

Brand Loyalty and Engagement in Digital Age

Nanda D S

Shreshta Jain

II-year, MBA

Post graduate Department of business Administration
Alvas institute of engineering of Engineering and technology
Mijar, Moodbidri, Dakshina Kannada Dt.
nandadhothradh@gmail.com, shreshtajain1904@gmail.com

Amritha Kumar

Alvas institute of engineering and technology, Mijar
Department of Business administration

Abstract

Marketers nowadays use social media / digital platforms to promote their brands. Even customers are very much interested in buying the branded product. This is happening because of the digitalization which is taking place in our country. They also have easy availability of product information through digital media. The aim of this research is to identify the determinants of consumer brand engagement behaviour in the digital market and its impact on brand loyalty. Because of the use of E-commerce platforms, consumers can get the products and they also get motivated to buy the product. This study helps us to understand the nature of consumer behaviour and the potential influence of technological advertisement on brand loyalty and engagement, by examining various factors such as access to digital platforms, social media presence, personalised recommendations and technological features, this research seeks to identify the key features and challenges affecting the brand loyalty and engagement in digital age. Consumers have emotional connection and social influence in shaping brand loyalty. In this heavy competitor's era, continuing to purchase from the same brand over and over again means they have positive feelings towards the brand. So, the marketers concentrate more on loyalty programmes such as returning back to customers, rewards, they take feedback, they maintain the trust of customers and build meaningful relationships. All this helps for the growth of the company. This study aims to understand what factors are affecting the increase in the brand loyalty of the customers through digital media and also the strategies involved in making the connection

Introduction

Brand Loyalty is a key issue for many marketing managers...companies spend millions each year tracking brand loyalty levels through market research organizations. This interest in brand loyalty is also reflected in the academic literature, where loyalty has also been referred to as commitment and retention (Srivastava, 2022).

Brands have been considered very essential in promoting strong relationships with consumers for achieving the long-term success of business. In today's market, owing to great awareness of customers regarding brands, businesses have started to use the traditional media to promote brands. However, the present global economic crisis has questioned regarding customer-brand engagement (CBE), and customer-brand identification (CBI) has become very crucial for brand management (2017, Rather)

Social media tools have provided members with globally available communication channels to facilitate the sharing and distribution of information by interactively collaborating with each other in online

communities through blogs, social networking sites (SNSs) and other social tools (Chen et al., 2010; Ou et al., 2010). In particular, the rising popularity of SNSs has created a new social platform for members to connect and share their enthusiasm about their favorite brands with their friends, personal contacts and other acquaintances (Cheung and Lee, 2012; Trusov et al., 2009). Members can freely join their favourite brand communities in SNSs and engage in these online brand communities through ongoing communication processes (e.g. providing positive comments on pictures and videos related to the brand or company, co-creation, social sharing and the like).

customer-brand engagement as one of the top research priorities for service firms. Despite the rising interest in developing customer-brand engagement, empirical investigation is relatively sparse, and very less has been documented about customer-brand engagement in promoting consumer behaviours, such as loyalty in an isolated model (Hapsari et al., 2017, Islam et al., 2017, So et al., 2014) While scarce investigation has been performed in customer-brand engagement relating to hospitality brand context (Rather, 2018, So et al., 2014), more comprehension of this notion is important despite its recent emergence as an essential marketing variable (Dessart et al., 2015, Hapsal, 2017, Hollebeek and Chen, 2014; Islam et al, 2017, Odoom et al., 2017. Rather, 2018), consumers have undergone a profound transformation, primarily driven by the widespread adoption of the internet and technology. This shift has particularly manifested in the realm of online shopping, revolutionizing the way consumers interact with brands and make purchase decisions. (DR. Byram Anand, Dr Hemanta Chakravarty, Mrs. Sheetal Gurunath Athalye)

Social media marketing enhances strong brand loyalty (BL) when brands offer valuable suggestions with appropriate and favoured content on various social media platforms.

Organizations also encourage communities to create content and increase engagement (Medeiros and Needham, 2009). Thus, social media has revolutionized customer behaviors, awareness, decision making, and brand engagement.

Literature Review

Social media platforms become an indispensable part of young consumers' daily life for communications and interactions with their friends or preferred brands (Duffeet2017). These online social networks change the traditional way of communication, information acquisition, customer relationship and value creation (Kumar et al.,2016; Stephen 2016; Trainor2012; According to Hanna et al 2016, social media interactive communication and tools revolutionize the marketing ecosystem and provide brands' community pages the opportunity to interact and engage with their customers through exchange of information and knowledge (Samala and katkam,2019). Accordingly, SMM represents the stimulus that arouse customers' internal state and facilitates involvement through a far-reaching influence on the cognitive, emotional and activation processes of engagement (Brodie et al.,2013 Islam and rahman,2017). Previous studies outline that social media communications influence: consumers' level of processing thought in a specific interaction with the brand referring to cognitive engagement, consumers' degree of positive affect toward the brand explaining emotional engagement and consumers' level of energy, effort and time interacting with the brand highlighting the activation process (Hollebeek et al., 2014; Samala and Katkam.2019). In the social networking context, consumer responses or engagement is usually measured in terms of comments, following, subscribing, sharing, liking, posting, etc. Higher engagement or activities on brand pages increases the posts reach, as it is key metrics used in Facebook's News Feed algorithm (Simply Measured, Citation2013.Cvijikj and Michahelles (Citation2013) studies on 100 brand pages show that entertainment and informative content found to exhibit higher engagement rate. Important motivators to participate are to acquire new knowledge and to establish social relationship with other where users like

to share common interests (Fernandes & Remelhe, Citation2016). Their studies found that rewarded for their participation was not a significant factor for CE. Leung (Citation2012) research on hotel Facebook brand pages reveals that content characteristics is the main factor which influence page engagement and they measured engagement in terms of number of likes, comment and share of the post. The online brand page post allows the company to include more dynamic animations, colours or pictures; posts can achieve higher customer attention and therefore engagement (Cvijikj & Michahelles, Citation2013; Kujur & Singh, Citation2016) Consumer behavior in the digital age has become a significant area of research due to the rapid expansion of online shopping platforms and the evolution of consumer preferences. As technology advances, understanding the factors that influence consumers' online shopping habits is crucial for businesses to devise effective marketing strategies and enhance customer satisfaction. This literature review aims to explore and synthesize existing studies related to consumer behavior in the context of online shopping, focusing on the various factors that impact consumers decision-making processes, attitudes, and habits in the digital era. impact consumers decision-making processes, attitudes, and habits in the digital era. Research has shown that perceived usefulness, ease of use, trust, and security are key determinants in influencing consumers' adoption of online shopping platforms (Davis, 1989; Gefen, 2000). Moreover, studies suggest that positive experiences and word-of-mouth recommendations can significantly impact consumers attitudes and willingness to embrace digital shopping (Yadav & Pathak, 2017). Understanding these factors is vital for businesses to foster a positive perception of their online platforms and encourage customer engagement.

Need for the Study

In the digital age, evaluating brand loyalty and engagement is critical since consumer behaviour is changing at a rapid pace. Consumers become more empowered as a result of digital platforms' extraordinary access to information. By studying this will assists firms in developing long-term relationships with customers, resulting in repeat purchases and advocacy. Social media, reviews, and online forums all have a significant impact on brand perception. Monitoring engagement assists in the development of effective digital marketing strategies and personalized experiences, hence increasing consumer happiness. Brand switching, prevalent in the digital era, Online platforms facilitate swift comparisons, prompting consumers to switch brand based on reviews, promotions, or evolving preferences. So, this study helps us to take proactive measures to retain customers and fortify their digital presence.

Objective

1. To learn about the impact and significance of digital media on consumer brand loyalty and engagement
2. To learn and to examine the influence of online reviews and recommendation on customer opinion.
3. To evaluate the challenges and opportunities faced by businesses in understanding and responding to the dynamic nature in digital age

Scope of the Study

Studying brand loyalty and engagement in the digital age involves exploring how people connect with and stay committed to certain brands in the online world. It includes understanding why customers choose to stick with a particular brand, how they engage with it on digital platforms like social media, websites, or apps, and the factors influencing their loyalty. We are focused on studying brand loyalty on online platforms only. And we collected the data from Dakshina Kannada district. The goal of this study is to better understand the complexities of relationships between consumers and brands in the age of digital media so that businesses may adjust and establish long-term connections with their target audience.

Hypotheses of the Study

1. H0= There is no significant relationship between privacy concerns in digital interactions to brand loyalty and engagement.
H1= There is significant relationship between privacy concerns and interaction to brand loyalty and engagement.
2. H0 = There is No relationship between Online reviews on brand loyalty and engagement
H1= There is direct relationship between Online reviews on brand loyalty and engagement

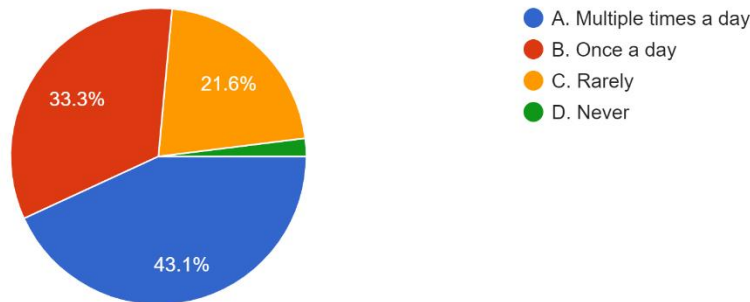
Research Methodology

The chosen approach to address the purpose of this study is Quantitative method. This technique is purposefully selected to gain a deeper understanding of consumer engagement in the digital media space so far as the online based-brand community is concerned. Specifically, the data collected via the tool of survey questionnaires which were delivered to respondents through social media platforms to yield out 102 usable answers. This response is randomly selected, we used primary method of data collection which will give the accurate and correct information about the study.

Data Analysis and Interpretation

1.How frequently do you engage with brands on social media

102 responses



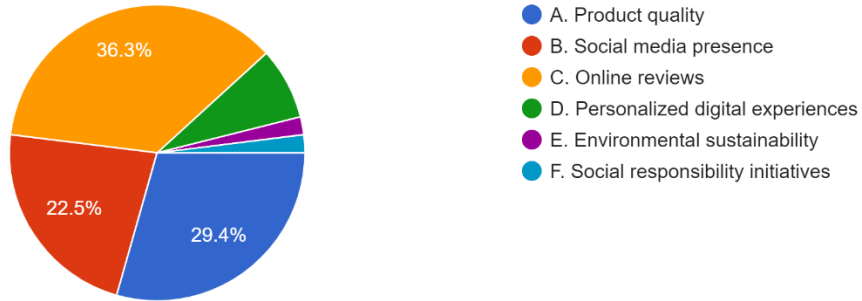
Particulars	No of response	Percentage
Multiple times a day	44	43.1
Once a day	34	33.33
Rarely	22	21.6
Never	2	1.97

Interpretation

Most of the respondents told us that they use multiple times a day which indicates that respondents are highly and frequently recommend the brands on social media, which also indicates that because of the raise in technology respondents are using this. This provides insights into the varying degrees of engagement with brands, from frequent and regular to occasional and non-existent.

2. What factors influence your perception of a brand in the digital age?

102 responses



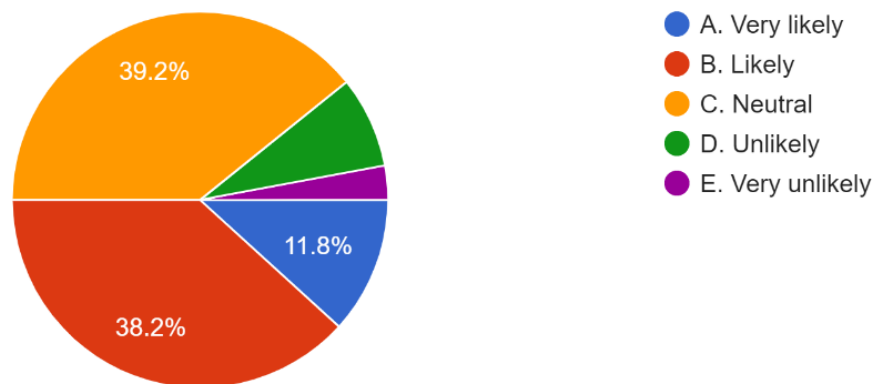
Particulars	No of responses	Percentage
Product quality	30	29.4
Social media presence	23	22.5
Online reviews	37	36.3
Personalized digital experiences	8	7.8
Environmental sustainability	2	2
Social responsibility initiatives	2	2

Interpretation

Various factors play a role in influencing the perception of a brand in the digital age. The quality of the products offered by a brand holds a significant influence, with 29.4% of consumers considering it a crucial aspect. The brand's presence on social media also carries weight, as 22.5% of consumers deem it an important factor. Online reviews have the highest impact, influencing the perception of 36.3% of consumers. Factors such as personalized digital experiences, environment sustainability, and social responsibility initiatives were not provided with corresponding percentages, making it difficult to gauge their precise influence. However, it is evident that in the digital age, product quality, social media presence, and online reviews are key factors that shape consumers' perception of a brand.

3. How likely are you to trust a brand recommended by influencers on social media?

102 responses



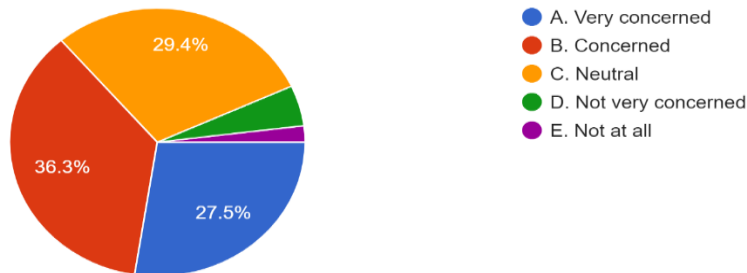
Particulars	No of responses	Percentage
Very likely	12	11.8
Likely	39	38.2
Neutral	40	39.2
Unlikely	8	11.8
Very unlikely	3	2.9

Interpretation

The likelihood of trusting a brand recommended by influencers on social media varies. A small portion of the time, I am very likely to trust such recommendations, indicating a strong impact of influencer endorsements on building trust. The majority of the time, I am either likely to trust or hold a neutral stance. This suggests that influencer recommendations play a significant role in shaping trust, but there are other factors that may influence the decision. The exact likelihood of not trusting or strongly not trusting influencer-recommended brands cannot be determined without their corresponding percentages. However, overall, influencer recommendations hold some degree of influence on shaping perceptions of trust in brands on social media.

4. How concerned are you about the privacy of your data when engaging with brands online?

102 responses



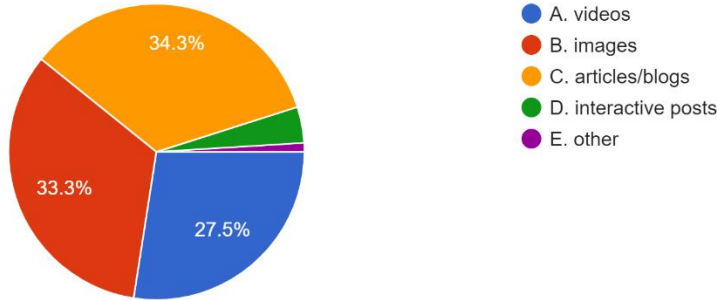
Particulars	No of responses	Percentage
Very Concerned	28	27.5
Concerned	37	36.5
Neutral	30	29.4
Not concerned	5	4.9
Not at all concerned	2	2

Interpretation

The interpretation of the level of concern about the privacy of data when engaging with brands online is as follows. A significant portion of the time, the people are concerned about the privacy of their data, with 27.5% indicating a very high level of concern. Furthermore, 36.3% of the time, they are moderately concerned, signalling a significant number of individuals who prioritize their data privacy. However, a considerable portion of the time, with 29.4%, they maintain a neutral stance, suggesting that there are individuals who may not have a strong concern about data privacy while engaging with brands online. The minority did not seem too concerned about data privacy, as the percentages for "Not very concerned" and "Not at all" were not provided. Overall, data privacy is a matter of concern for a substantial portion of individuals when interacting with brands online, but there is also a notable neutral sentiment in this regard.

5. what type of content do find most engaging?

102 responses



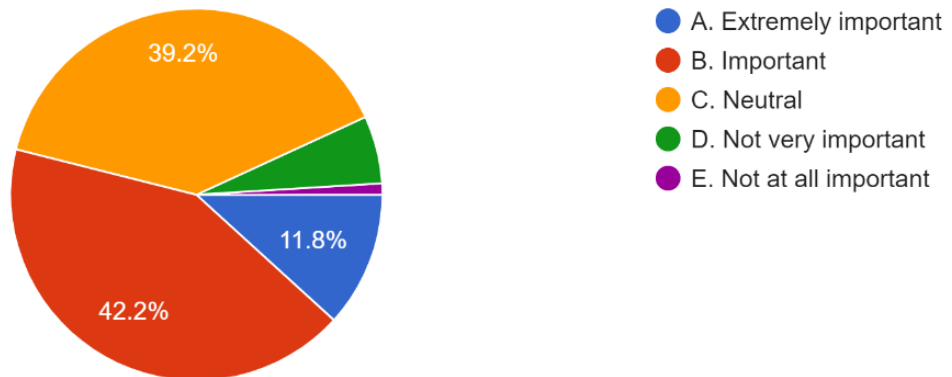
Particulars	No of Responses	Percentage
Videos	28	27.5
Images	34	33.3
Articals /blogs	35	34.3
Interactive posts	4	3.9
Other	1	1

Interpretation

Based on the given percentages, it can be concluded that users find a variety of content types engaging, with blogs being the most preferred at 34.3%. This suggests that users appreciate well-written, informative, and valuable blog posts that cater to their interests and provide in-depth information. Images closely follow at 33.3%, indicating that users are visually attracted to content that incorporates compelling and visually appealing images. Videos are also favored by a significant portion of users at 27.5%, suggesting that users enjoy consuming video content for its dynamic and immersive nature. Collectively, these findings indicate that a variety of content types can effectively engage users, and marketers should consider incorporating a mix of blogs, images, and videos to cater to diverse preferences and maximize user engagement.

6. how important is a online shopping experience to your brand loyalty?

102 responses



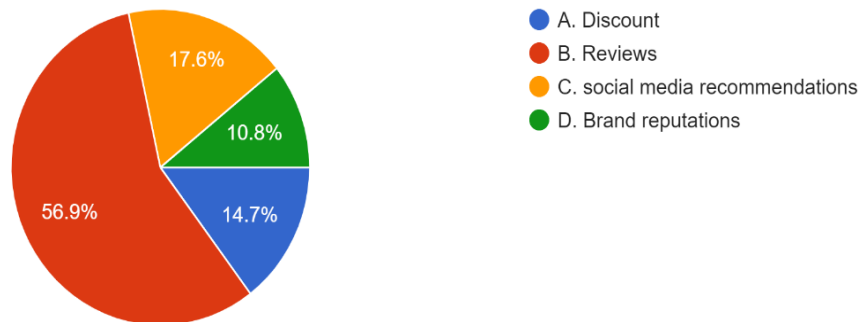
Particulars	No of responses	Percentage
Extremely important	12	11.8
Important	43	42.2
Neutral	40	39.2
Not evet important	6	5.9
No at all important	1	1

Interpretation:

The online shopping experience is extremely important to brand loyalty. In today’s digital age, consumers have a wide range of options to choose from, and a positive online shopping experience can significantly impact their perception of a brand. A seamless, user-friendly website, easy navigation, secure payment methods, fast delivery, and responsive customer service are crucial factors that determine customer satisfaction and ultimately influence brand loyalty. Providing a superior online shopping experience not only enhances customer trust and loyalty but also increases the likelihood of repeat purchases and positive word-of-mouth recommendations. Therefore, brands should prioritize optimizing their online shopping platforms to retain and attract loyal customers.

7.what factors influence your decision to make a purchase online?

102 responses



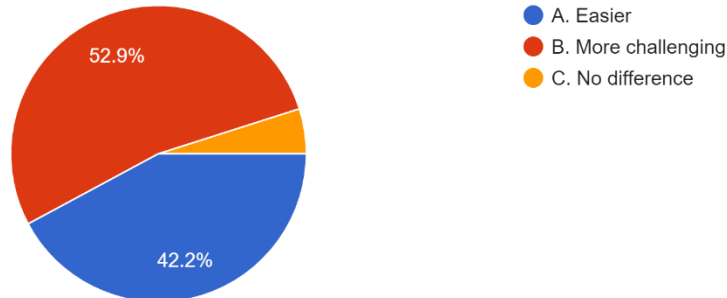
Particulars	No of responses	Percentage
Discount	15	14.7
Reviews	58	56.9
Social media recommendation	18	17.6
Brand reputation	11	10.8

Interpretation

Based on the given percentages, it can be concluded that several factors greatly influence online purchases. The majority of users (56.9%) are influenced by reviews, indicating that they heavily rely on the opinions and experiences of others before making a purchase. Social media recommendations (17.6%) also play a significant role in influencing purchasing decisions, showcasing the impact of friends, influencers, and online communities in shaping consumer choices. Discount offers (14.7%) are another prominent factor, highlighting the importance of competitive pricing and cost savings to online shoppers. Lastly, brand reputation (10.8%) is a smaller, yet still impactful element, demonstrating that consumers consider the credibility and trustworthiness of a brand before making a purchase online. Overall, these factors collectively contribute to the decision-making process of online shoppers.

8. Do you feel that digital platforms have made it easier or more challenging to discover new brands?

102 responses



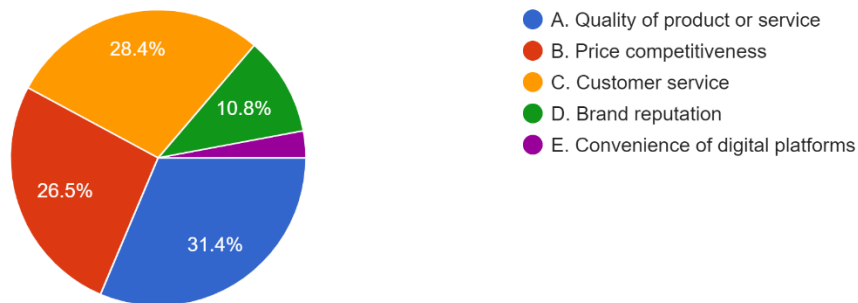
Particular	No of responses	Percentage
Easier	43	42.2
More challenging	54	52.9
No difference	5	4.9

Interpretation:

Based on the given percentages, it can be inferred that a majority of users (52.9%) find it more challenging to discover new brands on digital platforms. This suggests that the vast number of options and the saturation of online marketplaces make it difficult for users to navigate and find unfamiliar brands. However, a significant portion of users (42.2%) still feel that digital platforms have made it easier to discover new brands, indicating that they appreciate the convenience and accessibility provided by these platforms. A smaller minority (4.9%) believes that there is no significant difference in discovering new brands online compared to traditional methods. Overall, it can be concluded that while digital platforms offer opportunities for brand discovery, the abundance of choices and competition can make it more challenging for users to find and engage with new brands.

9. what factors influence your decision to stay loyal to a brand in the digital age?

102 responses



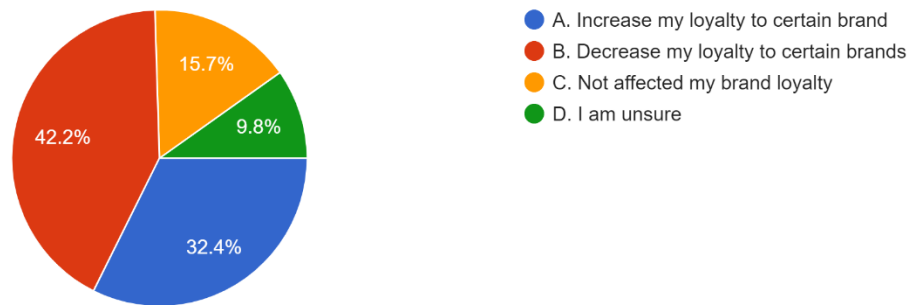
Particulars	No Of Responses	Percentage
Quality Of Product	32	31.4
Price	27	26.5
Customer Service	29	28.4
Brand Reputation	11	10.8
Convenience Of Digital Platforms	3	2.9

Interpretation

In the digital age, there are several factors that influence a consumer's loyalty to a brand. The most significant factor is the quality of the product or service, which holds a weightage of 31.4%. This indicates that consumers value brands that consistently deliver high-quality offerings. Price comparativeness comes in second place with 26.5%, suggesting that consumers appreciate brands that offer competitive prices. Customer service is also crucial, accounting for 28.4% of the decision-making process. This implies that brands that provide excellent customer service are more likely to retain loyal customers. Brand reputation holds a weightage of 10.8%, showing that consumers consider a brand's reputation when making loyalty decisions. Lastly, the convince of digital platforms has a relatively lower weightage of 2.9%, indicating that while it is a factor, it is not as influential as the other mentioned factors. Overall, this analysis highlights the importance of product quality, pricing, and customer service in securing customer loyalty in the digital age.

10. In what ways has digitalization affected your brand loyalty?

102 responses



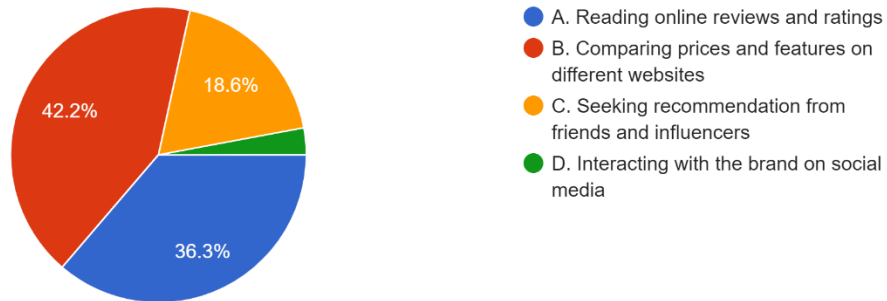
Particulars	No of responces	Percentage
Increase my loyalty to certain brand	33	32.4
Decrease my brand loyalty to certain brands	43	42.2
Not affected my brand loyalty	16	15.7
I am unsure	10	9.8

Interpretation:

The impact of digitalization on brand loyalty has been significant, with varied outcomes for consumers. 42.2% of consumers have experienced a decrease in their loyalty to certain brands due to digitalization. This suggests that the increased accessibility and availability of information through digital platforms have made consumers more likely to explore and consider alternatives. On the other hand, 32.4% of consumers have reported an increase in their loyalty to certain brands. This indicates that digitalization has allowed brands to provide personalized experiences, convenience, and enhanced customer engagement, which has strengthened customer loyalty. Additionally, 15.7% of consumers mentioned that digitalization has not affected their brand loyalty, indicating that their loyalty remains stable regardless of digital advancements. Lastly, 9.8% of consumers are unsure about the impact of digitalization on their brand loyalty, suggesting a need for further research and understanding.

11. How do you typically research a brand or product online before making a purchase decision?

102 responses



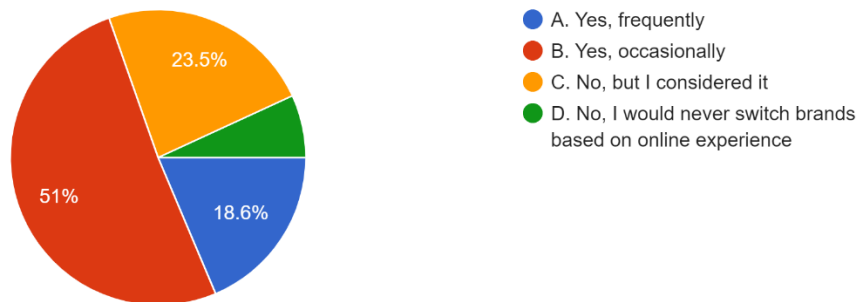
Particular	No of responses	Percentage
Reading online reviews and ratings	37	36.3
Comparing prices and features on different website	43	42.2
Seeking recommendation from friend and influencers	19	18.6
Interaction with the brand on social media	3	2.9

Interpretation

Consumers have various options for researching a brand or product online before making a buying choice. Reading online reviews and ratings is the most common way, accounting for 36.6% of customer behaviour. This shows that consumers heavily rely on the feedback and experiences of other customers to determine the quality and acceptability of a brand or product. Another popular way is to compare pricing and features on other websites, which 42.2% of buyers use. This implies that in order to make informed judgments and locate the greatest deal, buyers should examine elements such as cost and product attributes. Seeking suggestions from friends and influencers has an 18.6% weightage, indicating that word-of-mouth marketing and personal recommendations continue to play an important part in internet research.

12. Have you ever switched brands due to a negative online experience?

102 responses



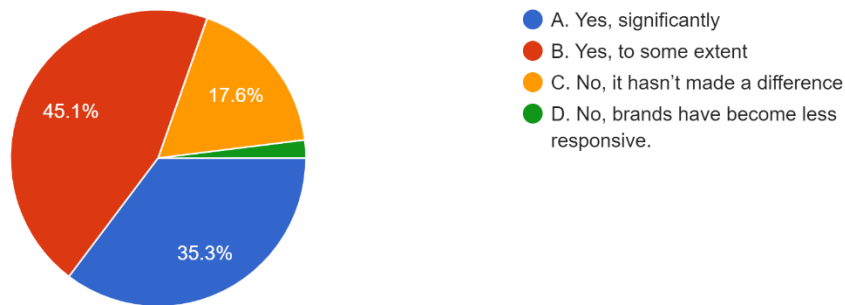
Particulars	No of responses	Percentage
Yes frequently	19	18.6
Yes occasionally	52	51
No but I considered it	24	23.5
Ni I would never switch brands based on online experience	7	6.9

Interpretation:

When it comes to switching brands as a result of poor online encounters, the replies show that the impact on customer behaviour varies. In response to unfavourable online experiences, 18.6% of respondents said they regularly switched brands. This implies that a sizable proportion of consumers value their online interactions and will actively seek out different businesses if they have a bad experience. Another 51% of consumers reported switching brands on occasion, demonstrating that poor online experiences are not a major factor in their choice to test out alternative possibilities. Furthermore, 25% said they haven't switched brands yet but are thinking about it, meaning that unpleasant online experiences have planted seeds of doubt that may lead to brand switching in the future. On the other hand, 6.9% of consumers stated that they never switch brands due to negative online experiences, indicating a strong brand loyalty or a higher threshold for negative experiences.

13. Do you feel that digitalization has made brands more accessible and responsive to customer needs?

102 responses



Particular	No of responses	Percentage
Yes significantly	36	35.3
Yes, to some extent	46	45.1
No, it hasn't made a difference	18	17.6
No brands have become less responsive	2	2

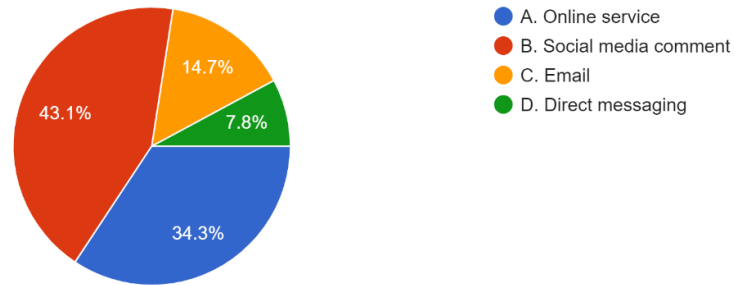
Interpretation:

The majority of respondents believe that digitalization has made brands more accessible and responsive to customer needs. 35.3% stated that digitalization has significantly improved accessibility and responsiveness, indicating that brands have become more available and efficient in meeting customer demands due to digital advancements. Additionally, 45.1% mentioned that digitalization has made brands more responsive to customer needs to some extent, suggesting that while there may still be room for improvement, the overall impact has been positive. On the other hand, 17.6% of respondents stated that digitalization hasn't made a significant difference in brand accessibility and responsiveness, implying that there is still some work to be done in this area. Interestingly, a smaller percentage, 2%, mentioned that

brands have become less responsive in the digital age, suggesting a negative impact. Overall, the majority of respondents recognize the positive influence of digitalization in making brands more accessible and responsive to customer needs, with only a small percentage expressing dissatisfaction or perceiving a lack of improvement in this regard.

14. How to prefer to provide feedback to the brand?

102 responses



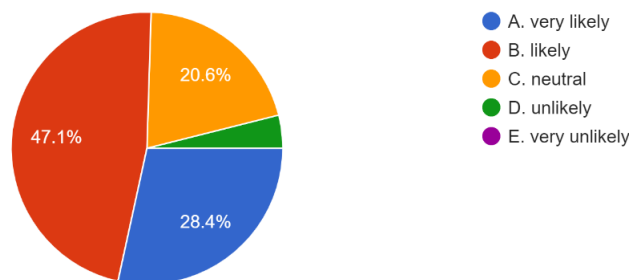
Particulars	No of responses	Percentage
Online service	35	34.3
Social media comment	44	43.1
Email	15	14.7
Direct message	8	7.8

Interpretation

When providing feedback to brands, consumers primarily rely on online platforms and social media channels. 43.1% of consumers mentioned using social media comments to express their feedback. This suggests that consumers find social media platforms convenient and accessible for sharing their thoughts and experiences with brands. Another significant method is utilizing online service channels, mentioned by 34.3% of respondents, indicating that consumers prefer online feedback forms or dedicated customer service platforms to communicate with brands. Email-based feedback holds a weightage of 14.7%, suggesting that some consumers still prefer the more traditional method of sending direct emails to brands. Lastly, direct messaging, either through the brand's website or social media platforms, is used by 7.8% of consumers to provide feedback. This finding indicates a preference for more direct and immediate means of communication with brands. Overall, this analysis highlights the significance of online and social media platforms as the primary channels for consumers to provide feedback to brands, while also acknowledging the continued relevance of email and direct messaging channels.

15. How likely are you to recommend your favorite brand to others?

102 responses



Particulars	No of responses	Percentage
Very likely	29	28.4
Likely	48	47.1
Neutral	21	20.6
Unlikely	4	3.9
Very likely	0	0

Interpretation

The majority of respondents express a positive inclination towards recommending their favourite brand to others. 47.1% mentioned that they are likely to recommend their favourite brand, showcasing a willingness to endorse and share their positive experiences with others. Additionally, 28.4% stated that they are very likely to recommend their favourite brand, indicating a strong commitment to promoting the brand to friends, family, and acquaintances. On the other hand, 20.6% expressed a neutral stance, suggesting they may not actively promote the brand but also not discourage others from considering it. A smaller percentage, 3.9%, indicated that they are unlikely to recommend their favourite brand, which may be attributed to various reasons such as personal preferences or negative experiences. Overall, the findings highlight the majority's tendency to be advocates for their favourite brands, with notable enthusiasm and willingness to recommend them to others.

Findings And Suggestions

- 1) Most of the customers use digital media which will help the marketer to advertise their product through digital media and can connect to large number of audiences.
- 2) Customers are more focused on online reviews and rating when they purchase through online.
- 3) The influence of the influencer to purchase and to stay loyal for the product is neutral, which also says that the customers will not give much preference for the influencers content.
- 4) All the respondents are very concerned about the privacy when they are engaging in any of the dealing in digital media which effect the brand loyalty and engagement.
- 5) The users are highly value well-written, informative content that caters to their interests and provides in-depth information.
- 6) The result that respondents value online purchasing experiences for brand loyalty emphasizes the critical role that seamless and satisfying digital transactions play in shaping and maintaining customer loyalty.
- 7) The predominant influence of reviews among consumers demonstrates a strong dependence on the opinions and experiences of others, emphasizing the huge impact that peer input has on the decision-making process before making a purchase.
- 8) The majority of users who have difficulty discovering new companies on digital platforms claim that the amount of options and market saturation make it tough to navigate and identify unfamiliar businesses in online marketplaces.
- 9) By providing high-quality offerings, emphasizing the critical role that product or service excellence has in shaping customer choices while buying the product or service.
- 10) There is mixed effects of digitalization on brand loyalty, with some consumers becoming more loyal, others becoming less loyal, and some remaining unaffected by the digital transformation.

- 11) We find that, while purchasing in online the people will check the prices and other features and compare those with another website.
- 12) The negative online experiences can have a significant impact on brand switching behaviour, with a sizeable number of consumers actively or occasionally switching brands as a result of such experiences.
- 13) There is a positive influence of digitalization in making brands more accessible and responsive to customer needs, which helps the business to use digital media to connect with the customers.
- 14) Social media comment plays a vital role in digital media platforms, all the respondents use this method to give the feedback on the product.
- 15) Most of the respondents are very enthusiastic and happy to share their favourite brand to others.

Conclusion

In conclusion, the digital landscape significantly shapes consumer behaviour and brand interactions. The prevalence of digital media as a marketing channel is evident, with a vast customer base accessible through this medium. Online reviews and ratings hold substantial influence in guiding purchase decisions, highlighting the importance of managing a positive online reputation. The impact of influencers on brand loyalty appears neutral, suggesting that customers prioritize other factors in their decision-making process. Privacy concerns in digital dealings emerge as a common thread among respondents, emphasizing the need for businesses to prioritize data protection to maintain brand loyalty. The value placed on well-crafted, informative content speaks to the importance of engaging and relevant material in capturing audience attention. Seamless online purchasing experiences are crucial for fostering brand loyalty, indicating the significance of user-friendly digital transactions. While digitalization has mixed effects on brand loyalty, it undeniably enhances brand accessibility and responsiveness to customer needs. Social media comments play a pivotal role in providing customer feedback, reinforcing the significance of active brand engagement on these platforms. Despite potential challenges, consumers remain eager to share their favourite brands, showcasing the potential for positive brand advocacy in the digital era. Ultimately, businesses should focus on delivering high-quality products, addressing privacy concerns, and cultivating positive digital experiences to navigate the evolving landscape successfully.

Reference

- Pandir, B., & Yasin, B. (2017). Brand love and customer engagement's role over brand loyalty. *Journal of Management Marketing and Logistics*, 4(4), 359-365.
- Jayasingh, S. (2019). Consumer brand engagement in social networking sites and its effect on brand loyalty. *Cogent Business & Management*, 6(1), 1698793.
- Srivastava, P., Gupta, S. L., Mishra, N., Srivastava, S., & Mangla, S. K. (2022). Social Media Marketing and Brand Loyalty: Analysing the Mediating Role of Brand Trust. *Thailand and The World Economy*, 40(3), 55-68.
- Ghosh, T., Hossain, J., Bala, T., Sakib, A. I., & Alim, A. (2023). How Value Consciousness, Customer Engagement and Trust Create Brand Loyalty: Luxury Brand and Social Media Marketing Perspective. *Academy of Marketing Studies Journal*, 27(S6).
- Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Rahman, Z. (2020). Brand engagement and experience in online services. *Journal of Services Marketing*, 34(2), 163-175.

- Hussein, A. S., Sumiati, S., Hapsari, R., & Abu Bakar, J. (2023). Bank 4.0 experiential quality and customer loyalty: a serial mediating role of customer trust and engagement. *The TQM Journal*, 35(7), 1706-1721.
- Khan, I., Hollebeek, L. D., Fatma, M., Islam, J. U., & Rahman, Z. (2020). Brand engagement and experience in online services. *Journal of Services Marketing*, 34(2), 163-175.

