalty among Youth’s in Bangladesh**

There weren’t much past academic research to relate and refer to in context of Bangladesh regarding social media marketing’s impact on brand loyalty of the urban youth. The one paper found, focused on the impact of social media marketing on the brand loyalty of university students. That study of Hossain & Sakib (2016), found if a brand provides relevant contents to their brand it has the highest impact on the brand loyalty of the university students. Furthermore, social media contents that are used for marketing purpose when beneficial and popular also effects students’ brand loyalty. Therefore, the challenge that marketers face over here is, ensuring that their efforts for a successful social media marketing consisted of contents as per university students liking in order to gain their brand loyalty. Due to lack of reliable data on this topic, this study was carried forward by accumulating as much relevant information as possible to provide a comprehensive analysis on this issue.

**HYPOTHESIS BUILDING**

**Advantageous Campaigns**

Digital marketers have found through analysis and various studies that customers who follow at minimum one company on social media normally tend to stay up to date with new items and marketing promotions related to the brand (Mangold & Faulds, 2009; Leggat, 2010). According to Mangold & Faulds (2009), Both Coca Cola and Pepsi have organized promotional customer engagement programs on social media, promising exclusive discounts, coupon codes, free of cost MP3 downloads, etc. Leading us to state that

H1: Advantageous Facebook campaigns offered by brands are positively correlated to the brand loyalty of the urban youth.

**Relevant Contents**

Online customers of today are flooded by a ton of intrusive promotional emails, texts and advertisements when browsing the internet and not even social media is free from these sort of promotional methods. Therefore, customers tend to screen out brand posts or advertisements that they do not find applicable to them (Brito, 2011). The sharing aspect therefore relies on the degree to which a content is exchanged, dispersed and received by an individual in a social media platform (Kietzmann et al., 2011). It is therefore one of the key strategies for online marketers seeking to institute brand loyalty for their brand online to provide the relevant content on social media, that is actually part of the brand or important to the target customers of the brand. Hence.

H2: Relevant material shared by the brand on Facebook is positively correlated to the brand loyalty of the urban youth.

**Popular Contents**

It’s just about communicating your message directly to others, building trustworthiness in the market as for your actions or words, engaging emotionally with the target market, inspiring the consumer and attracting lifelong loyal customers. The Social media sites provides a generous and effective platform for all kinds of businesses let that be big or small, to utilize this opportunity in order to reach out to their target market, bond with them on a personal level and create customer’s confidence in the said brand by listening to what they have to suggest (Taprrial & Kanwar, 2012). Users of social media networks enjoy sharing popular and up to date information, knowledge, videos, memes (funny contents), events and so more on these sites with their online peers. Hence, marketers need to make their social media contents popular among their trusted and valued customer. So,

H3: Popular content shared by a brand on Facebook is positively correlated to the brand loyalty of the urban youth.

**Updated Contents**

Users of social media such like Facebook and Twitter, can get informed quickly and simultaneously about any particular subject (Berselli, Burger, & Close, 2012) through features such as notification or even email (Page, 2012). Social media sites interact with users at a superior level.
by broadcasting information that tends to be relevant to the consumer. (Fischer, & Reuber, 2011). With the exception of these simulated social event, consumers find social networking sites as an extended platform for service through which they can interact with businesses in real time (Leggatt, 2010). As a consequence, customers want to see the modified social media posts of the brands they are affiliated with. That's why Google has modified its search engine algorithms so that consumers can first see the most up-to-date/recent material relevant to their query. Thus,

H4: Updated content shared by a brand on Facebook is positively correlated to the brand loyalty of the urban youth.

Online Communities

Today’s marketers are keen to identify and learn ways through which they get to organize and facilitate their brand’s online communities (McAlexander et al., 2002), with a variety of connections and partnerships with individuals who are fond of the brand (Muniz & O’Guinn, 2001). The motives for this curiosity in brand communities include the benefits of understanding customer perceptions of innovative product initiatives and competitive strategies; optimizing prospects to retain and coordinate with customers who are extremely committed to the brand (Franke & Shah, 2003; McAlexander et al., 2002); influencing judgments and acts of members (Muniz & Schau, 2005); promptly distributing information (Brown et al., 2003); and what stands to be most important is that establishing the brand as a holy grail to its loyal customers (McAlexander et al., 2002). In the other sense, the drastic success and intrinsic benefits of wide scope, low expense, strong connectivity efficiency of social networking are enticing other businesses to take part in these spaces (Kaplan & Haenlein, 2010).

Having taken advantage of the strengths of both the brand community and social networking sites, a range of businesses are utilizing social networking platforms to promote the growth and advancement of the communities of the brand (Kaplan & Haenlein, 2010; Muniz & O’Guinn, 2001). Social networking sites such as Facebook is used by brands to communicate and connect with customers at a personal level and boost the popularity of their brand communities this way. Popular brands like Jeep with the customer renowned offline market groups (Schau et al., 2009) tend to apply this same technique. Given the increasing importance and prevalence of these brand communities, it is essential for both marketers and researchers to have a deeper understanding about them.

According to Balakrishnan et. al., (2014), online brand communities have a significant influence on the growth of brand loyalty. The opinion of the Community members, as well as their loyalty to their group, leads to an increased allegiance to the company to which they are affiliated with. This, thus aids to stimulate the consumers repurchase desire and often affects the favorable word of mouth for the company. Therefore,

H5: Online brand communities on Facebook is positively correlated to the brand loyalty of the urban youth.

Electronic Word of Mouth (E-WOM)

Balakrishnan et. al., (2014), states that, Electronic word of mouth or E-WOM tend to have a profound impact on customers' purchase behavior, independent of the online groups. Additionally, studies have found out that E-WOM impacts customers purchase patterns more than advertisements can (Tseng, Kuo, & Chen, 2014), these findings indicate that brands should not only post contents regarding information or advertisements but should further encourage their online community members to share their personal encounters. Hence,

H6: Electronic word of mouth (E-WOM) in Facebook about a brand positively correlated to the brand loyalty of urban youth.

Research Model

The model of research is based on the independent variables determined during the secondary analysis (Erdoğanmuş & Cicek, 2012; Mangold & Faulds, 2009; Leggat, 2010; Freidman, 2011; Brito, 2011; O’Reilly & Marks, 2011; Kim & Adler, 2011) and dependent variable Brand loyalty which were identified while doing the secondary research on this topic (Erdoğanmuş & Cicek, 2012; Mangold & Faulds, 2009; Leggat, 2010; Freidman, 2011; Brito, 2011; O’Reilly & Marks, 2011; Kim & Adler, 2011).
H5: Online brand communities on Facebook is positively correlated to the brand loyalty of the urban youth.  
H6: Electronic word of mouth (E-WOM) in Facebook about a brand positively correlated to the brand loyalty of urban youth.

RESEARCH METHODOLOGY

Study Population and sample

To complete the study, a survey questionnaire was formed. The items of the questionnaire were used in past researches to quantify the assumption towards the effect of social media marketing on brand loyalty. Few items were added by the researchers to analyze the trend of urban youth and brand loyalty through social media marketing. There were 18 questions, among those 7 were five-point Likert scale statements. The total responses received were 305.

Questionnaire Construction & Data Gathering

The questionnaire for this research was designed in a manner that would assist to depict brand loyalty of urban youth based on various independent variables which were identified while doing the secondary research on this topic (Erdoğmus & Cicek, 2012; Mangold & Faulds, 2009; Leggat, 2010; Freidman, 2011; Brito, 2011; O’Reilly & Marks, 2011; Kim & Adler, 2011). The main focuses that led to the findings are were Advantageous Campaigns, Relevant Contents, Popular Contents, Updated Contents, Online Communities, Electronic Word of Mouth (E-WOM). The brand loyalty of urban youth was measured on the basis of five elements intended for more communication, desire to see the brand prosper, confidence in the brand, recommending the brand to others, and finally not choosing any other brand over the brand they’re loyal to. The study of (Erdoğmus & Cicek, 2012; O’Reilly & Marx, 2011) was thereby used to derive the elements that is used to assess brand loyalty. The total number of questions were 18, among those 6 were five-point Likert scale statements. Some questions were added to get general information about social media usage and Facebook usage.

The responses were collected online using google form. Respondents were given the questionnaire only if they logged in Facebook at least twice in the last three weeks, followed at least one brand on Facebook and lives in an urban area of the 8 divisions of Bangladesh.

Data Analysis Tools and Technique

To collect information for the required data, the google form was used and the output was exported in the Comma-Separated Values (CSV) format. Additionally, Microsoft Excel was used for basic and simple structuring of the collected information while Statistical package for the social sciences (SPSS) was used to analyze and interpret the findings.

ANALYSIS AND RESULTS

Study sample and demographic profile

Through Table 1, the demographic profile of the respondents has been illustrated. Table 1 shows that 63.3% of the respondents belong from the age group of 20-24 which therefore stands to be the major segment. Additionally, this is the segment of the populace that will be the potential significant target market in the near future, as they will enter the market being employed and holding the capacity of expenditure. The table further illustrates that 202 out of 305 respondents, which is 66.2% in total, have received higher education as they tend to be an undergraduate student or are already holding their degree. This is therefore, a lucrative data as because this demonstrates the upcoming stipendiaries of our economy and thus the segment which brands should be targeting to develop brand loyalty. Moreover, the data from the Table 1, reveals interesting information regarding gender and geographic location as well which comes in very handy when crafting specific strategies for the different target segment.

Descriptive Statistics

Table 2 here, exhibits how much time respondents allocate to Facebook compared to all the available social media platforms. The information collected also sheds light over the time period that respondents tend to be most active on Facebook. This piece of information stands to be very substantial as brands can use this data accumulated, to plan their social media campaigns and aim the time that the youth of our country tends to be most active on the social media in order to build brand loyalty base. The majority of the respondents tend to spend over 5 hours on social media each day out of which 37.7%, the major segment, spends 1-2 hours on Facebook alone. The most favored time amongst the youth tends to be at night from around 08:01pm-5:59am as 68.5% of the respondents finds themselves scrolling through Facebook at that period of time. This therefore shows that how significant a strong appearance on social media platform, especially Facebook can be for a brand to acquire brand loyalty of the youth.

Table 3 on the other hand, shows the types of contents that respondents get most attracted to and prefer in social media platforms. Out of the 14 various listed categories, the sort “Funny” ranked the first with 87.90% of the respondents choosing this category. Few other popular choices were Informative, International/ National news, Travel related contents and etc. Romantic contents ranked last in the list with 21% of the respondents choosing it so. Therefore, revealing the preferred contents of respondents on social media which market.

Additionally, Figure 2 shows the social media sites that respondents log in at least once a week and Figure 3 illustrates three of the most used social media platforms. From both the figures it is quite evident that Facebook stands to be the respondent’s topmost choice as in Figure 2, 95.1% and in Figure 3, 95.7% of the respondents chose Facebook as the social media site that they used frequently.

Furthermore, YouTube and Instagram secured the second and third position in both the figures respectively, making Facebook, YouTube and Instagram the top three choices of the respondents and also setting them as the prime social media platforms for the brands to target in order to win brand loyalty of the urban youths. Figure 4, explains below the reasons chosen by respondents to follow up with a brand page. Here 215 out of 305, which is 70.5% of the respondents chose that they follow a brand’s page on Facebook to be informed about the products and services offered by them. Furthermore, the 64.9% of the respondents educated us through the questionnaire response that they follow a brand page to know about the new offers of the brands. Almost 50% of the respondents follow brand pages on Facebook to stay connected with them, whereas an interesting percentage of the respondents follow brand pages for being up to date with relevant/ interesting content and for smooth communication.
Thus from this study, we can understand that social media sites stand to be the potential platform for brands to exhibit their products and services and grab the opportunity of creating a strong loyal customer base from the urban youth.

**Table 1. Demographic Details of The Respondents**

<table>
<thead>
<tr>
<th>Demographic variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>15-19</td>
<td>36</td>
</tr>
<tr>
<td></td>
<td>20-24</td>
<td>193</td>
</tr>
<tr>
<td></td>
<td>25-29</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>30-35</td>
<td>36</td>
</tr>
<tr>
<td>Gender</td>
<td>Male</td>
<td>204</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>101</td>
</tr>
<tr>
<td>Education Level</td>
<td>S.S.C/O Level</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>H.S.C/A Level</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td>Undergraduate</td>
<td>202</td>
</tr>
<tr>
<td></td>
<td>Post Graduate</td>
<td>56</td>
</tr>
<tr>
<td>Division</td>
<td>Dhaka</td>
<td>230</td>
</tr>
<tr>
<td></td>
<td>Chittagong</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>Khulna</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>12</td>
</tr>
</tbody>
</table>

Table 1 shows that the social media marketing appeals to both the genders on an almost equal margin, with undergraduate students in the age bracket of 20-24 being of the most priority. Dhaka being the capital and the biggest metropolitan city of the country here is the prime market as most of the respondents reside in here. Therefore, showing the urban youth’s demographic profile that the brands should primarily concentrate on.

![Social Media Platforms](image1)

**Fig 2. Social Media Platforms that Respondents Log in Atleast Once A Week**

Source: Developed by author

Figure 2 demonstrates the social media sites that respondents find themselves logging into at least once a week. Facebook tops the chart with a whopping 95.1% whereas Tiktok is ranked last with 5.9% of frequent users in a chart of 9 mentioned sites.

![Social Media Platforms](image2)

**Fig 3. Three Social Media Platforms Used Most by Respondents**

Source: Developed by author

Figure 3 provides information about the three most social media sites used by the respondents. Facebook maintained its rank at number one with YouTube and Instagram being second and third respectively. WeChat is ranked last in the chart with 0.0% of respondents using the site for any purpose at all.
Ahmed & Absar, 2020). This is getting more and more popular in urban areas, advantageous campaigns are helping brands to increase the brand loyalty of urban youth.

**DISCUSSION**

As online shopping is getting more and more popular in urban areas, advantageous campaigns are helping brands to increase the brand loyalty of their customers (Ali, Ahmed & Absar, 2020).

### Table 2. Time The Respondents Spent On Facebook Compared To Overall Social Media Platforms

<table>
<thead>
<tr>
<th>Items</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On average time spent on Social Media (Facebook, Instagram, Twitter etc)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2 hours</td>
<td>28</td>
<td>9.2%</td>
</tr>
<tr>
<td>2-3 hours</td>
<td>64</td>
<td>21.0%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>77</td>
<td>25.2%</td>
</tr>
<tr>
<td>4-5 hours</td>
<td>51</td>
<td>16.7%</td>
</tr>
<tr>
<td>5+ hours</td>
<td>85</td>
<td>27.9%</td>
</tr>
<tr>
<td>On average time spent on Facebook</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-2 hours</td>
<td>115</td>
<td>37.7%</td>
</tr>
<tr>
<td>2-3 hours</td>
<td>70</td>
<td>23.0%</td>
</tr>
<tr>
<td>3-4 hours</td>
<td>56</td>
<td>18.4%</td>
</tr>
<tr>
<td>4-5 hours</td>
<td>28</td>
<td>9.2%</td>
</tr>
<tr>
<td>5+ hours</td>
<td>36</td>
<td>11.8%</td>
</tr>
<tr>
<td>Popular time of the day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Morning: 6:00 AM - 11:59 AM</td>
<td>10</td>
<td>3.3%</td>
</tr>
<tr>
<td>Facebook is used the most</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Afternoon: 12:00 PM - 5:00 PM</td>
<td>36</td>
<td>11.8%</td>
</tr>
<tr>
<td>Evening: 5:01 PM - 8:00 PM</td>
<td>50</td>
<td>16.4%</td>
</tr>
<tr>
<td>Night: 8:01 PM - 5:59 AM</td>
<td>209</td>
<td>68.5%</td>
</tr>
</tbody>
</table>

Table 2, here provides data that is really significant for any brand operating their digital marketing campaign through social media sites, especially Facebook. Here, the table illustrates the number of hours’ respondents spend on social media sites and specifically Facebook including the time when they are most active. From this table we can conclude that out the majority of the respondents spend almost 5+ hours every day, out of which 37.7% specifically allocate 1-2 hours daily for Facebook. Marketers thus can set their marketing campaigns from night 08:01 PM – 5:59 AM, as this stands to be the most popular time period for the urban youth, thus will not only be benefiting in terms of profitability and higher audience but also can benefit by establishing brand loyalty among the youth.

### Table 3. Contents that Respondents Prefer on Facebook

<table>
<thead>
<tr>
<th>What type of content do you prefer on Facebook?</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Funny</td>
<td>268</td>
<td>87.90%</td>
</tr>
<tr>
<td>Informative</td>
<td>210</td>
<td>68.90%</td>
</tr>
<tr>
<td>International/ National News</td>
<td>183</td>
<td>60.00%</td>
</tr>
<tr>
<td>Travel</td>
<td>183</td>
<td>60.00%</td>
</tr>
<tr>
<td>Movie/ TV / TV series</td>
<td>166</td>
<td>54.40%</td>
</tr>
<tr>
<td>Sports</td>
<td>150</td>
<td>49.20%</td>
</tr>
<tr>
<td>Music</td>
<td>148</td>
<td>48.50%</td>
</tr>
<tr>
<td>Reviews of products</td>
<td>144</td>
<td>47.20%</td>
</tr>
<tr>
<td>Social Welfare</td>
<td>123</td>
<td>40.30%</td>
</tr>
<tr>
<td>Animals/Pet</td>
<td>105</td>
<td>34.40%</td>
</tr>
<tr>
<td>Politics</td>
<td>92</td>
<td>30.20%</td>
</tr>
<tr>
<td>Games</td>
<td>88</td>
<td>28.90%</td>
</tr>
<tr>
<td>Celebrities</td>
<td>84</td>
<td>27.50%</td>
</tr>
<tr>
<td>Romantic</td>
<td>64</td>
<td>21.00%</td>
</tr>
</tbody>
</table>

Table 3, articulates the contents that are most preferred by the respondents. Here 87.90% of the respondents chose “Funny” as their most desired. The category “Funny” also set itself apart here with a difference of 19% with category ranked second, as informative here is favored by 68.90% of the respondents. The last three ranked categories here are Games, Celebrities and Romantic contents with 28.90%, 27.50% and 21.00% respectively. This provides an insight into the type of contents that the urban youth prefers, which could be used for creating marketing contents that will not only increase engagement amongst the audience but also help in establishing brand loyalty through it.

Figure 4, here demonstrates the reasons why respondents follow brand pages. 70.5% of the respondents follow the brand pages on Facebook to be well informed about the products/services offered, 64.9% follow brand pages to know about new offers of the brand, 47.9% of the respondents follow Facebook pages to stay connected with the brand whereas 37.4% and 31.5% do so to be up to date with brand relevant posts/contents and easy communication with the brand, respectively.

### FINDINGS

Table 4 shows the overall model is significant at .035 level. The model has a good explaining power, the model can explain about 51.8% of the variations of the urban youth’s brand loyalty. The R square value indicates there are other variables which impact the brand loyalty of urban youth which were not included in this study. Among all the independent variables of the study advantageous campaign, brand’s Facebook group, brand relevant content, popular content, updated content showed statistical significance on the brand loyalty of urban youth. Updated content showed a negative impact on brand loyalty but rest of the four independent variables showed positive influence on the brand loyalty of urban youth. No statistical significance of electronic word of mouth were found on the brand loyalty of urban youth and negative influence of it on the urban youth’s brand loyalty was found.

### DISCUSSION

Hypothesis one: Advantageous campaign showed the highest statistical significance (significant at p<.05) with positive beta score of .552. So, it can be interpreted that advantageous campaigns on Facebook has a positive influence on the brand loyalty of urban youth. As online shopping is getting more and more popular in urban areas, advantageous campaigns are helping brands to increase the brand loyalty of their customers (Ali, Ahmed & Absar, 2020).
Hypothesis two: Brand relevant contents showed statistical significance (significant at p<.05) with positive beta score of .166. So, we can interpret brand relevant contents have positive influence on brand loyalty of the urban youth. Brand relevant contents create some kind of trust about the brand in the customer mind (Phua, Jin & Kim, 2017).

Hypothesis three: Popular contents showed statistical significance (significant at p<.05) with positive beta score of .150. So, it can be interpreted popular contents have positive influence on brand loyalty of the urban youth. Popular contents create an opportunity of discussion and engagement centering the content (Dal Cin, Worth, Dalton & Sargent, 2008).

Hypothesis four: Updated contents have showed statistical significance (significant at p<.05) with negative beta score of -.121. So, we can say there is statistical significance of updated contents, but it negatively influences the brand loyalty of urban youth. Posting of trendy and updated contents on Facebook which is not directly relevant with the brand can create confusion among the customer’s mind. It can be a reason for this (Karatzias, 2019).

Hypothesis five: Brand’s Facebook groups (social media communities) showed statistical significance (significant at p <.05) with positive beta score of .155. So, there is a positive correlation with brand’s Facebook community groups and urban youth’s brand loyalty. Facebook groups can create a space for customers to connect and to create relationship at a personal level that might have a reason for this insight (Lozano, 2018).

Hypothesis six: No statistical significance was found of electronic word of mouth on the brand loyalty of urban youth. It was also found that electronic word of mouth negatively influences the brand loyalty of urban youth.

So, out of the six independent variables of the model, five variables (advantageous campaign, brand relevant contents, Facebook group, popular contents, updated contents) were found statistically significant. The influence of advantageous campaign, Facebook groups, relevant contents, and popular contents on the urban youth’s brand loyalty are positive; in line with the proposed hypotheses. While, negative influence was found on urban youth’s brand loyalty from updated contents. Also, no statistical significance of electronic word of mouth (E-WOM) on the brand loyalty of urban youth were identified.

Table 4. Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized coefficients</th>
<th>Standardized coefficients</th>
<th>T</th>
<th>SIG</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>.403</td>
<td>.190</td>
<td>2.117</td>
<td>.035</td>
</tr>
<tr>
<td>Advantageous Campaigns</td>
<td>.552</td>
<td>.068</td>
<td>.501</td>
<td>8.110</td>
</tr>
<tr>
<td>Brand’s Facebook Group</td>
<td>.155</td>
<td>.053</td>
<td>.154</td>
<td>2.936</td>
</tr>
<tr>
<td>Brand’s Relevant Contents</td>
<td>.166</td>
<td>.073</td>
<td>.151</td>
<td>2.291</td>
</tr>
<tr>
<td>Popular Content</td>
<td>.150</td>
<td>.062</td>
<td>.142</td>
<td>2.406</td>
</tr>
<tr>
<td>Updated Contents</td>
<td>-.121</td>
<td>.060</td>
<td>-.118</td>
<td>-2.027</td>
</tr>
<tr>
<td>Electronic Word of Mouth</td>
<td>-.045</td>
<td>.060</td>
<td>-.042</td>
<td>-.744</td>
</tr>
<tr>
<td>F: 53.304</td>
<td>R square: .518</td>
<td>Adjusted R square: 0.508</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Dependent variable: Brand Loyalty

![Image](https://via.placeholder.com/150)

**Fig 4. Reasons Why Respondents Follow Brand Page on Facebook**

Source: Developed by author

**CONCLUSION**

This study focuses on the influence of social media marketing on urban youth loyalty in context of Bangladesh. Even though the country is relatively new to the usage of internet and social media for marketing to establish brand loyalty through marketing, it has been seen through the findings in this study that not only it holds a significant ground but also has potential further beyond it. Therefore, making social media marketing a nonconventional yet a key player for both well established and emerging brands and companies to grab the attention and institute brand loyalty amidst urban youth.

The study shed light on factors which are the noteworthy particular variables when it comes to social media marketing and urban youth. Out of the six independent variables analyzed of in this study, the major variables which showed a statistical positive and substantial sway are

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advantageous campaign, brand’s Facebook group, brand relevant content, popular content, updated content. Additionally, updated content had a negative effect on brand loyalty but the majority of the four independent variable had a positive influence on urban youth brand loyalty. Electronic word of mouth (E-WOM) was on the other hand found to be negative and statistically insignificant. Tech savvy customers of today especially the youth of urban is presumed to keep high expectations from their followed brands and a strong and ingenious online presence is what persuades them. Thereby, stating that to constitute and build a strong loyal customer base from the urban youth, a brand can emphasize and plan accordingly in order to achieve their desired outcome.

Moreover, when analyzing findings of contents preferred, the respondents mostly focused on funny, informative, national/international news, thus carving a path for marketers based on which they can further project and monitor their digital and online presence.

This research work can be a ground work for further academics to conduct more study in order to create and bring in additional data, findings and information related to social media marketing on urban youth loyalty. E-WOM is a prospective topic in itself that can be further evaluated in order conjure more information. Social media is also a very diverse and inclusive forum, the efficacy of all new social media technologies must therefore be researched and calculated to apply strategic decisions regarding a brand’s online activities.

Reference:


Fischer, E. & Reuber, R. (2011). Social interaction via new social media: (How) can i


