RESEARCH ARTICLE

ROLE OF SOCIAL MEDIA & DIGITAL MARKETING FOR CUSTOMER LOYALTY.

Vijay Kumar, Saurav Kumar and Ram Chatterjee.

Computer Science and Technology Manav Rachna University Haryana, India.

Manuscript Info	Abstract
	This paper discusses on how a brand applies effective strategies to improve customer loyalty. There are various effective strategies such as online marketing, mobile marketing etc. we discuss their effect and result. In this paper, various advertising strategies are discussed to increase customer loyalty towards a brand to extend their relationship with the customer. It also discusses various marketing platforms to increase customers as well as their trust.

Introduction:-

Today social media marketing is a most commonly used tool for advertisement and building brand reputation & relationship between customer & a particular brand which results in gaining loyalty. Customer loyalty is when a customer returns to the same brand and feels assured of the quality of the product. It does not matter whether the brand is a big one or a small, local business customer loyalty depends on factors and strategies used by the particular brand. In which social media allows the customer to talk that what they want or what they don't so that they can be assured about a particular brand. There is lots of competition in the market but only the brands with sustainable marketing and business solutions remain others mostly fail or do not reach that level of success. While marketers can be in regular touch with the customer through social media platform and many more digital marketing tools. If a marketer is regular in touch with the customer it increases personalization and level of loyalty between a customer and a brand. Customer Loyalty is one of the elements which decide which brand will survive. Sustainable strategies mean that the brand does not promise the things which it cannot deliver, marketing strategies deal with the general positive or negative effect on client faithfulness. An organization uses Cause Related Showcasing (CRM) activities to introduce itself a socially mindful organization in a professional workplace to pull in new customers (Agarwal ET al.., 2010). To increase the loyalty of a customer a brand or company can offer additional information to those who are using the products and are regular in touch with the customer we can do this by providing a newsletter, maintenance, repurchase furthermore, breakthrough data about the item. An example of this can be seen in the gaming industry, as most successful games are mostly hated by the hardcore gamers, the companies have such effective marketing and customer targeting strategies that every year the released games get new young players as the games were full of action, this was a good strategy but failed as their games once loved starting to become the most hated games. This is a good example of what brands must not do making the product deliver the same thing which was marketed and style related to the brand is the sustainable way to make sure that customer is loyal. There are several benefits to having a loyal customer as it creates a sustainable pool of customers and as these people trust the particular brand they willing to pay more thus there is a solid connection between client reliability and benefit.

Corresponding Author:- Vijay Kumar.
Address:- Computer Science and Technology Manav Rachna University Haryana, India.

Literature Review:-
Brand loyalty mainly focuses on the quality of a brand and its relationship to the customers it mainly concentrated on the apparent quality, mark notoriety, and fulfillment of the customer. By which they summarize customer relationship with the brand and loyalty towards the brand. To set relationship marketing a lot of efforts needed to put to analyze how to construct a future intention to a customer. to increase brand loyalty a brand also need to utilize social media as a platform for advertisement and building customer loyalty, it is important to know that how to reach effectively to the customer through different platforms. Social media is utilized to increase customer loyalty. Service quality is the major affecting factor of customer loyalty. The result of an empirical study of large sample of customer forms four different service industry that four dimensions of service quality can be identified. Measurement of customer loyalty is also an important part of marketing industry. The most commonly used scales for measuring customer loyalty is rank order, constant sum,
graphical, Likert, paired comparison, and staple scales [21].

Effect of Social Media on Customer Loyalty
Social media has a huge impact on customer loyalty; social media can both increase and decrease the customer loyalty about any brand or any organization. If a customer sees any positive thing about the brand than they will become more loyal to the brand and also motivate others to use that particular brand. While if they see any negative comments or any news about the brand then their loyalty will decrease slowly if they continuously see a negative thing about the brand. Social media will increase brand relationships among customer and brand it affects brand image and extends the customer relationship and the brand needs to add a major attracting factor is attaching a personality trait which is expected by every customer. To give a brand face. A brand also need to improve their service and also provide things to the customer when something is under maintenance for e.g. tesla cars provide you a car when they take the car for servicing they provide a car to that time will the customer car is not serviced. Case study: Customers in Belgium was interviewed on the basis of the service provided they are good or not. [6]

Various Digital Marketing Platforms to gain Customer Loyalty
The advertisement is defined as promoting any brand or a company through different platforms to increase the number of the customer towards any brand. A brand can promote its product through different platforms that are: -
1. Mobile Marketing is in which a brand can advertise their product through various methods today mobile marketing is a large source of advertisement. A survey indicated that the E-Marketer target mobile as a most effective advertising platform according to a survey about 4.55 billion individuals across the world will utilize mobile phone in 2014 it adds up 1.75 billion people use smartphone and every year about 1 billion people acquire Smartphone is growing faster in 2017 nearly 50% e-marketers use Smartphone as their marketing platform. [4]
2. Internet sites in another major source of advertisement because internet sites are growing rapidly just like Smartphone's and the owner of these sites are also offering to advertise on their sites because they also earn through advertisement on their sites. And any brand an also need to maintain their sites so that they can attract customers on their sites. It is a kind of relationship between customer and company. A brand can do advertisement on different sites. It gives you the wide access of your customer.
3. Social media is the best marketing platform these days as there are various social media platforms in which anyone can advertise their products. Taking an example on Facebook many people advertise on it and promoting some brands for profit, many spend their entire time on social media sites such as Facebook and even trust them more than news, it can also have a positive impact on a brand and also a negative impact. In conclusion, the companies and retailer both should make sure that the way they look on social media is best and invest a good amount in it too. For startups and upcoming brands, social media can work the best as they can reach a lot of people and provide a great insight into how their products and cover major communication gaps. It is a computer-based tool social media allows us to exchange idea, pictures, and product a brand. so, a number of people know about your product. According to Nielsen internet user spend more time on the internet and they also did promotion of a product and by social media, Platform Company can also promote their events. Social media a tool that directly links up a user with a company or product. [7]. Social media is also used as a research tool for customer information which tells us about what customer is interested.

Service loyalty
service loyalty is a simplest issue on customer loyalty. carrier loyalty has very last effect on repurchasing with the aid of customer it's miles the one of the most critical constructs in provider advertising and marketing, certainly, unswerving clients the take pleasure in repeat purchases are the bedrock of any business. The most commonplace

loyalty issue of any business is that a consumer buy cloth from handiest one emblem. Service loyalty affect customer view about any brand if a customer service is good a customer also give priority to the brand which have good service quality and this also build a reputation and customer loyalty in the market. A good customer service always gives return to customers brand loyalty.

Various tools for measuring customer loyalty and satisfaction
1. Customer satisfaction surveys are used widely in every field to obtain customer satisfaction and customer loyalty. Today many online companies also started survey or feedback to measure customer satisfaction by which they can calculate customer loyalty towards any brand or any company. But with these surveys or feedback they can not truly measure customer satisfaction or customer loyalty truly. A company or brand also know the reasons for customer dissatisfaction of customer loyalty by asking explanation of the particular topic.
2. Managerial values of any industry are an important part for obtaining customer loyalty and satisfaction of customer from a particular brand or company in which we have to improve our standards and company's employee's standards as well so that they can give a satisfactory information just like giving feedback about any employee.
3. Online communication is also an important tool for increasing customer loyalty so that customer can report immediately if they find any problem related to anything and which is solved in certain time it also increases customer loyalty towards any brand.

Case Study
A Turkish mobile phone sector tested a new index model for customer satisfaction and gaining customer loyalty. It developed a new kind of survey index for measuring customer loyalty. this survey is held on 700 cell phone clients in Istanbul in which partial least square strategy was utilized to ascertain the auxiliary condition model (SEM). The relevance of SEM mostly depends upon the unwavering quality and legitimacy of demonstrating comes about. This model has solid informative power with its acceptable, unwavering quality and legitimacy comes about.

This model was also tested on TMPS and it tested periodically for different sectors with more data. This test gives important information about managers and competitive marketing strategies. This model is attempt to develop and find well-establish theories and knowledge about customer behavior about any particular field or topic [22].

Challenges:-
1. Business strategy is major challenge in digial marketing in which we make plans so that company plans or policy satisfy customer and if a brand or company is not able to make successful strategy than due to customer dissatisfaction. A company or brand never get customer loyalty, so it is a major challenge to make successful business strategy.
2. Customer insight is also a major challenge in obtaining customer loyalty a brand need to design its product in such a manner so that it is reliable to customer and also accepted by customer.
3. Organization capabilities also plays an important role in customer satisfaction and customer loyalty. it is majorly an organization employee's capabilities to handle a customer and give them relevant information about new thing and the product that customer used.
4. Market operation plays an important role in customer satisfaction. It involves proper marketing about any product so more people will know about it and try that thing and get connected to the brand.

Trends:
1. Artificial intelligence might help us leaving the most tedious and rationale based occupations to itself, advertisers can free up an opportunity to think inventively and guarantee that AI endeavors are lined up with key objectives.
2. Instead of estimating single pointers of commitment like snaps or likes, we ought to further and center around following the entire client way on its numerous touch points. Instead of gazing at the quantity of the offers, we Should discover what number of leads or buys the post really created.
3. Using your own information in publicizing, purchasing is constantly done automatically and kept running by the organization's own purchasing work area or outer officies.
4. Using live advertisement can be very effective and the user will trust the brand more as they currently do.
5. A Digital Experience Survey by IBM reveals that 56 % of advertisers trust that customized content advances higher commitment rates. Content promoting mechanization automation streamlines the process of content marketing. Non-personalized, irrelevant content sent to the audience becomes spam.

Conclusion:-

As digital marketing is improving day by day companies should think seriously about investing in it and make sure that they bridge the communication gaps between customer and producer, future research can involve on how customer behavior and how small things affect on a deal. More and more information's are derived every day we need to make sure to get insight into this information and make decisions according to it. For mark dependability to existing an example of rehash buy is to be joined by an inspirational disposition towards the brand.According to Oliver (1999, 34) has characterized client reliability as "a deeply held commitment to rebuy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same brand or same set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior"

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Reference:-

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