

The Impact of Social Media Marketing on Brand Loyalty in Fast-Moving Consumer Good (FMCG) Markets

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ARTICLE INFO	ABSTRACT
<p>Keywords: Brand loyalty Social media marketing Fast moving consumer goods (FCMG)</p> <p>Received 14 February 2020 Revised 19 April 2020 Accepted 4 May 2020</p> <p>Article Classification: Research Article</p>	<p>Purpose – The aim of this research is to examine the impact of Social Media marketing on consumers' brand loyalty in fast-moving consumer goods (FMCG) markets.</p> <p>Design/methodology/approach – In this study, quantitative research techniques were used. Primary data of the study was collected through a self-administered Likert type online survey. 201 usable responses were collected from volunteer participants familiar with fast-moving consumer goods. The research model of study was analyzed with the help of confirmatory factor analysis (CFA) and structural equation model (SEM) techniques.</p> <p>Findings – The research has shown that two independent variables (Electronic Word of Mouth and Community Commitment) influence brand loyalty in fast-moving consumer goods markets. But no relationship has been found between the other two independent variables (Social Media Advertisement and Online Brand Community) and brand loyalty.</p> <p>Discussion – In order to sustain brand loyalty, brand owners are using various kinds of marketing techniques. In addition to these existing efforts, brand owners have started to give more importance to social media marketing. Social media marketing is a more effective and less expensive way of reaching customers. The relationship between social media marketing and brand loyalty has drawn attention of both academia and practitioners. To contribute to the existing literature, this study assessed the role of social media in building brand loyalty in Fast-Moving Consumer Good (FMCG) markets. This study assessed the influence of four different social media marketing factors (Online Brand Community, Community Commitment, Social Media Advertisement, and Electronic Word of Mouth) on brand loyalty.</p>

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