



Impact of Brand Awareness and Social Media Content Marketing on Brand Loyalty: The Mediating Role of Brand Trust

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ABSTRACT

This study shows the explanatory research of brand loyalty in consumer that most likely to purchase brand. The primary purpose of this study is to analyse the relationship between brand awareness, social media content marketing, mediating role of brand trust and brand loyalty. The study population is Pakistan's customer that can afford brands and have interest of buying new textile brands. Data was collected from 231 consumers. Smart P.L.S was used to determine statistical measurements whether the hypothesis were accepted. The result supported all hypothesis on basis of T-statistics and P-value of this study, discovered that brand awareness, social media content marketing and brand trust as mediator have positive effect on brand loyalty. The result confirmed that brand awareness, social media content marketing and brand trust as mediator effect on brand loyalty in brand purchasing customers. It is hoped that the outcome of this study can be used as guidance for companies to work on consumer preferences and sustainability.



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1. Introduction

Branding has now become an essential part of competitive advantage and has vast scope in industry. People purchase brand as they trust for quality and price for product (Kramer, 2020). Moreover, additional marketing strategies have now adapted in foreign countries and competition is growing day by day for firms (Reichheld, Sasser, & Dred, 2018; Khan, S. N., Tahir, M. S., & Bhatti, H. 2020). In 2000, there were 2-Million brands of textile in Europe. A research study, there are main two factors which make growth in branding for rapid and consistency in market. These two factors are 1) Firms are working on Quality, Price and market for new arrivals 2) Giving surprise benefits for customer as trend in country (Macdonald & Sharp, 2000).

Quality has picked by European countries without concerning about price because Markus Luther said in article: "There is no more than a quality even it is most expensive in U.S.A". This method has adopted by Arabs, they follow for luxury life and work on maintain high quality in brands. In Pakistan, People are like to buy products for following as trend as according to Islam (Usama, 2017).

Brand loyalty usually arises in customer when they have strong feelings about a specific type of product or service, and they wish to connect more precisely for long-term business relationship that reflects an image of a reputable organization (Ezabel, Borris, & Stenley, 2015, Asad, M., & Khan, S. N. 2018). Brand loyalty passes through context, purchase behavior,

strategies of promotion as well as market structure to maintain brand in competition. Derik John 2017, Said brand loyalty cannot create but it can change through consumer mindset, values and behavior for next compound.(Reichheld, Sasser, & Dred, 2018). This study finds the brand awareness effects on brand loyalty by using product, tagline or logo can impact on brand reputation in consumer mind. The study is research the trust factor encouraging brand awareness for accomplish company objective. Most of brand boosts up by simple logo and what makes them more comfortable for consumer and how it attracts new customer for sustainable growth (Farhan, Hussain, Khan, Tahir, & Bhatti, 2020; Hussain, Rashid, Ali, Thair, & Noman, 2020; Khalil, Asad, & Khan, 2018). Brand trust has special tool that have been used from decades to spread information, Goodwill and creative use for all geographical segments (Debating, Lovejoy, Horn, & Hughes, 2019; Khan,Afzal,2020). People have used social media for searching highly demanded and trending options and collaborate with direct to companies to gain maximum benefits for brands.

2. Theoretical background and Hypotheses

2.1. Brand Awareness

Product with uniqueness and differentiation in quality and feature makes it effective brand in competition and build strong challenge in competitor (Grönholdt L, 2018). The unique of product make it brand and a brand is usually a market driver and has obtained maximum outcome from customer. The re-purchase of product is due to its appearance and also its usage. Sometimes customer attracts by only appearance which not to allow him to see other product available and this strategy become more valuable for innovative consumer. Companies launch new product and promote by compare or adding new values needed to that time or geographic segment. Product is a company for consumer and describes its worth, value and category in consumer mind. If one consumer can re-purchase company product then one million customers also prefer due to same desire (Nur , Rosidah , & Harris, 2016).

H1: The relationship of brand awareness with brand loyalty

2.2. Social Media Content Marketing

Facebook, Twitter and Instagram are most popular application and social media sites for the marketing and selling products. Companies mainly focus to create an effective and efficient content for brand trust to gain customer eye value and have easy reminder for product in problem support. Different companies use promotion tactic at different resources but use social media to remind product in market availability. Moreover, companies use these social media as open channels for customer support and provide 24/7 feedback service for complaints and registration. The average complain were selected to resolve and upgrade product for future benefits and satisfy customer needs as according to their expectations (Ezabel, Borris, & Stanley, 2015).

H2: The relationship of social media content marketing with brand loyalty

2.3. Brand Trust and Brand Loyalty

A product which has faced challenges in manufacturing and a brand is what consumer purchase; the only difference is product may be several numbers of copy of original but a brand must be its original which makes a unique value in customer mind and desire to purchase. The level of brand loyalty is positive impact of customer thoughts; experience and knowledge about product and it satisfy their needs by commitment. Brand loyalty has two main dimensions about consumer behavior and attitude toward specific product which make it brand due to again uniqueness in market (Tsai, 2019).

H3: The relationship of brand trust as mediator for brand awareness with brand loyalty

2.4. Theory Of Brand Loyalty and Customer Relation

This theory relates to brand loyalty of customer toward specific company or brand to become more linked with consumers. Customer relationship enhances brand awareness and makes people loyal with the passage of time. More people engage, the more response company gets toward brands (Institute, 2016). The Interactive marketplace is defined by the

relationships between buyer and seller. While relationships have always existed in any type of buyer-seller situation, Interactive marketplace relationships change from mass or arms'-length to interpersonal. There is interaction between the buyer, the seller, and all the systems and functions that link them (Don & Scott 2018).

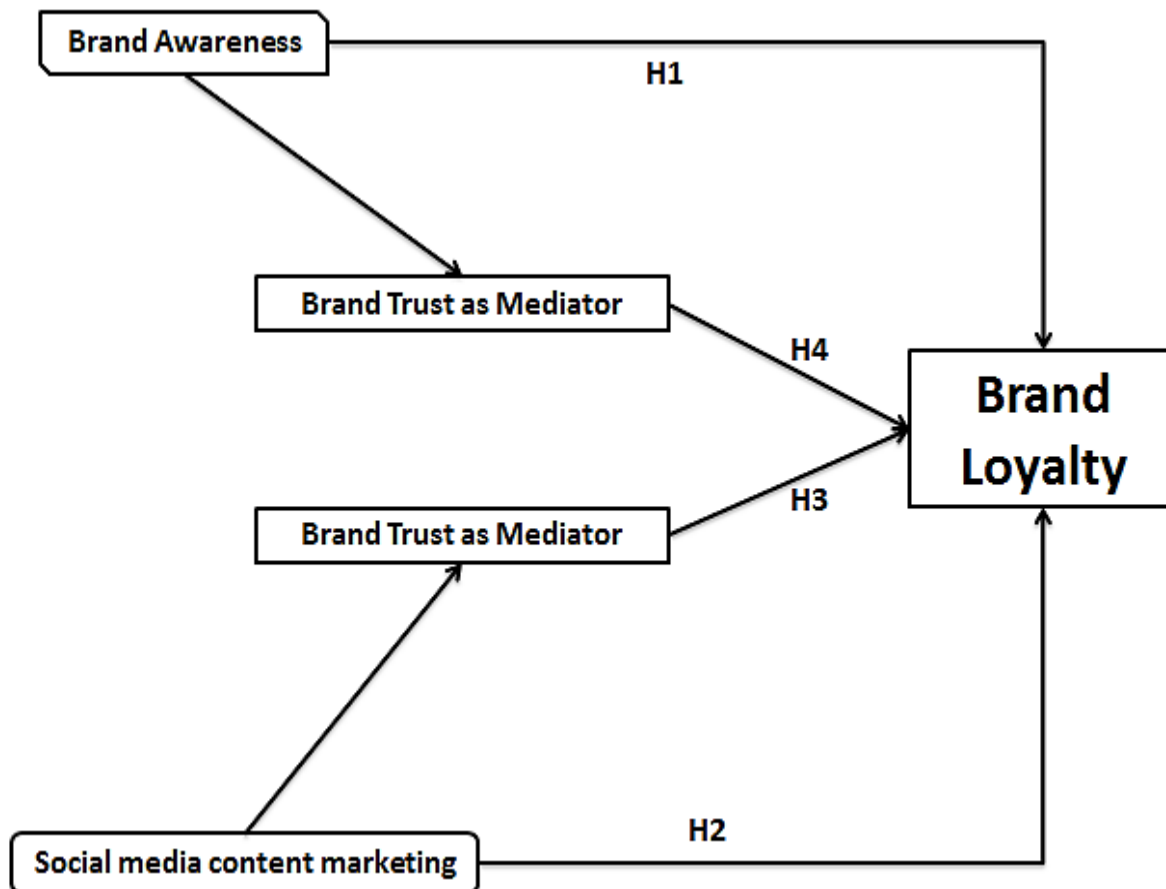


Figure 1 Research Model

3. Methodology

Target population of the present study refers to that consumer who has ability, motivation and resources to purchase product. Therefore, the unit of analysis in the study is individuals. However, sampling frame refers to the consumer. People are aware to online shopping but mostly reason are devoted them to buy. Questionnaire in this study is used as an approach to collect data at a single point in time to get responses in a short time. Therefore, data collection is conducted through self-administered questionnaire (The questionnaire that has been complete the data collection process without distracting the respondent). There were ten question for Brand Loyalty adapted from (Waheed Akhter, 2010), There were five questions of brand awareness adapted from (Zarlish Shahid, 2017), there were five questions of social media content marketing adapted from (Nur Syakirah Ahmada, 2016) and there were five questions of brand trust adapted from (Hossein Vazifehdoost, 2017). We used Google questionnaire form to collect data from respondents.

3.1. Data Analysis

3.1.1. Demographic Information

There was total 231 respondents where 26.80% (62) of the respondents were male and 73.20% (169) were female. 27 respondents (11.70%) were aged between 40 and 49 years, 88 respondents (38.10%) were aged between 30 and 39 years, 86 respondents (37.20%) were between 20 to 29 and 30 respondent (13%) were less than 20. 2 respondents (0.10%) were less than 1 years' experience, 71 respondents (37.7%) were 1-5 years' experience, 88 respondents (38.10%) were 5-10 years' experience and 70 respondents (11.70%) were students with no job. 57 respondents (26.40%) were Doctorate Degree, 144 respondents (71.70%) were Master's Degree and 30 respondents (05%) were First Degree persons. 53

respondents (23.10%) were business persons, 70 respondents (23.60%) were freelancer, 2 respondents (1%) were junior level manger, 71 respondents (31%) were senior level manager and 35 respondents (15.30%) were Assistant level manager.

3.2. Measurement Model

Validity is about to check questions at statistical measurement as according to study. It makes proof for clean research and show the accurate measurement of model test. This is statistical measurement to show 80% research result and relation of variables. Content validity is use to describe and build appropriate measurement for the concept of study by using measurements. This is ensured through reviewing all data from research as related literature and previous experiments, research and theories based on studies. Convergent validity is the degree to which multiple items measure the same concepts in agreement. Factor loadings, composite reliability (CR), and average variance extracted (AVE) are used simultaneously to assess convergent validity, as proposed. Composite reliability provides a more appropriate measure of internal consistency reliability. By employing composite reliability, PLS-SEM is able to accommodate different indicator reliabilities (Hair F Jr, 2014).

Table 1
Convergent Validity

Variables	Items	Loadings	C.R	A.V.E
Brand Awareness	BA1	0.753	0.924	0.71
	BA2	0.86		
	BA3	0.814		
	BA4	0.822		
	BA5	0.952		
Brand Loyalty	BL1	0.817	0.966	0.738
	BL10	0.874		
	BL2	0.808		
	BL3	0.836		
	BL4	0.84		
	BL5	0.837		
	BL6	0.843		
	BL7	0.953		
	BL8	0.825		
	BL9	0.944		
Brand Trust	BT1	0.865	0.927	0.717
	BT2	0.896		
	BT3	0.855		
	BT4	0.839		
	BT5	0.774		
Social Media Content Marketing	SMCM1	0.841	0.926	0.715
	SMCM2	0.802		
	SMCM3	0.859		
	SMCM4	0.877		
	SMCM5	0.847		

Discriminant validity was tested by comparing the correlations between the constructs and the square root of the AVE for a given construct. This means that squared AVE is higher than off-diagonal elements in the corresponding row and column, providing evidence of discriminant validity.

Table 1
Discriminant Validity

Items	Brand Awareness	Brand Loyalty	Brand Trust as Mediator	Social Media Content Marketing
Brand Awareness	0.843			
Brand Loyalty	1.034	0.859		
Brand Trust as Mediator	1.009	1.005	0.847	
Social Media Content Marketing	1.013	1	0.995	0.845

3.3. The Structural Model

In the second phase of analysis, the structural model was assessed. In this stage, bootstrapping is a resampling strategy that been used and draws an extensive number from claiming subsamples, starting with unique information and estimating models for every subsample. The hypotheses of the structural model are tested using PLS.

Table 3
Hypothesis of the Study

Hypothesis	Items	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	Prob.	Decision
H1	Brand Awareness -> Brand Loyalty	0.641	0.648	0.049	13.196	0.000	Supported
	Brand Awareness -> Brand Trust as Mediator	0.592	0.584	0.07	8.395	0.000	Supported
H3	Brand Trust as Mediator -> Brand Loyalty	0.23	0.232	0.051	4.503	0.000	Supported
H2	Social Media Content Marketing -> Brand Loyalty	0.132	0.123	0.055	2.422	0.016	Supported
	Social Media Content Marketing -> Brand Trust as Mediator	0.367	0.375	0.072	5.134	0.000	Supported

Results show that the relationship between brand awareness and brand loyalty is supported at the 0.01 level of significance (STD=0.049, t=13.196, p=0.000). The relationship between social media content marketing and brand loyalty is strongly supported at the 0.01 level of significance (STD=0.055, t=2.422, p=0.016). The results also show that the relationship between brand trust as mediator for brand awareness and brand loyalty is supported at the 0.01 level of significance (STD=0.070, t=8.395, p=0.000). The relationship between brand trust as mediator for social media content marketing and brand loyalty is supported at the 0.01 level of significance (STD=0.072, t=5.134, p=0.000)(Hair F Jr, 2014).

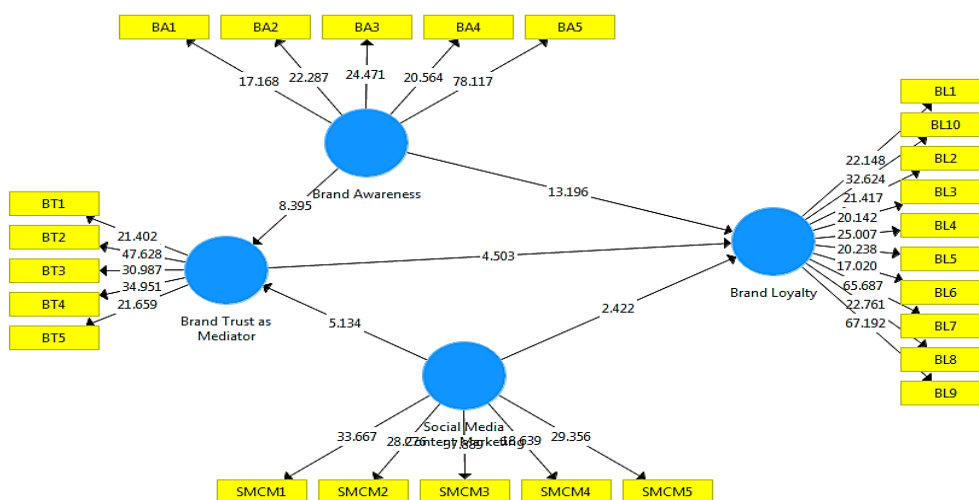


Figure 2 Structural Model

4. Conclusion

The core and main objective of this study is the investigation and calculation of found relationship between brand awareness and brand loyalty. Hence, this study have proven sum of study and holistic model for studying different variable relationship including product quality, tagline and promotion message for brand awareness tactics and all were explained in light of research model. The research objective have more focused on finding relationship between brand awareness, social media content marketing, brand trust as mediator and brand loyalty among the target people who take interest in brand shopping and have one or two brand mostly chosen as loyal with. Empirically and statistically, the research findings showed that objective of research have successfully achieved. Moreover, all hypotheses were concluded as supported for direction.

4.1. Limitations and Recommendations for Future Research

It is suggested from the finding of the study that brand awareness, social media content marketing and brand trust as mediating role effect on brand loyalty of brand purchasing customers. Thus, this study is especially relevant for those related to all companies that work as brand for customer in market. They are advised to include offers and involve as business relation with the loyal customer who wait for their upgrade even they have to wait for months with high level of loyalty. The study provides clear understanding of the elements at play; and that understanding, in turn, contributes to the knowledge by replying to research questions. Also, results from this study are consistent with previous findings in the field of management regarding significant brand awareness, social media content marketing, brand trust as mediator and brand loyalty.

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