



SOCIAL MEDIA'S INFLUENCE ON BRAND LOYALTY: A COMPARATIVE STUDY OF MARKETING TECHNIQUES

ANTOQUE, ALFHEL MAE O.

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

This study assessed the influence of social media on brand loyalty as the basis of marketing techniques among the consumers in Nasugbu, Batangas. Thirty (30) active social media users served as participants, identified using Cochran's method of computing sample size. Purposive sampling was applied in the study. A survey questionnaire was used to gather data regarding the respondents' profile in terms of age and sex, and their assessment of social media's influence on brand loyalty in terms of affiliation, motivation, and opportunity. The findings revealed that the majority of respondents were 18–24 years old and are female.

Respondents generally agreed that affiliation, motivation, and opportunity significantly affect their perception of social media's role in fostering brand loyalty. Results also indicated that there was no significant difference in the assessment of respondents when profile was considered. Based on these findings, the researcher designed and proposed a marketing plan to strengthen brand loyalty through social media strategies.

Keywords: *social media, brand loyalty, affiliation, motivation, opportunity*

Editorial Team

Editor-in-Chief: Alvin B. Punongbayan

Associate Editor: Andro M. Bautista

Managing Editor: Raymart O. Basco

Web Editor: Nikko C. Panotes

Manuscript Editors / Reviewers:

Chin Wen Cong, Christopher DC. Francisco, Camille P. Alicaway, Pinky Jane A. Perez,
Mary Jane B. Custodio, Irene H. Andino, Mark-Jhon R. Prestoza, Ma. Rhoda E. Panganiban, Rjay C. Calaguas,
Mario A. Cudiamat, Jesson L. Hero, Albert Bulawat, Cris T. Zita, Allan M. Manaloto, Jerico N. Mendoza