



JÖNKÖPING UNIVERSITY

*Jönköping International  
Business School*

# The Impact of Social Media Marketing on Brand Loyalty

Case Study of Samsung Smartphones  
in Vietnam

**MASTER THESIS**

**THESIS WITHIN:** *Business Administration*

**NUMBER OF CREDITS:** 30

**PROGRAMME OF STUDY:** *Digital Business*

**AUTHORS:** *Trang Vu Thi Thu*

*Quynh Vu Thi Phuong*

**JÖNKÖPING** May 2021

# Master Thesis in Business Administration

Title: The Impact of Social Media Marketing on Brand Loyalty\_ Case Study of Samsung Smartphones in Vietnam  
Authors: Trang Vu Thi Thu and Quynh Vu Thi Phuong  
Tutor: Tommaso Minola, PhD  
Date: 2021-05-24

Key terms: Social media marketing, Social media marketing activities, Brand loyalty, Digital marketing, Samsung smartphones, Vietnam market.

---

## Abstract

**Background:** Social media marketing has been used to facilitate communications and interactions between customers and brands and is considered as the effective driver to influence the customers' buying behaviours and loyalty. Since its emergence in Vietnam market, Samsung smartphone brand has secured a considerable market share in this country and has activated some social media platforms to stay connected with its customers. Though the social media marketing activities and their impacts on brand loyalty have been studied by a number of researchers, the specific case of the smartphone industry has not been eyed enough.

**Purpose:** The purpose of this study is to investigate how social media marketing activities influence brand loyalty with the specific case of Samsung smartphones in Vietnam.

**Method:** The chosen approach to address the purpose of this study is deductive. Descriptive design and quantitative technique are purposefully selected to form a structure of methodology of this study. Specifically, the data collected via the tool of survey questionnaires which were delivered to respondents through social media platforms to yield out 197 usable answers.

**Conclusion:** The results show that the six elements of social media marketing activities, namely: Entertainment, Interaction, Trendiness, Customization, Word of Mouth and Promotion have positive correlations with Brand loyalty. With some differences in terms of responses from different age groups and genders in each category towards the dimensions being utilized on social media sites, the brand is suggested to give a better focus on the importance of Entertainment and Promotion. Also, the platforms of Instagram and Youtube should be better managed to attract and satisfy a larger number of followers.

## **ACKNOWLEDGEMENTS**

This is an honor for me to express all gratitude and respect to those who contributed to the possibility of this study.

Foremost, we would not have been able to accomplish this research without our thesis advisor Prof. Tommaso Minola, PhD of the Department of Management, Information and Production Engineering at University of Bergamo, Italy, who is always there and totally supportive to encourage, ease our confusion and guide us well under any circumstances. We are honorable and grateful to have this opportunity to work and learn with him in view of his outstanding knowledge, consideration and dedication. We sincerely dedicate this study to him with all of our thankfulness and respect.

It is Swedish Institute and all the diligent people working in this organization that we would like to send our deepest gratitude to since without them and the Network for Future Global Leaders (NFGL) scheme, we would not be able to pursue this program in Sweden.

Besides, we also want to express our acknowledgement to all the thesis pairs that we were working with under the tutor's guidance. Although we were working with different topics and fields, but thanks to their valuable feedbacks and recommendations that we were able to realize our problems and improve our study.

To all our dearest friends, who spent their precious time to help spreading the survey and be supportive during the process of completing this research. Even though some of them were terrified with their own theses, but if need be, they were all ready to solve the problems with us. Especially, we would like to express my deepest gratitude to my family who took great care of us when we were facing difficulties and hindrances. We are thankful that they are always supporting and encouraging us. Last but not least, each of us has contributed greatly to this study and has been a great partner in terms of encouraging and helping each other to grow throughout this study as well.

Finally, once again, we are sincerely grateful to everyone for everything.

## Table of Contents

List of Figures, Charts and Tables .....	6
<b>1. INTRODUCTION.....</b>	<b>7</b>
<b>1.1. Background.....</b>	<b>8</b>
<i>1.1.1 The dominance of Social Media Marketing.....</i>	<i>8</i>
<i>1.1.2 Samsung smartphones and Vietnam market .....</i>	<i>9</i>
<b>1.2. Problem discussion.....</b>	<b>11</b>
<b>1.3. Purpose and research question.....</b>	<b>12</b>
<b>2. LITERATURE REVIEW .....</b>	<b>13</b>
<b>2.1. Social Media Marketing Activities .....</b>	<b>13</b>
<b>2.2. Brand loyalty.....</b>	<b>16</b>
<i>2.2.1 Definitions of Brand Loyalty .....</i>	<i>16</i>
<i>2.2.2 Brand Loyalty's components .....</i>	<i>17</i>
<i>2.2.3 Brand Loyalty on Online and Offline Platforms .....</i>	<i>19</i>
<b>2.3. Conceptual Framework &amp; Hypotheses.....</b>	<b>20</b>
<b>3. METHODOLOGY .....</b>	<b>27</b>
<b>3.1 Research Philosophy .....</b>	<b>27</b>
<b>3.2 Research Approach.....</b>	<b>28</b>
<b>3.3 Research Design .....</b>	<b>29</b>
<i>3.3.1 Research Method .....</i>	<i>30</i>
<i>3.3.2 Sampling method .....</i>	<i>30</i>
<b>3.4 Data Collection.....</b>	<b>31</b>
<i>3.4.1 Primary data .....</i>	<i>31</i>
<i>3.4.2 Secondary data.....</i>	<i>33</i>
<i>3.4.3 Data collection instruments .....</i>	<i>33</i>
<b>3.4.3.1 Operationalization and Measurement of Variables .....</b>	<b>34</b>
<b>3.4.3.2 Questionnaire Design .....</b>	<b>37</b>
<b>3.4.3.3 Pilot Testing .....</b>	<b>38</b>
<b>3.5 Research Quality .....</b>	<b>38</b>
<b>3.6 Data Analysis .....</b>	<b>39</b>
<b>3.7 Research Ethics.....</b>	<b>40</b>
<b>4. FINDINGS.....</b>	<b>42</b>
<b>4.1 Demographics of the respondents.....</b>	<b>42</b>

<i>4.1.1 Other findings</i> .....	45
<b>4.2 Reliability Testing</b> .....	46
<b>4.3 Exploratory Factor Analysis (EFA)</b> .....	47
<i>4.3.1 Independent variables</i> .....	48
<i>4.3.2 Dependent variable</i> .....	50
<b>4.4 Correlation Testing</b> .....	51
<b>4.5 Multiple Regression</b> .....	53
<b>5. DISCUSSION</b> .....	<b>56</b>
<b>Hypothesis 1</b> .....	56
<b>Hypothesis 2</b> .....	57
<b>Hypothesis 3</b> .....	58
<b>Hypothesis 4</b> .....	59
<b>Hypothesis 5</b> .....	60
<b>Hypothesis 6</b> .....	61
<b>6. CONCLUSIONS</b> .....	<b>63</b>
<b>6.1 Theoretical contributions</b> .....	63
<b>6.2 Managerial implications</b> .....	64
<b>6.3 Limitations and directions for further research</b> .....	67
<b>REFERENCES</b> .....	<b>68</b>
<b>APPENDIX</b> .....	<b>84</b>

## List of Figures, Charts and Tables

Figure 1: Conceptual Framework.....	22
Table 1: Operationalization of Variables .....	37
Table 2: Demographics of Respondents.....	43
Chart 1: Duration of using social media platforms .....	44
Chart 2: Frequency of using social media platforms .....	44
Chart 3: Social media platform (s) for interaction with Samsung.....	45
Table 3: Reliability Testing.....	47
Table 4: Exploratory Factor Analysis .....	49
Table 5: Rotated Component Matrix .....	49
Table 6: KMO and Bartlett's Test.....	50
Table 7: Correlations .....	52
Table 8: Model Summary .....	53
Table 9: Coefficients .....	54

# 1. INTRODUCTION

---

*This chapter aims to provide the introduction to key concepts of social media marketing activities, brand loyalty, general information of the case of Samsung smartphones and the chosen setting of Vietnam. This would lead to the discussion of the problem that needed to be investigated, followed by the purpose of the study and the research question.*

---

Thanks to the embedment of technology, the business marketing landscape has evolved during the past decades. Among those remarkable digital tools, Social media, an achievement of digital technology, has significantly affected the ways people live as much as how firms do their business. The conventional way of interacting between customers and brands has been reversed intensively thanks to the consumers' empowerment by the social media and therefore, the way of consulting each other between these two parties has also been changed dramatically (Christodoulides & Jevons, 2011; Christodoulides, 2009). Traditionally, brand managers would be the ones who shaped the ideas, conveyed messages via their available channels to achieve the business goals of attracting customers and would result in higher sales volumes and better benefits (Patino et al., 2012). However, the current days have witnessed how social media channels shifted the scalability of influence to the other side of this relationship and how consumers decide to select, share, assess the information (Smithee, 2011).

As defined, social media is “a group of internet-based applications that build on the ideological and technical foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010, p.61). Those come in different forms with the most popular being social networks, social blogs, video, wikis, podcasts ... The marketing channel, therefore, has virtually accessed 2.77 billion internet users around the world via newly defined ways (Ebrahim, 2020). The platforms like Instagram have managed to have 500 million daily users or Twitter with about 166 million daily users worldwide by the first quarter of 2021 but the most widely used social media platform would be Facebook, which has over 2.85 billion active users

(Tankovska, 2021). Statistically and specifically, out of 100% of the generations' populations, US millennials account for the highest number of social media users, at 90.4%, followed by Generation X (77.5%) and Baby Boomers (48.2%) (Lipsman, 2019). The figures also reveal the strategies brands are using to target their customers and up to 73% of marketers believe that social media marketing is "somewhat effective" or "very effective" for their business (Buffer, 2019). Generally, many brands are running and thriving through their social media channels by communicating, sharing and engaging with their customers, hoping that they can create brand awareness which may lead to sales growth. Similarly, as pointed out in recent research, 93% of social media users prefer to get involved with firms through these virtual platforms as it is more cost-effective and can reach out to a much larger number of customers when being compared with other traditional channels such as radio, newspapers or magazines... (Amersdorffer et al., 2012).

Customer loyalty has long been the ultimate goal of any business. Along with the more intense competitiveness in the market, customer retaining is deemed as an inevitable part of strategic plans perceived by enterprises. Unarguably, the remarkable gains generated by customer loyalty have been widely recognized and emphasized in any brands' operating activities since this can help to lower costs which are associated with retaining existing customers instead of investing tremendously in recruiting new ones especially in competitive, mature and saturated markets (Ehrenberg & Goodhardt, 2000). Additionally, this loyal group of consumers has built up a long-term relationship with the brands and therefore, has a tendency to continue having involvement within the product range, resulting in cumulative rewards for the brands (Grayson & Ambler, 1999). Besides, loyal customers may serve as a bridge, connecting their favourite brands with their friends, networks, relatives or other potential customers and organizations (Shoemaker & Lewis, 1999).

## **1.1. Background**

### *1.1.1 The dominance of Social Media Marketing*

Social media marketing (SMM) has been used to monitor and facilitate communications and interactions between customers and brands. Undeniably, the emergence of this tool, although has been considered as the effective driver to positively influence the customers' buying behaviors, is

viewed as a challenge to marketers (Chen & Lin, 2019; Dann, 2010). Since SMM can be a key factor in building a brand and creating long-term customer relationships (Kim & Ko, 2010), it is therefore critical for marketers to acknowledge the opportunities and challenges lying ahead. In the light of searching for appropriate marketing activities in the context of social media, they need to figure out which activities might have a greater impact and result in better brand equity and customer loyalty.

### *1.1.2 Samsung smartphones and Vietnam market*

By the end of 2019, Vietnam, a Southeast Asian country, has been homed over 25,000 FDI enterprises with the total revenue of these international firms standing at over \$307 billion USD (a rise of \$31 billion USD from 2018) (Tung, 2020). After three decades after its launch of Doi Moi (Renewal), Vietnam has emerged and become one of the most successful countries in the region in terms of FDI attraction (Vu, 2018). This achievement was accomplished thanks to a strong and flexible legal framework and long term schemes implemented with visions and proper strategies. The advantages of geographical locations, labour cost, openness in government's investment policies,... has encouraged a numerous number of incumbent companies to eye on the Vietnam market, such as Samsung, LG, Intel, GE, Panasonic ... According to the Vietnam Ministry of Planning and Investing, Korea has surpassed Japan in terms of direct capital investment into this country with the total amount of \$7.92 billion USD, accounting for 20.8% of total Vietnam FDI in 2019 (Le, 2020).

Samsung Electronics Vietnam Company Limited was granted to invest in Vietnam in 2008 and officially in operation in 2019. After 12 years, Samsung is currently the largest foreign investor in Vietnam, with total investment capital increasing by nearly 26 times to over \$17.3 billion USD. Along this timeline, Samsung has established 6 factories and 1 Research & Development (R&D) center. The two mobile phone factories which are located in Bac Ninh and Thai Nguyen are manufacturing half of the total number of Samsung mobile phones worldwide.

2020 has not been a great year due to the spread of Covid 19, and businesses' activities would be surely affected. However, it seems that the competition in the mobile phone industry has never ceased but got more intensive and harsher over time. Thus, the accelerating game motivates the players to put their customers first in their business operating activities, meaning that great efforts

in retaining current customers and attracting new ones are of pivotal importance for mobile phone brands.

The news of Samsung Electronics closing its sole Chinese TV factory in November 2020 and starting to move some of its operation mainstream to Vietnam has aroused much attention from both local and international critics. For this Korean conglomerate, this business strategy was threefold: to avoid the shrinking in market share due to the rising quality of the Chinese competitors; to fend off from the boycotts sparked by the Korean government's decision to launch a US-developed missile shield over Beijing's objections; and to cut down on the labour cost in this market (VIR, 2020). The smart and bold move by Samsung, seemingly created a resounding confident and stable state for it while its biggest rival, Apple, was struggling to resume their production in China due to the outbreak of Coronavirus. The expected revenue for export for Samsung in Vietnam in 2020 would reach \$4.4 billion out of the total \$4.9 billion with a ratio of 90% (VIR, 2020). Amid the Covid-19 epidemic, Samsung Electronics still had all of its factories in this Asian country been fully operational and got half of all Galaxy phones worldwide to be manufactured in its two main factories in Vietnam (Onishi, 2020). Its current market in 2019 for Samsung smartphone has been twofold to 16.4 million units in 2019 from 6.3 million in 2014) (Onishi, 2020).

Additionally, Vietnam's growing population (97.5 million in 2020) with the median age of 30, has turned Vietnam into a significant market for smartphones. According to a recent study by We Are Social, a social media marketing and advertising agency, nearly four-fifths of the country's population (around 75 million people) use smartphones (Quy, 2020). This potentially huge market leaves great opportunities for smartphone competitors from domestic or international brands. The latest Canalys market data done for the third quarter of 2020 (Anh Thao, 2020) revealed that Samsung smartphones topped the chart with the market share of 33%, followed by Oppo and Xiaomi with 21% and 15% respectively. The turbulence and challenges in the market would pose certain threats to all players in the industry, even with the most viable ones. Thus, being aware of their own strengths and weaknesses or capturing any possible opportunities might help enterprises to maintain and strive throughout their business operation.

## 1.2. Problem discussion

There has been some research which has been done to investigate brand loyalty in different sectors with a specific focus on the Vietnam market, such as in the banking industry (Ngoc & Ghantous, 2013; Vo et al., 2020); the tourism area (Thi & Swierczek, 2008; Lai & Vinh, 2013; Tran et al., 2019) as well as the relationship between social media elements and Brand loyalty (Vinh et al., 2019). However, the mobile phone sector has not been eyed on and there is not much information on how Social Media Marketing activities impact the overall customers' loyalty towards the brands of such industry. Statistically, the smartphone market is expanding tremendously and by 2025, 5.9 billion people will own at least one smartphone (GSMA, 2018). Although Samsung is claimed to be one of the strongest mobile companies in South East Asia and Vietnam particularly, the market is open for competitions with a wide range of brands produced from both local and international makers. Samsung products target both affordable and expensive ranges, however, in both ranges, there are a large number of alternatives from other brands such as Xiaomi, Huawei, Oppo, etc for the affordable products and the tough competitor Apple in the more expensive product line. These smartphone competitors have been striving to increase customer satisfaction in terms of product and service offerings with the ultimate goal to improve their market share (Chen et al., 2016). Critically, gaining more market share and positioning itself in this competitive market of mobile phones are regarded as the focal point for all the current as well as future opponents. Thus, the strategic plans of retaining current customers, empowering them, and turning them into brands' loyal consumers to ensure a viable and competitive advantage are of pivotal importance to these phone makers. Moreover, the unprecedented benefits that SMM and its outstanding applications can engender support greatly for the businesses to stay connected with their customers, create trends and generate more value to both parties.

After studying from an array of papers, the researchers of this study came to realize that there lies a gap in how mobile phone brands can utilize their SMM activities to achieve better customer loyalty, especially in the case of the giant Samsung mobile phones and its marketing activities in Vietnam.

### **1.3. Purpose and research question**

This study tries to bridge the gap in the area by looking into the elements of SMM activities which can leave a considerable influence on brand loyalty and may result in more effective strategies for customer to gain insights into the firms' activities and as well as their products and services, specifically in the case of Samsung smartphones in Vietnam market.

Therefore, our proposed research question is:

- *What is the impact of the elements of Samsung smartphone's SMM activities that influence customers' brand loyalty?*

The structure of the paper is the following: the literature review discusses the main concepts, followed by a conceptual framework and then hypotheses are proposed. The next part of the study describes the research methodology, and then data analysis and results are outlined. Conclusion and implications as well as limitations come in the final part of this research.

## 2. LITERATURE REVIEW

---

*This chapter discusses the current literature and then develops and builds up some insights into the dimensions of Social Media Marketing activities and brand loyalty. The conceptual framework and hypotheses would be constructed and presented at the end of this chapter.*

---

### 2.1. Social Media Marketing Activities

According to Yadav & Rahman (2017), Social media marketing (SMM) is described as “a process by which companies create, communicate, and deliver online marketing offerings via social media platforms to build and maintain stakeholder relationships that enhance stakeholders' value by facilitating interaction, information sharing, offering personalized purchase recommendations, and word of mouth creation amongst stakeholders about existing and trending products and services”. There is also another explanation that defines SMM executes advertisements on the ground of cultural and social context on digital platforms, informative pages and websites to serve the purposes of branding and communicating (Tuten, 2008, p. 19). By implementing marketing activities through digital networks, brands and organizations can interact with potential customers, thus, increase their stakeholders' values (Tuten & Solomon, 2017). In general, social media marketing can be understood as a bridge by which marketers can create and maintain a close connection with customers, hence, add more value to the business in which communication and information exchange are fully supported.

Before the appearance of social media, marketing used to be executed in a totally different way. Marketers performed advertising activities via traditional channels and technologies to promote their products and services to consumers (Nadda et al., 2015). To name some, the traditional forms include television, brand websites, radio, door-to-door sales, display panels, exhibitions, and so on. Advertisements on television or display panels used to play an important role in marketing since the focus on visual appearance ensured a strong first impression to viewers since people spent much time watching television programmes and commuting in highly visible areas before the internet era. These advertising channels used to perform so efficiently due to the limited amount

of alternatives. For example, number of television programs or national channels were limited, therefore, people could not easily turn off or switch to others but could only stay until the end. Gradually, passive reception of information enabled marketers to raise brand recognition and awareness among viewers. However, traditional media proved great quantities of downsides that asked for innovative handlings. Specifically, even though promoting on online channels such as tv and websites can reach a large number of viewers in one area, companies who wish for international advertisement need to take cultural differences and controversies into account, also language problems and airing periods. Also, the problem of the elevated and expensive cost of production and advertising slots hindered brands to pursue this method of marketing (Kotler & Keller, 2009). Another factor is that although offline advertisements on billboards and panels, etc can raise brand awareness, they fail to enable marketers to measure exactly the marketing reach and productivity, hence, calculate the worthiness of the projects. On the other hand, at the beginning stage of the internet revolution, social media allowed people to receive and exchange information not only as quickly as a blink, but also in a great range geographically, which traditional media ceased to do. Additionally, customers' behaviours also changed regarding that individuals put their trust into anonymous comments and feedback on the internet rather than brands since they believed companies' promotions are deceptive and dishonest (Anderson, 2012). Social media offers opportunities for companies to communicate with consumers to ease the problem, at the same time, to impress them that brands are willing to discuss any conflicts, showing that companies are not manipulative. Marketers who realize the need for changing and innovating to overcome those hindrances will achieve success in bringing their marketing campaigns to another stage (Nadda et al., 2015).

Digital network offers flexibility and eases to reach huge quantities of customers through a different range of attributes (Brakus et al., 2009). SMM performs through various means such as online apps, virtual platforms and media, within which, there are plenty of approaches regarding videos, bloggings, images, recordings or podcasts, etc. Some well-known and effective channels can be named as Facebook, Youtube, Twitter, Instagram, etc. Realizing the increasing development of social media platforms, marketers have been able to adapt more flexible and more innovative channels of marketing than traditional ones. Later, as the significant incline in the use of social media and the internet, more companies joined in the social media world with a view of encouraging online interaction among users and engaging customers with the brands. Not only

brands and companies, individual entrepreneurs and governmental organizations also participated to stay in touch with potential users. On the other hand, customers follow one brand on social sites to stay fully notified of the latest products or discount promotions, updates and relevant news regarding the brands. Generally, social media marketing tightens the gap between consumers and marketers by providing communication opportunities so that consumers-marketers relationships can escape the commercial-based status but get more personal and concentrated (Kelly et al., 2010).

The attention to social media has exploded so impressively that marketers put their beliefs in the potential of those networks to become a great channel of not only popularizing products and services but also communicating with consumers more actively and interactively (Ismail, 2017). Also, social media is a potential fast-moving environment for communication tempo and rich in various sources of data, which tempts marketers to make a shift from traditional media (Duffett, 2015). As a result, customer-brand relationships are much strengthened, which build a solid foundation for customers' loyalty to develop (Fournier, 1998) as users can communicate on a frequent basis with the brands (Merisavo & Raulas, 2004). Since then, the customer-brand relationship has switched from one-way into mutual connection, by which both companies and users equally develop their engagement through the social media bridge. Additionally, social media have transformed the way marketing activities are executed in terms of posts and stories, distribution and that brand persona are now enhanced and built via consumers' relationships and content rather than the brand itself (Tsai & Men, 2013). Specifically, firms can introduce product promotions, provide instantaneous communication to customers, even create a virtual network in which their users are able to exchange information through a variety of content forms (Zarella, 2009; Kaplan & Haenlein, 2010; Weinberg, 2009). Via the online community, firms can gain valuable perspectives and feedback from customers which they do not easily get access to by the normal ways, in addition, they also raise brand awareness and recognition economically. Another result that can be beneficial for these brands is that the connection between two parties can increase customers' satisfaction as well as encourage positive word of mouth on online brand community (Muñiz & O'Guinn, 2001; McAlexander et al., 2002; Schau et al., 2009; Lee et al., 2014). At the same time, regarding customers, it was testified and revealed that they engage on social media sites with companies to get updated with promotions and product information (Mangold and Faulds, 2009; Leggat, 2010). Also, consumers have the freedom to generate content and share their

own experiences that they have had with brands, products and services, as a result, they are invisibly transformed into brands' marketers and advertisers on social networks. Another reason that keeps consumers close is that brands can provide instant and real-time support. For example, customers can raise questions or complaints directly to brands to receive immediate responses through the sites. Not only will this increase product or service quality, but it will also enhance the reputation for brands as problem-solvers with outstanding customer service, hence increasing brand trust and loyalty.

The utilization of social media networks in the marketing industry has brought a positive influence on customers' behaviours towards companies. According to DEI Worldwide in 2008, 70% of customers engage on virtual networks to obtain information, with 49% of them deciding to make a purchase. Also, more than half of the customer population participated in the information exchange process on online communities. Specifically, two famous social media applications Facebook and Instagram were believed to pose an outstanding impact on brand awareness and purchase intention. Additionally, according to Infographics, they stated that 50% of Twitter and Facebook users are more willing to share their information and experiences of a particular service or product after they have followed or connected with the brands (Jackson, 2011).

## **2.2. Brand loyalty**

### *2.2.1 Definitions of Brand Loyalty*

Keller (1998) has proposed that brand loyalty can be historically measured via purchase behaviours; Chaudhuri & Holbrook (2001) showed their agreement and stated further that purchase loyalty can lead to better and greater market share and empower the brands to position a higher brand pricing. Generally, brand loyalty has appeared as an essential drive for enterprises to aim for.

Brand loyalty is a significant variable that can be viewed from different perspectives and different researchers may hold some distinctive beliefs about their definition of brand loyalty. From Stochastic viewpoint, consumers tend to express random behavior and their buying behaviors would not necessarily be affected by prior ones while Deterministic holds the opinion that brand loyalty is the outcome of the impacts from external factors (Huang, 2017). The second

perspective, despite being provocative to discuss, fails to notice the cognitive processes in shaping customers' progress of being loyal to a certain brand (Jacoby & Chestnut, 1978).

Aaker (1991) suggested that brand loyalty is deemed as a measure of attachment that a customer shows towards the brand. Agreed and shared by Jackson (2006), brand loyalty is considered as a genuine commitment by customers to repeatedly purchase or be in favor of certain products or services. Some internal and external factors that might affect customers' purchasing behavior would not deter them from consuming the same types of products and services. Defining this term in another way, Anderson & Jacobsen (2000, p.65) expressed that brand loyalty is the repercussion of customers in the process initiated by an organization "creating benefit for a customer so that they will maintain or increase their purchases from the organization". Apparently, for any firm, regardless of their business areas, to achieve sustainable success and to thrive in their industries, customer loyalty is crucial; thus, working towards enhancing customers' value to retain them is as important as to reaching out to more potential customers.

### *2.2.2 Brand Loyalty's components*

Referring to the brand loyalty's components, different researchers also hold some different opinions about what this may compose of. Brand loyalty, viewed from relationship marketing, is one of the key outcomes in this area (Zheng et al., 2015) and can be conceptualized into two concepts of behavioral loyalty and attitudinal loyalty (Jacoby & Kyner, 1973). While behavioral loyalty refers to the intention of re-buying a product or service from the same supplier, attitudinal loyalty is their commitment or preferences when evaluating the values that they can earn from a specific brand (Chaudhuri & Holbrook, 2001). In earlier days, the focus of studies done on the topic of customer loyalty was merely about behavioral aspects. Jacoby (1971) defined brand loyalty as "the biased, behavioural response, expressed over time, by some decision-making unit, with respect to one or more alternative brands out of a set of such brands, and is a function of psychological decision-making, evaluative processes." Focusing on another angle of customer loyalty, the current scholars moved towards the viewpoint that customer loyalty is more than behavioral aspects but also about the attitude elements. Behavioral loyalty is associated with the re-buy activity, but attitude loyalty is considered as a firm commitment that customers show to their favorite products and services (Oliver, 1999). As this study aims to discover customers' feelings of commitment towards a specific brand, we would like to be in favor of attitudinal loyalty.

According to Gronholdt et al. (2000), brand loyalty constitutes 4 indicators, which are: intentions to repurchase, acceptance to price offered, positive word of mouth for the brand and lastly intention of cross-buying. Trying to give his own perspective, Lin & Lang (2011) stated that not only behavioral factors but elements of emotion also exist within brand loyalty. The former part consists of routine purchase trends while the latter part includes the interest and engrossment of the customer towards that specific brand's product or service. Specifically, that bond should be embraced in 3 ingredients which are: organic, constructive, and active. Akin, E. (2012) grouped customers into four categories of: (1) conscious loyals, (2) unconscious loyals, (3) conscious disloyals and (4) unconscious loyals to clarify that being loyal to a certain brand is not always conscious. However, when it comes to customers' response to activities launched by brands with the aim to boost up loyalty indicator, customers can be grouped slightly differently, leading to their distinct consuming behaviors.

Gounaris & Stathakopoulos (2004) classified brand loyalty into four distinct categories based on their behavioral and attitudinal aspects.

- a. No loyalty: referring to consumers who do not possess any purchase intention toward the products. It also refers to customers who show no engrossment in the brand and products in general, including any marketing activities implemented on digital networks.
- b. Covetous loyalty: refers to the success of social media marketing in establishing a special bond in terms of psychology between brand and customers, however, the brand still fails to convince the customers to buy products.
- c. Inertia loyalty: can be found in the customers who are not emotionally attached to a specific brand but make purchases from them regarding expediency, regular tendency and routine. It can also be described as that there is a pattern of repeated purchases behavior but no sign of psychological and emotional relationship whatsoever.
- d. Premium loyalty: these are customers who purchase products and also repeats that action with an interest and emotional bond with the brand. Under no circumstances will this behavior be influenced.

### *2.2.3 Brand Loyalty on Online and Offline Platforms*

Researches demonstrate that components of brand loyalty are varied between online platforms and offline ones (Tatar & Eren-Erdogmus, 2016). More specifically, the consumers of online communities show a higher loyalty to high market share firms and lower loyalty to small ones whilst for the traditional offline marketplace, the scale of a firm is not related to its customer loyalty (Danaher et al., 2003). Unarguably, customers may have different preferences when it comes to their decision to appreciate a certain brand better than another and be loyal to it; also, the level of satisfaction with online and offline experience would result from their interaction with these firms.

For an online platform, the company needs to focus on many different components such as customization of social media marketing activities, convenience, interactivity and coherence between online brand community and online information available by the brand (Srinivasan et al., 2002). Also, from their study, Zheng and his co-authors believed that online communities such as Facebook can build up customer loyalty through user engagement (Zheng et al., 2015). Understandably, there would exist a strong link between an organization's activities done via their online platforms and customer loyalty. Miller et al. (2009) agreed and emphasized that the interaction between consumers and online communities with the support of interactive, effective and low-cost communications, is significant for the development of any enterprise. Thus, the given arguments tried to highlight the notion that brands and consumers have witnessed the increase in the use of social media platforms, and along with their dominance, they could serve as the drive for nurturing brands and influencing consumers' purchase intentions.

There has been a long debate on frameworks of brand loyalty, customer equity and customer trust. Aaker (1991) supposed that brand loyalty lies at the core of brand equity and he proposed a model with the mentioned variables, together with other influencers: brand awareness, brand associations and perceived quality. More current researchers came up with different links among these elements, and they suggested that "In the context of social media marketing activities, one perspective is that customer trust and customer equity are precedents to brand loyalty (Ebrahim, 2020). Since SMM activities have been given considerable attention, their attributes and impacts on brand loyalty are critical to understand. Within this study, we would focus on brand loyalty as the direct dependent variable as it is regarded as the brands' ultimate target in the relationship

between brands and their customers while SMM elements are viewed as the dependent variables which are utilized by brands on a large scale. Thus, the relationship between them is hypothetically formed in the part followed.

### **2.3. Conceptual Framework & Hypotheses**

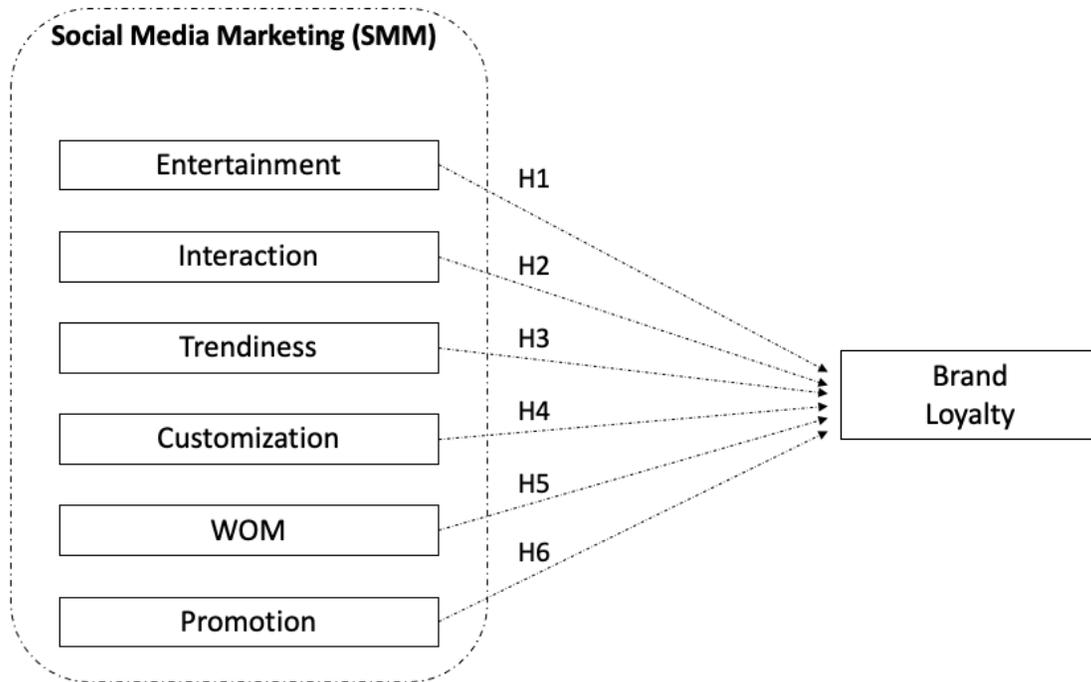
To further investigate the correlation between elements of social media marketing activities and the consumer's loyalty toward the brand, we have researched through some studies and found out that those components have been mentioned in a number of papers by different authors and settings. Kim & Ko (2010) working in luxurious brands suggested five social media marketing activities elements, namely: Entertainment, Interaction, Trendiness, Customization and Word of Mouth. Similarly, Ebrahim (2020) also proposed a model in which social media marketing activities include those indicated elements. In the industry of insurance services, Sano (2015) agreed with Kim & Ko (2010) in terms of three components: interaction, trendiness, customization and added perceived risk as the fourth component of Social Media Marketing activities. According to Mehrabi et al. (2014), there are five aspects within social media marketing, which are advertising campaigns, updating content, providing relevant content, providing popular content among friends, providing applicable programs. In 2013, Jo examined the marketing activities on social networks by looking into three components of events, information and advertisement. To make a comparison between consumers and brands in her study on the importance of company social media activities, Lee (2017) arranged these activities into communication, providing information, support for daily life, promotion and selling and social response. In their research on the airline industry, Seo & Park (2018) defined these elements as entertainment, interaction, trendiness, customization and perceived risk.

Taking a look at the data from Digital Marketing in Vietnam, as of 2019, out of a total population of 97.4 million people, 44.9% (43.7 million) are smartphone users and this number has sharply increased in the recent years, making Vietnam in the top 15 markets for the highest number of smartphone users in the world. Vietnam is a developing country yet currently ranks 3rd in ASEAN in terms of digital economy scale. Also, social media continues to grow with 62 million users with the social network registered accounts have raised by 16% compared to the previous year (VNETWORK, 2019). This trend, undeniably, has offered an enormous opportunity for marketers

and brands to utilize these platforms for reaching their customers and influencing the industries. Along with Samsung's world expansion, since its first factory establishment in Vietnam in 2008, this Korean conglomerate has intensively invested in this country. In 2019, Samsung's export turnover was roughly USD 59 billion, contributing nearly 23% to Vietnam's total export turnover (Hoang, 2021). The same year also witnessed a stable and leading position of Samsung smartphones consumed in Vietnam, accounting for over 40% of the market share (Xuan Tien, 2019). Online communities and digital platforms, then, are surely their major channels to interact and target with their customers and SMM activities would have some distinguishable and specific features.

We have decided to choose the elements suggested by Kim & Ko (2010) for conceptualizing our framework and also add one more element that we consider would have an impact on the Vietnam market (Figure 1) for this research. Specifically, in their study to investigate how customers are influenced by social media and if they are impacted by SMM activities in terms of their purchasing behaviour and brand evaluation, Kim & Ko (2011) tested five dimensions of Entertainment, Interaction, Trendiness, Customization and Word Of Mouth. The result came out that all these five dimensions positively influenced the SMM activities' evaluation by the customers though some items of each element were deleted because of factor loadings (Sano, 2015). In Vietnam setting, the social media platforms launched and run by Samsung brand have built up the channels for two-sided involvement, via which the mobile phone consumers can showcase their interaction and interest in this brand; thus, these five elements are relatable and then are chosen as antecedents of SMM activities in this study. Furthermore, Promotion has been considered as an influential factor when looking into Vietnamese purchasing behaviour. A study done by Kantar Worldpanel Vietnam in 2015 revealed that in four major cities of this country, 9 out of 10 households bought an item on promotion at least once (Carrasco, 2016). Also, referring to the preferred sources of information, a survey by Deloitte Vietnam in 2019 highlighted that since Internet and smartphone penetration rates would continue to accelerate across Vietnam, a greater significance of Online and Digital channels is expected to be seen (Deloitte, 2020). This element, then, is selected as the impact possibility it would generate for this specific market. Generally, this paper aims to probe more on the possible impacts of SMM activities on Customer brand loyalty; we expect to see the positive correlations between these six dimensions of SMM activities and brand loyalty.

The following framework, which is supposed to cover the key aspects of social media marketing, is used to conceptualize the relationships between SMM activities elements and customers' loyalty towards certain brands.



*Figure 1: Conceptual Framework*

Over the past decades, brands have utilized social media regardless of their scales and operating areas. Many incumbents have intensively and extensively conveyed their strong existence and healthy customer relationship via online marketing (Saravanakumar & SuganthaLakshmi, 2012). The social media platforms, therefore, are deemed as a useful source of information for the consumers and the high rate of interaction factor is efficient for marketers when it comes to creating more content or implementing their business strategies. Additionally, Laroche and his co-authors (2012) pointed out that shaping customer experiences and improving the relationship with them can be achieved through online activities which lead to increasing their responses. Other studies about branding recommended that companies and the marketing department especially can

enhance brand loyalty by tightening and enforcing the relationships between brands and customers (Aaker, 1991).

Virtually, social media marketing has generated a useful environment for marketers to yield out more valuable utilities and shape a profound connection with customers. Even though the positive impact of Social Media Marketing Activities on Brand loyalty has been explained and investigated through a great amount of researches, this study aims to fulfill the gap which is the relationship between these specific elements of SMM and brand loyalty, regarding the industry of mobile phones manufacturers. Thus, the five mentioned elements of social media marketing and their impacts on brand loyalty are discussed as followed:

*Entertainment:* Experiences generated by marketers on the social media platforms, which are perceived by customers as exciting and lively, can be considered as an entertainment element of SMM (Agichtein et al., 2008). Entertainment helps companies to create positive feelings by which they can motivate customers to continue following up with the brands (Kang, 2005). Customers are believed to always seek enjoyment and amusement acquired on social media networks (Muntinga et al., 2011) through sharing information such as photos and news about the product (Lee & Ma, 2012). Consequently, a sense of consumer intimacy with the brand and the strengthening of purchase intent can be achieved through entertainment (Dessart et al., 2015) which helps raise and motivate engagement in social networks (Park et al., 2009). This leads to hypothesis 1:

*H1: Entertainment will be positively associated with brand loyalty.*

*Interaction:* can be described as providing the customers to have two-way interaction with the brands as well as exchange information with other users (Kim & Ko, 2012). Unlike traditional marketing methods, social media enables companies to stay interactive and acquire special requests, product suggestions or complaints from consumers (Vukasovic, 2013). Also, social media provides space for customer service, discussions or opinions exchange. Targeted social media profiling helps build the relationship between the brand and the customer and promotes common topics for discussion. (Manthiou et al., 2013). Such interactive activities will help engage customers in enhancing brand trust and remove uncertainties among consumers when making

purchases (Khadim et al., 2018). The possible outcomes, therefore, can explain the marketers' motivation to encourage social-media users to participate in the conversations on social networks (Zhu & Chen, 2015). This leads to hypothesis 2:

*H2: Interaction will be positively associated with brand loyalty.*

*Trendiness:* refers to the latest topics that attract a great interest or trendy information that brands find related and interesting to deliver to their customers (Naaman et al., 2011). This trendiness can consist of information relating to the companies, product feedbacks and recommendations, upcoming trends, etc that help to enhance trust within customers and build brand awareness at the same time (Godey et al., 2016). Information that companies can offer to customers is varied to different categories. First is the updated trends that are popular and discussed among users, which can be any topic as social or entertainment, etc. Another type can be brand-based educational content that gives more additional information to customers such as product origins or production process, or environmentally beneficial goals that companies are trying to achieve and so on. Also, customers prefer to gain information through product reviews and feedback from other users so that they are aware of different perspectives. Moreover, brands can provide trendy contents to customers with inspiration or suggestions such as fashion lookbooks that suggest ideas and concepts for winter outfits, or recommendations for a perfect Scandinavian-styled kitchen. Updating customers with the freshest, newest and trendiest information creates opportunities for a company to raise and add more value (Godey et al., 2016). This literature explained that this particular activity not only helps to ease the great effort that customers put into information searching but also helps to strengthen and yield out positive reviews about the brand. This leads to hypothesis 3:

*H3: Trendiness will be positively associated with brand loyalty.*

*Customisation:* Customization is built via the collaboration between brands and individuals to raise customers' satisfaction by pleasing them based on their personal tastes (Seo & Park, 2018). It refers to the degree to which brands offer products and services that are tailored to different personal likings and demands to meet the consumers' expectations and gain retention (Seo & Park, 2018; Chan & Guillet, 2011). According to Martin & Todorov (2010), this specific marketing activity provides an opportunity for companies to approach their potential customers, and as a result, trust

and purchase intention are enhanced and improved. Customization can also be understood as messages delivered to a specific range of targeted customers. Through this factor, firms can be able to emphasize individuality and personalization, which will build brand trust and closeness with users. This leads to hypothesis 4:

*H4: Customization will be positively associated with brand loyalty.*

*Word of Mouth:* From the early days, this strategy was recognized as the world's most effective, yet least understood marketing strategy (Misner, 1999). This factor of SMM activities can be described as the act of delivering information about one specific product or a company coming out from the consumers' side to other users on the digital networks (Hennig-Thurau et al., 2004). Word of Mouth refers to the connection between users, in which they share and exchange personal experiences, thoughts and opinions on products and services as well as suggestions and recommendations (Sano, 2014). According to Muntinga et al. (2011), this term is identified as relationships among customers about firms. Despite the information that brands already provide on websites and social networks, customers tend to put their trust in word-of-mouth due to its higher reliability and trustworthiness. Before making a purchase, customers often seek extra opinions on the internet due to the fact the word-of-mouth is based on real life experiences, not exaggerated and branded. Social media is a right tool to spread information to other interested users. Customers can choose whether to give and seek opinions. Such activities can widen and strengthen the relationship circles in the brand communities, therefore, enforce brand trust among consumers and later brand loyalty as well. Karjaluoto et al. (2014) expressed that purchase intention can be impacted positively in the case that the customers decide to spread out their opinions under the type of word of mouth on the digital platforms. This leads to hypothesis 5:

*H5: Word of Mouth will be positively associated with brand loyalty.*

*Promotion:* Customers are often encouraged to make purchase decisions not only from the quality of brands' products and services, but also from the promotion that brands offer. Promotion can be defined as methods to boost consumption via short-term campaigns in order to persuade targeted consumers to engage (Keller, 2009). Marketers apply promotion on social media marketing with a view of increasing sales volume and brand loyalty both to already loyal customers and occasional buyers. Applying promotion effectively in social media marketing strategy helps companies to

enhance brand awareness as well as product consumption rate. This factor will be a suitable fit in Vietnamese market since there are numerous holidays and occasions that consumers expect different promotions and are willing to make purchases. Additionally, some well-known and high-traffic E-com websites offer plenty of promotional programs that marketers should take reference from. This leads to hypothesis 6:

*H6: Promotion will be positively associated with brand loyalty.*

### 3. METHODOLOGY

---

*This chapter addresses the realistic, positivist research philosophy and deductive approach of the study. The chosen descriptive research design and quantitative research technique are also explained. Additionally, this chapter describes the data collection steps and discusses the research's reliability and validity as well as ethical considerations.*

---

#### 3.1 Research Philosophy

Research philosophy is defined as a framework of premises and theories for researchers to acquire information within a specific aspect or research problem (Saunders et al., 2009). Research philosophy acts as a guideline that information about a particular circumstance should be collected and analyzed in order to build and enhance coherence throughout the study. There are different types of assumptions when it comes to research philosophies.

Firstly, ontology indicates the nature or reality of a phenomenon, about whether or not things really exist or are just a result of imagination (Burrell & Morgan, 1979). Within ontology, there is realism and nominalism. According to Morgan & Smircich (1980), realism is the extreme level of objectivist approach, which admits the existence of reality as an entity, independently from human awareness. Whereas, nominalism supports the fact that reality is just a projection of human mind.

Secondly, epistemology is an assumption in which the study of knowledge is much concerned (Burrell & Morgan, 1979). Similarly, according to Morgan & Smircich (1980), the two extreme positions of the epistemological stance are positivism and interpretivism. The former belonging to the objectivist approach indicates that knowledge about the world can be obtained through objective techniques and observations. On the other hand, interpretivism, which is the extreme subjectivist approach, refers to that reality can only be understood through a subjective lens among individuals as social actors.

As the research studies the impact of Social media marketing activities on brand loyalty using existing literature and theories to analyze, realistic and positivist approaches would be the best fit since they concentrate on already known and proved, not believed facts about the reality. In addition, the study will be conducted via observable information which is independent of subjective opinions.

### **3.2 Research Approach**

The research approach indicates a particular procedure including different aspects of data collection, analysis and interpretation on the ground of the nature of the research (Creswell, 2014). The research approach can be categorized into two groups: inductive and deductive.

First of all, an inductive approach is applied to form theories based on collected data to study a particular event. The gathered and analyzed data acts as a foundation or premise in order for researchers to build a conceptual framework, thus, later generating concluded theories that are not yet to be proved. In short, inductive approach enables researchers to build generalisability from the specific to the larger scale. This approach is applied in case researchers whose purpose is to study the context of specific circumstances (Saunders et al., 2009). Appropriate use of this approach can be put on small quantities of samples, specifically qualitative analysis to gain different perspectives.

On the other hand, after reviewing existing theories, researchers build a conceptual framework and generate hypotheses which are relationships among variables. Deductive approach is applied to test and verify those hypotheses by collecting and analyzing data (Saunders et al., 2009). Unlike the inductive approach, deductive one ensures the legitimacy of the conclusions via hypotheses or premises since those are built based on previous studies. Researchers can also build new theories or implications based on the results after reflecting those with existing literature. Appropriate use of this approach is for large scales of samples which is quantitative to be able to form generalization. As the research studies the causal relationships among variables via hypotheses testing and conceptual framework, deductive approach will be applied for the above reasons.

### 3.3 Research Design

Research Design is defined as “procedures for collecting, analyzing, interpreting and reporting data in research studies” (Creswell & Plano Clark, 2007). Overall, it serves as a bridge to connect the conceptual research problems with the empirical research by planning out the procedure of the required data sets, the relevant methods to process the steps of collecting and analysing data and how to answer the research questions (Grey, 2014).

The two major types of research design are exploratory and conclusive. Exploratory research aims to provide insights and understandings of the problems that researchers are dealing with (Malhotra, 2010). Thus, the main goal of exploratory studies is to find out a range of causes and alternative options for a solution to a specific problem. The other type, conclusive research design can be applied to generate findings that can be useful for reaching conclusions or decision-making. Moreover, this type of design is “more likely to use statistical tests, advanced analytical techniques and larger sample sizes, compared with exploratory studies” (Nargundkar, 2008). Since the objective of this study is to test the proposed hypotheses and give conclusions to the relationship between SMM activities and customer loyalty, a conclusive research design can serve this purpose well.

Conclusive research can also be classified into two different types of descriptive and causal. The former aims to describe specific elements, causes, or phenomena in the research area, the latter one can be conducted to study the cause-effect relationships which can normally be strengthened via designed experiments (Malhotra, 2010). Moreover, descriptive research can offer conclusive data due to its quantitative ability, which is usually methodically planned, designed to gain quantifiable data. Since it is characterized by a clear statement of the problem, specific hypotheses and detailed information needs, it can be considered as an effective tool to measure the significance of the results on the overall population and therefore, this research type would be selected for this study.

In the time horizon when conducting this research, it is also important to see the two types of studies in the descriptive sector which are cross-sectional and longitudinal research. Longitudinal

studies are the ones that virtually use the same methods to “collect data from the same sample of people on more than one occasion” (Payne & Payne, 2004) while cross-sectional studies investigate specific problems and collect data only once, in a short period of time. Thus, the researchers decided to choose cross-sectional type for this study thanks to its relevance and suitability to the main target of the study.

### *3.3.1 Research Method*

In order to select an approachable and feasible research method to reach the ultimate goal of the study, the particular method of quantitative is chosen. Generally, a study can be conducted using either quantitative or qualitative methods; in some cases, a mixed method using both approaches is also possible. Van der Merwe (1996) defined quantitative method as the approach to test theories, determine facts, illustrate correlations between variables and predict outcomes. The closed-ended information which normally aims to serve as attitude, behaviour and performance instruments and analysis including statistical scores to answer research questions or to test hypotheses are typically found in quantitative method (Creswell & Plano Clark, 2007). Qualitative approach, in contrast, often explores the assigned meanings that each individual or group of people give to a social thing (Creswell, 2014) and may consist of open-ended information being collected through interviews with participants or by gathering documents from different sources (private or public). This method is followed by an analysis which aggregates words and images into different sections of information (Creswell & Plano Clark, 2007).

Since this study aims to investigate the relationship between elements of SMM activities and customers’ brand loyalty, the researchers believe that the techniques which can be used in quantitative method would be well-suited for this study. These techniques can help the researchers in the procedures of selecting participants from the population randomly in an unbiased manner, distributing standardized questionnaires and utilizing statistical methods to verify or falsify proposed hypotheses (Dooley, 1990).

### *3.3.2 Sampling method*

Sampling method is of critical importance to help answer the research questions. Generally, the two specific types of sampling techniques are probability and non- probability and for the scope

and purpose of this study, non-probability sampling is applied. As suggested, probability sampling can ensure that every participant in the population has an equal chance of being selected and therefore, reduces the possibility of being biased; however, given a level of sampling error, this technique is time and energy consuming (Brown, 1947). Non-probability sampling technique, though, does not aim to select the units from the population in a mathematically random way, it helps to achieve cost-effectiveness and time-effectiveness (Saunders et al., 2012).

Due to the nature of this study, the target group of participants for this study is Samsung smartphone users in Vietnam market who have decided to follow any of Samsung digital platforms, thus, the two particular techniques of non-probability are considered to be appropriate. The technique of convenience sampling, which is designed to select participants because of their availability and readiness, is chosen for this study to reach a considerably large number of participants. Besides, snowball sampling is also applied to identify cases in a network which sometimes are difficult to access due to their closed nature (Brewerton & Millward, 2001). The procedure of this technique, as suggested by Bryman (2015) is to target a small sample of the participants and then ask them to refer to other people that they know who would also be interested in or have experience with the research topic. This method is deemed suitable for this study in terms of approaching Samsung consumers who are connected in a community being established by themselves or initiated by the brand.

### **3.4 Data Collection**

To process the data collection and build up the concrete foundation for the results to be discussed, this study will be conducted using primary data and secondary data.

#### *3.4.1 Primary data*

The type of data which can be collected via different tools, i.e. interviews, observations, survey questionnaires, etc. carried out by the researchers to fulfil their research's purpose is primary data (Saunders et al., 2012). For this study, the tool which is used to generate primary data is the survey questionnaire. A questionnaire is a method to collect data that can be completed by respondents in a written format (Polit & Beck, 2004). It is undeniably a popular instrument chosen by many researchers thanks to a number of advantages such as achieving good response rates and providing

anonymity (Williams, 2003) when certain conditions are met. In quantitative research, survey questionnaires can be considered as the dominant method as it provides the researchers with the tool to collect measurable data from the respondents to help reach further steps in their study.

This format is selected to gather information from a considerably large population via the main channel of social media platforms such as Facebook, Instagram, LinkedIn and Youtube. These are targeted platforms due to the fact that Samsung Vietnam has been operating on these channels as the digital networks to interact with their customers. As of April 2021, these platforms run by Samsung Vietnam have some clear distinctions in terms of the number of followers and subscribers. LinkedIn for Samsung Electronics Vietnam has 2911 followers, Samsung Vietnam Instagram has 152,000 followers, Facebook account of this brand has around 161 million and Youtube has 2.13 million subscribers. It is obvious that the most popular digital platform among these four is Facebook, beside the fact that communities operated either by Samsung or by its users found on this channel are of different scales.

The questionnaire for this study consists of three parts: Within the first part, four questions aiming to explore participants' demographic information and the second part is directed to speculate about the Samsung smartphone users' interaction and experience with the brand's social media platforms, followed by the third part which is designed to understand more about the respondents' information of their preferred digital platforms and time allocation for these channels. The design of the questionnaire will be in the format of a google form so that when it is completed, the link can be sent to the participants via all the aforementioned channels.

We first plan to target all the acquaintances on our social media who have been recognized as Samsung's followers and the link of the survey would be sent directly to them. These friends then are expected to send out our survey to their network acquaintances that also follow Samsung social media channels. Also, followers and subscribers on Samsung's social media platforms are identified and reached out, then being asked for their willingness and permission to complete our survey questionnaires and the attached link then would be sent accordingly. In terms of some online communities, if they are open to this kind of sharing, the information about the survey would be posted on their walls to welcome any interested members.

### *3.4.2 Secondary data*

In the digital age, when an enormous amount of data is being collected, analyzed and archived on a daily basis, the utilization of existing data for research is inevitable and prevalent (Andrews et al., 2012; Smith et al., 2011). As defined by Johnston (2017), secondary data is the type of data that has been collected by other people for another primary purpose with the goal to save time and resources. Additionally, secondary data can serve as an effective source to help researchers gain a deeper insight into the studied topic, which may result in primary research, respondent identification and data collection process (DiCicco-Bloom & Crabtree, 2006).

We have based our literature review and the backbone of methodology part on the database sets such as Primo, Google Scholar and Scopus to shed light on our understanding and foundation for this study. Prior to the secondary data processing, it is important to know that utilization of this source might be affected by errors and limitations; thus refining the secondary data is as essential as using them. Thorough reading and filtering of more than 50 articles with relevance to the purpose of our research give us the general idea and critical data to develop the paper.

### *3.4.3 Data collection instruments*

Undeniably, there is an array of instruments to collect data, each of which bears its own advantages and disadvantages. Generally, referring to the ways to distribute survey questionnaire electronically, three options are pointed: (1) Composing an email to the recipients with an introductory letter or invitation with a URL hyperlink to a web-based survey, (2) Sending the participants a survey embedded in an email message, (3) Offering a request for respondents in an electronic communication environment to complete a survey (Evans & Mathur, 2005; Van Selm & Jankowski, 2006). The chosen format for this study, the authors agreed to opt for the third choice due to its suitability with the purpose and structure of the study. Self-completion questionnaires not only can be used to reach a large quantity of the respondents (Bryman & Bell, 2011) but they can also help gain time-efficiency and convenience (Evans & Mathur, 2005). Owing to the high speed and popularity of the Internet, both researchers and participants can complete the survey or summarize the information at their convenience. Additionally, low costs of preparation and administration are undoubtedly the winning point of this instrument. Seale (2011) agreed and

added that since the tool allows respondents to give their opinions on the topic anonymously, it might help increase the unbiased feature of the data.

The survey questionnaire for this study would be distributed on some social media channels, targeting the users who show their interest in the Samsung smartphone brand. Also, with some precautions of some disadvantages which the authors can encounter during the data collection period, the data, when being received, would be filtered to yield out the most comprehensive and suitable output for the research.

For the purpose of this study, the authors aim to collect data from at least 150 respondents from different channels to ensure a reasonably good database for further analysis. By the time this chapter was written, we have already collected some data from early respondents. We then started to see the more effective channel of connecting to the respondents, which is via Facebook. Initially, it seems that Samsung followers and subscribers in Vietnam have a preference for using this platform to engage with the brand, the communities; also, are more active on this channel.

#### 3.4.3.1 Operationalization and Measurement of Variables

In order to measure the variables, and in this study, the elements of social media marketing activities and the customers' brand loyalty, applying Likert scale is a preferable choice. This measurement format can help the participants have a better view of the questions and the way to address them. For this study, the authors have adapted the Likert scale of 1-5 and decided that 1= Strongly disagree; 2 = Disagree; 3 = Neutral; 4 = Agree; 5= Strongly agree. Generally, the data, when being transferred and analyzed using the SPSS tool, would be systematically and analytically sorted out in a more effective way if Likert scale is applied during the data collection process.

Being inspired and developed further from a study by Bilgin (2018) in which the effect of social media activities on consumers' brand equity and loyalty is also investigated, the operationalization table below plays the role of a general structure for the questionnaires. It demonstrates dependent variables of 6 elements in SMM and an independent variable of Brand loyalty with their definitions and question items.

<b>Variables</b>	<b>Definition</b>	<b>Items</b>	<b>Item's question</b>
<b>Entertainment</b>	Experiences generated by marketers on the social media platforms, which are perceived by customers as exciting and lively, can be considered as an entertainment element of SMM (Agichtein et al., 2008).	ENT 1	The social media platforms by Samsung are enjoyable.
		ENT 2	The content found on Samsung's social media is interesting.
		ENT 3	It is interesting to get products' information on Samsung's social media.
<b>Interaction</b>	Interaction elements can be defined as the two-way communication opportunities that are provided by social media to exchange information (Kim & Ko, 2012).	INT 1	Information sharing is possible on Samsung social media.
		INT 2	It is possible to have two-way interaction with administrators through Samsung's social media.
		INT 3	It is easy to convey my opinions or have conversations with other users through Samsung's social media.
<b>Trendiness</b>	The Trendiness element of the SMM can be defined as the hot and pressing topics or trendy information that a brand plans to communicate to its customer (Naaman et al., 2011).	TRE 1	The contents shown in the social media of Samsung are up to date.
		TRE 2	Samsung utilizes prominent trends for its activities on social media platforms.
		TRE 3	Samsung responds instantly with the latest tendencies

<b>Customisation</b>	Customisation element of the SMM activities refers to the personalized services, marketing promotions to satisfy the consumers on an individual level (Godey et al., 2016).	CUS 1	The information that I need can be found on the social media account of this brand.
		CUS 2	The social media of this brand provides the specifically designed information for different customers' segments.
		CUS 3	Samsung's social media provides customized service.
<b>Word of Mouth</b>	Word of Mouth of the SMM activities can be defined as the information being spread out about a product or brand using social media platforms by the current customers or the potential customers (Hennig-Thurau et al., 2004).	WOM 1	I would recommend Samsung to others through social media.
		WOM 2	I would like to pass along information on Samsung's products and services from its social media to my friends.
		WOM 3	I would like to upload contents from the social media of Samsung on my blog, Facebook page, Twitter.
<b>Promotion</b>	Promotion can be defined as methods to boost consumption via short-term campaigns in order to persuade targeted consumers to engage (Keller, 2009)	PRO 1	I follow Samsung's social media for promotional campaigns
		PRO 2	I like social media promotions published by Samsung
		PRO 3	Promotional information on Samsung's social media is useful

<b>Brand Loyalty</b>	Brand loyalty is considered as a genuine commitment by customers to repeatedly purchase or be in favor of certain products or service (Jackson, 2006)	LOY 1	I intend to keep purchasing the products and services offered by Samsung.
		LOY 2	I consider myself to be loyal to the Samsung smartphone brand.
		LOY 3	I usually consider Samsung as my first choice when buying a smartphone

*Table 1: Operationalization of Variables*

#### 3.4.3.2 Questionnaire Design

Saunders et al., (2012) advised that the design of the questionnaire can have a significant impact on the final result of any studies; thus, it is critical to envisage the overall layout of the survey. Also, the description of the questions themselves should be clear, simple to understand so that the participants can find no difficulties in giving their responses. Thanks to the transparent structure, the answers gained from this process would become more reliable. The questionnaire design for the study would include 3 parts, the first one has 4 demographic questions asking the respondents to give the general information of their genders, ages, occupations and marital status. The second part includes 3 questions about their preferences in the usage and participation on different social media platforms. The last and also the major proportion of the survey contains questions of 6 studied elements of social media activities. The close-ended questions are chosen since they are more suitable for the questionnaire technique while open-ended questions might be a better option for interviews and focus groups (Bryman & Bell, 2011). Having considered different options with the target to select the appropriate tool which can meet all the requirements mentioned, the Google form is considered as a convenient and efficient way for the respondents to answer the questions and therefore, has been decided as the tool to gather information for this research.

### 3.4.3.3 Pilot Testing

Pre-testing in carrying out a survey questionnaire technique is deemed as an important step to see if the survey is well-designed to measure its functionality and if it needs further consideration and improvement. As suggested by Bryman & Bell (2011), it is during this stage that the researcher gets feedback from the respondents who are willing to participate in the pilot test to see the good and the need-to-improve issues. Moreover, validity could be gained if the survey questionnaire is scanned through by a professional. The authors of this study decided to send the survey to a group of three people working in the marketing field to get feedback from them to see what can be improved in the survey and only after having a final revised version had this survey been sent out to gather answers for this research. They advised that the Vietnamese version of the questionnaires should be translated in a more direct way and in some cases, short definitions of some specific terms could be added to ensure the smoothness of the data collection process and to avoid any confusion and misunderstandings.

## 3.5 Research Quality

According to Kirk & Miller (1986), reliability is defined as the ability that the observed findings of the research are not affected by unexpected occurrences. Those circumstances can be referred to as favouritism and mistakes coming from both respondents and writers, which can pose unfavourable impacts on the data analysis and final results. Bias, personal preferences, experiences, uninterest or any external factors can prevent respondents from fully dedicated to contributing to the interviews or surveys thus to the research in general. Similarly, those problems can also occur to the researchers during the process of studying the findings gained from responses. Another explanation for reliability is that the research findings can be able to be interpreted in a similar way if the nature of the research is replicated such as time frame, number of samples, etc. Researches are considered reliable in case the empirical findings can maintain their consistency and reproduction ability (Saunders et al., 2009).

In order to limit problems concerning the reliability of the research, respondents who help with the survey have been asked for permission to contribute. Due to language barriers and technical terms, the survey was translated into their native one. As two writers are native speakers of the language,

the number of possible errors are kept to the minimum. Therefore, participants were free of choice to choose between English and Vietnamese versions to reduce confusion and misunderstandings. As the purpose of the research, respondents who do not have a solid background in business, familiarity in technical terms or fail to understand English, Vietnamese version is a proper choice. Vice versa, the other version is suitable for respondents who have language fluency and knowledge in business. Also, the survey participants were given a proper amount of time to complete the survey, thus, they were able to carry out in a chosen period time frame to suit their needs. However, it is unavoidable that there are some presences of participant bias and mistakes. For example, personal experience such as a poorly handled case created a traumatized and dissatisfied attitude towards the brand, or external factors such as children, errands, or overloaded work might have interfered with the process. Throughout the survey, there are some questions to remind survey takers of the criteria for the research. When they fail to meet those, they would be asked to stop the survey to avoid broken consistency and major errors to the collected data analysis. Later, those survey responses were exported into excel sheets by Google form then rechecked for any error. Those invalid answers were excluded before proceeding with the data analysis. In terms of secondary data, it was gathered from confirmed reliable sources such as university library website, high rated and reputable journals and articles.

The validity of research can be explained by the fact that the research materials are evaluated carefully to maintain the logic and quality throughout the entire research (Rubio et al., 2003). Validity is considered to be essential to the empirical findings since it can determine which variables should be eliminated due to low validity evaluation, thus, hypotheses would be rejected. Therefore, the research will go through different tests during the data analysis to calculate and figure out whether the variables are valid for the study or not. Moreover, validity also refers to the proper selection of criteria for the research, which later results in empirical findings (Fisher, 2007). In this study, the conceptual framework and abstract background in the previous chapter were built upon references and development withdrawn from the preceding investigation and documents.

### **3.6 Data Analysis**

To serve the purpose of this study and answer the research questions, based on the conceptual framework, Brand Loyalty is the dependent variable that is influenced by other six elements.

According to the study's nature, the quantitative method was used and surveys have been carried out to gather data needed for the analysis.

All of the collected data are stored then exported into Excel sheets from Google form. The data is undergone through one double-check by the authors to prevent any unexpected mistakes. Then the data is put into SPSS for analysis to generate detailed results. Next, the first part of the survey which concentrates on the general information of the respondents is taken to get the demographics of the participants as well as the frequency (number of people) and ratio, etc. Then the Reliability test is used to evaluate the variances in terms of reliability, validity and consistency using Cronbach's Alpha scale. Next, Exploratory Factor Analysis (EFA) is applied to examine the variables by recognizing correlations and similar patterns among them. This method is conducted on the two types of variable groups which are independent and dependent variables. After finding those relationships, Pearson Correlation test will find out whether those correlations are positive or not. In this test, the variables are analyzed as correlated or not correlated. Lastly, the Multiple Regression test is measured to discover the connection between independent variables and dependent one. Using R square measurement, the strength of the connection is used to analyze how much the dependent item is clarified.

### **3.7 Research Ethics**

Saunders et al. (2009) emphasized the importance of ethical considerations and the utmost need for researchers to ensure those considerations are well obliged. Those principles consist of anonymity and rights of the participants, the benevolence of the research, the prevention of malignity to harm others and the operation of collected data (Bryman & Bell, 2011; Saunders et al., 2009). These considerations ensure that the participants of the research are fully aware of the analysis, storage and handlings of their contribution to avoid fraud, leaked personal information, false usage purposes, etc.

In order to achieve those goals, the survey was sent to potential participants through social media personally along with some brief information so they can quickly get some general ideas of the research. Also, there are particular bullet points included in the research survey introduction such as background, purpose and the nature of the research to remind the participants again and to avoid

deception. There are two main categories recognized by the authors as the most important are the prior consent and the protection of respondents' privacy. Therefore, all the participants are provided with anonymity right that their identities and personal data shall be kept confidential and used for academic reasons only. Survey responses received from them were then considered as prior consent to contribute to the research. In addition, participants are welcomed to give out suggestions and feedback to the authors to avoid writers' bias and errors.

## 4. FINDINGS

---

*This chapter presents the results of the survey questionnaire with the use of SPSS. The data will be displayed and presented in Demographics analysis, Reliability testing, Factor Analysis, Correlation testing and Multiple Regression. The study has collected 208 responses from respondents; however, 11 are not qualified for further analysis, hence, only 197 valid responses will be used for statistical analysis.*

---

### 4.1 Demographics of the respondents

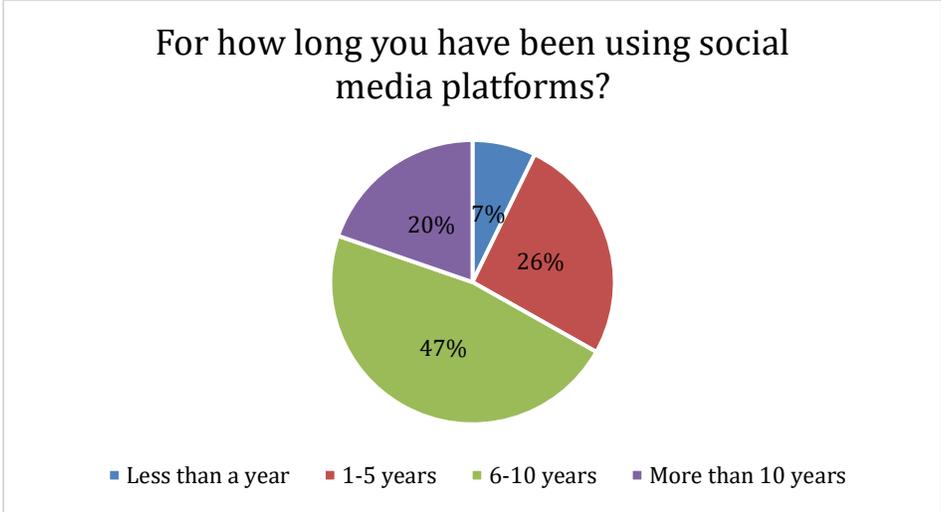
This section demonstrates the demographic information of the respondents, in this research, it includes the following characteristics: gender, age, marital status and occupation. The first four questions in the survey covered these four general information sections of the respondents. As explained above, the survey was conducted on online platforms and through personal contacts, with a total of 208 responses collected. Out of 208 responses, there are 197 ones that met the validity requirements, then later put in SPSS for further analysis. The survey has targeted respondents of all genders and age groups for general diversification but mainly focusing on the young group range from 18 to 35 years old due to their habit of using social media platforms. The tables below indicate the ratio of male and female proportion as 46.7% and 53.3%, respectively. 41.8% of the respondents belong to the age group of 18-25, while 32.7% belong to the 26-35 years old group. The rest are separated into different age groups as seen from the table.

<b>Gender</b>	<b>Ratio</b>
Male	46.7%
Female	53.3%
<b>Age</b>	
Under 18	7.7%
18 – 25	41.8%
26 – 35	32.7%

36 – 45	11.5%
Over 45	6.3%
<b>Occupation</b>	
Student	32.7%
Employed	47.6%
Freelancer	15.4%
Unemployed	1%
Others	3.3%
<b>Marital Status</b>	
Single	45.7%
Married	48.6%
Divorced	1.9%
Others	3.8%

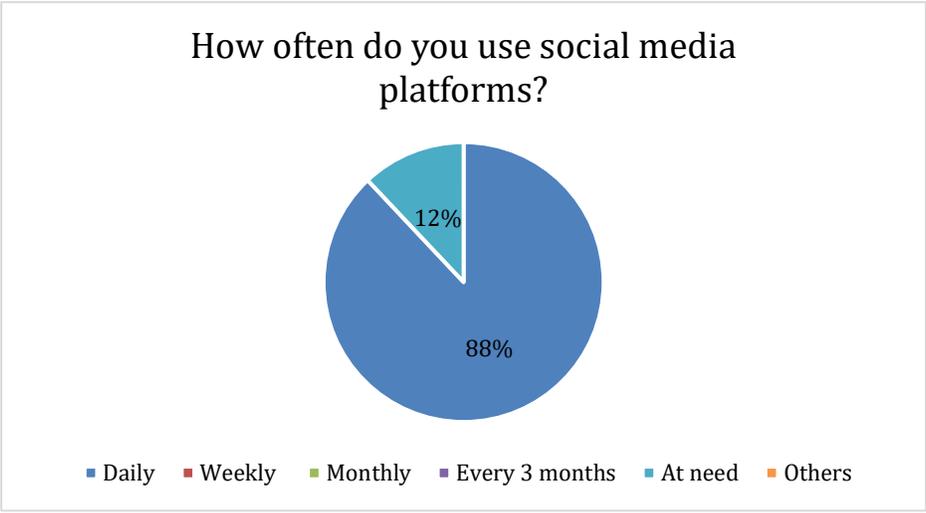
*Table 2: Demographics of Respondents*

As the purpose of this study is to examine the impact of Social Media Marketing activities on the Brand Loyalty of smartphone users of Samsung, it is important that Samsung users experience the brand’s marketing activities. To make sure that they participate and interact with Samsung on social media platforms, the survey included one more part in which respondents are asked about their social media usage habit and frequency of the respondents. There are 11 out of 208 responses that stated “Not follow and/or interact with Samsung”, therefore, those responses are excluded from the data set.



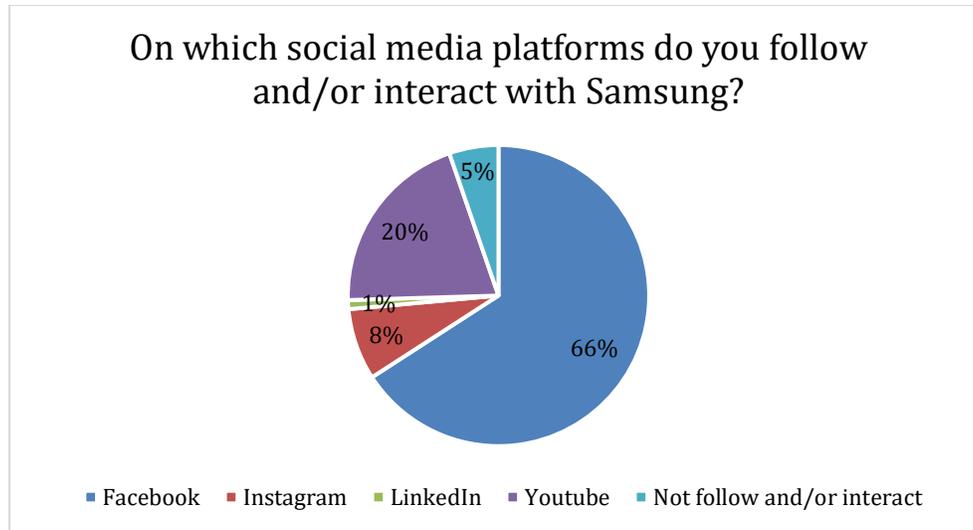
**Chart 1: Duration of using social media platforms**

Most of the respondents have been using social media for around 6-10 years. 26% and 20% of them have used it for 1-5 years and more than 10 years, respectively.



**Chart 2: Frequency of using social media platforms**

88% of the respondents go on social media platforms on a daily basis, while 12% claimed to use it only when necessary. None of them use social media once every week or month or every 3 months.



***Chart 3: Social media platform (s) for interaction with Samsung***

Most of the respondents are currently following and interacting with Samsung on Facebook and Youtube. On the other hand, 11 participants accounting for 5% in total claimed to not follow Samsung, therefore, they are excluded from the study.

#### *4.1.1 Other findings*

During the process of observing the sampling set, the authors have identified some unique patterns thus, some insights have been drawn out to get more information of the respondents’ opinions toward the study. The data set was filtered out by each group of age, gender, occupation and marital status, also, it was processed by respondents’ habits of social media usage. Due to the large amount of outputs, only unique and outstanding patterns of observation will be described as followed. Those findings will then be addressed and discussed more in the final part of the study.

First of all, regarding age group, it was observed that participants belonging to the age group of “Under 18” did not correspond well with two aspects of Samsung social media marketing activities, namely, Promotion and Entertainment. Although they answered the survey with various options ranging from 1 (Strongly disagree) to 5 (Strongly agree), most of the answers focused on the range of 1 to 3 (Neutral). Whereas those same opinions of respondents with the age of “Over 45” reflected contrastingly as they are more positive since the answers range mostly between 3 and 5. The authors also observed a similar trend which shows that Entertainment and Promotion

were evaluated weakly by student respondents. On the other hand, participants of other occupations returned more positive answers than students' ones.

Regarding the platforms that respondents follow and interact with, there are some patterns observed during the process of analyzing the data. When people interact with the brand on Facebook, they have reflected that all of the factors caused positive influences and impressions on them. While respondents following Samsung on Instagram showed a tendency to evaluate weakly on the brand's Entertainment and Interaction factors. In contrast, Promotion factor received a rather poor rate from the testers following the Youtube account of Samsung Vietnam.

## 4.2 Reliability Testing

Reliability Testing is used with the purpose of understanding the extent of consistency that the customers can maintain throughout the responses and estimate the reliability and validity of the survey (George & Mallery, 2003). Moreover, the researchers applied Likert scale which is a method to collect responses' opinions and the extent of them about one matter, normally through a five-point or seven-point scale. According to Bryman & Bell, 2011, research using Likert scale method might yield unavoidable errors that the respondents usually fail to relate to, thus, lead to incoherence and mix-up between concepts. Reliability test also examines hence ensures the consistencies of the units within the research (Bryman & Bell, 2011).

Popularly used by plenty of researchers for this consistency testing is Cronbach's Alpha. This method will split the criterion into half then investigate and compare these halves to check for correlation and consistency. The generated coefficient lies between 0 and 1, with 0 representing no consistency and correlation and vice versa. The desirable level of reliability is suggested to be above 0.65 so as for variables to be valid for the analysis (Kopalle & Lehmann, 1997).

Variable	Reliability Statistics	
	Cronbach's Alpha	N of items
Entertainment	.796	3
Interaction	.673	3

Trendiness	.689	3
Customization	.759	3
Word-Of-Mouth	.692	3
Promotion	.694	3
Brand Loyalty	.933	3

**Table 3: Reliability Testing**

The Cronbach's alpha value has the range from 0 to 1, in which 0 indicates no reliability and vice versa (Bryman & Bell, 2011). Also, as explained above, the value should be higher than 0.65 to prove the validity of the variables of the study. According to the tables above, it can be seen that all variables have Cronbach's alpha value of above 0.65, which proves that those variables are qualified for the analysis.

### **4.3 Exploratory Factor Analysis (EFA)**

The Exploratory Factor Analysis (EFA) is a factor deduction technique used to decrease a plenty of observed attributes and divide them into smaller groups that share a common pattern and trend (Pallant, 2013). In order to achieve that goal, during the process, chunks of similar moving direction patterns and correlation of variables are diagnosed. Later, the components that possess those characteristics are captured together into one cluster by the methods of factor rotation and extraction (Hadi et al., 2016). The Exploratory Factor Analysis is recommended to be applied in the beginning steps of the analysis in order to gain information and investigate the correlation between subscales. Moreover, the study is carried out through a large variety of items and samplings, this method helps reduce the variables number and identify interconnections among them, so that they can be analyzed easier in further steps such as multiple regression (Pallant, 2013).

Specifically, at first, the data underwent a test to prove the validity of the variables that it is qualified for EFA testing. There are two sections that are considered essential during the test which are the sampling size and the impact of the connections among the items. Hence, in order to investigate those, two measurements are applied which are the Kaiser-Meyer-Olkin (KMO) (Kaiser, 1970, 1974) and the Bartlett's test of sphericity (Bartlett, 1954). The acceptability of the

analysis is determined by KMO measurement whereas Bartlett's test of sphericity will examine the efficiency of the variables connections then decide if the data set is qualified for further analysis (Hadi et al., 2016). KMO value lies between 0 and 1, in which 0 suggests insufficiency and vice versa. The closer it is to 1, the more efficient the data set. However, it is recommended that the KMO index should exceed 0.6 in order to achieve adequacy (Tabachnick & Fidell, 2001). In addition, in Bartlett's test of sphericity, the significant value should not exceed 0.05 for the data set to be valid for further analysis (Field, 2000).

After KMO and Bartlett's test, the data set continues to be analyzed using factor rotation technique in order to group them into subscales that share the same pattern. There are a number of extraction and rotation methods, namely, Varimax, Oblimin, etc (Pallant, 2013). However, considering the nature of this study, the Varimax rotation approach is chosen on the ground that this approach generates results that are interpreted with ease (Tabachnick & Fidell, 2001). Additionally, this technique helps to minimize the number of variables that are holding the highest loadings on each component, which would help the writers to identify which component has the high loadings and group them into one cluster. Another point is that since SPSS has not yet released a function of labeling the cluster of similar items, the pattern has to be recognized manually, so as the data interpretation.

This EFA test will be applied on two sets: independent and dependent factors. The independent group consists of Entertainment, Trendiness, Interaction, Customization, Word-Of-Mouth and Promotion whereas the other group includes Brand Loyalty as its sole component.

#### 4.3.1 Independent variables

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.647	
Bartlett's Test of Sphericity	Approx. Chi-Square	924.117

	df	153
	Sig.	.000

**Table 4: Exploratory Factor Analysis**

As explained previously, the KMO index should not be lower than 0.6 so that the data set is sufficient for the analysis. According to the table above, the KMO Measure of Sampling Adequacy is 0.647, higher than 0.6 as required. Therefore, the sampling is adequate for the analysis and the variables have a close connection with the others. Moreover, the Significant value of Bartlett's test of sphericity is 0.000, which is lower than 0.05, enabling the data set to be qualified for the following steps.

<b>Rotated Component Matrix<sup>a</sup></b>						
	Component					
	1	2	3	4	5	6
ENT01	.846	.098	.155	-.015	.043	-.055
ENT02	.823	.087	.166	-.071	.042	.020
ENT03	.813	-.012	-.092	-.071	.089	-.046
INT01	.014	-.017	.023	.080	.004	.735
INT02	-.034	-.006	-.151	.021	-.040	.787
INT03	-.052	.116	.070	.059	.094	.791
TRE01	.309	.066	-.103	-.013	.708	.105
TRE02	-.005	.198	.127	.046	.760	.018
TRE03	-.035	.103	.015	-.077	.832	-.044
CUS01	.058	.752	-.030	-.046	.153	-.043
CUS02	-.032	.842	.005	-.001	.170	.084
CUS03	.139	.837	.008	.059	.030	.055
WOM01	.010	-.013	.773	-.069	.008	.056
WOM02	.104	.075	.757	.063	.089	-.026
WOM03	.072	-.081	.804	.017	-.048	-.087
PRO01	-.091	.013	.028	.837	.013	.005
PRO02	.006	.034	-.062	.867	-.122	-.032
PRO03	-.057	-.033	.033	.625	.052	.190

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 6 iterations.

**Table 5: Rotated Component Matrix**

As seen in Rotated Component Matrix table above, the items should be separated into 6 component groups using Varimax rotation method. Also drawn out from the table, it can be recognized that the item groups include components that previously belong to each item. As explained above, variables that are rotated into one component have the highest loadings on each component, which explains why they are grouped into those categories. According to the table, new groups are created and include particular items as below:

- ENT01, ENT02, ENT03 are grouped into Entertainment (ENT)
- INT01, INT02, INT03 are grouped into Interaction (INT)
- TRE01, TRE02, TRE03 are grouped into Trendiness (TRE)
- CUS01, CUS02, CUS03 are grouped into Customization (CUS)
- WOM01, WOM02, WOM03 are grouped into Word-of-mouth (WOM)
- PRO01, PRO02, PRO03 are grouped into Promotion (PRO)

#### 4.3.2 Dependent variable

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.742
Bartlett's Test of Sphericity	Approx. Chi-Square	510.962
	df	3
	Sig.	.000

**Table 6: KMO and Bartlett's Test**

Similar to independent variables, this group also underwent the EFA testing with the two important indexes that needed to be analyzed are KMO and the Bartlett's test of sphericity. The KMO value of the dependent item is 0.742, which is higher than the standard value of 0.6 as required. Also within Bartlett, the group data set generated a significant coefficient of 0.000, which is below the standard value of 0.05. Therefore, the item is proved to be qualified for further analysis. On the other hand, as the group only consists of three items within the same category which is Brand Loyalty, all items are also grouped into one cluster called Brand Loyalty (LOY). As a result, Brand Loyalty (LOY) is now having 3 items: BL01, BL02 and BL03.

## 4.4 Correlation Testing

According to Pallant (2013), Correlation testing aims to describe the connection between a pair of components of the study regarding their effect on each other and the movement of the relationship such as positive or negative. The result of the correlation comes out in the numeral form between -1 and 1. Whereas 0 can be explained that the pair of components barely have impact or relationship to each other, 1 and -1 indicate a perfect connection. The closer the result gets toward 1 and -1, the more concrete the relationship is. Also, the result within the range of 0 to -1 refers to a negative relationship in which when this component increases, the other one decreases. In contrast, the result lying between 0 and 1 reveals a positive connection between variables that when one variable increases, the other one also increases. The magnitude of the correlation is represented as Pearson Correlation coefficient ( $r$  value), while the direction and existence of the connection are interpreted through significant index  $p$ -value (DeCoster & Claypool, 2004).

In SPSS, this analysis investigates the relationship between a pair of variables, which means a representative variable should be created to illustrate the component. After Exploratory Factor Analysis (EFA) testing was carried out, new groups were generated by factor rotation and factor reduction techniques, which makes way for the new representative variables to be created. In order to do that, a new variable is computed by combining all items within that variable then assigned for their mean value. For example, Entertainment (ENT) variable is the mean of three subscales ENT01, ENT02 and ENT03. Computing using the mean method is applied since the study involves Likert scale data. These new variables not only are used for the correlation but also for the multiple regression analysis after.

		Correlations						
		ENT	INT	TRE	CUS	WOM	PRO	BL
ENT	Pearson Correlation	1	-.063	.188**	.136	.167*	-.117	.550**
	Sig. (2-tailed)		.382	.008	.057	.019	.102	.000
	N	197	197	197	197	197	197	197
INT	Pearson Correlation	-.063	1	.064	.086	-.047	.124	.300**
	Sig. (2-tailed)	.382		.369	.227	.511	.082	.000
	N	197	197	197	197	197	197	197
TRE	Pearson Correlation	.188**	.064	1	.303**	.046	-.054	.393**
	Sig. (2-tailed)	.008	.369		.000	.525	.452	.000
	N	197	197	197	197	197	197	197
CUS	Pearson Correlation	.136	.086	.303**	1	.000	.008	.343**
	Sig. (2-tailed)	.057	.227	.000		1.000	.910	.000
	N	197	197	197	197	197	197	197
WOM	Pearson Correlation	.167*	-.047	.046	.000	1	-.002	.225**
	Sig. (2-tailed)	.019	.511	.525	1.000		.974	.002
	N	197	197	197	197	197	197	197
PRO	Pearson Correlation	-.117	.124	-.054	.008	-.002	1	.250**
	Sig. (2-tailed)	.102	.082	.452	.910	.974		.000
	N	197	197	197	197	197	197	197
BL	Pearson Correlation	.550**	.300**	.393**	.343**	.225**	.250**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	
	N	197	197	197	197	197	197	197

\*\* . Correlation is significant at the 0.01 level (2-tailed).  
\* . Correlation is significant at the 0.05 level (2-tailed).

**Table 7: Correlations**

It can be seen that the Pearson Correlation coefficient (*r value*) of the Brand Loyalty shows all positive values. It can be interpreted as independent variables have positive correlations with the dependent one, which indicates that when one component decreases, the other one also decreases. In addition, according to Cohen (1988), there is a recommended measurement to which the *r value* can be explained. As *r* ranges from 0.1 to 0.29, the correlation can be considered as small. In case *r value* lies between 0.3 and 0.49, then the connection is medium, or else large if *r* is above 0.5. This measurement is also applied in case the analysis generated negative *r value* result since the negative and positive signs only demonstrate the direction of the correlation but not the magnitude.

Additionally, the significant indexes (*p-value*) of the test are all below 0.05 level which indicates that the sampling set is qualified for the analysis and they will reach the statistical significance at

0.05. However, Pallant (2013) suggested that in case of studies involving sampling size of above 100, these indexes can be ignored due to weak connections being possible to reach significance level. In contrast, in studies with small samples, the case of large correlations not being significant also happens occasionally.

#### 4.5 Multiple Regression

Multiple Regression analysis is an extended version of simple linear regression, which was first established and applied by Pearson in 1908 (Kleinbaum et al., 2013). Considering that simple linear regression only solves the analysis with only one independent variable, as in this study, there are 6 predictor components involved, therefore, multiple regression is applied to conduct the analysis. This analysis is established with the purpose of supporting certifying the association between dependent and independent components (Pallant, 2013). Serving the same purposes as correlation analysis but Multiple Regression allows a deeper exploration and understanding of the relationship between the variables (Pallant, 2013). R-square value is used to inspect the extent to which the criterion item is explained by the predictor components. It describes how much of variance of Brand Loyalty is defined by the independent variables as Entertainment, Interaction, Trendiness, Customization, WOM and Promotion.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.786 <sup>a</sup>	.618	.606	.30365
a. Predictors: (Constant), PRO, WOM, CUS, INT, ENT, TRE				

**Table 8: Model Summary**

According to Dhakal, 2018, R value in the table above measures the quality of the outcome forecasted on dependent variable. In this case, R value is 0.786 which indicates a relatively acceptable level. The R Square value of this method is 0.618 demonstrating that 61.8% of Brand Loyalty is explained by the independent variables which include Entertainment, Interaction, Customization, Trendiness, WOM and Promotion. The level of R-square means there are more elements which will have influence on the Brand Loyalty. Specifically, there is 38.2% left of Brand

loyalty that is explained by other components. It occurs as the sample size is limited since there are 197 qualified respondents. On the other hand, Adjusted R square also shares the same function as R square, however, it provides a more proper estimation only applied for studies involving small numbers of sampling (Tabachnick & Fidell, 2001). According to those particular authors, they stated that the requirement for sample size should be calculated on the ground that the number exceeds 8 times of independent variables plus 50. Regarding this study, there are six independent variables, which means the sample size should be more than 98. As there are 197 responses in total, this study is qualified for both the data analysis in general and this method in particular. It also explains that Adjusted R square is unnecessary in this case.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	-.834	.314		-2.659	.008
	ENT	.308	.028	.509	10.866	.000
	INT	.255	.043	.272	5.981	.000
	TRE	.213	.043	.236	4.938	.000
	CUS	.160	.043	.177	3.732	.000
	WOM	.164	.052	.143	3.131	.002
	PRO	.152	.024	.287	6.302	.000

a. Dependent Variable: BL

**Table 9: Coefficients**

There are two columns in the table which are Unstandardized Coefficients with sub item B and Standardized Coefficients with sub item Beta. The difference between these two is the comparison purposes (Pallant, 2013). This particular article also explains that if the author wishes to compare independent variables concerning about its contribution to the dependent items, then Beta would be a better choice. Moreover, if the purpose of the analysis is to withdraw a regression equation, then B should be an appropriate fit. At first, the variables are compared with a view to explain which factor poses a stronger impact on the Brand Loyalty variable. Therefore, Beta would be put in use to serve such a purpose. As seen from the table above, Entertainment possesses the highest Beta or highest unique contribution of 0.509 on the dependent item. Then followed by Promotion,

Interaction and Trendiness, respectively with a Beta of 0.287, 0.272 and 0.236. Next, Customization and Word-Of-Mouth gain a relatively weak contribution of 0.177 and 0.143, respectively.

On the other hand, considering the impact of independent variables on the dependent ones, Unstandardized Coefficient B is chosen to analyze. As seen from the table, all the B of 6 items are above 0, which indicates positive impacts they have on Brand Loyalty. This index also illustrates the extent to which dependent variables will vary when one of the criterion items increases by one unit (Dhakal, 2018). For example, it means that in case the Entertainment level inclines by one unit, the level of Brand Loyalty will also increase by 0.308. Similarly, since all the values in the column are positive, it can be considered that when the independent variables increase, the level of the predictor item also increases with a particular rate as seen in the table.

Also, the significant indexes of all the variables are below 0.05. This indicates that the sampling set is valid for the analysis and they make a significant contribution to the dependent variables.

## 5. DISCUSSION

---

*This chapter demonstrates the discussion of hypotheses resulting from the previous chapter. The rejection or acceptance of the proposed hypotheses is developed through the outcome of the data analysis. The results would also be discussed in connection with the theoretical background and may suggest further theoretical and managerial implications.*

---

### **Hypothesis 1**

Hypothesis 1 investigates whether Entertainment could pose a positive impact on Brand Loyalty. According to the data analysis result, the hypothesis is strongly supported. Entertainment holds the most impressive connection with Brand loyalty compared to other components. As seen from the analysis part, Entertainment not only established a strong positive correlation with Brand loyalty but also made a significant unique contribution to it. According to the multiple regression analysis, Entertainment gained a significant level of 0.000, making it valid for the study. Also, the Unstandardized Coefficient B of ENT is 0.308 meaning that the relationship between the two variables is positive. Specifically, the more entertaining the contents that the brand offers on social media are, the more engaging and loyal the customers are toward the brand.

It can be seen that the impact of Entertainment on brand loyalty varies in some previous research. According to Kim & Ko (2012), in the luxury fashion industry, this component of SMM activities positively enhances Brand loyalty the most among the proposed variables. Erdoğan & Cicek (2012) also shared the same conclusion while Ebrahim (2020) presented that the loyalty level of customers toward one brand is not positively influenced by the entertainment factor in his research in telecommunication companies, which can be explained that the author added the factor of customer trust as an intermediary between SMM and brand loyalty. Thus, different industries may have some differences in terms of Entertainment as the influential factor towards Brand loyalty. Yet, the outcome from the data analysis in this study shows that for Samsung smartphone maker, Entertainment is an important aspect in building an influential customer-brand relationship and

repurchase intentions. Specifically, activities that the brand is conducting on social media platforms should aim to boost up entertaining contents. Those activities can vary from educating buyers, offering advantageous campaigns or launching new products and services. By concentrating and investing in such features, companies can hope to reinforce brand loyalty and the relationship between brands and customers.

In addition, it may arise from the outcomes of this analysis that Entertainment factor is what users are seeking in the content on social media platforms. This can also imply that users are more likely to refrain from the thought that brands are only the place to make a purchase decision. They are now more likely to think of them as a source of entertaining posts along with other useful information. This might be worth note-taking when social media is dominating as a place where people want to find fun and hilarious things to relax away from the unpleasant and tough realities (Erdoğan & Cicek, 2012). To make the best use of it, brands should work on generating more participative and entertaining contents on social media to attract the consumers' attention. They may even break the barriers in regard to types of activities and subjects that brands should refrain from establishing online.

## **Hypothesis 2**

Hypothesis 2 suggests that Interaction has a positive direct impact on Brand loyalty. The hypothesis is accepted as a result of the data analysis. Based on the Pearson Correlation and the multiple regression test, Interaction is believed to have a particular impact on Brand loyalty. In both tests, Interaction was calculated to have a positive correlation on the dependent variable. As in the Multiple regression analysis, in terms of Unstandardized coefficient B (Table 9), it can be explained that when Interaction increases by one unit, then Brand Loyalty also moves with a similar tendency by 0.255 in units.

Again, when being compared with the results from previous papers which have also been done to investigate these SMM activities dimensions, different conclusions have been reached. While Kim & Ko (2012) have perceived the importance of this proposed element, Ebrahim (2020) showed a contrasting outcome for this element, Interaction, in his research, highlighting that in his specific case, Interaction does not correlate with brand trust, brand equity or brand loyalty. Within our

researched case of Samsung in Vietnam, this variable holds a second strong correlation with Brand loyalty based on the multiple regression result. This implies that interaction plays a vital role in building repurchase intention and increasing customers' commitment to the brands. Through interaction with other users on social media, customers are able to exchange values and information, which enables trust to increase. Furthermore, it is undeniable that trust is a valuable asset to one company. Not only that, by providing interactive services to the customers, brands can save customers from spending too much effort in seeking information (Merisavo & Raulas, 2004; Laroche et al., 2013). Therefore, customers' satisfaction levels are ensured and customers feel comfortable having their opinions heard and questions well responded to.

Another support is that during the time of the global pandemic, the marketing and business environment is witnessing nonstop competitiveness in every industry and the mobile industry is not an exception. With direct competitors such as Apple, Huawei, Xiaomi, LG, etc and their continuous innovation plan, in order to maximize performance on a long-term basis, brand loyalty is an ultimate goal that needs to be invested in. Particularly, customer-brand relationship is a key to reinforce brand loyalty. Therefore, the interaction between customers and brands should be prioritized efficiently.

### **Hypothesis 3**

In this hypothesis, Trendiness is proposed to have a positive direct impact on brand loyalty. Similar to the other previous hypotheses, this one is also approved true based on the outcome generated within the data testings. Trendiness spares a connection with Brand loyalty, placing second after Entertainment in the Pearson's Correlation (Table 7) test with the coefficient of 0.393 (Table 9), indicating a rather medium connection according to the guideline explained in the previous section. Furthermore, in the multiple regression analysis, not only holding a positive relationship with the dependent variable, Trendiness also poses an acceptable impact on it. As seen from the table in the Data analysis part, it can be explained that if Trendiness increases by one unit, Brand Loyalty will also rise with the difference of 0.213, quite a bit smaller compared to Entertainment and Interaction. However, the given indexes in both analyses illustrate that this variable can reach a certain level and have a unique contribution to the Brand loyalty component.

This result comes in line with plenty of previous research. Ebrahim (2020) shared similar results and stated that fresh updates are the reason motivating users to engage in social media platforms while exchanging information online. According to Yadav & Rahman (2018), brands should concentrate on utilizing social media platforms and also other online networks to publish contents to the users with the most updated, latest and most current information and trends. It is believed that the popularity of the contents can also determine the strength of customer loyalty toward the brands (Erdoğan & Cicek, 2012). This information can help to encourage and persuade consumers to stay along with the brand (Yadav & Rahman, 2018). Not only updating the general information, but brands should also keep in mind about the customers' persona as well, such as their current perspectives, interests, etc.

#### **Hypothesis 4**

Hypothesis 4 (H4) is proposed to see if Customization has a positive relation with Brand loyalty, and this one is also accepted.

In their study, Kim & Ko (2010) also wanted to see the correlation between Customization and Brand trust, an indicator leading to Brand loyalty, they also concluded that this dimension has a positive influence on the other.

The Pearson Correlation (Table 7) value indicates that the correlation between Customization and Brand loyalty is 0.343, falling into the medium category. Understandingly, an absolute value of 1 means that there lies a perfect linear relationship between the two mentioned variables, and a correlation close to 0 might indicate that there is no relationship. In this case, it can be seen that Customization does not have a strong relationship with Brand loyalty; yet this value describes a moderate correlation. Further, when looking at the Multiple Regression test, Customization has the value of 0.160 in terms of Unstandardized Coefficients B (Table 9) which might help to explain if Customization increases by one unit, Brand loyalty will also be affected and go up by 16%.

This result is also in line with the outcome from a paper by Sano (2015), who also concluded in his paper that Customization, along with other elements of SMM have significant relation with customer satisfaction in the industry of insurance. Unarguably, Customization can be regarded as

a major difference between conventional advertising media and digital social platforms and can be used to generate customer satisfaction (Seo & Park, 2018). The extent to which a service can meet the demand and satisfy the needs of customers might represent its level of customization (Schmenner, 1986); therefore, Customization would definitely serve as an effective tool for businesses to convey their uniqueness and enhance loyalty perceived by consumers (Martin & Todorov, 2010). The majority of respondents in this study falls in the young-aged groups from 18 to 35, meaning that they can show greater support for brands with unconventional ways of personalizing products and services. This helps the brands to have more motivation to pursue Customization throughout their business activities.

## **Hypothesis 5**

H5 tests the correlation between Word Of Mouth and Brand loyalty. From the previous tables of data and analysis, we can accept this hypothesis.

The significance value of Word Of Mouth in Regression test is 0.002, making it valid for the analysis. As the data in Pearson Correlation (Table 7) shows, Word Of Mouth is positively associated with Brand loyalty with the value of 0.225. Still, if the correlation is greater than 0, it is understood that it is a positive correlation. Specifically, since the positive correlation range can be classified into three types, regarded as weak, medium and strong, with the *r value* lying between 0.1 to 0.29, the correlation between these variables would be sorted into weak types. This can be considered that there is a minimal relationship between Word Of Mouth and Brand loyalty. To compare the effects of different independent variables on Brand loyalty, we need to look at the Standard Coefficients Beta (Table 9). In detail, the Multiple Regression test reveals that the Standardized Coefficients Beta value for Word Of Mouth is 0.143, the lowest value among the six independent variables. It can be inferred that Word Of Mouth is the least important variable that poses impacts on Brand loyalty.

It is also worth seeing that in their research in luxury fashion, Kim & Ko (2010) finds out that Word Of Mouth is positively related to intimacy and purchase intention. However, Word Of Mouth can be viewed differently from different perspectives, meaning that this dimension can either be the antecedent leading to customer satisfaction or customer satisfaction can result in Word Of

Mouth (Liljander & Strandvik, 1995). Interestingly, in his research in the insurance industry, Sano (2015) figures out that customer satisfaction is positively associated with positive Word Of Mouth. Undeniably, since people love sharing their experiences with their family, friends and other acquaintances, it is usually deemed as an efficient tool for the dissemination of information (Jalilvand & Samiei, 2012). That can explain why Word Of Mouth can be utilized by both consumers and brands to, from the consumers' side, spread the negative or positive opinions about the brands they have a preference for and from the brands' side, make an effort to turn positive Word Of Mouth into repurchases and profits. Sharing their result of the study on the impact of Word Of Mouth on brand equity, Virvilaite et al. (2015) also concluded a positive correlation between the two variables. Thus, the given analysis and discussion have tried to convey the notion that Word Of Mouth can indeed leave a remarkable impact on Brand loyalty.

## **Hypothesis 6**

This hypothesis aims to investigate the relationship between Promotion and Brand loyalty. It came out from the data analysis that H6 is accepted.

A study which was conducted earlier in the context of the Tourism industry of Vietnam by Wen-Hsiang & Nguyen (2013) constructed a positive correlation between online promotion and customer loyalty. The data collected for this paper are also generated in the same setting, yielding a similar positively associated relationship between Promotion and Brand loyalty.

Considering the Pearson Correlation (Table 7) indicator, the value indicating the relationship between Promotion and Brand loyalty is 0.250, falling in the weak positive scale though, still can be interpreted that the two mentioned variables are positively related. It might be too early to generalize this result to all SMM activities launched on digital platforms by the brand or to all age groups of customers; however, promotional marketing activities would surely result in some impacts on the customer loyalty towards Samsung. Referring to the Regression test, the value for Unstandardized Coefficients B (Table 9) of Promotion is 0.152, meaning that when all other independent variables are held constant, one unit change in Promotion variable will lead to 15.2% increase in Brand loyalty.

This relationship has also been discussed by other researchers. Erdoğan & Cicek (2012) testify the campaigns run by the brands on social media and reckon that they are the most significant drivers of brand loyalty. Additionally, eMarketer has done some research and proposes that the consumers generally choose the social media platforms as a means to be updated with a company's products and promotional campaigns (Mangold & Foulds, 2009; Leggat, 2010). The content of the brand's promotional campaigns, therefore, should receive greater attention to ensure their diversification and usefulness, which then may help to contribute to the acceleration of customer loyalty towards the brand.

## 6. CONCLUSIONS

---

*This chapter will summarize all the major points of the study. Additionally, the theoretical contributions, managerial implications, limitations and directions for further studies will be described.*

---

The research has investigated the effect of the mobile phone brand Samsung's social marketing activities on brand loyalty based on the perspectives of customers. Research questions and objectives were created in order to fulfill the purpose of this investigation. In addition, the research result derived from multiple analyses is believed to have generated a contribution in terms of both practicality and theory. Therefore, this study hopes to help brands and marketers shape a strong relationship with customers and spread out positive vibes and brand image not only to current customers but also to the potential as well. As digital platforms are dominating the marketing community with their huge range of useful and convenient features, companies are eager to gain deep understandings and utilize the best of social networks to communicate with their consumers. This research also aims to help master that mission.

The findings of the study illustrate that all of the components within social media marketing activities overall have a positive influence on the customer's loyalty to the brand. Specifically, the entertainment factor on social media is the most significant driver of brand loyalty, followed by trendiness and interaction. Those three constituents are top 3 of customers' expectations toward the mobile phone manufacturer regarding the marketing proceedings on digital platforms.

### **6.1 Theoretical contributions**

There is a constant growth within the amount of research about the aspect of social media marketing's impact on brand loyalty. The findings of this study are believed to deliver specific values to the marketing and social media marketing literature, exceptionally the connection between SMM and brand loyalty. As mentioned earlier in the discussion part, the findings of this study align with antecedent articles that agree on the positive influence of SMM on brand loyalty

(e.g. Erdoğan & Cicek, 2012; Kim & Ko, 2010; Yadav & Rahman, 2018, etc.). Additionally, according to Bagozzi & Dholakia (2006), customers who follow brands on digital networks have the tendency to remain loyal, therefore, this research shows a similar conclusion that SMM activities have a significant part in increasing brand loyalty.

The SMM activities' elements chosen for this research have been adopted from another study in the fashion industry by Kim & Ko (2012) with one more dimension which has been validated and consolidated from previous chapters. By and large, these six components of Entertainment, Interaction, Customization, Trendiness, Word of Mouth and Promotion have impacted customer loyalty towards the brand with different altitudes. Nevertheless, the role of each examined component of SMM activities varies in different studies. Specifically in this regard, current research corresponds with the studies of Kim & Ko (2012) and Erdoğan & Cicek (2012) which found out that Entertainment is the most considered component for the consumers. Interaction, Trendiness and Promotion have been proved to have moderate levels of influence on brand loyalty and followed by Customization and Word of Mouth which also have some certain impacts. Brands have been utilizing SMM activities as an effective communication tool to engage consumers and deliver valuable information (Ebrahim, 2020) and for a specific industry of smartphone makers, the six studied elements of SMM have been validated and testified their importance in the digital marketing setting.

## **6.2 Managerial implications**

As addressed formerly in the problem discussion part, Samsung smartphone brand and their marketing proceedings on the digital networks are considered to have an influential and notable impact on the customers. In term of practicality, considering the future campaigns and Samsung's market competitors, this research intends to provide managerial implications with which the administrative managers and marketers can utilize the best out of social media to conduct their marketing strategies in order to build a stronger customer loyalty towards the brand and the products as well. Entertainment element describes the exciting and lively level of the activities that the brand is executing on digital networks regarding visuals, ideas, contents, events, etc that attract customer's attention to the brand. The significant level of this factor means that the more

entertaining and participative the contents are on social media, the more engaging and loyal the customers are towards the company. As explained in the discussion part above, entertainment was analyzed and conceived to be an exceptional element within the SMM, which is also similar to the findings of this study. As suggested by Agichtein et al. (2008), from the perspectives of the customers, entertainment is recognized as the interesting and dynamic vibe that the brand is capable of delivering so as to increase the engagement and customer experience. Furthermore, the experience that the customers expect to acquire can be achieved through a variety of means. Companies can consider presenting informative contents for example educating customers about the products and the brand itself. The entertainment demand can also be fulfilled by the brand producing fun and hilarious contents or involving customers in the brand's marketing activities. Specifically, user-generated content (UGC) currently utilized by a number of companies is an extensive community that companies build up for the customers, in which they can freely come up with their own ideas and concepts that they expect to see from the brands, also to voice their opinions and exchange information with other users, etc.

The domination and massive usage of digital platforms have provided customers with a diversity of alternatives and approaches from which they can extract information. Companies can now consider establishing more engaging and interesting concepts and fund more investment into intensive digital materials and tools to transform their non-traditional marketing proceedings on social networks into worthwhile results. According to Yadav & Rahman (2018), brands should invest concentration on employing social platforms to publish contents to the users with the most updated, latest and most current information and trends. Those contents are more likely to be shared and discussed among young people who spend plenty of time on social media and are the first to perceive any updates on a daily basis. The more popular the contents are, the stronger the relationship and loyalty of the customers (Erdoğan & Cicek, 2012). Apart from paying attention to the information refreshing, companies and brands should also take into consideration other materials such as customers' hobbies, interests, etc. This trendiness factor can help to encourage and persuade consumers to stay along with the brand (Yadav & Rahman, 2018).

On the other hand, interaction is another factor that is considerably important to the brands in respect of SMM activities. This influence can be addressed from two perspectives, the brands and the customers. First of all, from the brands' outlook, by interacting with the users, companies can motivate them to get involved in discussions on digital networks. Mutual online conversations can ascertain the smoothness and efficiency, thus, generate more ideas and suggestions for companies to offer to the consumers. From the customers' point of view, communicating with the brands help them to get their problems and uncertainties solved on time and immediately, therefore, customer satisfaction is increased then influences brand loyalty. Brands can apply some feasible suggestions such as distributing resources and staff for social media communities management, approaching the customers even before they realize their needs, varying the tools for effective communication purposes, etc. For example, as generated from the data set, it was observed that users following Samsung on Instagram evaluated poorly on the Interaction factors. This problem can be addressed and managed by applying these mentioned suggestions.

On the other hand, in addition to the insights observed in the demographics part, Samsung can also take into account those outputs to further develop their marketing strategies on social media. As mentioned above, the age group of under 18 showed not very high evaluations for the Entertainment and Promotion factors of Samsung SMM activities. Similarly, participants who belonged to the occupation group of students shared the same opinions. Although the content that Samsung provides on social media mainly focuses on the young generation, most of the concepts are created for followers in the age of 20s and 30s. Youngsters' experience can be enhanced by Samsung adopting more content concentrating on this particular age group. Next, the underlying reason explaining the low rating of promotion aspect can be addressed as since younger generations are still dependent on their parents and have not yet fully controlled their financing situation, promotion that Samsung offers on social media may not appear as tempting and advantageous enough. Promotion boosted content on the social media platforms, then, should add more relevant and persuasive threads to them so that it can help raise the purchasing intention and customer satisfaction and ultimately, their loyalty towards Samsung. Additionally, Samsung can also consider expanding their social media network concentration. Specifically, as seen from the demographics, the majority of the participants follow Samsung on Facebook and Youtube, the brand can consider investing more in the other two channels Instagram and LinkedIn, not only to

vary the alternatives for consumers but also to accumulate a professional profile for the company as well.

### **6.3 Limitations and directions for further research**

Limitations are unavoidable especially in this kind of quantitative research. As the method to get data for this study is via a survey questionnaire, based on which the analysis and results will follow. Since the survey was conducted online and targeted Samsung smartphone users regardless of their current locations in Vietnam, then it is impossible to generalize the findings to all the regions in this country, especially when the sample size was not too large (197 qualified respondents). Moreover, with the larger proportions of participants being in the age range from 18 to 35, is regarded as the active users of social media platforms, there might lie a gap of data from respondents of other age groups. Due to the time limitations, the study could not have been done on a larger scale which would have yielded more insights and depth. Therefore, other future studies on the similar subject would possibly be able to approach a greater number of participants so that more insightful views can be achieved.

Besides, the nature of quantitative approach with the specific design of closed-end questions might not leave enough opportunity for the surveyed people to convey their own opinions and contributions to the topic. Given a better context or with the possibility of a mixed approach, the result would be more interesting.

Another limitation is the measurement scale. As viewed and shared from the classifications by Kim & Ko (2012), plus another important element proposed by the authors of this study, these six dimensions of SMM activities might not be generalized for all mobile phone makers in particular and for this industry in general. This would lead to the possibility of developing an effective and appropriate instrument for this evolving sector. Thus, segmenting the elements in other ways would definitely result in a more holistic picture and more implications of the studied topic.

## REFERENCES

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the value of a Brand Name*. N.Y.: The Free Press.
- Abdul Rashid, Z., Sambasivan, M. and Johari, J. (2003), "The influence of corporate culture and organisational commitment on performance", *Journal of Management Development*, Vol. 22 No. 8, pp. 708-728. <https://doi.org/10.1108/02621710310487873>
- Agichtein, E., Castillo, C., Donato, D., Gionis, A., & Mishne, G. (2008, February). Finding high-quality content in social media. In *Proceedings of the 2008 international conference on web search and data mining* (pp. 183-194).
- Akin, E. (2012). Are all loyal customers conscious? An empirical study on customer loyalty discussions in the context of consciousness. *European Scientific Journal* (Kocani), 8(12), 206–.
- Amersdorffer, D., Oellrich, J., Bauhuber, F. and Gottstein, B. (2012), “Social media im MICE-segment”, in Schreiber, M.T. (Ed.), *Kongresse, Tagungen und Events. Potenziale, Strategien und Trends der Veranstaltungswirtschaft*, Oldenbourg, Munich, pp. 195-209.
- Anderson, H. and Jacobsen, P.N., 2000. Creating loyalty: Its strategic importance in your customer strategy. *Customer Relationship Management*, 55, pp. 55-67.
- Anderson, M. (2012). Study: 72% of consumers trust online reviews as much as personal recommendations. *Search Engine Land: Must Read News About Search Marketing & Search Engines*.
- Andrews, L., Higgins, A., Andrews, M. W., & Lalor, J. G. (2012). Classic grounded theory to analyse secondary data: Reality and reflections. *The Grounded Theory Review*, 11 (1), 12 – 26
- Anh Thao. (2020, November 25). Canalys: Thị phần smartphone Việt Nam quý III/2020. Trang thông tin về OTA - Du lịch - Khách sạn - hàng đầu Việt Nam. <https://otavietnam.com/canalys-thi-phan-smartphone-viet-nam-quy-iii-2020/>.

- Bagozzi, R. P., & Dholakia, U. M. (2006). Antecedents and purchase consequences of customer participation in small group brand communities. *International Journal of research in Marketing*, 23(1), 45-61.
- Bartlett, M. S. (1954). A note on the multiplying factors for various chi square approximation. *Journal of Royal Statistical Society*, 16(Series B), 296-8.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128-148.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of marketing*, 73(3), 52-68.
- Brewerton, P. M., & Millward, L. J. (2001). *Organizational research methods: A guide for students and researchers*. Sage.
- Brown, G. H. (1947). A comparison of sampling methods. *Journal of Marketing*, 11(4), 331-337.
- Bryman, A. (2015). *Social Research Methods - 5th Edition*. Oxford: OXFORD University Press.
- Bryman, A., & Bell, E. (2011). *Business research methods (3rd ed.)*. Cambridge ; New York, NY: Oxford University Press.
- Buffer. (n.d.). State of Social 2019. Buffer. <https://buffer.com/state-of-social-2019>.
- Burrell, G., & Morgan, G. (1979). *Sociological paradigms and organisational analysis: Elements of the sociology of corporate life (reprinted)*. Farnham: Ashgate.
- Carrasco, F. (2016, June 16). Fabrice Carrasco. <https://www.kantarworldpanel.com/vn/news/Understanding-FMCG-Promotions-in-Vietnam>.
- Chan, N. L., & Guillet, B. D. (2011). Investigation of social media marketing: how does the hotel industry in Hong Kong perform in marketing on social media websites?. *Journal of Travel & Tourism Marketing*, 28(4), 345-368.

Chaudhuri, A. and Holbrook, M.B. (2001), “The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty”, *Journal of Marketing* , Vol. 65 No. 2, pp. 81-93.

Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, 140, 22-32.

Chen, Y.-S., Chen, T.-J., & Lin, C.-C. (2016). The Analyses of Purchasing Decisions and Brand Loyalty for Smartphone Consumers. *Open Journal of Social Sciences*, 04(07), 108–116.

Christodoulides, G. (2009), “Branding in the post-internet era”, *Marketing Theory*, Vol. 9 No. 1, pp. 141-4.

Christodoulides, G. and Jevons, C. (2011), “The voice of the consumer speaks forcefully in brand identity: user-generated content forces smart marketers to listen”, *Journal of Advertising Research*, Vol. 51 No. 1, pp. 101-11.

Cohen, J. (1988). *Statistical power analysis for the behavioral sciences*. Hillsdale, NJ: Erlbaum.

Creswell, J., & Plano Clark, V. (2007). *Designing and Conducting Mixed Methods Research*. Thousand Oaks, CA: Sage

Creswell, John W. (2014) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. (4th ed.) SAGE Publications, Inc., Los Angeles

D.G. Muntinga, M. Moorman, E.G. Smit. Introducing COBRAs: Exploring motivations for brand-related social media use *International Journal of Advertising*, 30 (1) (2011), pp. 13-46

Danaher, P., Wilson, I., & Davis, R. (2003). A Comparison of Online and Offline Consumer Brand Loyalty. *Marketing Science* (Providence, R.I.), 22(4), 461–476.  
<https://doi.org/10.1287/mksc.22.4.461.24907>

Dann, S. (2010). Redefining social marketing with contemporary commercial marketing definitions. *Journal of Business research*, 63(2), 147-153. doi: 10.4236/jss.2016.47018

DeCoster, J., & Claypool, H. (2004). *Data analysis in SPSS*. Retrieved October, 2, 2015.

- Deloitte. (2020). The Vietnam Consumer Survey An accelerating momentum January 2020. <https://www2.deloitte.com/content/dam/Deloitte/sg/Documents/consumer-business/sea-cb-vietnam-consumer-survey-2020.pdf>.
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Management*.
- Dhakal, C. (2018). Interpreting the basic outputs (SPSS) of multiple linear regression. *International Journal of Science and Research*, 8(6), 1147-1452.
- DiCicco - Bloom, B., & Crabtree, B. F. (2006). The qualitative research interviews. *Medical education*, 40(4), 314-321
- Dooley, D. (1990). *Social research methods*. Englewood Cliffs, N.J: Prentice Hall.
- Duffett, R. G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, 25(4), 498–2243. doi:10.1108/IntR-01-2014-0020
- Ebrahim, R. (2020). The Role of Trust in Understanding the Impact of Social Media Marketing on Brand Equity and Brand Loyalty. *Journal of Relationship Marketing (Binghamton, N.Y.)*, 19(4), 287–308. <https://doi.org/10.1080/15332667.2019.1705742>
- Ehrenberg, A.S.C. and Goodhardt, G.J. (2000), “New brands: near instant loyalty”, *Journal of Marketing Management*, Vol. 16, pp. 607-17.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioral Sciences*, 58, 1353-1360.
- Evans, J. R., & Mathur, A. (2005). The value of online surveys. *Internet research*.
- Field, A. (2000). *Discovering Statistics using SPSS for Windows*. London – Thousand Oaks – New Delhi: Sage publications.
- Fisher, C. (2007). *Researching and Writing a Dissertation: A Guidebook for Business Students*. 2nd ed. Harlow: Pearson Education Limited.

Fournier, S. (1998), "Consumers and their brands: developing relationship theory in consumer research", *Journal of Consumer Research*, Vol. 24 No. 4, pp. 343-373.

George, D., & Mallery, P. (2003). *Reliability analysis. SPSS for Windows, step by step: a simple guide and reference*, 14th edn. Boston: Allyn & Bacon, 222-232.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of business research*, 69(12), 5833-5841.

Godey, B., Pederzoli, D., Aiello, G., Donvito, R., Chan, P., Tsuchiya, J., ... & Singh, R. (2013). Modeling links between the decision-making process and luxury brand attachment: An international comparison. *Journal of Global Scholars of Marketing Science*, 23(4), 361-378.

Gounaris, S., & Stathakopoulos, V. (2004). Antecedents and consequences of brand loyalty: An empirical study. *The Journal of Brand Management*, 11(4), 283–306.  
<https://doi.org/10.1057/palgrave.bm.2540174>

Grayson, K. and Ambler, T. (1999), "The dark side of long term relationships in marketing services", *Journal of Marketing Research*, Vol. 36, pp. 132-3.

Gronholdt, L., Martensen, A., & Kristensen, K. (2000). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality Management*, 11(4-6), 509–514.  
<https://doi.org/10.1080/09544120050007823>

GSMA, 2018. *The mobile economy 2018*. London, United Kingdom Retrieved from.  
<https://www.gsma.com/mobileeconomy/wp-content/uploads/2018/02/>

Hadi, N. U., Abdullah, N., & Sentosa, I. (2016). An easy approach to exploratory factor analysis: Marketing perspective. *Journal of Educational and Social Research*, 6(1), 215.

Hennig-Thurau, T. (2004). Customer orientation of service employees: Its impact on customer satisfaction, commitment, and retention. *International journal of service industry management*.

Hoang, N. (2021, February 7). *Samsung Việt Nam: Cùng Việt Nam phát triển thịnh vượng*. Báo Thế giới và Việt Nam. <https://baoquocte.vn/samsung-viet-nam-cung-viet-nam-phat-trien-thinh-vuong-135855.html>.

Huang, C. (2017). The impacts of brand experiences on brand loyalty: Mediators of brand love and trust. *Management Decision*, 55(5), 915-934. doi:<http://dx.doi.org.proxy.library.ju.se/10.1108/MD-10-2015-0465>

Hutter, Katja, Hautz, Julia, Dennhardt, Severin & Füller, Johann. (2013). “The Impact of User Interactions in Social Media on Brand Awareness and Purchase Intention: The Case of MINI on Facebook”. *Journal of Product & Brand Management*. 22.5(6), 342-351.

Ismail, A.R. (2017), “The influence of perceived social media marketing activities on brand loyalty: the mediation effect of brand and value consciousness”, *Asia Pacific Journal of Marketing and Logistics*, Vol. 29 No. 1, pp. 129-144.

Jackson N. (2011) Infographic: Using Social Media to Build Brand Loyalty. Retrieved from: <http://www.theatlantic.com/technology/archive/2011/07/infographic-using-social-media-to-build-brand-loyalty/241701/>.(accessed 07 January 2012).

Jackson, C. (2006). Driving brand loyalty on the web. *Design Management Review*, 17(1), 62-67.

Jacoby, J. (1971). Brand loyalty: A conceptual definition. *Proceedings of the Annual Convention of the American Psychological Association*, 6(Pt. 2), 655–656.

Jacoby, J. and Chestnut, R.W., (1978), *Brand Loyalty Measurement and Management*, Wiley, New York, NY

Jacoby, J. and Kyner, D.B. (1973), “Brand loyalty vs repeat purchasing behavior”, *Journal of Marketing Research* , Vol. 10 No. 1, pp. 1-9.

Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice. *Internet Research*.

- Jo, S. A. (2013). Impact of Company's SNS Marketing Activities on Perceived Value and Customer's Loyalty: Focusing on Facebook. Seoul: Hong-IK University.
- Johnston, M. P. (2017). Secondary data analysis: A method of which the time has come. *Qualitative and quantitative methods in libraries*, 3(3), 619-626.
- Kaiser, H. (1970). A second generation Little Jiffy. *Psychometrika*, 35, 401-15.
- Kaiser, H. (1974). An index of factorial simplicity. *Psychometrika*, 39, 31-6.
- Kleinbaum, D. G., Kupper, L. L., Nizam, A., & Rosenberg, E. S. (2013). Applied regression analysis and other multivariable methods. Cengage Learning.
- Kang, M. J. (2005). A Study on the Effect of Features of Brand Community Using One-person Media on Consumers. Seoul: Seoul National University.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- Karjaluoto, H., Munnukka, J., & Tikkanen, A. (2014). Are Facebook Brand Community Members Really Loyal to the Brand?. *Bled eConference*, 28.
- Keller, K.L. (1998), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Prentice Hall, Upper Saddle River, NJ.
- Keller, K.L. (2009), "Building strong brands in a modern marketing communications environment", *Journal of Marketing Communications*, Vol. 15 Nos. 2/3, pp. 139-155.
- Kelly, L., Kerr, G., & Drennan, J. (2010). Avoidance of advertising in social networking sites: The teenage perspective. *Journal of interactive advertising*, 10(2), 16-27.
- Khadim, R. A., Hanan, M., Arshad, A., Saleem, N., & Khadim, N. (2018). Revisiting antecedents of brand loyalty: Impact of perceived social media communication with brand trust and brand equity as mediators. *Academy of Strategic Management Journal*, 17(1), 1–14.

Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171. doi:10.1080/20932685.2010.10593068

Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business research*, 65(10), 1480-1486.

Kirk, J., & Miller, M. L. (1986). Reliability and validity in qualitative research. *Qualitative research methods: v. 1*. Beverly Hills: Sage Publications.

Kopalle, P. K., & Lehmann, D. R. (1997). Alpha inflation? The impact of eliminating scale items on Cronbach's alpha. *Organizational Behavior and Human Decision Processes*, 70(3), 189-197.

Kotler, Philip & Keller, Kevin Lane. 2009. *Marketing Management*. 13th ed.

Lai, W.-H. & Vinh, N. Q. (2013). How promotional activities and evaluative factors affect destination loyalty: Evidence from international tourists of vietnam. *International Journal of Marketing Studies*, 5(1). <https://doi.org/10.5539/ijms.v5n1p70>

Laroche, M., Habibi, M. R., & Richard, M. O. (2013). To be or not to be in social media: How brand loyalty is affected by social media?. *International journal of information management*, 33(1), 76-82.

Le, A. (2020, January 6). Vì sao nhà đầu tư Hàn Quốc liên tục rót vốn vào Việt Nam? Brands Vietnam. <https://www.brandsvietnam.com/19733-Vi-sao-nha-dau-tu-Han-Quoc-lien-tuc-rot-von-vao-Viet-Nam>.

Lee, C.S. and Ma, L. (2012), “News sharing in social media: the effect of gratifications and prior experience”, *Computers in Human Behavior*, Vol. 28 No. 2, pp. 331-339.

Lee, M.R., Yen, D.C. and Hsiao, C.Y. (2014), “Understanding the perceived community value of Facebook users”, *Computers in Human Behavior*, Vol. 35 No. 5, pp. 350-358.

Lee, S., 2017. A Study on Different Recognition of Importance in Enterprises' Social Media Activities Based on Comparison between Consumers and Enterprise: Focusing on Commercial

and Relational Characteristics of Activity Types. Master's dissertation. Hankuk University of Foreign Studies.

Leggatt, H. (2010) Rebuild Brand Loyalty with Social Media. Retrieved from: <http://www.bizreport.com/2010/08/price-sensitive-shoppers-still-seeking-out-deals.html> (accessed on 07 January 2012).

Liljander, V., & Strandvik, T. (1997). Emotions in service satisfaction. *International Journal of service industry management*.

Lin, J.C. and Liang, H. (2011), "The influence of service environments on customer emotion and service outcomes", *Managing Service Quality: An International Journal*, Vol. 21 No. 4, pp. 350-372. <https://doi.org/10.1108/09604521111146243>

Lipsman, A. (2019, June 27). Global Ecommerce 2019. Insider Intelligence. <https://www.emarketer.com/content/global-ecommerce-2019>.

Malhotra, N. K. (2010). In *Marketing research: an applied orientation* (6th ed.). essay, Pearson.

Mangold W. G., D.J. Faulds, (2009), "Social media: The new hybrid element of the promotion mix", *Business Horizons* (2009) 52, 357—365.

Manthiou, A., Chiang, L., & Tang, L. R. (2013). Identifying and responding to customer needs on Facebook fan pages. *International Journal of Technology and Human Interaction (IJTHI)*, 9(3), 36-52.

Martin, K., Todorov, I., 2010. How will digital platforms be harnessed in 2010, and how will they change the way people interact with brands? *J. Interact. Advert.* 10 (2), 61–66.

Mc Alexander, J., Schouten, J. and Koenig, H. (2002), "Building brand community", *Journal of Marketing*, Vol. 66 No. 1, pp. 38-54.

Mehrabi, A., Islami, H., & Aghajani, M. (2014). The effect of social media marketing on customers' brand loyalty. *International Journal of Academic Research in Business and Social Sciences*, 4(8), 480.

Merisavo, M. and Raulas, M. (2004), "The impact of email marketing on brand loyalty", *Journal of Product and Brand Management*, Vol. 13 No. 7, pp. 498-505.

Miller, K.D., Fabian, F. and Lin, S.J. (2009). Strategies for online communities. *Strategic Management Journal*, 30(3), 305-322.

Misner, I.R (1999). *The World's Best Known Marketing Secret: Building Your Business with Word-of-Mouth Marketing*, (2nd ed.), Austin, Tx: Bard Press. Much As Personal Recommendations. [referenced 24.September 2013].

Morgan, G., & Smircich, L. (1980). The case for qualitative research. *Academy of management review*, 5(4), 491-500.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising*, 30(1), 13-46.

Muñiz, A. and O'Guinn, T. (2001), "Brand community", *Journal of Consumer Research*, Vol. 27 No. 4, pp. 412-432.

Naaman, M., Becker, H., & Gravano, L. (2011). Hip and trendy: Characterizing emerging trends on Twitter. *Journal of the American Society for Information Science and Technology*, 62(5), 902-918.

Nadda, V. K., Dadwal, S. S., & Firdous, A. (2015). Social media marketing. In *Handbook of Research on Integrating Social Media into Strategic Marketing* (pp. 359-379). IGI Global.

Nargundkar, R. (2008) "Marketing Research: Text and Cases", Tata McGraw-Hill Educational, p.39

Ngoc, K. and Ghantous, N. (2013), "Managing brand associations to drive customers' trust and loyalty in Vietnamese banking", *International Journal of Bank Marketing*, Vol. 31 No. 6, pp. 456-480. <https://doi.org/10.1108/IJBM-04-2013-0038>

Oliver, R. L. 1999. Whence consumer loyalty? *Journal of Marketing* 63 (4):33–44.

Onishi, T. (2020, February 20). Samsung says Galaxy factories in Vietnam are at 'FULL CAPACITY'. Retrieved February 25, 2021, from <https://asia.nikkei.com/Spotlight/Coronavirus/Samsung-says-Galaxy-factories-in-Vietnam-are-at-full-capacity>

Pallant, J. (2013). *SPSS survival manual: A step by step guide to data analysis using*. Berkshire, England: McGraw-Hill.

Park, N., Kee, K. F., & Valenzuela, S. (2009). Being immersed in social networking environment: Facebook groups, uses and gratifications, and social outcomes. *Cyberpsychology & behavior*, 12(6), 729-733.

Patino, A., Pitta, D.A. and Quinones, R. (2012), "Social media's emerging importance in market research", *Journal of Consumer Marketing*, Vol. 29 No. 3, pp. 233-237. <https://doi.org.proxy.library.ju.se/10.1108/07363761211221800>

Payne, G., & Payne, J. (2004). *Key concepts in social research*. SAGE. <https://doi.org/https://dx.doi.org/10.4135/9781849209397.n30>

Polit, D. F., & Beck, C. T. (2004). *Nursing research: Principles and methods*. Lippincott Williams & Wilkins.

Quy, N. (2020, November 10). China's Xiaomi takes third place in Vietnam smartphone market - VnExpress International. VnExpress International – Latest news, business, travel and analysis from Vietnam. <https://e.vnexpress.net/news/business/companies/china-s-xiaomi-takes-third-place-in-vietnam-smartphone-market-4189124.html>.

Richter, A., & Koch, M. (2007). Social software-status quo und Zukunft (pp. 1-49). Fak. für Informatik, Univ. der Bundeswehr München.

Rubio, D. M., Berg-Weger, M., Tebb, S. S., Lee, E. S., & Rauch, S. (2003). Objectifying content validity: Conducting a content validity study in social work research. *Social work research*, 27(2), 94-104.

Sano, K. (2014). Do social media marketing activities enhance customer satisfaction, promote positive WOM and affect behavior intention? An investigation into the effects of social media on the tourism industry. *Investment Effect Social Media Tour India*, 66(3-4), 45-69.

Sano, K., 2015. An empirical study the effect of social media marketing activities upon customer satisfaction, positive word-of-mouth and commitment in indemnity insurance service. In: *Proceedings International Marketing Trends Conference 2015*.

Saravanakumar, M. & SuganthaLakshmi, T.. (2012). Social Media Marketing. *Life Science Journal*. 9. 4444-4451.

Saunders, M., Lewis, P. & Thornhill, A. (2012) "Research Methods for Business Students" 6<sup>th</sup> edition, Pearson Education Limited

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.

Saunders, M., Lewis, P., & Thornhill, A. (2009). Understanding research philosophies and approaches. *Research methods for business students*, 4(1), 106-135.

Schau, H.J., Albert, M.M. and Eric, J.A. (2009), "How brand community practices create value", *Journal of Marketing*, Vol. 73 No. 5, pp. 30-51.

Schmenner, R.W., 1986. How can service businesses survive and prosper? *Sloan Manag. Rev.* 27 (3), 21-32.

Seale, C., (2011). *Researching Society and Culture*. 3rd Edition. London, UK; SAGE.

Seo, E.-J. and Park, J.-W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66, 36-41.

Shoemaker, S. and Lewis, R.C. (1999), "Customer loyalty: the future of hospitality marketing", *International Journal of Hospitality Management*, Vol. 18, pp. 345-70.

Smith, A. K., Ayanian, J. Z., Covinsky, K. E., Landon, B. E., McCarthy, E. P., Wee, C. C., & Steinman, M. A. (2011). Conducting high - value secondary dataset analysis: An introductory guide and resources. *Journal of General Internal Medicine*, 28 (8), 920 - 929. doi:10.1007/s11606 – 010 – 1621 – 5

Smithee, B. (2011), "How social media is expanding the definitions of MR, and as leaders why it is largely your responsibility", *Alert!*, Vol. 51 No. 3, available at: <http://alert.marketingresearch.org/index.cfm?id=56>.

Srinivasan, S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50. [https://doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)

Tabachnick, B. G., & Fidell, L. S. (2001). *Using multivariate statistics* (4th edn). New York: HarperCollins. Chapter 13.

Tatar, Ş., Tatar, Ş., Eren-Erdoğan, İ., & Eren-Erdoğan, İ. (2016). The effect of social media marketing on brand trust and brand loyalty for hotels. *Information Technology & Tourism*, 16(3), 249–263. <https://doi.org/10.1007/s40558-015-0048-6>

Tankovska, H. (2021, May 21). Facebook MAU worldwide 2020. Statista. <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>.

Thi Phuong Thao, H. and Swierczek, F.W. (2008), "Internet use, customer relationships and loyalty in the Vietnamese travel industry", *Asia Pacific Journal of Marketing and Logistics*, Vol. 20 No. 2, pp. 190-210. <https://doi.org/10.1108/13555850810864551>

Tran, V.T., Nguyen, N.P., Tran, P.T.K., Tran, T.N. and Huynh, T.T.P. (2019), "Brand equity in a tourism destination: a case study of domestic tourists in Hoi An city, Vietnam", *Tourism Review*, Vol. 74 No. 3, pp. 704-720. <https://doi.org/10.1108/TR-08-2017-0130>

Tsai, W. H. S., & Men, L. R. (2013). Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), 76-87.

Tung, N. (2020, December 25). Samsung Vietnam posts profit of nearly US\$4 billion in 2019. *hanoitimes.vn*. <http://hanoitimes.vn/samsung-vietnam-posts-profit-of-nearly-us4-billion-in-2019-315573.html>.

Tuten, T. L., & Solomon, M. (2017). *Social media marketing*. London, United Kingdom, Sage Publications Ltd.

Tuten, T.L. (2008), *Advertising 2.0: Social Media Marketing in a Web 2.0 World*, Greenwood Publishing Group, London. Upper Saddle River, NJ: Pearson.

Van der Merwe, H. 1996. The research process: Problem statement and research design, pg. 278-291. In Garbers, J.G. (Ed.). *Effective research in the human sciences*. Pretoria: J.L.Van Schaik

Van Selm, M. and N. Jankowski. 2006. Conducting online surveys. *Quality & Quantity* 40(3): 435–456.

Vinh, T. T., Phuong, T. T., Nga, V. T., & Nguyen, P. (2019). The effect of social media communication on brand equity through Facebook: evidence from CGV Cinemas, Vietnam. *International Journal of Electronic Customer Relationship Management*, 12(2), 143. <https://doi.org/10.1504/ijecrm.2019.104021>

VIR, V. I. R.-. (2020, September 10). Vietnam might become largest manufacturing facility of Samsung. <https://www.vir.com.vn/vietnam-might-become-largest-manufacturing-facility-of-samsung-79172.html>.

Virvilaite, R., Tumasonyte, D., & Sliburyte, L. (2015). The Influence of Word of Mouth Communication on Brand Equity: Receiver Perspectives. *Procedia - Social and Behavioral Sciences*, 213, 641–646. <https://doi.org/10.1016/j.sbspro.2015.11.465>

VNETWORK. (2019, November 21). *Các số liệu thống kê Internet Việt Nam 2019*. Vnetwork JSC. <https://vnetwork.vn/news/cac-so-lieu-thong-ke-internet-viet-nam-2019>.

Vo, H. D., Van, T. H. L., Dinh, T. H. L., & Ho, M. C. (2020). Financial inclusion, corporate social responsibility and customer loyalty in the banking sector in Vietnam. *Journal of International Studies*, 13(4), 9-23. doi:10.14254/2071-8330.2020/13-4/1

Vu, H. (2018, September). FDI giants - a success story. vietnamnews.vn. <https://vietnamnews.vn/economy/465241/fdi-giants-a-success-story.html>.

Vukasovic, T. (2013). Building successful brand by using social networking media. *Journal of Media and Communication Studies*, 5(6), 56-63.

Weinberg, T (2009), “The New Community Rules: Marketing on the Social Web”, 1st Edition, O’Reilly

Williams, A. (2003). How to... Write and analyse a questionnaire. *Journal of orthodontics*, 30(3), 245-252.

Wen-Hsiang Lai, & Nguyen, Q. V. (2013). Online Promotion and Its Influence on Destination Awareness and Loyalty in the Tourism Industry. *Advances in Management and Applied Economics*, 3(3), 15–.

Women, G. C. (2018). The mobile gender gap report 2018. [https://collaboration.worldbank.org/content/usergenerated/asi/cloud/attachments/sites/collaboration-for-development/en/groups/agrifin/products/jcr:content/content/primary/blog/the\\_mobile\\_gendergap-J0FJ/GSMA%20-%20The%20Mobile%20Gender%20Gap%20Report%202019.pdf](https://collaboration.worldbank.org/content/usergenerated/asi/cloud/attachments/sites/collaboration-for-development/en/groups/agrifin/products/jcr:content/content/primary/blog/the_mobile_gendergap-J0FJ/GSMA%20-%20The%20Mobile%20Gender%20Gap%20Report%202019.pdf)

Worldwide, D. E. I. (2008). The impact of social media on purchasing behavior. *Engaging Consumers Online*.

Xuan Tien. (2019, October 19). *Samsung ĐÚNG ở đâu trên thị trường SMARTPHONE Việt nam?* <https://zingnews.vn/samsung-dung-o-dau-tren-thi-truong-smartphone-viet-nam-post1003367.html>.

Yadav, M. and Rahman, Z. (2017), “Measuring consumer perception of social media marketing activities in e-commerce industry: scale development & validation”, *Telematics and Informatics*, Vol. 34 No. 7, pp. 1294-1307.

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*.

Zarella, D. (2010), “The Social Media Marketing Book”, O’Reilly Media Inc., CA, U.S.A.

Zheng, X., Cheung, C., Lee, M., & Liang, L. (2015). Building brand loyalty through user engagement in online brand communities in social networking sites. *Information Technology & People (West Linn, Or.)*, 28(1), 90–106. <https://doi.org/10.1108/ITP-08-2013-0144>

Zhu, Y. Q., & Chen, H. G. (2015). Social media and human need satisfaction: Implications for social media marketing. *Business horizons*, 58(3), 335-345.

## **APPENDIX**

### **QUESTIONNAIRE**

#### **Social Media Marketing with Samsung Smartphone users**

Dear respondents,

We are students of Jönköping University - Sweden. We are conducting research about Social Media Marketing with Samsung smartphone users. We hope you could spend your valuable time completing this questionnaire which will take you no more than 10 minutes. The information you provide will be kept anonymous and used for academic research purposes only.

You received this survey because you have followed Samsung's social media platforms (Facebook, Instagram, Youtube and LinkedIn). The first part of this survey contains questions about your general information and the second part concerns your participation on Samsung's social media platforms. Thank you very much for your time and cooperation!

1. What is your gender?
  - Male
  - Female
  
2. What is your age?
  - Under 18
  - 18-25 83
  - 26-35 65
  - 36-45 24
  - Over 46
  
3. What is your current employment status?
  - Student
  - Employed

- Freelancer
- Unemployed
- Others

4. What is your marital status?

- Single
- Married
- Divorced
- Others

### **Social Media Marketing (SMM)**

5. For how long you have been using social media platforms?

- Less than a year
- 1-5 years
- 6-10 years
- More than 10 years

6. How often do you use social media platforms?

- Daily
- Weekly
- Monthly
- Every 3 months
- At need
- Other (please specify)

7. On which social media platforms do you follow and/or interact with Samsung?

- Facebook
- Instagram
- LinkedIn
- Youtube

- Not follow and/or interact

If your answer is "Not follow and/or interact", you can end this survey now. Thank you very much for your contribution! If not, please proceed to the next page!

### Brand Loyalty

Please give your opinion on the following statements according to this scale of agreement:

- 1- Strongly Disagree
- 2- Disagree
- 3- Neutral
- 4- Agree
- 5- Strongly Agree

No.		Questions	1	2	3	4	5
<b>Social Media Marketing Activities (SMM)</b>							
1	Entertainment	The social media platforms by Samsung are enjoyable.					
2		The content found on Samsung's social media is interesting.					
3		It is interesting to get products' information on Samsung's social media.					
4	Interaction	Information sharing is possible on Samsung social media.					

5		It is possible to have two-way interaction with administrators through Samsung's social media.					
6		It is easy to convey my opinions or have conversations with other users through Samsung's social media.					
7	Trendiness	The contents shown in the social media of Samsung are up to date.					
8		Samsung utilizes prominent trends for its activities on social media platforms					
9		Samsung responds instantly with the latest tendencies					
10	Customization	The information that I need can be found on social media account of this brand					
11		The social media of this brand provides the information that I need.					
12		Samsung's social media provides customized service.					
13	Word Of Mouth	I would recommend Samsung to others through social media.					
14		I would like to pass along information on Samsung's products and services from its social media to my friends.					
15		I would like to upload contents from the social media of Samsung on my blog, Facebook page, Twitter.					
16	Promotion	I follow Samsung's social media for promotional campaigns					
17		I like social media promotions published by Samsung					

18		Promotional information on Samsung's social media is useful						
<b>Brand Loyalty</b>								
19		I intend to keep purchasing the products and services offered by Samsung.						
20		I consider myself to be loyal to Samsung smartphones brand.						
21		I usually consider Samsung as my first choice when buying a smartphone						