Investigate the Benefits of Social Media Marketing on Brand Credibility

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Abstract
The present study evaluates the effect of social media marketing variable on brand customer loyalty. This research is from the perspective of the descriptive-correlation nature. The study population is the consumers of the L’Oreal brand products that are active in the field of cosmetic products. Data collection was done during the 3 months of the fall of 1395. A simple random method has been used to select the sample. The data collection tool was a questionnaire consisting of demographic questions, social media marketing and customer loyalty that was distributed among consumers of the L’Oreal company products in the Shiraz. The results were analyzed with using SPSS 21 software and multiple regression tests. The results indicate that the online components communities and online advertising have had a direct and positive impact on customer loyalty to the L’Oreal brand.

Keywords: Marketing; Social Media; Customer Loyalty.

Introduction
It often seems that the increase in sales of a product or service is only due to the company's successful advertising, but in fact the main driver of sales is the people talk about company and its products (Silverman, 2001). People tend to talk to each other about their experiences, and by exchanging positive or negative recommendations about a specific product or service, they risk their purchases to the lowest possible level and choose the best and most suitable option. With the expansion of electronic and digital communication channels such as mobile phones and the Internet in recent years, and the increasing use of these media outlets, physical boundaries have disappeared. People can use these media to engage in information-seeking activities, as well as consult with others when deciding to buy (Kakim, 2010). In such a situation, it is necessary that companies step in and use this opportunity to inform people about the benefits and features of their products (Cutler, 2006).

In addition, social media provides customers with the ability to join online communities to exchange and share information. Therefore, Web marketing seems to be an effective tool for the development and promotion of information products and services, in particular, the current awareness and dissemination services for the general public (Jalilpour and Aziz Khani, 1394). Considering the popularity and ability of virtual societies to bring people together of different ways and thought (Habibi and Oudileh, 2012). Some scholars and industry researchers to survive are eagerly encouraging these businesses to attend social media (Kaplan, 2010). Today customers loyalty is the key to business success. By increasing customer loyalty, the market share and the profitability of the firm grows. Understanding the market creates long-term benefits for business by planning and adopting appropriate strategies for customer...
loyalty. The importance of creating and maintaining customer loyalty among social media has become a clearer focus on marketing. A high level of brand customer loyalty creates a series of competitive advantages for companies and a positive impact on brand revenue growth and lower marketing costs. The diverse needs and users perspectives increasingly add to the growth and scope of social media. Various users in accordance with their interests, goals, reasons, and needs produce or re-publish a wide range of content at different levels of age, education, culture, and with gender, race, and languages. As a result, the use and dependence on the social media grows up and has a definite place in life, and after a while it will be part of the individual and collective lifestyle of individuals in a community. Also, social media is a unique opportunity for brand names to strengthen relationships with customers. As a result, recognizing and examining the various dimensions of the social media and its impact on loyalty and commitment to the brand name is an indispensable step. Social media is an effective online channel for communicating with consumers. Research has shown that these sites affect the decision to buy customers (Abdulwand and Sharif, 1395).

Research Theoretical Fundamentals

Social media marketing

The use of social media was first launched in July 2006. In the definition of social media, there is no comprehensive definition. Nevertheless, Brian Solis, in the definition of social media, says social media is composed of democratic content and an understanding of the process of the role of people, because their role is not only the dissemination of information, but also generates and shares information. (Solis, 2006). Social media means online services that provide decentralized content created by users (including editing or tagging), social interaction, free or public membership. In our definition, public speaking rooms, public wikis, free online communities (social networks), public download groups, and more are in this category. Private company emails and corporate news articles do not fall into this definition because they are humorous or under centralized control (Gapal, 2011). Social media is a group of Internet-based applications built on ideological and Web-based platforms, and allows the creation and exchange of user generated content (Kaplan & Hanlin, 2010). Which has defined it as online technology and the ways people use it to share knowledge and ideas. This definition was also supported by RinGold (1993), who claimed that social media emerges from the social contexts when people are sufficiently long discussions with sufficient human emotions to form a network of personal relationships in the virtual space. (Mousavi and Konarat Fard, 2014).

Social Media Marketing Components

Mouth-to-mouth marketing

Mouth-to-mouth marketing is defined as all informal communications of consumers through Internet-based technology, in relation to the use or characteristics of certain goods or services.

Online communities

Associations or societies explain social channels on social affairs, focusing on common people’s collaborative relationships and activities with others who have similar interests and identities.

Online advertising

Online advertising describes communications (whether positive or negative) among groups such as product providers, independent experts, family and friends, and real and potential customers.

Brand customer loyalty

Loyalty is a kind of positive attitude towards a product that results from repeated use of it, which can be explained by psychological processes. In other words, the repetition of buying is not only an optional reaction, but it is a result of psychological, emotional and normative factors (Safarzadeh et al., 2011). Loyalty is an old word and its origins are in the feudal era, and when the follow-up of the feudal and rulers that comes from the principles of success. In Oxford, the following meanings are observed for the word of loyalty: honesty and commitment (duty, friendship, love), staying in obedience and sacrifice (honesty, 2011). liver (1999) defines the concept of brand loyalty in this way: maintaining a deep commitment to repurchasing or re-selecting a product or service in the future, in spite of the fact that the situational impact and competitors’ efforts can potentially changes in customer behavior. Brand loyalty refers to the tendency to be loyal to a brand and can be shown by consumers’ desire to buy a brand as their first choice. Consumers loyal to a particular brand are committed. This commitment will lead to a permanent purchase of a brand when using the product (Lee et al., 2009).
Background Research

Iranian studies
Abdolvand and Sharif (1395) stated in their research that the results of the research show that the brand name in the social media has been effective on the customer/product relationship and the brand name of the company and other customers, as well as improving customer relationships with the company, the product and other customers will increase the confidence of customers in the brand name and, ultimately, the commitment and loyalty of brand customers will also increase.

Jaghrad et al. (1394) have stated in their research that the presence of foreign banks in social media sites has increased and the discussion about the role of these media in establishing new banking interactions with the new generation in order to create loyal customers, such as cost cutting, trusting the new generation, increasing the revenue and importance of brand brands in the media.

Dehghanian and Abdolahian (1392) in their research have stated that the results of this research have shown that there is a direct and significant relationship between the two main variables in the study. Effects of the relationship between dependent and independent variables of the research with the effect of the mediating variable of mouth-to-mouth advertising that showed there is a relationship between the two main components of marketing mix (price and product) and brand equity. But the effects of distribution and promotion components on brand equity were not mediated through mouth-to-mouth advertising and hypotheses were rejected.

Foreign studies
In their research, Balakrishnan et al. (2014) have argued that the results of the research show that Internet marketing communications, especially mouth-to-mouth marketing is effective on online societies and online advertising in promoting brand loyalty and intent to purchase goods through the company website and the program Social media.

Dehnille et al. (2014) have stated in their research that the use of social media marketing is a useful tool for analyzing the types of research that needs further research in the area of social media marketing.

Constantinides (2014) stated in his research that the passive approach focuses on the use of social media domain as the source of customer voice and market information. The active method involves engaging social media as direct marketing and public relations channels, as channels of customer penetration, as a personal product of the products, and ultimately a developer of collaborative factors and customer innovations. Ultimately, this paper identifies the marketing perspective for future research on this new element.

Conceptual Model of Research

Research Methodology
In this research, the research method is classified based on three bases.
Purpose: In this research, the research method is applied based on the purpose. The purpose of the research is to develop applied knowledge in a particular context. Nature and method: The nature and method of this research are descriptive. Because the researcher does not interfere in the variables and merely studies the status. Also, the research approach is solidarity. It refers to relations between variables and predicts the effect of changes in each variable relative to another. The horizons of the present: The present research is based on the time horizons as a cross-sectional time horizon.

Data collection method
In this research, library resources, scientific research sites, information resources and university libraries were used to formulate definitions and concepts. A questionnaire was used to collect the required data and measure the research criteria.

Data collection tool
The information contained in the questionnaire is based on a standard questionnaire related to social media marketing and brand customer loyalty.
According to the research objectives, a questionnaire was prepared in two parts:
1) Social Media Marketing Questionnaire: This questionnaire consists of 20 items that include components for mouth-to-mouth advertising, online advertising and online communities.
2) Brand Loyalty Questionnaire: This questionnaire contains 6 items to assess customer's loyalty to the brand.
How to score questionnaires

<table>
<thead>
<tr>
<th>Completely disagree</th>
<th>disagree</th>
<th>somewhat</th>
<th>agree</th>
<th>Completely agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

DETERMINING THE VALIDITY AND RELIABILITY OF THE RESEARCH TOOL

The validity of the research tool
In this research, while using a standard questionnaire for data collection, the content validity of the questionnaire was used to validate the content validity method. For validity, the questionnaire was approved by the supervisor and 3 university professors, in order to ensure that the questionnaire is a suitable criterion for measuring the effect of the variables.

Reliability of Research Tool
In this study, for measuring the reliability of questionnaires, Cronbach’s alpha method was used for 40 questionnaires in a pre-test. For all the factors studied, the Cronbach Alpha coefficient was used, the results of which are summarized in the table below:
Cronbach’s alpha coefficient is a statistical sample pre-test for the studied factors

<table>
<thead>
<tr>
<th>Cronbach’s alpha coefficient</th>
<th>Dimension</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.80</td>
<td>Mouth to mouth advertising</td>
</tr>
<tr>
<td>0.86</td>
<td>Online advertising</td>
</tr>
<tr>
<td>0.84</td>
<td>Online communities</td>
</tr>
<tr>
<td>0.83</td>
<td>Brand customer loyalty</td>
</tr>
</tbody>
</table>

The range of confidence Cronbach’s alpha’s coefficient from zero, meaning sustainability, to the positive one, means complete reliability, and the closer the amount obtained to the positive number of one is, the reliability of the questionnaire becomes greater. According to the empirical rule, the Cronbach’s alpha coefficient for the studied factors is more than 70%, therefore, the research subjects have acceptable reliability.

Data analysis method
Data analysis was done using SPSS version 21 and after analysis, it was presented at the level of inferential statistics.

Data analysis
In this section, depending on the type of research variables, there are several tests to confirm or reject the hypotheses. Regarding the research hypotheses, the multivariate regression model has been used to measure the effect of social media marketing variable on brand customer loyalty as quantitative variables.

Hypothesis
Social media marketing affects brand loyalty.
Forecast regression model:
Brand customer loyalty = β0 + β1 (mouth to mouth marketing) + β2 (online advertising) + β3 (online communities)
Test of regression coefficients

Standard and non-standard coefficients for independent variables in the regression model

<table>
<thead>
<tr>
<th>Model</th>
<th>Not standardized coefficients</th>
<th>Standardized coefficients</th>
<th>T amount</th>
<th>The significance level</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Coefficient estimation</td>
<td>Standard error</td>
<td>Coefficients</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>747.1</td>
<td>0.204</td>
<td></td>
<td>8.573</td>
</tr>
<tr>
<td>Mouth to mouth marketing</td>
<td>0.239</td>
<td>0.086</td>
<td>0.178</td>
<td>2.774</td>
</tr>
<tr>
<td>Online advertising</td>
<td>0.042</td>
<td>0.059</td>
<td>0.046</td>
<td>0.708</td>
</tr>
<tr>
<td>Online communities</td>
<td>0.45</td>
<td>0.048</td>
<td>0.254</td>
<td>5.140</td>
</tr>
</tbody>
</table>

The above table shows the regression coefficients of the variables affecting the dependent variable which, according to the t-statistic and the significant level of this test, show the variables whose significance level is less than 0.05 in the regression model (Online advertising, online communities). The regression model shows that in a multiple regression model, brand customer loyalty without the influence of independent variables is equal to 194/1, the change in a standard deviation of online advertising will change the standard deviation of 280% in the brand customer loyalty variable. A change in the standard deviation of online communities causes a change in the standard deviation of 330% in the brand customer loyalty variable. In the next step, the variable of online communities with the standard coefficient (0.391) has the highest positive effect on the dependent variable. In the following, the online advertising variable with the standard coefficient (0.203) has the lowest positive and direct effect on the brand customer loyalty variable. According to the above table, the standard regression model can be written as follows:

Brand customer loyalty = 1194 / + 280/0 (online advertising) + 330/0 (online communities)

Hypotheses

Mouth to mouth marketing affects brand loyalty. Pearson Correlation Table between mouth to mouth Marketing on brand customer loyalty

<table>
<thead>
<tr>
<th>Amount</th>
<th>Test stats</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.277</td>
<td>Correlation Coefficient</td>
</tr>
<tr>
<td>0.000</td>
<td>The significance level</td>
</tr>
</tbody>
</table>

Discussion and Conclusion

The present study evaluates the effect of social media marketing variable on brand customer loyalty. This research is from the perspective of the descriptive-correlation nature. The study population is the consumers of the L'Oreal brand products that are active in the field of cosmetic products. The results indicate that online advertising and online communities have an impact on brand loyalty. This result is also evident in practice. The influence of advertising on the unconscious and, ultimately, the creation of a sense of loyalty has been proven. Considering that online communities are a reliable source for getting information about products and more, it can be said that the impact of individuals on brand loyalty is also the same. The results of this research are in line with the research of Balkrishan (2014) and Abdulwandy (1395). The results showed that marketing of social media is a factor in the brand customer's loyalty. Therefore, it can be said that companies have a goal to achieve a secure target and have a permanent relationship with the consumer, according to this issue, increase their activities in online communities and online advertising to create a brand in the unconscious of their consumers. To encourage the purchase of products to achieve long-term profits.

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