

“A STUDY ON QUANTITATIVE ANALYSIS OF BRAND LOYALTY IN THE DIGITAL AGE”

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1.1 Abstract

This study explores the influence of social media marketing on consumer buying behaviour, with a specific focus on Starbucks. In the digital age, social media has become a vital marketing tool for brands to engage with customers, build brand loyalty, and drive purchasing decisions. The research aims to understand how Starbucks leverages social media platforms to influence consumer perceptions and buying patterns. A structured questionnaire was administered to gather primary data from a sample population. The findings indicate that interactive content, influencer collaborations, promotional offers, and visually appealing posts on platforms like Instagram and Facebook significantly impact consumer preferences and their intent to purchase. The study highlights the importance of consistent brand messaging and active digital engagement in shaping consumer behaviour. It concludes that effective social media strategies can enhance brand image and foster stronger customer relationships, making social media marketing a critical component of modern business strategy.

Key Words: Social Media Marketing, Consumer Buying Behaviour, Starbucks, Brand Engagement, Purchase Intention

1.2 Introduction

In the digital era, the landscape of brand loyalty has undergone a profound transformation. With consumers increasingly interacting with brands across various online platforms, the strategies for building and maintaining loyalty have evolved significantly. Today, establishing enduring connections with customers necessitates a multifaceted approach that encompasses personalized experiences, consistent messaging, and proactive engagement across digital channels. One of the pivotal aspects of fostering brand loyalty in the digital age is the creation of meaningful connections. Brands now have the opportunity to engage with their audience on a deeper level, leveraging social media, email marketing, and other online channels to establish rapport and cultivate a sense of community. By actively participating in conversations and addressing

customer inquiries and feedback, companies can foster a sense of belonging and loyalty among their clientele. Personalization has emerged as a cornerstone of effective brand loyalty strategies in the digital realm. Leveraging advanced technology and data analytics, brands can tailor their messaging, recommendations, and promotions to align with the preferences and interests of individual customers. This personalized approach not only enhances the overall customer experience but also fosters stronger emotional connections, as consumers feel understood and valued by the brand. Furthermore, online reviews and ratings wield considerable influence in shaping brand loyalty in the digital age. Positive feedback serves as a powerful endorsement, reinforcing trust and credibility, while negative reviews can swiftly tarnish a brand's reputation and erode customer loyalty. As such, brands must actively monitor and manage their online presence, striving to deliver exceptional products and services that garner favorable reviews and recommendations from satisfied customers. Convenience has also emerged as a significant factor driving brand loyalty in the digital era, particularly with the rise of e-commerce. Brands that offer streamlined, user-friendly online experiences can significantly enhance customer satisfaction and loyalty. By leveraging data-driven insights to understand consumer behavior and preferences, companies can optimize their digital platforms to meet the evolving needs and expectations of their target audience. Consistency across digital channels is another critical element in building and maintaining brand loyalty. By ensuring that their messaging and branding remain cohesive and aligned across websites, social media platforms, and other digital touchpoints, brands can reinforce their identity and maintain a strong presence in the minds of consumers. In essence, brands that embrace the opportunities afforded by the digital landscape to deliver personalized, convenient, and consistently positive experiences are well-positioned to cultivate and retain strong brand loyalty in today's hyperconnected world. By prioritizing authentic engagement, leveraging data-driven insights, and consistently delivering value to their customers, brands can forge lasting relationships that transcend transactional interactions and drive long-term loyalty and advocacy.

1.3 Importance of the Study

In today's digitally connected world, social media has become an integral part of marketing strategies across industries. This study is important as it examines how social media marketing influences consumer buying behaviour, using Starbucks as a case reference. Understanding this relationship helps marketers and businesses tailor their digital strategies to meet consumer expectations and preferences. By identifying the impact of engaging content, influencer partnerships, and brand interactions on platforms like Instagram and Facebook, the study provides valuable insights into how brands can build loyalty, increase sales, and strengthen their market presence. It also contributes to academic research by bridging the gap between digital marketing practices and consumer psychology.

1.4 Research problem or question

In today's rapidly evolving digital landscape, traditional concepts of brand loyalty are being reshaped by technological advancements, online consumer behavior, and the rise of digital platforms. With increased accessibility to product information, personalized marketing, online reviews, and digital engagement tools, consumer-brand relationships have become more dynamic and less predictable. While digitalization offers numerous opportunities for brands to enhance loyalty through tailored experiences and seamless interactions, it also introduces challenges like increased brand switching, reduced emotional attachment, and heightened competition. Hence, there is a critical need to explore how digital elements such as social media, e-commerce convenience, influencer marketing, and online customer service influence consumer loyalty patterns. Understanding these dynamics is essential for businesses aiming to retain loyal customers and develop sustainable digital marketing strategies.

1.5 Research Questions:

1. How has digitalization influenced consumer perception of brand loyalty?
2. What are the key digital factors that drive or hinder brand loyalty in the current era?
3. What role does personalization play in enhancing brand engagement and customer retention?
4. How do online reviews, social media interactions, and influencer marketing affect consumer trust and loyalty?
5. To what extent do loyalty programs offered through digital channels impact customer commitment to a brand?

1.6 Significance of the Research

This research holds substantial significance in today's digitally driven business environment, where maintaining brand loyalty has become increasingly complex yet more crucial than ever. As consumers are exposed to a multitude of brands, promotions, and alternatives through various digital channels, understanding the factors that influence loyalty has become a strategic priority for marketers and businesses.

The study provides valuable insights into how digital platforms—such as social media, ecommerce websites, loyalty apps, and influencer marketing—affect consumer perceptions, engagement, and commitment toward brands. It highlights the shift from traditional loyalty drivers to modern digital touchpoints, thereby offering

a comprehensive understanding of how personalization, emotional branding, customer experience, and online reviews contribute to long-term consumer-brand relationships.

Furthermore, the research benefits multiple stakeholders:

- **For businesses and marketers**, it offers a framework to design more effective loyalty strategies that align with evolving digital behaviors and preferences.
- **For academic researchers**, it adds to the growing body of literature on digital consumer behavior and brand management, opening avenues for further exploration.
- **For consumers**, it reflects the impact of digitalization on their purchasing decisions and brand affiliations, creating awareness of how digital tools shape their brand experiences.
- **For policymakers and digital marketing strategists**, the research provides data-driven insights to develop sustainable marketing practices that enhance consumer satisfaction and brand trust in the digital ecosystem.

1.7 Literature Review

A. Overview of relevant literature

- The concept of brand loyalty has undergone a significant transformation in the digital age, with multiple studies emphasizing the role of digital touchpoints in shaping consumer loyalty. Several researchers have highlighted **customer satisfaction** as a foundational factor in fostering brand loyalty, particularly through improved digital service quality and responsiveness (Ooko & Aila, 2023).
- **Brand communication and engagement** are also key influencers of loyalty. Effective brand communication strategies, particularly in digital environments, enhance consumer trust and long-term relationships (Afriani & Indradewa, 2019). The digital interface also influences **user experience**, where intuitive UI/UX designs lead to stronger brand experiences and consumer retention (Hyun & Marsden, 2023).
- **Emotional attachment** and brand engagement in social media environments significantly impact loyalty, especially among younger consumers (Dwivedi & Gill, 2018; Burhanudin & Febryanti, 2023). This emotional connection is further strengthened by **personalized content**, which plays a crucial role in enhancing consumer-brand interaction and attachment (Shanahan & Tran, 2019).
- Moreover, studies have explored the impact of **online consumer reviews and influencer marketing** on purchasing behavior and loyalty. Reviews serve as powerful social proof, influencing consumers' perceptions of trust and credibility (Odemis, 2023), while influencers act as intermediaries in building loyalty among digital-savvy segments such as Generation Z (Fatima & Erdogan, 2023; Pinto & Paramita, 2021).

- The literature also reflects the growing concern around **data privacy** and its potential to erode brand trust if not managed effectively (Irgui & Qmichchou, 2023). Simultaneously, **digital loyalty programs and mobile commerce** have become central to retention strategies in today's competitive markets (Justino & Tengeh, 2022).
- In summary, these studies collectively underscore the critical role of digitalization in redefining traditional loyalty paradigms and highlight how digital tools, personalization, emotional engagement, and brand communication are driving modern loyalty strategies.

B. Key theories or concepts

1. **Brand Loyalty Theory** Brand loyalty refers to the consumer's consistent preference for one brand over others, demonstrated by repeated purchases and emotional attachment. Traditional brand loyalty theory is rooted in behavioral and attitudinal loyalty. In the digital age, this theory is extended to include factors like online engagement, digital personalization, and social influence.
2. **Customer Satisfaction Theory** Based on the **Expectancy-Disconfirmation Model**, this theory states that customer satisfaction arises when the perceived performance of a product or service exceeds customer expectations. In the digital context, seamless online experiences, responsive service, and user-friendly interfaces are key factors influencing satisfaction and, consequently, loyalty.
3. **Theory of Planned Behavior (TPB)** Proposed by Ajzen (1991), TPB explains how **consumer behavior is driven by attitudes, subjective norms, and perceived behavioral control**. In digital branding, consumers' intentions to remain loyal are shaped by their digital attitudes (e.g., trust in online reviews), social influences (e.g., influencer marketing), and ease of online access.
4. **Social Exchange Theory** This theory suggests that customer loyalty results from a reciprocal exchange—when consumers perceive value and benefits (e.g., rewards, personalized offers), they remain loyal in return. Brands use loyalty programs, exclusive offers, and personalized recommendations to maintain this exchange in digital environments.
5. **Consumer Engagement Theory** This concept highlights **emotional, cognitive, and behavioral engagement** of consumers with a brand. In the digital age, customer engagement occurs across platforms such as social media, websites, and apps—impacting customer-brand relationships and loyalty.

C . Gaps or controversies in the literature

- **Lack of Consensus on the Impact of Digitalization on Loyalty** While some researchers assert that digitalization enhances brand loyalty through personalization, engagement, and convenience (Shanahan & Tran, 2019; Burhanudin & Febryanti, 2023), others argue that it leads to **increased brand switching** and reduced emotional attachment due to hyper-competition and information overload (Ali & Shaiq, 2023).

This discrepancy creates uncertainty regarding the net effect of digitalization on consumer loyalty.

- **Limited Research on Long-Term Loyalty in Digital-Only Brands** Existing studies largely focus on short-term digital engagement and purchase behavior. However, there is a noticeable gap in understanding **long-term brand loyalty in digital-native brands**, where there are no traditional or physical interactions to reinforce customer retention.

- **Overemphasis on Quantitative Measures of Loyalty** Most research tends to measure brand loyalty in terms of **repeat purchases or behavioral patterns**, neglecting the **emotional and psychological dimensions** such as trust, brand love, and identity attachment, especially in online contexts.
- **Inadequate Integration of Psychological and Technological Factors** Although both emotional branding and digital tools are critical, studies often treat them in isolation. There is a need for an integrated approach that examines how **technological factors (UX design, digital touchpoints)** and **psychological factors (emotions, perceptions)** jointly influence brand loyalty.
- **Neglect of Demographic and Cultural Influences in Digital Loyalty** Many studies offer **generalized findings**, without considering how **demographics (age, techsavviness, digital literacy)** or **cultural contexts** moderate the relationship between digitalization and loyalty. This limits the generalizability of findings across consumer segments and regions.

Objectives of the study:

1. To understand the role of social media marketing in influencing consumer buying behaviour.
2. To analyze how Starbucks uses social media platforms to engage with its customers.
3. To identify the key factors on social media that impact consumer purchase decisions.

1.8 Methodology

A. Research design

This Study employs a exploratory research design to study the overall Brand loyalty in the digital age and its factors for the purpose of measuring the research objectives.

B. Data Collection Method

The primary data collection method used in this study was an online survey conducted via Google Forms. The survey was distributed to a diverse group of respondents through various digital platforms, including email and social media. This approach facilitated efficient data collection and ensured a broad range of opinions and insights.

C. Sample Selection

A total of 150 responses were gathered from participants. The sample was selected using a convenience sampling method, allowing for accessibility and efficiency in data collection. While this method is cost-effective and time-efficient, it may limit the generalizability of the findings.

D. Data analysis techniques

The collected data was analyzed using SPSS (Statistical Package for the Social Sciences). A range of statistical techniques was applied, including descriptive statistics to summarize the demographic and behavioral characteristics of the respondents, correlation analysis to examine the relationships among key variables, and regression analysis to assess the influence of specific marketing factors on brand loyalty. This analytical approach enabled the study to derive empirical insights into consumer behavior and evaluate the effectiveness of digital marketing strategies.

1.9 Questionnaire

Brand Loyalty in digital age

In an era dominated by digitalization, we aim to explore how this transformative shift has impacted brand loyalty. Your insights will contribute to understanding the changing dynamics of consumer relationships with brands in the digital age. This survey is designed to capture your perceptions and experiences regarding the influence of digital platforms, online interactions, and other digital elements on your brand loyalty. Your honest responses will enable us to gain valuable insights into the evolving landscape of consumer brand relationships, helping businesses adapt and improve their strategies in the digital era.

E-mail	
Student/Employed/Business	

Please Rate: 1= Strongly disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

Digitalization has made it easier for me to discover new brands.	1 SD	2 D	3 N	4 A	5 SA
I find myself more inclined to switch brands after digitalization.	1 SD	2 D	3 N	4 A	5 SA
Digital platforms have influenced my perception of brand loyalty.	1 SD	2 D	3 N	4 A	5 SA
I trust online reviews and recommendations when considering brand loyalty.	1 SD	2 D	3 N	4 A	5 SA

Loyalty programs offered through digital channels affect my brand choices.	1 SD	2 D	3 N	4 A	5 SA
Social media plays a significant role in shaping my brand loyalty.	1 SD	2 D	3 N	4 A	5 SA
Digital advertisements have influenced my loyalty towards certain brands.	1 SD	2 D	3 N	4 A	5 SA
Online customer service experiences impact my loyalty to a brand.	1 SD	2 D	3 N	4 A	5 SA
The ease of online shopping has affected my commitment to specific brands.	1 SD	2 D	3 N	4 A	5 SA

I believe digitalization has made brand switching more common.	1 SD	2 D	3 N	4 A	5 SA
Loyalty apps and rewards impact my commitment to a brand.	1 SD	2 D	3 N	4 A	5 SA
I feel more connected to brands through their online presence.	1 SD	2 D	3 N	4 A	5 SA

Digital promotions and discounts influence my brand loyalty.	1 SD	2 D	3 N	4 A	5 SA
The convenience of online transactions affects my loyalty to a brand	1 SD	2 D	3 N	4 A	5 SA
Personalized digital experiences impact my brand loyalty.	1 SD	2 D	3 N	4 A	5 SA
Online customer reviews influence my perception of brand loyalty.	1 SD	2 D	3 N	4 A	5 SA
Digital communication from brands affects my loyalty.	1 SD	2 D	3 N	4 A	5 SA
The speed of digital interactions impacts my loyalty to a brand.	1 SD	2 D	3 N	4 A	5 SA
The availability of product information online affects my brand loyalty.	1 SD	2 D	3 N	4 A	5 SA
I trust brands that engage in social responsibility through digital channels	1 SD	2 D	3 N	4 A	5 SA
Digital interactions with brands affect my emotional connection to them.	1 SD	2 D	3 N	4 A	5 SA
The convenience of digital customer support impacts my loyalty.	1 SD	2 D	3 N	4 A	5 SA
Digitalization has made it easier for me to compare brands.	1 SD	2 D	3 N	4 A	5 SA
I believe digitalization has made brand loyalty more challenging.	1 SD	2 D	3 N	4 A	5 SA
I am more loyal to brands that provide a seamless online experience.	1 SD	2 D	3 N	4 A	5 SA

How has the advent of digitalization influenced your decision-making process when making everyday purchases? Please provide specific examples or instances where digital tools or platforms have played a role in shaping your buying habits.

In what ways do you believe digitalization has altered your overall shopping?

Ans:

Can you share your thoughts on the seamless experience of purchasing products through digital platforms? Reflect on aspects such as website or app usability, the efficiency of online transactions, and any notable features that contribute to a smooth buying process.

Ans:

1.10 Results

A. Findings

The study conducted a quantitative analysis of brand loyalty in the digital age using primary data collected through structured questionnaires. The data was analyzed using SPSS and other statistical tools such as KMO and Bartlett's Test, Anti-Image Correlation Matrix, descriptive statistics, and factor analysis.

1. Sampling Adequacy and Data Validity

- The **Kaiser-Meyer-Olkin (KMO) value was 0.926**, indicating a high degree of sampling adequacy.
- **Bartlett's Test of Sphericity** showed a significant value (Chi-square = 2345.881, df = 300, Sig. < .001), confirming that the data is suitable for factor analysis and has adequate correlation among variables.

2. Key Influencing Factors Identified

The factor analysis revealed several significant dimensions influencing brand loyalty in the digital era:

- **Digital Discovery & Brand Switching:** A majority of respondents agreed that digitalization has made it easier to discover new brands. However, this has also increased the tendency to switch brands due to the availability of choices and competitive digital promotions.

- **Impact of social media and Online Reviews:** Social media emerged as a major driver of brand perception and loyalty. Respondents heavily rely on online reviews, influencer endorsements, and social media engagement before making purchasing decisions.
- **Personalization & Customer Engagement:** Personalized digital experiences and loyalty programs play a crucial role in retaining customers. Respondents indicated that customized promotions, tailored product recommendations, and personalized communication significantly improve their emotional connection to a brand.
- **Digital Convenience & Usability:** Ease of online transactions, app usability, seamless browsing, and efficient digital customer service contribute positively to consumer satisfaction and brand loyalty. Consumers are more likely to remain loyal to brands that provide a smooth and intuitive digital experience.
- **Trust and Brand Communication:** The research highlighted that transparent communication, digital social responsibility, and responsiveness build trust and enhance customer loyalty. Brands that engage meaningfully with customers on digital platforms enjoy higher trust and positive perception.

3. Challenges to Brand Loyalty

- Respondents agreed that brand loyalty has become more challenging in the digital age due to easy comparability, widespread access to alternatives, and the rapid pace of marketing content.
- Many consumers no longer exhibit loyalty across all product categories but instead demonstrate selective or situational loyalty depending on price, value, and convenience.
- There is a shift from behavioral loyalty (habitual buying) to attitudinal loyalty (emotional and value-driven commitment).
- Emotional loyalty is now largely driven by digital brand storytelling, interactive content, and continuous engagement rather than only past product performance.

5. Digital Loyalty Programs and Rewards

- A significant number of respondents confirmed that loyalty programs delivered through digital platforms (apps, points systems, referral benefits) influence their continued patronage to brands.
- However, the effectiveness of these programs depends on their ease of use, transparency, and perceived value.

1.11 Data Analysis & Techniques:

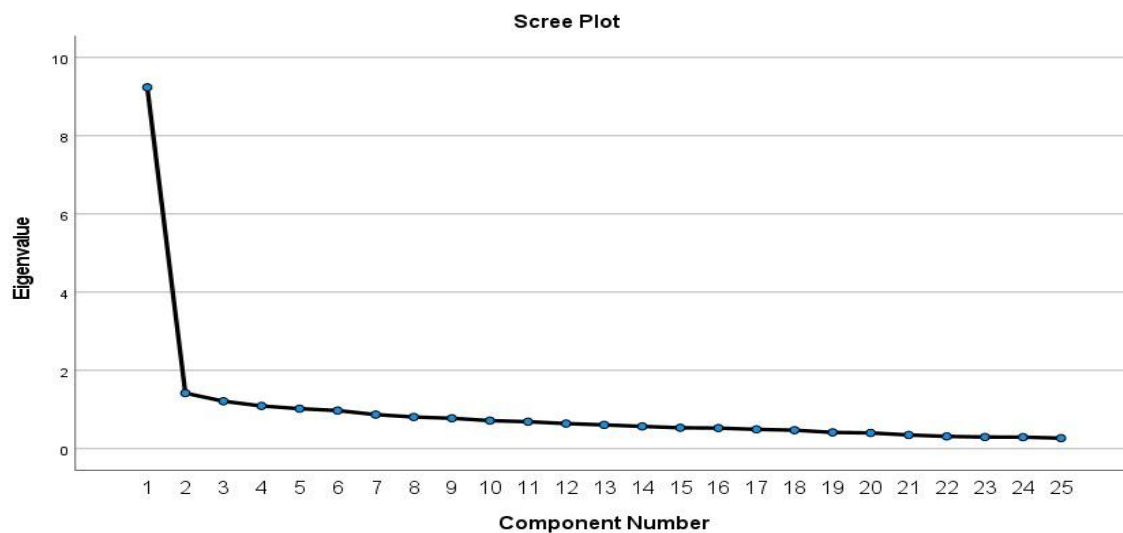
1. Table: KMO & Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.926
Bartlett's Test of Sphericity	Approx. Chi-Square	2345.881
	Df	300
	Sig.	<.001

KMO \geq 0.5 is accepted reference value

All the above tests are done through IBM SPSS and Onyx analysis tools.

2. Scree Plot:



Sharp Decline at Component 1: The first component has a significantly high eigenvalue (around 9), indicating it explains the largest proportion of variance in the dataset.

Elbow Point: The plot shows a sharp drop between Component 1 and Component 2, forming an "elbow," which typically suggests that only the first component is significantly important for data representation.

Gradual Decline Afterward: From Component 2 onwards, the eigenvalues decrease gradually, indicating that each subsequent component contributes less to explaining the total variance.

Insignificant Components Beyond the Elbow: After the first component, eigenvalues are close to or below 1, implying these components contribute minimally and might be excluded in dimensionality reduction.

Use for PCA Decision: This Scree Plot is often used in Principal Component Analysis (PCA) to decide how many components to retain—here, likely only the first 1 or 2 components are worth keeping.

3. Communalities

	Initial	Extraction
Digitalization	1.000	.667
Switching brands	1.000	.559
Digital customer support	1.000	.551
Believe	1.000	.470
Seamless online experience	1.000	.464
brand Comparison	1.000	.632
Perception	1.000	.684
Emotional	1.000	.549
Online Review	1.000	.498
Brand Trust	1.000	.605
Product information	1.000	.551
Digital interactions	1.000	.564
Digital communication	1.000	.578
Online customer reviews	1.000	.479

Personalized digital experience	1.000	.568
Convenience	1.000	.570
Digital promotions	1.000	.545
Online presence	1.000	.566
Commitment	1.000	.593
Digital advertisements	1.000	.540
Brand switching	1.000	.525
Online shopping	1.000	.498
Loyalty	1.000	.614
Online customer service	1.000	.591
Social media	1.000	.521

Extraction Method: Principal Component Analysis.

4. Component Transformation Matrix

Component	1	2	3	4	5
1	.620	.499	.444	.270	.310
2	-.517	-.006	.048	.812	.268
3	-.017	-.564	.799	.007	-.209
4	.586	-.500	-.397	.458	-.198
5	.067	-.428	-.072	-.241	.866

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Purpose of the Matrix: The Component Transformation Matrix shows how the extracted components (from PCA) are transformed (rotated) to maximize interpretability, using **Varimax rotation** (an orthogonal rotation technique).

Varimax Rotation Effect: This rotation redistributes the variance across the components to make the **factor loadings more distinct**, helping in identifying which variables load strongly onto which components.

Component 1 Interpretation:

- Variables 1 and 4 have relatively high positive loadings (0.620 and 0.586), indicating they strongly influence Component 1.
- Variable 2 has a moderate negative loading (-0.517), suggesting a contrasting influence on Component 1.

Component 2 Interpretation:

- Variable 3 loads highly negative on Component 2 (-0.564), showing a stronger association with Component 2.
- Variable 4 also has a significant negative loading on Component 2 (-0.500), suggesting it contributes to both components but in different directions.

Simplifies Component Meaning: This matrix helps **clarify the structure of relationships between variables and components**, making it easier to label and interpret the components based on which variables load most heavily on them.

5. Total Variance Explained:

Initial Eigenvalues				Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.237	36.950	36.950	9.237	36.950	36.950	4.310	17.241	17.241
2	1.420	5.679	42.629	1.420	5.679	42.629	3.146	12.584	29.825
3	1.212	4.849	47.478	1.212	4.849	47.478	2.777	11.107	40.932
4	1.092	4.366	51.844	1.092	4.366	51.844	1.897	7.586	48.519
5	1.022	4.088	55.932	1.022	4.088	55.932	1.853	7.413	55.932
6	.974	3.894	59.826						
7	.871	3.483	63.309						
8	.809	3.236	66.545						
9	.777	3.107	69.652						
10	.716	2.866	72.518						
11	.689	2.755	75.272						
12	.641	2.565	77.838						
13	.607	2.429	80.267						
14	.569	2.277	82.544						
15	.534	2.136	84.680						
16	.526	2.105	86.784						
17	.493	1.972	88.757						

18	.472	1.886	90.643							
19	.415	1.662	92.305							
20	.402	1.607	93.912							
21	.349	1.397	95.309							
22	.314	1.255	96.564							
23	.296	1.185	97.749							
24	.294	1.178	98.927							
25	.268	1.073	100.000							

Extraction Method: Principal Component Analysis.

6. Table : Anti-Image Covariance Matrix & Anti-Image Correlation Matrix

	Anti-Image Matrices																										
	customer satisfaction	brand awareness	user experience	customer testimonials	customer lifetime	brand engagement	personalization	data privacy concern	WOM influence	brand switching decision	psychological factors	economic factors	cross consumer reviews	innovativeness	cross cultural variance	brand authenticity	influencer marketing impact	purchase intention	brand resilience	perceived value	consumer citizenship	COVID-19 impact	post purchase engagement	brand credibility	emotional marketing		
Anti-Image Covariance	customer satisfaction	.730	-.170	-.075	-.044	.015	.021	-.074	.040	-.084	-.005	.079	.007	-.022	-.056	-.005	-.033	.012	.052	.006	-.023	.116	-.020	-.048	.025	-.062	
	brand awareness	-.170	.642	-.158	-.036	.009	.019	.022	-.042	.031	-.035	.048	-.021	-.024	.004	.004	-.019	.008	.023	-.099	.001	-.089	-.036	-.078	-.025	.030	
	user experience	-.075	-.158	.525	-.085	-.094	-.023	-.050	-.002	.034	.005	-.056	-.061	-.025	.020	-.079	.098	-.036	-.093	.069	-.039	.064	.048	.001	-.025	-.340	
	customer testimonials	-.044	-.036	-.085	.654	-.100	-.059	-.041	-.019	-.009	.037	-.044	.068	.014	-.073	.056	-.051	.011	.037	-.009	-.039	-.027	-.007	-.013	.031	-.060	
	customer lifetime	.015	.009	-.094	-.100	.546	-.075	.019	-.103	-.063	.005	-.036	-.010	-.034	.063	-.031	.032	-.047	.009	-.006	.061	-.091	-.081	.026	.007	.005	
	brand engagement	.021	.019	-.023	-.059	-.075	.535	-.108	-.057	.052	-.057	.065	.013	.032	-.076	-.059	-.056	-.076	.024	.002	-.006	.013	-.058	-.062	.012	.009	
	personalization	-.074	.022	-.050	-.041	.019	-.108	.535	-.082	-.037	-.025	-.105	.078	-.109	-.005	-.014	.055	.010	-.038	-.036	-.024	.035	-.013	-.039	-.032	.040	
	data privacy concern	.040	-.042	-.002	-.019	-.103	-.057	-.082	.503	-.080	-.046	.032	-.089	.019	.054	.024	-.090	.034	-.011	.066	-.062	-.032	-.034	-.020	-.067	.033	
	WOM influence	-.084	.031	.034	-.089	-.063	.052	-.037	-.080	.612	-.083	-.062	.043	-.022	-.025	-.052	-.024	-.051	.039	-.024	.026	.046	-.095	.032	-.133	.004	
	brand switching decision	-.005	-.035	.005	.037	.005	-.057	-.025	-.046	-.083	.597	-.111	-.056	-.065	-.055	.020	.050	.021	-.044	-.007	-.050	.031	.032	-.069	.029	-.078	
	psychological factors	.079	.048	-.056	-.044	-.036	.065	-.105	.032	-.062	-.111	.541	-.059	-.055	.000	-.015	-.007	.048	.018	-.034	-.059	-.069	.038	-.045	-.052	-.025	
	economic factors	.007	-.021	-.061	.068	-.010	.013	.078	-.089	.043	-.056	-.059	.481	-.124	-.101	-.074	-.035	-.025	.001	-.029	-.041	.082	-.025	-.009	.015	-.010	
	cross consumer reviews	-.022	-.024	-.025	.014	-.034	.032	-.109	.019	-.022	-.065	-.055	-.124	.355	-.019	-.035	-.083	-.036	.014	.022	.038	-.029	-.006	.019	-.006	.007	
	innovativeness	-.056	.004	.020	-.073	.063	-.076	-.005	.054	-.025	-.055	.000	-.101	-.019	.518	-.051	-.024	-.071	.011	-.052	.002	-.029	-.025	-.034	-.097	.037	
	cross cultural variance	-.005	.004	-.079	.056	-.031	-.059	-.014	.024	-.052	.030	-.015	-.074	-.035	-.051	.468	-.092	.013	.007	-.115	-.008	-.081	.010	.025	.046	-.085	
	brand authenticity	-.033	-.019	.098	-.051	.032	-.036	.055	-.090	-.024	.030	-.037	-.035	-.083	-.014	-.092	.509	-.040	-.115	.015	-.021	.026	-.038	-.067	.011	-.037	
	influencer marketing impact	.012	.008	-.036	.011	-.047	-.076	.010	.034	-.051	.021	.048	-.025	-.036	-.071	.013	-.040	.582	-.054	-.058	-.064	-.092	-.038	.022	.061	-.059	
	purchase intention	.052	.023	-.093	.037	.009	.024	-.038	-.011	.039	-.044	.018	.001	.014	.011	.007	-.115	-.054	.467	-.100	-.137	-.020	-.048	-.018	-.068	.053	
	brand resilience	.036	-.099	.069	-.059	-.006	.002	-.036	.066	-.024	-.007	-.034	-.029	.022	-.052	-.115	.035	-.058	-.100	.549	.003	-.019	-.002	.042	-.076	-.032	
	perceived value	-.023	.001	-.039	-.059	.061	-.006	-.024	-.062	.026	-.050	-.059	-.041	.038	.002	-.068	-.021	-.064	-.137	.003	.468	-.095	-.030	.120	.004	-.034	
	consumer citizenship	.116	-.049	.064	-.027	-.091	.013	.035	-.032	.046	.031	-.069	.082	-.019	-.029	-.080	.026	-.082	-.020	-.019	-.095	.583	-.035	-.056	-.032	-.002	
	COVID-19 impact	-.020	-.036	.048	-.007	-.081	-.058	-.013	-.034	-.094	-.095	.032	.038	-.025	-.006	-.025	.010	-.008	-.038	-.048	-.002	-.030	-.035	.557	-.099	.017	-.061
	post purchase engagement	-.048	-.078	.001	-.013	.016	-.062	-.039	-.020	.052	-.069	-.045	-.009	.039	-.034	.025	-.067	.022	-.018	.042	.120	-.056	-.099	.063	-.076	-.068	
	Anti-Image Correlation	brand credibility	.025	-.025	-.025	.031	.007	.012	-.032	-.067	-.103	.029	-.052	.013	-.006	-.097	.048	.011	.061	-.068	-.076	.004	-.032	.017	-.076	.357	-.136
		emotional marketing	-.062	.030	-.040	-.060	.005	.009	.040	.033	.004	-.078	-.025	-.010	.007	.037	-.085	-.037	-.059	.053	-.032	-.034	-.002	-.081	-.068	-.136	.580
customer satisfaction		.819 ^a	-.248	-.122	-.064	.024	.034	-.118	.079	-.126	.008	.126	.012	-.034	-.092	-.009	-.055	.019	.089	.009	-.038	.177	-.032	-.069	.039	-.095	
brand awareness		-.248	.874 ^a	-.272	-.156	.016	.034	.038	-.075	.050	-.089	.081	-.038	-.041	.008	.153	-.034	.015	.041	-.167	.002	-.145	-.060	.120	-.042	.049	
user experience		-.122	-.272	.884 ^a	-.144	-.176	-.045	-.095	-.004	.061	.132	-.104	-.121	-.045	.039	-.160	.189	-.069	-.189	.128	-.079	.115	.088	.001	-.045	-.073	
customer testimonials		-.064	-.156	-.144	.939 ^a	-.167	-.102	-.069	-.033	-.014	.060	-.074	.122	.023	-.127	.082	-.089	.019	.068	-.015	-.107	-.044	-.011	-.020	.051	-.088	
customer lifetime		.024	.016	-.176	-.167	.949 ^a	-.144	.036	-.197	-.109	.009	-.068	-.019	-.062	.120	-.062	.061	-.089	.018	-.011	.120	-.161	-.147	.044	.012	.009	
brand engagement		.034	.034	-.045	-.102	-.144	.939 ^a	-.208	-.134	.093	-.105	.124	.026	.060	-.151	-.121	-.110	-.151	.049	.003	-.012	.025	-.110	-.107	.033	.016	
personalization		-.118	.038	-.095	-.089	.016	-.208	.919 ^a	-.150	-.065	-.044	-.194	.154	-.200	-.009	-.027	.105	.019	-.076	-.066	-.047	.062	-.023	-.065	-.058	.071	
data privacy concern		.079	-.075	-.004	-.033	-.197	-.114	-.158	.919 ^a	-.145	-.085	.062	-.181	.035	.106	.050	-.178	.068	-.022	.126	-.127	-.059	-.064	-.035	-.127	.061	
WOM influence		-.126	.030	.061	-.014	-.109	.093	-.065	-.145	.929 ^a	-.138	-.108	.080	-.018	-.045	-.097	-.043	-.092	.073	-.042	.049	.077	-.164	.082	-.177	.007	
brand switching decision		-.008	-.089	.152	.060	.009	-.105	-.044	-.085	-.138	.929 ^a	-.196	-.165	-.112	-.100	.057	.092	.039	-.083	-.012	-.094	.053	.055	-.110	.050	-.133	
psychological factors		.126	.081	-.104	-.074	-.066	.124	-.194	.062	-.108	-.196	.929 ^a	-.116	-.100	.001	-.030	-.014	.082	.036	-.062	-.118	-.123	.070	-.076	-.096	-.044	
economic factors		.012	-.038	-.121	.122	-.019	.026	.154	-.181	.080	-.105	-.116	.924 ^a	-.219	-.203	-.157	-.071	-.051	.003	-.057	-.087	.155	-.049	-.015	.029	-.018	
cross consumer reviews		-.034	-.041	-.045	.023	-.062	.060	-.200	.035	-.038	-.112	-.100	-.239	.946 ^a	-.036	-.068	.027	.039	.075	-.050	-.011	.064	-.011	.064	-.011	.013	
innovativeness		-.092	.008	.039	-.127	.120	-.151	-.009	.106	-.045	-.100	.001	-.205	-.016	.943 ^a	-.104	-.027	-.141	.023	-.099	.005	-.053	-.047	-.059	-.182	.068	
cross cultural variance		-.009	.153	-.160	.102	-.062	-.121	-.027	.050	-.087	.057	-.080	-.157	-.068	-.104	.919 ^a	-.189	.027	.015	-.228	-.017	-.156	.020	.045	.090	-.164	
brand authenticity		-.055	-.034	.189	-.089	.061	-.110	.105	-.178	-.043	.082	-.014	-.071	-.157	-.027	-.189	.924 ^a	-.079	-.227	.029	-.042	.048	-.016	-.115	.021	-.069	
influencer marketing impact		.019	.015	-.069	.019	-.088	-.151	.019	.068	-.092	.039	.092	-.051	-.069	-.141	.027	-.079	.949 ^a	-.112	-.111	-.131	-.169	-.071	.039	.115	-.110	
purchase intention		.089	.041	-.189	.068	.018	.049	-.076	-.022	.073	-.083	.036	.003	.027	.023	.015	-.237	-.112	.911 ^a	-.197	-.293	-.038	-.094	-.033	-.133	.102	
brand resilience		.039	-.167	.128	-.015	-.011	.003	-.066	.126	-.042	-.012	-.062	-.057	.039	-.099	-.228	.029	-.111	-.197	.915 ^a	.006	-.033	-.004	.069	-.137	-.057	
perceived value		-.038	.002	-.079	-.107	.120	-.012	-.047	-.127	.049	-.094	-.118	-.087	.075	.005	-.017	-.042	-.131	-.293	.006	.917 ^a	-.182	-.058	.216	.008	-.065	
consumer citizenship		.177	-.145	.115	-.044	-.161	.025	.062	-.059	.077	.053	-.123	.155	-.050	-.053	-.156	.048	-.169	-.038	-.033	-.182	.917 ^a	-.062	-.091	-.056	-.003	
COVID-19 impact	-.032	-.060	.088	-.011	-.147	-.110	-.023	-.064	-.164	.035	.070	-.049	-.011	-.047	.020	-.016	-.071	-.094	-.004	-.058	-.062	.957 ^a	-.164	.031	-.107		
post purchase engagement	-.089	-.120	.001	-.020	.044	-.107	-.065	-.035	.082	-.110	-.076	-.015	.064	-.059	.045	-.115	.039	-.033	.089	.216	-.091	-.164	.919 ^a	-.124	-.088		
brand credibility	.019	-.042	-.045	.051	.012	.023	-.058	-.127	-.177	.050	-.096	.029	-.011	-.182	.090	.011	.115	-.133	-.137	.008	-.056	.031	-.124	.927 ^a	-.240		
emotional marketing	-.095	.049	-.073	-.086	.009	.006	.071	.061	.007	-.133</																	

1.12 Key Findings:

1. Social media platforms, particularly Instagram and Facebook, significantly influence consumer buying behaviour through visually appealing and interactive content.
2. Consumers are more likely to engage with and purchase from brands like Starbucks that maintain consistent and creative social media presence.
3. Promotional offers, influencer collaborations, and user-generated content on social media increase brand recall and purchase intent among consumers.
4. Respondents reported a stronger emotional connection with Starbucks due to its personalized and responsive digital communication.
5. Social media marketing is a powerful tool for building brand loyalty and shaping consumer perceptions in the competitive coffee retail market.

1.13 Conclusions

In today's digital world, brand loyalty is not as straightforward as it used to be. With so many options online, businesses find it hard to keep customers loyal just because of their name or reputation. People can easily compare products, prices, and reviews, making their buying decisions more flexible. Plus, social media and online reviews have a big impact on how people see brands. Good reviews or endorsements can make people switch brands, while bad ones can hurt a brand's reputation. Brands need to be active online to keep people's trust. Also, nowadays, companies can personalize shopping experiences for customers, which is nice, but it also means people might switch if another brand offers a more personalized experience. And, people don't always stick to one brand for everything. They might be loyal to one brand for one thing, but choose another for something else. This means businesses need to offer a variety of products to appeal to different kinds of customers. So, even though brand loyalty is still important, it's more complicated now. Businesses need to work hard to connect with customers, give them great experiences, and keep up with changes to stay competitive.

1.14 Reference

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