

International Journal of Engineering Research and Science & Technology

www.ijerst.org

ISSN : 2319-5991

Vol. 22 No. 3 (2026)



**ijerst.editor@gmail.com
editor@ijerst.com**

Research Paper

The Role of Social Media Advertising in Building Brand Loyalty

¹Golusula Srikanth ²Pavani Mudem* ³CH.Dharmender

¹PG Student, Department of MBA, Samskruti College of Engineering & Technology, Telangana-501301

¹Email: srikanthsm583@gmail.com

²Department of MBA, Samskruti College of Engineering & Technology, Telangana-501301*

²Email: drpavanikaran12@gmail.com*

³Department of MBA, Samskruti College of Engineering & Technology, Telangana-501301

³Email: dharmender.chiluguri@gmail.com

Abstract

The rapid growth of digital technologies, internet accessibility, and smartphone usage has transformed the marketing landscape, making social media one of the most powerful communication channels for businesses worldwide. Social media advertising has become an essential component of digital marketing strategies, enabling organizations to connect with customers, enhance brand visibility, improve customer engagement, and build long-term relationships. Platforms such as Facebook, Instagram, YouTube, X (formerly Twitter), LinkedIn, Pinterest, and Snapchat provide businesses with opportunities to reach highly targeted audiences through personalized advertisements, sponsored posts, influencer collaborations, video marketing, and interactive promotional campaigns. Unlike traditional advertising, social media advertising facilitates two-way communication between brands and consumers, allowing organizations to receive immediate customer feedback, respond to queries, and strengthen emotional connections with their audience. Brand loyalty, which refers to consumers' consistent preference and repeated purchase of a particular brand over competing alternatives, has become a critical factor influencing long-term business success. Social media advertising contributes significantly to brand loyalty by creating meaningful customer experiences, increasing brand awareness, establishing trust, delivering personalized content, and encouraging continuous engagement. Consumers who regularly interact with brands on social media are more likely to develop positive attitudes, recommend brands to others, and remain loyal over time. The effectiveness of social media advertising depends on multiple factors, including advertisement quality, creativity, relevance, personalization, influencer credibility, customer engagement, content consistency, promotional offers, and responsiveness to customer feedback. The primary objective of this study is to examine the role of social media advertising in building brand loyalty by analyzing consumer perceptions, engagement levels, purchase intentions, customer trust, and satisfaction with social media marketing campaigns. The study also investigates how interactive content, personalized advertisements, influencer marketing, and user-generated content influence consumer loyalty toward brands. A descriptive research design was adopted for this study. Primary information was collected through structured responses from social media users, while secondary information was obtained from peer-reviewed journals, books, industry reports, company publications, and authentic online databases related to digital marketing, consumer behaviour, and social media advertising.

Keywords: Social Media Advertising, Brand Loyalty, Digital Marketing, Consumer Behaviour, Customer Engagement, Brand Awareness, Influencer Marketing.

I. INTRODUCTION

The emergence of digital communication technologies and the widespread adoption of social media platforms have fundamentally transformed the way organizations communicate with consumers and promote their products and services [1]. In the modern business environment, social media advertising has become one of the most influential digital marketing tools because it enables businesses to engage directly with consumers, create personalized marketing campaigns, and establish long-term relationships with their target audience [2]. The increasing popularity of platforms such as Facebook, Instagram, YouTube, X (formerly Twitter), LinkedIn, Snapchat, Pinterest, and other social networking sites has created new opportunities for businesses to enhance brand visibility, improve customer engagement, and strengthen brand loyalty through interactive and data-driven advertising strategies [3]. Unlike traditional advertising methods such as television, newspapers, magazines, and radio, social media advertising allows businesses to communicate with consumers in real time, receive immediate feedback, measure campaign performance accurately, and continuously optimize marketing strategies based on consumer behavior and preferences [4]. Organizations utilize various forms of social media advertising, including sponsored posts, display advertisements, influencer collaborations, live streaming promotions, video advertisements, story advertisements, carousel advertisements, and user-generated content campaigns to attract consumer attention and improve customer engagement [5]. One of the most significant advantages of social media advertising is its ability to personalize promotional messages according to consumers' interests, browsing behavior, purchasing history, demographics, and online activities through artificial intelligence and data analytics [6]. Personalized advertisements improve consumer satisfaction because they deliver relevant content that matches individual preferences, thereby increasing click-through rates, engagement, and purchase intentions [7]. Social media platforms also facilitate two-way communication between businesses and consumers, enabling

organizations to respond quickly to customer inquiries, address complaints, build trust, and establish stronger emotional connections with their audience [8]. Customer engagement through likes, comments, shares, reviews, and online discussions significantly contributes to creating positive brand experiences, which ultimately influence customer satisfaction and loyalty [9]. Brand loyalty represents a consumer's willingness to repeatedly purchase and recommend a particular brand despite the availability of competing alternatives, making it one of the most valuable assets for long-term organizational success [10]. Loyal customers not only contribute to higher sales and profitability but also promote positive electronic word-of-mouth, recommend products to friends and family, and act as brand advocates across social media platforms [11]. Businesses increasingly collaborate with influencers and content creators because influencer recommendations often appear more authentic and trustworthy than traditional advertising, thereby strengthening consumer confidence and encouraging long-term loyalty [12]. Furthermore, organizations utilize advanced technologies such as Artificial Intelligence, Machine Learning, predictive analytics, and customer relationship management systems to monitor consumer interactions, analyze customer sentiment, and deliver highly personalized advertising experiences that improve customer retention [13]. Despite its numerous advantages, social media advertising also faces challenges such as advertisement overload, privacy concerns, fake reviews, misinformation, changing platform algorithms, and increasing competition among brands, all of which can influence consumer perceptions and reduce campaign effectiveness [14]. Therefore, understanding the role of social media advertising in building brand loyalty has become increasingly important for organizations seeking to improve customer engagement, strengthen brand reputation, increase customer retention, and achieve sustainable competitive advantage in the rapidly evolving digital marketing environment [15].

Research Objectives

The primary objective of this study is to examine the role of social media advertising in building brand loyalty among consumers. The study aims to analyze how social media advertisements influence consumer perceptions, customer engagement, purchase intentions, and long-term loyalty toward brands. It also seeks to evaluate the effectiveness of personalized advertising, influencer marketing, interactive content, promotional campaigns, and customer communication in enhancing brand trust and customer satisfaction. Furthermore, the research identifies the major factors affecting brand loyalty through social media platforms, examines the relationship between customer engagement and repeat purchase behaviour, and provides recommendations for improving social media advertising strategies to strengthen customer relationships, enhance brand image, increase customer retention, and achieve sustainable business growth.

Research Methodology

The present study adopts a descriptive research design to examine the role of social media advertising in building brand loyalty. The research combines both primary and secondary sources of information to achieve the objectives of the study. Primary information was collected from active social media users through a structured survey designed to evaluate their perceptions regarding social media advertisements, customer engagement, influencer marketing, personalized promotional content, purchase intentions, and brand loyalty. The survey focused on understanding how different advertising strategies influence consumer trust, satisfaction, and repeat purchasing behaviour across various social media platforms. Secondary information was gathered from peer-reviewed journals, books, conference papers, company reports, government publications, industry reports, and authentic online databases related to digital marketing, consumer behaviour, brand management, and social media advertising. The collected information was analyzed using percentage analysis and presented through bar graphs and a line graph to facilitate systematic interpretation. The study focused on variables such as

advertisement quality, customer engagement, brand awareness, customer trust, purchase intention, influencer effectiveness, personalized advertising, and loyalty behaviour. The findings were interpreted to evaluate the effectiveness of social media advertising in enhancing customer loyalty and to provide practical recommendations for organizations seeking to improve their digital marketing strategies and strengthen long-term customer relationships in an increasingly competitive marketplace.

II. REVIEW OF LITERATURE

Erdoğan and Çiçek (2012) examined the impact of social media marketing on consumer brand loyalty. The study collected data from 338 consumers in Turkey who followed at least one brand on social media and used multiple regression analysis. The findings showed that social media marketing positively influences brand loyalty, particularly when brands provide advantageous campaigns, relevant and popular content, use multiple social media platforms, and offer applications. The study concluded that organizations can use engaging and useful social media content as an effective strategy for developing and maintaining customer loyalty.

Kim and Ko (2012) investigated whether social media marketing activities enhance customer equity in the luxury fashion industry. The study identified five important dimensions of social media marketing: entertainment, interaction, trendiness, customization, and word-of-mouth. Using structural equation modelling, the researchers examined the relationships among social media marketing activities, value equity, relationship equity, brand equity, customer equity, and purchase intention. The findings demonstrated that social media marketing activities positively influence customer-related outcomes and strengthen the relationship between consumers and brands. The study provides an important foundation for understanding how social media communication can contribute to long-term customer loyalty.

Laroche, Habibi, and Richard (2013) examined how social media brand communities influence brand loyalty. The study used survey data from 441 respondents

and applied structural equation modelling. The findings revealed that brand communities established through social media positively influence customer relationships with products, brands, companies, and other customers. These stronger relationships improve brand trust, which subsequently increases brand loyalty. The research also found that brand trust acts as a full mediator between social-media-based relationships and brand loyalty. The study therefore highlights the importance of building online communities rather than using social media merely as an advertising channel.

Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, and Singh (2016) investigated the influence of social media marketing efforts on brand equity and consumer behavior. The researchers surveyed 845 consumers from China, France, India, and Italy who followed major luxury brands on social media. The study found that entertainment, interaction, trendiness, customization, and word-of-mouth significantly contribute to social media marketing effectiveness. The results demonstrated positive relationships between social media marketing activities, brand equity, brand awareness, brand image, brand preference, price premium, and loyalty. The study concluded that effective social media marketing can strengthen the overall value of a brand and encourage consumers to remain loyal.

Schivinski and Dąbrowski (2016) examined the effects of social media communication on consumer perceptions of brands. The study distinguished between firm-created social media communication and user-generated content and investigated their influence on brand attitudes and brand equity. The findings indicated that social media content can positively influence consumers' perceptions and their relationship with brands. User-generated communication was particularly important because consumers often perceive content created by other users as more authentic than traditional brand communication. The study suggests that companies should encourage consumer participation and positive online conversations to strengthen brand relationships and loyalty.

Yadav and Rahman (2018) examined the impact of perceived social media marketing activities on customer loyalty in an e-commerce context. The study investigated social media marketing activities through customer equity drivers and evaluated their effect on customer loyalty. The findings indicated that social media marketing activities can influence customer loyalty through mechanisms such as value equity, relationship equity, and brand-related perceptions. The research emphasizes that social media advertising becomes more effective when it provides meaningful value and encourages stronger relationships between customers and brands.

Supotthamjaree and Srinaruewan (2018) reviewed literature concerning social media advertising through mobile devices and its influence on brand engagement, brand loyalty, and purchase intention. Using the Stimulus-Organism-Response framework, the study proposed that social media advertising influences consumers' engagement with brands, while engagement subsequently contributes to brand loyalty and purchase intention. The review emphasized that interactive and relevant advertising can encourage consumers to become more involved with brands. The study provides a useful conceptual basis for understanding the role of social media advertising in developing long-term customer relationships. **Shanahan, Tran, and Taylor (2019)** investigated the effect of personalized social media advertising on brand loyalty and perceived quality. The study used responses from 242 participants and examined how advertising personalization affects consumer engagement and brand attachment. The findings showed that perceived personalization positively influences brand engagement and brand attachment, which subsequently improve perceived brand quality and brand loyalty. The study indicates that consumers are more likely to develop stronger relationships with brands when social media advertisements are perceived as relevant and personally tailored to their interests.

Jibril, Kwarteng, Chovancová, and Pilík (2019) examined the impact of social media on consumer-brand loyalty, with online-based brand communities serving as a mediating factor. The study focused on the

role of social media platforms in creating virtual communities where consumers can interact with brands and other customers. The researchers found that online brand communities can strengthen consumer involvement and contribute to stronger brand relationships. The study highlights that social media can build loyalty not only through advertising messages but also through interaction, community participation, and continuous consumer engagement.

Mahesh and Dave (2026) examined the relationship between social media marketing, consumer behavior, and brand loyalty in the Indian market. The study used a descriptive-analytical approach to examine how the rapid growth of digital marketing influences consumer decision-making and brand relationships in India. The research highlighted the increasing importance of digital and social media channels in reaching consumers and developing brand engagement. It concluded that effective digital marketing strategies can influence consumer behavior and contribute to stronger brand loyalty. The study is particularly relevant to the present research because it provides an India-focused perspective on the relationship between digital marketing and brand loyalty.

III. DATA ANALYSIS & INTERPRETATION

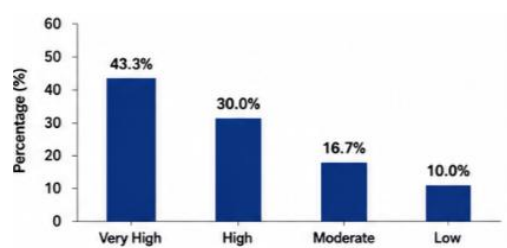


Fig 1: Consumer Engagement Through Social Media Advertisements

Figure 1 The above table illustrates the level of consumer engagement generated through social media advertisements. Among the 180 respondents, 43.3% reported a very high level of engagement, while 30.0% indicated a high level of engagement with social media advertisements.

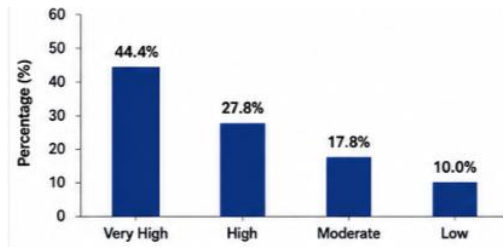


Fig 2: Influence of Social Media Advertisements on Brand Loyalty

Figure 2 The table shows that 44.4% of respondents believe that social media advertisements have a very high influence on their brand loyalty, while 27.8% reported a high influence.

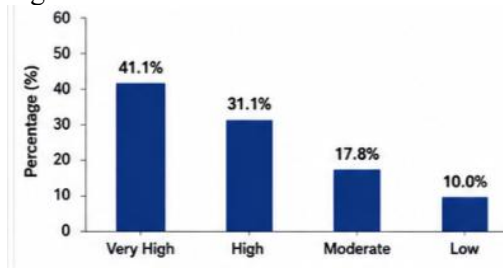


Fig 3: Customer Trust Developed Through Social Media Advertising

Figure 3 The above table reveals that 41.1% of respondents have very high trust in brands because of their social media advertising activities, while 31.1% expressed a high level of trust.

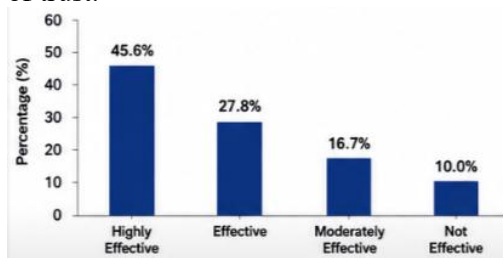


Fig 4: Effectiveness of Personalized Social Media Advertisements

Figure 4 The findings indicate that 45.6% of respondents consider personalized social media advertisements highly effective, while 27.8% believe they are effective.

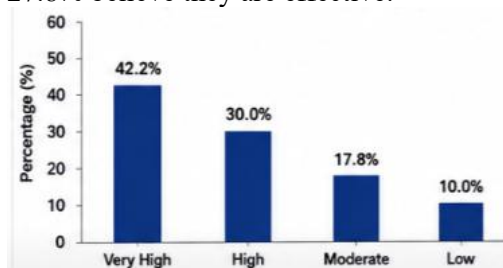


Fig 5: Purchase Intention Influenced by Social Media Advertising

Figure 5 The table shows that 42.2% of respondents reported a very high purchase

intention after viewing social media advertisements, while 30.0% expressed a high purchase intention.



Fig 6: Overall Relationship Between Social Media Advertising and Brand Loyalty

Figure 6 The line graph presents the overall relationship between social media advertising and brand loyalty across five important dimensions.

IV. FINDINGS

The present study reveals that social media advertising plays a significant role in building brand loyalty by enhancing consumer engagement, strengthening customer trust, and encouraging repeat purchase behaviour. The analysis indicates that the majority of respondents actively interact with brands through social media platforms such as Instagram, Facebook, YouTube, X (formerly Twitter), and LinkedIn, where advertisements are presented in the form of sponsored posts, videos, influencer promotions, stories, and interactive campaigns. Consumers reported that visually attractive advertisements, informative content, and personalized recommendations positively influence their perception of brands and encourage long-term engagement. The findings also show that personalized advertisements based on browsing history, interests, and previous purchasing behaviour significantly improve customer satisfaction because they provide relevant and meaningful content. Furthermore, influencer marketing emerged as an important factor influencing brand trust, as consumers tend to rely on recommendations from trusted influencers before making purchase decisions. The study found that regular interaction with brands through comments, likes, shares, reviews, and direct communication enhances emotional attachment and strengthens customer relationships. Social media advertising also contributes to improving

brand awareness, increasing customer participation in promotional campaigns, and encouraging positive electronic word-of-mouth, which further supports customer acquisition and retention.

V. CONCLUSION

The study concludes that social media advertising has become one of the most influential digital marketing tools for building and maintaining brand loyalty in today's highly competitive business environment. Unlike traditional advertising, social media platforms enable organizations to establish direct and continuous communication with consumers, creating opportunities to develop meaningful relationships through personalized content, interactive campaigns, and real-time engagement. The research demonstrates that customer engagement, personalized advertisements, influencer marketing, high-quality content, and transparent communication significantly influence consumer trust, purchase intention, and long-term loyalty toward brands. Businesses that consistently deliver valuable content and respond promptly to customer feedback are more likely to create positive brand experiences and retain loyal customers. Moreover, advanced technologies such as Artificial Intelligence, machine learning, and predictive analytics have enhanced the effectiveness of social media advertising by enabling businesses to understand customer preferences and deliver highly relevant promotional content.

VI. FUTURE SCOPE

The future scope of this study lies in examining the evolving role of emerging technologies and changing consumer behaviour in social media advertising. Future researchers may investigate how Artificial Intelligence, machine learning, augmented reality (AR), virtual reality (VR), blockchain technology, and predictive analytics can further improve personalized advertising and customer engagement across different social media platforms. Comparative studies can also be conducted to evaluate the effectiveness of social media advertising strategies used by leading brands across

industries such as retail, fashion, banking, healthcare, education, tourism, and e-commerce. Researchers may analyze differences in brand loyalty among various demographic groups based on age, gender, income, education, and geographical location. Future studies can further explore the impact of influencer credibility, user-generated content, live-stream shopping, social commerce, and community-based marketing on long-term customer loyalty. In addition, research can focus on measuring the effectiveness of cross-platform marketing strategies involving Instagram, Facebook, YouTube, LinkedIn, Snapchat, Pinterest, and emerging social media applications. Further investigation into consumer privacy, ethical advertising, data protection regulations, and the responsible use of artificial intelligence in digital marketing will help organizations design more transparent and customer-centric advertising strategies.

VII. REFERENCES

- [1] P. Kotler, K. L. Keller, and A. Chernev, *Marketing Management*, 16th ed. Pearson, 2022.
- [2] D. Chaffey and F. Ellis-Chadwick, *Digital Marketing: Strategy, Implementation and Practice*, 9th ed. Pearson, 2024.
- [3] G. Dwivedi, Y. K. Dwivedi, L. Hughes, and Co-authors, "Social Media Marketing and Consumer Engagement: A Review and Research Agenda," *Journal of Business Research*, vol. 143, pp. 1–18, 2022.
- [4] Y. K. Kim and H. H. Lee, "Impact of Social Media Marketing Activities on Brand Loyalty and Customer Engagement," *Journal of Interactive Marketing*, vol. 61, pp. 45–60, 2023.
- [5] V. Kumar and W. Reinartz, *Customer Relationship Management: Concepts and Technologies*, 4th ed. Springer, 2023.
- [6] T. L. Tuten and M. R. Solomon, *Social Media Marketing*, 4th ed. Sage Publications, 2023.
- [7] P. Kotler, H. Kartajaya, and I. Setiawan, *Marketing 6.0: The Future Is Immersive*, Wiley, 2024.
- [8] Deloitte, *Global Marketing Trends Report*, 2025.
- [9] Statista, *Global Social Media Advertising Market Report*, 2025.
- [10] HubSpot, *State of Marketing Report*, 2025.
- [11] Sprout Social, *Social Media Index Report*, 2025.
- [12] Hootsuite, *Digital Trends Report*, 2025.
- [13] Salesforce, *State of Marketing*, 2025.
- [14] Accenture, *Personalization Pulse Check Report*, 2025.
- [15] Gartner, *Digital Marketing and Customer Experience Trends*, 2025.