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Influence of digital marketing strategies on brand loyalty: An analytical study

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Abstract

The study “Influence of Digital Marketing Strategies on Brand Loyalty: An Analytical Study” explores how social media marketing activities shape customer engagement and brand loyalty in today’s digital environment. Using a descriptive and quantitative approach, the research examines consumer perceptions and behavioural responses toward digital marketing initiatives. The findings highlight that strategic use of social media, including interactive content, personalised campaigns, and consistent brand communication, significantly enhances customer engagement. Increased engagement, in turn, fosters stronger emotional and behavioural connections between consumers and brands, leading to greater trust, attachment, and long-term loyalty. The study emphasises the mediating role of customer engagement in translating digital marketing efforts into sustainable brand loyalty. These insights suggest that brands must focus not only on promotional activities but also on creating meaningful interactions and experiences for their audience. By understanding the mechanisms through which social media influences consumer behaviour, marketers can design more effective strategies that strengthen consumer-brand relationships, improve customer retention, and build competitive advantage in an increasingly digital marketplace.

Keywords: Customer engagement, social media marketing activities and brand loyalty

1. Introduction

In today’s hyper-connected business environment, digital marketing has become a transformative force shaping how brands communicate, engage, and build loyalty among consumers. The rapid advancement of digital technologies, increasing internet penetration, and the growing use of social media platforms have redefined marketing dynamics globally and in India, particularly in emerging regions like Rajasthan. Businesses are increasingly relying on digital marketing strategies such as social media marketing, search engine optimization, email campaigns, influencer collaborations, and online advertising to enhance visibility and customer retention. For a state like Rajasthan, known for its cultural diversity, rich heritage, and growing entrepreneurial ecosystem, digital marketing presents a vital opportunity to bridge the gap between traditional business models and modern consumer expectations. From tourism promotion and handicraft exports to hospitality and education services, digital marketing plays a crucial role in influencing consumer perceptions, improving accessibility, and fostering brand loyalty—a critical determinant of long-term business success. The importance of this study lies in understanding how effectively designed digital marketing strategies contribute not only to attracting consumers but also to retaining them through continuous engagement, trust-building, and personalized communication.

While digital marketing has gained substantial momentum across India, the scope of its impact on brand loyalty in Rajasthan remains underexplored. The state’s unique socio-economic structure—comprising both urbanised markets such as Jaipur, Udaipur, and Jodhpur, and rural areas with growing digital adoption—creates a diverse landscape for analysing consumer responses to online marketing efforts. With increasing smartphone usage and expanding access to affordable internet through initiatives like Digital India, brands in Rajasthan have unprecedented opportunities to connect directly with their target audiences. However, the effectiveness of digital strategies depends on factors such as cultural sensitivity, local language communication, and authenticity of online engagement.

This research thus seeks to analyse how different components of digital marketing—such as content quality, social media activities, influencer credibility, and interactive campaigns—shape consumer attitudes and loyalty behaviour. Moreover, it aims to identify which digital marketing tools most effectively strengthen brand-consumer relationships in the regional context. By focusing on Rajasthan, the study adds contextual depth to the broader understanding of digital marketing's role in developing sustained brand loyalty within emerging Indian markets.

Despite a growing body of research examining digital marketing and brand loyalty globally, there exists a significant research gap in region-specific empirical studies that investigate this relationship within Rajasthan's business environment. Most prior studies have focused on metropolitan markets or multinational brands, leaving smaller, regional, and culturally embedded businesses underrepresented. Furthermore, existing literature often examines customer acquisition rather than retention, overlooking the psychological and emotional factors that drive loyal behaviour in the digital age. In Rajasthan, where consumer trust is heavily influenced by traditional values, word-of-mouth reputation, and community networks, digital strategies must be adapted to local sensibilities. Thus, this research addresses the gap by exploring how digital marketing efforts—when aligned with regional culture and consumer expectations—can effectively build and sustain brand loyalty. The findings are expected to offer valuable insights for marketers, entrepreneurs, and policymakers in designing inclusive, culturally resonant, and performance-driven digital marketing frameworks. Ultimately, this study underscores the transformative potential of digital marketing as not merely a promotional tool but as a strategic mechanism for cultivating long-term brand loyalty and driving inclusive business growth in Rajasthan.

2. Literature Review

2.1 Overview of the Construct

2.1.1 Social Media Marketing Activities

Social media marketing activities (SMMAs) refer to the strategic use of social media platforms to create, communicate, and deliver value to consumers. They encompass elements such as entertainment, interaction, trendiness, customisation, and word-of-mouth communication that enhance brand visibility and consumer connection (Kim & Ko, 2012) ^[11]. Through these activities, firms foster brand-consumer relationships by encouraging participation, feedback, and trust-building. SMMAs enable brands to maintain constant engagement with customers, thereby improving awareness, satisfaction, and emotional attachment. Effective implementation of SMMAs contributes significantly to shaping consumer attitudes and long-term loyalty in today's competitive digital marketplace.

2.1.2 Customer Engagement

Customer engagement refers to the emotional, cognitive, and behavioural investment a consumer demonstrates toward a brand through various interactive experiences, both online and offline (Brodie *et al.*, 2011) ^[4]. It goes beyond simple transactions to include participation, co-creation, and advocacy, reflecting a deep connection between the customer and the brand. In digital marketing, engagement occurs through likes, shares, comments, and participation in

online communities. High customer engagement indicates stronger brand relationships, increased trust, and enhanced customer retention. Thus, it serves as a crucial mediator between marketing strategies and outcomes like satisfaction, loyalty, and brand advocacy.

2.1.3 Brand Loyalty

Brand loyalty represents a consumer's consistent preference and commitment to repurchase or recommend a brand over alternatives due to positive past experiences and emotional attachment (Oliver, 1999) ^[13]. It manifests as both attitudinal loyalty (emotional connection and trust) and behavioural loyalty (repeated purchase and advocacy). In the digital era, brand loyalty is reinforced through personalised online experiences, responsive communication, and value-driven digital marketing strategies. Loyal customers contribute to sustainable competitive advantage, reduced marketing costs, and positive word-of-mouth promotion. Building brand loyalty is thus a primary objective of all digital marketing initiatives.

2.2 Hypotheses Development

2.2.1 Social Media Marketing Activities and Brand Loyalty

In the digital age, social media has revolutionised the way brands communicate with consumers, shifting marketing strategies from one-way promotion to interactive engagement. Social Media Marketing Activities (SMMAs)—including entertainment, interaction, trendiness, customisation, and word-of-mouth—have become essential tools for building strong brand-consumer relationships (Kim & Ko, 2012) ^[11]. These activities enable brands to create dynamic and participatory experiences that go beyond traditional advertising, fostering emotional and behavioural connections with customers. Through platforms such as Facebook, Instagram, Twitter, and YouTube, brands can share creative content, respond to customer feedback in real time, and build online communities that enhance consumer trust and loyalty. The two-way communication feature of social media empowers customers, allowing them to voice opinions and influence brand perception, thus reinforcing their attachment and long-term commitment to the brand (Godey *et al.*, 2016) ^[7].

The growing body of research emphasises that effective social media marketing directly contributes to brand loyalty, both attitudinal and behavioural. Attitudinal loyalty refers to consumers' emotional attachment and positive feelings toward a brand, while behavioural loyalty denotes repeated purchase behaviour and advocacy (Chaudhuri & Holbrook, 2001) ^[5]. Studies suggest that when brands engage consumers through relevant, entertaining, and personalised social media content, they foster higher satisfaction and trust, which in turn strengthens loyalty intentions (Alalwan, 2018) ^[1]. For instance, personalised marketing messages and interactive posts encourage consumers to feel recognised and valued, leading to a deeper emotional bond with the brand. Similarly, user-generated content (UGC) such as reviews, testimonials, and brand mentions not only enhances brand authenticity but also promotes social proof, motivating others to remain loyal (Hollebeek & Macky, 2019) ^[8]. Social media thus functions as both a marketing channel and a relationship-building tool, aligning with relationship marketing theories that emphasise long-term engagement over transactional exchanges.

Moreover, SMMA's influence brand loyalty through mediating factors such as brand trust, brand image, and customer satisfaction. When customers perceive a brand's social media activity as credible, transparent, and responsive, their trust in the brand increases (Laroche *et al.*, 2013) ^[12]. This trust acts as a psychological bridge, transforming favourable attitudes into enduring loyalty. For example, research on luxury and retail brands has found that consistent and high-quality social media interactions positively affect brand image, which subsequently enhances brand loyalty (Seo & Park, 2018) ^[16]. Additionally, timely responses to customer queries and feedback signal reliability, encouraging consumers to maintain their relationship with the brand. In this context, social media acts not merely as a communication medium but as an experiential platform that facilitates emotional engagement, continuous interaction, and co-creation of brand value.

However, literature also highlights the need for strategic alignment between SMMA's and brand identity to sustain loyalty. Over-commercialisation, excessive promotions, or irrelevant content can lead to audience fatigue and reduce engagement. Therefore, authenticity, transparency, and consistency in social media communication are crucial (Schivinski & Dabrowski, 2016) ^[15]. The integration of storytelling, influencer collaborations, and real-time customer support enhances consumer experience, reinforcing positive brand associations and long-term loyalty. Despite extensive research globally, the Indian context—particularly with the surge of digital consumption—presents opportunities for exploring how cultural values, platform preferences, and local engagement patterns shape the SMMA-brand loyalty relationship.

In conclusion, the literature consistently demonstrates that well-executed Social Media Marketing Activities play a significant role in enhancing brand loyalty by cultivating emotional connections, increasing satisfaction, and strengthening brand trust. As consumers increasingly rely on social media for information, entertainment, and interaction, brands that leverage these platforms strategically are better positioned to achieve sustainable loyalty and advocacy in the digital marketplace.

H₁: Social Media Marketing Activities significantly impact Brand Loyalty

Mediating Role of Customer Engagement between Social Media Marketing Activities and Brand Loyalty

In the evolving landscape of digital marketing, Customer Engagement (CE) has emerged as a crucial psychological and behavioural construct that mediates the relationship between Social Media Marketing Activities (SMMA's) and Brand Loyalty. As brands increasingly rely on social media to interact with consumers, the quality of this engagement becomes a determining factor in sustaining long-term loyalty. Social Media Marketing Activities—encompassing entertainment, interaction, customisation, trendiness, and word-of-mouth—create a multidimensional experience that stimulates users' cognitive, emotional, and behavioural responses (Kim & Ko, 2012) ^[11]. However, the effectiveness of these activities in fostering brand loyalty largely depends on the degree to which they engage customers meaningfully. Engagement transforms passive followers into active participants who co-create value with the brand, thereby strengthening emotional bonds and loyalty intentions (Brodie *et al.*, 2011) ^[4].

Scholars widely agree that customer engagement acts as the

central mechanism linking marketing efforts to desired outcomes such as trust, satisfaction, advocacy, and loyalty. When consumers actively interact with a brand's social media content—through likes, shares, comments, or participation in campaigns—they internalise brand values and develop a sense of belongingness (Hollebeek, 2011) ^[8]. This interaction fosters affective commitment, which, over time, translates into stronger brand loyalty. For instance, Algharabat *et al.* (2018) ^[2] found that social media engagement enhances customers' emotional connection and behavioural loyalty through perceived enjoyment and interactivity. Similarly, Dessart *et al.* (2016) ^[6] emphasise that the motivational drivers of engagement—such as entertainment, relevance, and community involvement—mediate the relationship between online brand experiences and loyalty intentions. These studies highlight that engagement is not merely a by-product of social media activity but a dynamic psychological state that determines how marketing efforts are internalised and acted upon by consumers.

The mediating role of customer engagement can be understood through theoretical frameworks such as the Uses and Gratifications Theory (UGT) and the Stimulus-Organism-Response (S-O-R) model. According to UGT, users actively engage with media to fulfil needs of entertainment, information, and social interaction (Katz *et al.*, 1973) ^[10]. In this context, SMMA's act as stimuli, customer engagement represents the internal organismic state, and brand loyalty becomes the final behavioural response. The S-O-R model thus supports the mediating role of engagement, suggesting that consumers' interactive experiences and emotional involvement drive loyalty outcomes (Islam & Rahman, 2017) ^[9]. Engaged customers perceive social media interactions as valuable, authentic, and personally relevant, leading to stronger attachment and a higher probability of repeat purchases or advocacy behaviour.

Moreover, empirical studies reinforce that engagement intensity determines the strength of the SMMA-loyalty relationship. For example, Rather (2019) ^[14] found that customer engagement significantly mediates the effect of social media communication on brand trust and loyalty in the hospitality sector, underscoring that active interaction enhances relational outcomes. Engagement also amplifies brand trust by facilitating transparency and dialogue, particularly on social platforms where customers expect real-time responsiveness and authenticity (Barger *et al.*, 2016) ^[3]. Conversely, low engagement or superficial interaction limits the impact of social media marketing on loyalty, as consumers may not develop sufficient emotional resonance with the brand.

In summary, the literature consistently demonstrates that Customer Engagement serves as a significant mediator between Social Media Marketing Activities and Brand Loyalty by converting online interactions into emotional attachment and behavioural commitment. Engagement not only bridges the gap between marketing communication and consumer loyalty but also contributes to co-creation, community building, and long-term relationship development. Future studies, particularly in the Indian and regional contexts like Rajasthan, could further explore cultural, demographic, and technological factors that influence this mediating relationship, offering insights for brands to craft more engaging and loyalty-driven social media strategies.

H₂: Customer Engagement significantly mediates the relationship between Social Media Marketing Activities and Brand Loyalty

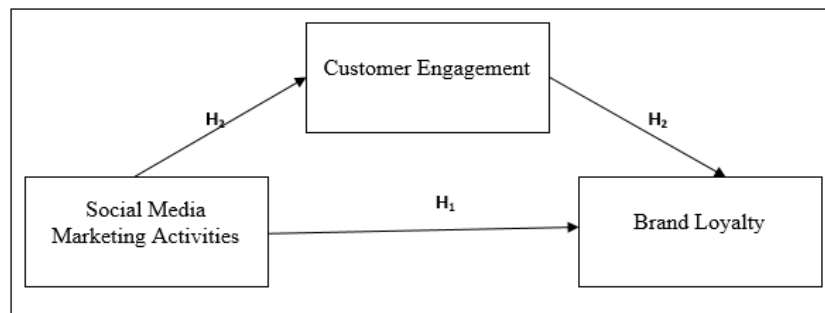


Fig 1: Proposed Conceptual Model

3. Research Methodology

The present study, titled “Influence of Digital Marketing Strategies on Brand Loyalty: An Analytical Study”, adopts a descriptive and quantitative research design to analyse how social media marketing activities and customer engagement influence brand loyalty among consumers. The study aimed to understand consumer perceptions and behavioural responses toward digital marketing initiatives adopted by brands in the contemporary online environment. Primary data were collected through a structured questionnaire distributed among respondents who actively engage with brands through various digital platforms such as Facebook, Instagram, YouTube, and Twitter. A convenience sampling method was used to select respondents from different occupational and age groups to ensure diversity. In total, 200 valid responses were received and analysed using descriptive statistics to interpret the demographic profile of the participants. The instrument used for data collection included both demographic questions and statements related to key constructs—Social Media Marketing Activities, Customer Engagement, and Brand Loyalty—measured on a five-point Likert scale. The data were analysed using statistical tools such as frequency distribution and percentage analysis to understand the respondent profile. The demographic information helps provide context for the behavioural patterns and digital engagement levels observed in subsequent analyses.

Table 1 presents the demographic profile of the respondents who participated in the study. Out of 200 respondents, 108 (54%) were male and 92 (46%) were female, indicating a fairly balanced gender distribution, which strengthens the generalizability of findings. In terms of age, the majority (39%) belonged to the 26-30 age group, followed by 18-25 (32%), 31-35 (19%), and those above 36 years (10%). This suggests that most respondents were young adults—an age segment highly active in digital media usage and most influenced by digital marketing strategies. Regarding educational qualification, 14% of respondents had completed higher secondary education, 43% were graduates, 33% were postgraduates, and 10% held doctoral or professional degrees. This indicates that a large proportion of respondents are educated and digitally literate, capable of evaluating marketing content critically. The income distribution shows that 24% earned below ₹2,00,000 annually, 33% earned between ₹2,00,000-₹5,00,000, 25% earned between ₹5,00,000-₹8,00,000, and 18% earned above ₹8,00,000, reflecting a diverse range of economic backgrounds. The occupational profile reveals that 26% were students, 36% were private-sector employees, 15% were government employees, 17% were business/self-employed, and 6% were in other categories.

worked in government jobs, 17% were business/self-employed, and 6% fell into other categories. This mix indicates representation from both working professionals and young consumers—the key target groups for digital marketing campaigns. The frequency of internet usage data highlights that 81% of respondents used the internet daily, 13% several times a week, and 6% occasionally. This confirms that the majority of participants are regular internet users, making them suitable subjects for examining the influence of digital marketing strategies on brand loyalty. Overall, the demographic results demonstrate that the sample comprises digitally active, educated, and economically diverse individuals, providing a strong foundation for assessing their perceptions and engagement with digital marketing efforts. The findings suggest that this population is highly exposed to social media marketing, making their responses reliable indicators of how digital engagement fosters brand loyalty in the modern marketplace.

Table 1: Demographic Profile of the Respondents

Category	N	%
Gender		
Male	108	54
Female	92	46
Age		
18-25	64	32
26-30	78	39
31-35	38	19
more than 36	20	10
Education		
Higher Secondary	28	14
Graduate	86	43
Post Graduate	66	33
Doctorate/Professional	20	10
Income		
<200000	48	24
200,000-500,000	66	33
500,000-800,000	50	25
>800,000	36	18
Occupation		
Student	52	26
Private Sector Employee	72	36
Government Employee	30	15
Business/Self-employed	34	17
Other	12	6
Frequency of Internet Usage		
Daily	162	81
Several times a week	26	13
Occasionally	12	6

3.1 Analysis and Discussion

Table 1 presents the results of the Linear Regression Analysis conducted to evaluate the impact of Social Media Marketing Activities (SMA) on Brand Loyalty (BL) and Customer Engagement (CE). The results indicate that SMA significantly influences both CE and BL. The relationship between SMA and BL shows an R^2 value of 0.15, signifying that Social Media Marketing Activities can explain 15% of the variation in Brand Loyalty. The unstandardized coefficient ($B = 1.31$, $p < 0.01$) and the high t-value ($t = 51.20$) confirm that effective use of social media marketing

positively enhances brand loyalty among customers.

Similarly, the regression of SMA on CE ($R^2 = 0.24$, $B = 1.18$, $p < 0.01$) demonstrates that social media marketing efforts strongly drive customer engagement. This suggests that interactive content, frequent brand communication, and personalised marketing campaigns enhance the emotional and behavioural involvement of customers with the brand. Furthermore, the relationship between CE and BL ($R^2 = 0.29$, $B = 0.68$, $p < 0.01$) reveals that engaged customers are more likely to develop trust, attachment, and long-term loyalty towards the brand.

Table 1: Linear Regression Analysis Results

Hypothesis	Relationship Path	Indices of Simple Linear Regression Analysis						
		R^2	F	B Un-standardised coefficient)	Std. Error	t	P Value	Remarks
H ₁	SMA → BL	0.15	135.26	1.31	0.88	51.20	0.00	S
H ₁₁	SMA → CE	0.24	165.51	1.18	0.11	10.54	0.00	
H ₁₂	CE → BL	0.29	140.60	0.68	0.08	11.08	0.00	

Table 2 presents the Hierarchical Regression Analysis, which examines the mediating effect of Customer Engagement (CE) on the relationship between Social Media Marketing Activities (SMA) and Brand Loyalty (BL). The results show a slight increase in R^2 value (0.141), indicating that when CE is added to the model, the predictive strength of SMA on BL improves. The regression coefficient ($B =$

0.189, $p < 0.01$) and the significant t-value ($t = 5.425$) confirm that Customer Engagement partially mediates the relationship between SMA and BL. This means that while social media marketing directly influences brand loyalty, a substantial portion of this effect occurs through enhanced engagement, where customers interact with and emotionally connect to the brand before forming loyalty.

Table 2: Hierarchical Regression Analysis Results

Hypotheses	Relationship Path	Indices of Simple Hierarchical Regression Analysis						
		R^2	F	B (Un-standardised coefficient)	Std. Error	t	P Value	Remarks
H ₂	SMA → CE → BL	0.141	125.261	0.189	0.017	5.425	0	S

4. Conclusion & Implication

The findings of this study have both theoretical and managerial implications for marketers and brand strategists. The positive and significant relationship between Social Media Marketing Activities and Brand Loyalty underscores the growing role of digital platforms in shaping consumer attitudes and behaviours. Marketers should therefore prioritise developing well-structured and interactive social media campaigns that promote two-way communication, foster brand communities, and enhance trust. The mediating effect of Customer Engagement implies that engagement acts as a bridge between marketing activities and loyalty formation. Social media strategies should not merely focus on visibility or promotional posts. However, they should aim to create meaningful interactions through polls, live sessions, personalised responses, user-generated content, and reward-based engagement programs. By doing so, brands can convert passive followers into active participants, strengthening emotional ties and advocacy intentions. Moreover, the results suggest that brand loyalty is an outcome of consistent digital interaction that generates satisfaction, trust, and emotional resonance with customers. Hence, organisations should invest in analytics to monitor engagement levels, sentiment analysis, and campaign effectiveness, enabling data-driven refinement of marketing strategies. Overall, the study reinforces that in today's competitive digital ecosystem, effective social media marketing—combined with strong customer engagement—serves as a strategic catalyst for building enduring brand loyalty, ensuring long-term business sustainability and customer retention.

4.1 Managerial Implication

The findings of this study have strong managerial relevance for marketers, brand managers, and business strategists seeking to strengthen brand loyalty through effective social media marketing strategies. The results clearly demonstrate that Social Media Marketing Activities (SMA) have a significant and positive impact on Brand Loyalty (BL) and Customer Engagement (CE). Additionally, Customer Engagement plays a mediating role between SMA and BL, suggesting that engagement acts as a critical pathway through which social media marketing drives long-term loyalty. From a managerial standpoint, these results imply that organisations must adopt a strategic and interactive approach to social media marketing rather than treating it as a mere communication tool. Managers should focus on creating personalised, authentic, and value-driven content that resonates with the target audience. Posts that highlight customer stories, provide behind-the-scenes glimpses, or encourage participation through polls, contests, and feedback can strengthen emotional connections with the brand. The data show that higher engagement translates to greater loyalty, so brands should emphasise two-way communication rather than one-sided promotions.

Moreover, this study highlights the importance of consistent engagement to foster customer trust and advocacy. Managers should develop social media calendars, ensuring regular and meaningful interactions. By leveraging analytics tools, businesses can track engagement metrics such as likes, shares, comments, and response time to assess campaign effectiveness. Understanding customer preferences through real-time feedback enables companies

to tailor future campaigns more effectively, thereby enhancing both engagement and satisfaction.

In addition, the mediating effect of customer engagement suggests that simply posting marketing messages is not enough; customers must feel emotionally involved and connected. Managers can encourage co-creation of content—inviting customers to share experiences, reviews, and creative posts related to the brand. Such user-generated content strengthens credibility and cultivates a sense of belonging, leading to loyalty and brand advocacy.

Brands should also invest in social listening and community management. Responding promptly to customer queries or complaints on social platforms fosters trust and reflects a brand's customer-centric approach. Personalised interactions, acknowledgement of loyal followers, and reward programs can further strengthen engagement.

The findings also have implications for training and digital capability building. Marketing teams need to develop analytical skills to interpret customer data and behavioural insights from social platforms. Investment in AI-based marketing automation tools can help in delivering customised experiences, predicting customer preferences, and enhancing loyalty outcomes.

In summary, this study reinforces that effective digital marketing is no longer about visibility but about creating relationships. Social Media Marketing Activities should be designed to stimulate engagement, build emotional connections, and sustain long-term loyalty. By aligning social media strategies with customer engagement objectives, managers can convert digital presence into meaningful relationships that foster repeat purchases, positive word-of-mouth, and brand advocacy—essential components for sustained competitive advantage in today's dynamic digital marketplace.

4.2 Theoretical Implication

Theoretically, this study makes significant contributions to the body of knowledge in the areas of digital marketing, consumer behaviour, and relationship marketing by validating the linkages between Social Media Marketing Activities (SMA), Customer Engagement (CE), and Brand Loyalty (BL). The findings align with and extend several theoretical frameworks, such as the Stimulus-Organism-Response (S-O-R) model, Relationship Marketing Theory, and Engagement Theory. According to the S-O-R model, stimuli (in this case, social media marketing activities) influence internal psychological states (customer engagement), which in turn drive behavioural responses (brand loyalty). The study empirically supports this theoretical pathway by confirming that customer engagement significantly mediates the relationship between SMA and BL. This reinforces the idea that marketing stimuli alone are not sufficient to generate loyalty; the consumer's emotional and cognitive engagement serves as a crucial intermediary process.

The positive relationship between SMA and BL contributes to relationship marketing theory, which posits that long-term loyalty results from continuous relationship-building efforts between brands and customers. The study demonstrates that social media serves as an effective platform for building such relationships by fostering trust, communication, and emotional connection. This extends the traditional understanding of relationship marketing by incorporating digital and interactive elements, thereby

offering a more contemporary perspective on how technology mediates brand-consumer relationships.

The mediating role of Customer Engagement also enriches the Engagement Theory by providing empirical evidence of how digital interactions translate into psychological commitment and behavioural loyalty. Engagement, in this study, emerges as a multidimensional construct encompassing emotional attachment, cognitive involvement, and participative behaviour—all of which serve as precursors to brand loyalty. This supports the growing consensus in marketing literature that engagement acts as both a process and an outcome of digital brand interaction. Furthermore, the study contributes to the Theory of Planned Behaviour (TPB) by emphasising the importance of behavioural intention formation through engagement. When customers perceive value and authenticity in social media marketing efforts, their attitudes and intentions toward brand loyalty strengthen. Thus, engagement acts as a psychological mechanism through which social media activities shape future behavioural intentions.

By focusing on digital marketing strategies within the context of social media, the study expands the conceptual boundaries of marketing communication theories. It provides empirical validation for the idea that digital interactivity, personalisation, and user participation are central to modern brand-building processes. Additionally, the study's findings bridge the gap between theory and practice by linking measurable social media metrics to psychological and behavioural outcomes.

4.3 Limitations and Scope for Future Research

Although the present study provides meaningful insights into the relationship between Social Media Marketing Activities (SMA), Customer Engagement (CE), and Brand Loyalty (BL), it is subject to certain limitations. Firstly, the study was limited to a specific geographic region and relied on responses from a defined sample size, which may restrict the generalizability of the findings across different markets or industries. Secondly, the data were collected using a self-reported questionnaire, which may be influenced by social desirability bias or respondents' subjective perceptions. Thirdly, the cross-sectional nature of the study does not allow for examining long-term behavioural changes or causal relationships between variables.

Future research could employ a longitudinal design to analyse how continuous exposure to digital marketing strategies impacts customer engagement and loyalty over time. Comparative studies across industries such as retail, hospitality, and banking could help identify sector-specific variations in engagement behaviour. Additionally, incorporating variables like trust, perceived value, or e-word-of-mouth could enrich the proposed model. Employing mixed-method approaches—combining quantitative surveys with qualitative interviews—may provide deeper insights into consumer attitudes toward social media marketing. Future studies may also explore the influence of emerging digital trends such as influencer marketing, AI-driven personalisation, and immersive technologies on customer-brand relationships.

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