

THE EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER LOYALTY AMONGST UNIVERSITY STUDENTS: EVIDENCE FROM THE FASHION INDUSTRY IN KUALA LUMPUR

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ABSTRACT

Today, Social Media Marketing is among the best opportunities available for marketers to connect with their potential customers. Global companies use Social Media Marketing platforms to power their advertising campaign. Social Media Marketing provides businesses stronger grounds to build customer loyalty. The purpose of this research is to study the effect of Social Media Marketing on Customer Loyalty among University students. This research is based on the evidence from the Fashion Industry, as today Fashion Industry is considered as a high value-added business with guaranteed high profit per unit with loyal customers. The age group of University students from 18 to 26 years old plays a major role for marketers as they are the biggest users of Social Media. Therefore, analysing University students' loyalty towards social media platforms such as Facebook, Instagram, and YouTube is important for marketers to take into consideration in improving their marketing strategies. For this research, 218 Questionnaires were distributed among the University students in Kuala Lumpur Malaysia to collect their information about their Loyalty towards Social Media platforms. SPSS software is used to run the Descriptive test, Reliability test, Pearson Correlation test, and Regression test. The findings from the Pearson Correlation test showed that there is a significant and positive relationship between independent variables i.e. Facebook, Instagram, YouTube and dependent variable Customer Loyalty. The model was perfect with R^2 equal to 55.2%.

Keywords: Customer Loyalty, University Students, Social Platforms, Social Media Marketing

INTRODUCTION

In the time of digitization, the significance of Social media marketing has grown with different types and sizes of organizations following digital marketing strategies globally (Baltes, 2015). Social media is unique as it enables companies to build relationships with new and existing customers (Senders et al., 2013; Maddox, 2015). Social Media usage is seen to be increasingly being used by generation Y "Boomerang Kids" (Balakrishnan et al., 2014). In the present world, everyone is associated with each other in this vast network produced by the Internet. As said by Marshall McLuhan, a philosopher of communication theory, "The new electronic freedom re-makes the world in the picture of a global village". It lights up the lives of thousands of individuals by spreading information universally, making us global citizens (Technician, 2019). To analyse the people spending time on social media platforms a survey conducted by Pew Research Centre showed that 72% of high school students and 78% of college students spend time on Facebook,

Twitter, Instagram, indicating how much the student community is interested in the virtual world of social networking (Technician, 2019). Today social media trends are increasing day by day among university students as many students rely on social media for interactions and communication. Social media connects everyone in a collaborative manner such as internet forums, weblogs, wikis, podcasts, and video clips (Sajid et al, 2016). The majority of users of social media are Youngsters, and they are considered as the main target market for Social media (Hussain et al., 2012). This study aims at determining the effect of social media marketing on customer loyalty amongst university students, focusing on the fashion industry in Kuala Lumpur. The fashion industry has a short product life cycle, huge product variety, volatile and unpredictable demand and is today considered as a high value-added business with guaranteed high profit per unit with loyal customers (Kim et al, 2010). Nowadays, the use of social media websites such as Twitter and Facebook is evaluated as a

business take-off tool as it has increased to almost all the luxury fashion brands. This study emphasizes marketing on social media platforms such as Instagram, Facebook and YouTube and how it leads to customer loyalty amongst university students.

Customer Loyalty

The commitment by customers to repurchase a firm's product or service despite competitors' efforts to lure them away is considered as Customer Loyalty (Bilgin et al.,2018). Loyal customers have a positive approach to the company and tend to repurchase products or services along with spreading positive reviews to others. (Bowen et al.,2001). Customer Loyalty is measured in three ways, behavioural measurements, attitudinal measurement, and composite measurement. The repetition of purchase is considered as Behavioural Loyalty. Customers under this category purchase more and are low price sensitive. Attitudinal measurement reflects emotions and psychological attachment with the brand that result in repeat purchase. Customers under this category have a positive word of mouth about the brand, they recommend the brand to others and encourage others to make a purchase. (Bilgin et al.,2018). The third approach is composite measurement of loyalty which is also known as two-dimensional composite measurement. It's a combination of behavioural and attitudinal measurement. It measures customer's loyalty by their product preferences, propensity of brand-switching, frequency of purchase, recency of purchase and total amount of purchase (Jacoby et al., 1973).

Facebook

Mark Zuckerberg, graduate of Harvard University in 2004 created a social networking service known as Facebook. Today, Facebook is the biggest social network worldwide. In quarter of 2019, Facebook had more than 2.5 billion active users and a total of 2.89 billion users using the company's core product on a monthly basis such as Facebook, WhatsApp, Instagram, and Messenger (Statista, 2020). Based on a research in 2016, 90% of consumers spend their time on mobile apps and Facebook is the most downloaded platform (Statista, 2020). Facebook enables brands to build a direct relation with their customers, while marketers emphasize on generating Facebook customers. Facebook encourages new business set ups where advertisement on Facebook is cheaper compared

to advertising on Google and YouTube (Dudharejia et al.,2017). Businesses can use Facebook Live to provide a behind the scene experience to their customers, show them previews of the new products or updates and promote their events online and this helps businesses to get instant feedback from their customers (Dudharejia et al.,2017).

Instagram

Instagram is considered as one of the largest social media platforms. Instagram was launched on 6th October 2010, after two months of its launch from a handful of users it was successful in targeting over a million users and within a span of a week it soon became number one photography app with 10,000 users (Eudaimonia 2017). Based on research, among all social media platforms such as Facebook, Snapchat, Twitter, Instagram has the highest respondent base and people prefer to use Instagram over other social platforms as they consider Instagram as informative, cool, enjoyable, popular and creative (Eudaimonia 2017). Based on research conducted, Instagram has over 117.1 million monthly active users and the average time that users spend is 45 minutes per visit (Exchange4media, 2019). Instagram is a form of communication where users share their updates by posting pictures and videos while making them look attractive (Hu, et al.,2014).

YouTube

The purpose of YouTube was to create a social platform where people can easily create and share short videos online. On a daily basis YouTube has 2 billion views, while 51 % of viewers visit YouTube websites weekly, 52% of 18-34 years age groups often share videos posted on YouTube with other people (Terantino, et al., 2011). YouTube serves as a medium to attract a niche market for marketers to promote their product and services. They use YouTube influencers to help them increase their sales. From 2012, YouTube has become powerful and it is now a multi-billion dollar company. In the coming years, it is predicted that half of the under 30s age group will not use Television subscription because of YouTube (Engadget, 2016). YouTube has introduced live streaming and each day around 5 billion videos are watched. The videos categorized as Entertainment, music, people and blogs have the highest shares of views (Statista, 2020). YouTube has been watched by 1.3 billion people and in every minute 500 hours of videos are uploaded

(Engadget, 2016). Today YouTube is considered as the biggest online video platform with 1.68 billion users in 2019.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Independent Variable – Facebook

Facebook is a social media platform that facilitates the users for global interaction and helps people to share their thoughts, experiences and ideas with other people. According to (Brown, 2009) Facebook is a web based network which brings people from various backgrounds together in a virtual platform.

Kahraman (2010) defines Facebook as an online platform that helps to share your ideas, experiences and communicates with each other. Facebook around the world is used as an advertising platform where businesses use it to reach their prospective customers. It allows businesses to target specific customers and promote their product and services to them with help of an effective advertisement. Advertisement on Facebook is a useful strategy to attract customers. It is considered as an important source of business presentation (Rehman et al., 2014).

According to Vahl (2011) revenue generated from business advertisement has increased to approximately \$ 2.5 billion. Many firms spend a big portion of their budget on advertising their product and service on Facebook. Firms believe advertisement on Facebook is beneficial as it attracts customers and leads to purchase intention. According to (Sendberg) Facebook is considered as an effective medium to reach the target audience. It helps to engage on a large social network with their customers and gives an opportunity to build up the brand.

According to (Weber, 2009) Facebook provides a virtual environment, where individuals with common interest share their thoughts, ideas, experiences and useful information in a virtual environment. According to Lukka and James (2014) Facebook enables marketers to effectively sell their products in a personalized way to their customers. Marketers can customize their advertisement to target a specific group of people in a cost effective way than marketing via a traditional method.

According to (Goldsmith & Lafferty, 2002) advertising on Facebook is an effective source to

emotionally motivate customers to buy their advertised products. Advertising on Facebook influences customers' liking of products and attitude towards brands. Attitude towards the ad, is a well-known theory of advertising. Attitude towards the ad theory influences consumers feeling towards the brand leading to purchase intention. The aim of advertising is to develop an emotional response for consumers' towards the brand leading to increase in sales (Goldsmith & Lafferty, 2002).

According to (Bijmolt et al., 1998) the main goal of advertising is to encourage purchase and create awareness among people. According to (Holden & Lutz, 1992) informative advertisement plays a significant role in influencing people's mind towards a brand and creating an emotional response regarding an advertisement. Emotional advertisement is likely to create an emotional response towards an advertised product (Holden & Lutz, 1992).

Advertising on Facebook gives an opportunity to consumers to interact with the adverts on their pages by giving them a "like", "share", "comment" and also view who else or which friend liked or shared the same adverts. Today advertisements are changing from push advertising to trust based advertising where advertisers engage their consumers with their brands and stimulate a word of mouth (WOM) promotion (Knight & Kristina, 2007). WOM is developed through Facebook, where advertisements enhance brand image of various goods and services (Kaplan & Haenlein, 2010).

Facebook can be accessed from anywhere in the world. It is an easy to use platform which satisfies the social needs of people. It is an ideal platform to keep in touch with a large number of customers which was formerly being handled via email messages. There is a positive relationship between Customer loyalty and Facebook. This statement is proven with a study conducted by (Gamboa et al., 2014) on Zara (a famous Fashion designer brand in Malaysia) fans and non-fans on Facebook. To evaluate the loyalty drivers of Zara's customers different indexes were computed as the average of the individual items that assessed satisfaction. These items were measured with the help of a seven point scale where (1 = strongly disagree, 7 = strongly agree) via an online survey (Gamboa et al., 2014). There was a difference between loyalty drivers for Zara fans and non-Zara fans. Zara fans were ranked higher compared to non-Zara

fans. These results indicated a positive relationship between Facebook and Customer Loyalty. To further examine the relationship between customer loyalty and its determinants a regression analysis was done. The determinants of loyalty were stronger for fans of the brands on Facebook as opposed to non-fans. In today's world big Fashion designers like Louis Vuitton are using Facebook to broadcast their fashion clothes. Facebook leads to two way communication with brands and customers unlike old fashion one way communication where marketing was done with the help of print media where no feedback from customers were taken (Kim, et al.,2010).

Independent Variable - Instagram

Instagram is a fastest growing social media platform with over 1 billion users (Instagram, 2019). It offers users the opportunity to discover, share, tag, use hashtags, comments and love visual content in the form of images, videos, and gifs. It is designed especially for visual content to capture photos, videos with creative filters and share it with their friends or make it public for Instagram users (Wally, et al.,2014).

As per Lup, Trub, and Rosenthal (2015), Instagram is distinctive compared to Facebook. In contrast to Facebook, Instagram requires users to post a picture or video when posting a content. Secondly, Instagram provides users with unique filters to enrich their photos. It is common for users to keep their Instagram profiles up to date and enables users to "follow", "like", "Comment" and "share" on random people's photos. These unique features of Instagram enables users' usage and experiences to be different compared to other social media platforms such as Facebook and Twitter. Similarly, marketing on Instagram may have a different perception on consumers compared to other social media platforms.

According to Walls beck and Johansson (2014) with the help Instagram Generation Y can be targeted easily. Using quantitative and qualitative methods Walls beck and Johansson (2014) found out, the brands that were followed by Generation Y on Instagram were mostly related to fashion, sport, Internet, and beauty care.

According to Chen (2018), research was conducted on university aged young consumers and their understanding of marketing through

Instagram. The research examines how students view information on the internet and the effect of social media marketing through social and celebrity endorsements. The result of the research showed marketing on Instagram leads to promotion of the product by Young consumers into their campaign though filters and hashtags. Hashtags are made of random irrelevant words in relation to the picture but are meaningful to the user.

RadiumOne (2013) conducted a survey around 58% of respondents used hashtags on a regular basis. Companies such as H&M and Ben & Jerry's have found success through Instagram hashtag campaigns: Ben & Jerry's #captureeuphoria campaign resulted in nearly more than 17,000 tagged user pictures to date, and the account currently has more than 169,000 followers. In 2013, H&M partnered with Refinery29 used #HMCoachella hashtag. In less than a month 2,750 photos were uploaded to Instagram alone (Byrne 2013).

Chen (2018) studies showed marketing on Instagram leads to customers satisfaction. According to (Godey et al., 2016) research high end brands use Instagram to develop relationships with customers and increase brand awareness via social media. Instagram targets luxury brands because of the brands visual storytelling approach. Today, Instagram inspires people and is considered as a new form of 'window shopping' as consumers consult social media in the discovery and consideration phase. According to Bonilla et al. (2019), Instagram's visual component serves best for Fashion brands. Instagram has visual formats, including image, videos, boomerang, layout, stories and live. All that attracts consumers towards the brand.

According to (Locowise, 2017; Globalwebindex, 2015) research, brands tend to develop consumers' interest and their level of engagement with brands is higher on Instagram. Consumers prefer to shop more often on Instagram as compared to other social media platforms such as Facebook and Twitter Customer engagement is higher on Instagram and it gives users an opportunity to follow brands, influencers, friends, visit websites and shop online.

According to (Casaló et al., 2018) research, Instagram is mostly used by Fashion Luxury

brands because of Instagram visual interaction with consumers. Marketing on Instagram helps Fashion brands to inspire consumers' Fashion choices, future searches, and purchase intention. Many Fashion brands use influencers in their marketing to attract consumers as they tend to follow the same dressing as their influencers. Luxury brands use Instagram to target their potential audience in a creative way (Instagram, 2017).

Independent Variable - YouTube

YouTube is a social media platform which was founded in 2005 and is the second largest search engine after Google. It allows users to post, view, comment and watch videos. World-wide YouTube is considered as the most visited website. Over one billion monthly viewers watch more than six billion hours of videos monthly and are highly engaged in liking, commenting, sharing videos, and upload 100 hours of new videos in every minute (Bradshaw & Garrahan, 2008).

According to (Perrin, 2015) young generation between 18 years and 34 years old are frequent users of YouTube. They watch YouTube videos more than any cable TV channel. Compared to other social networks, YouTube is the most popular social media platform with full of information and insights regarding market and consumption. By typing a single word in the search bar leads to many related content which the users can access to increase knowledge.

According to Dehghani et al., YouTube is a platform where brands and their audience engage with each other. Entertainment, informativeness and customization are positive drivers of YouTube advertisement which affects brands awareness and purchase intention of customers.

According to (Rohrs, 2014) mentions YouTube as a social media platform which is effective in terms of engaging the new and existing audience towards it. According to (Miller, 2011) YouTube builds brand awareness and effectively promotes products to the audience. YouTube is considered as highly effective in developing consumers' interest and targeting a wider market base (Rohrs, 2014). YouTube creates an awareness for the brand and helps to promote the product by advertising (Miller, 2011). YouTube earns the largest share revenue for online video advertisement (IABUK, 2016).

According to a study conducted by Google mentions that marketers should spend up to six times more money on marketing on YouTube which is more beneficial (Sweeney, 2016). Organisations can use the YouTube platform to boost their reach by paying for promotions. This will help Organisations to promote video content in a cost effective way. There are several ways of marketing on YouTube, namely display, overlay, in-search discovery, sponsored cards, video (skippable or non-skippable), and bumper. These different ways of marketing on YouTube provide an overview of YouTube as a marketing communication platform. The effectiveness of YouTube marketing can be analysed by click through view rates, completed video views, number of shares, comments, and likes. Impact of YouTube's marketing can be analysed such as advertisement recall, engagement, understanding, feedback/ customers reviews.

There are two types of advertising opportunities that YouTube offers, in-stream video and in-video advertisements (Dehghani et al., 2016). Advertisements that are integrated into a video are called in-stream video. These advertisements are distinguished by their position in the video, pre-roll advertisements are shown before the video, mid-roll advertisements during the video, and post-roll advertisements are placed at the end of the video (Li & Lo, 2015). In-stream advertising develops the attention of viewers by interrupting a video. These advertisements are difficult to skip as they appear while watching the intended video however advertisers can select whether advertisement can be skipped after five seconds of viewing the advertisement (Vernon, 2014).

Another type is In-video advertisement, they are less intrusive compared to In-stream advertising where advertisements appear on the bottom of the YouTube video players. Viewer can minimise or close the advertisement if they desire to (Dehghani et al., 2016).

For different advertising ways YouTube offers different pricing models. This enables a high degree of cost control and transparency (Vernon, 2014). Due to an increase in demand for YouTube advertisers are diverting from advertising on Television to online video advertising on YouTube (Shields, 2016).

Dependent Variable - Customer Loyalty

Oliver (1999) defines Customer loyalty as a commitment to re-purchase a preferred service or a product from the same brand or same brand-set purchasing in future consistently, despite competitors efforts to switch to their brand.

According to (Algesheimer et al., 2005), customers who are loyal keep a long term commitment with the brand which contributes to increase in revenue and positive word of mouth (Rauyruen and Miller, 2007). There are two types of loyalty, behavioural and attitudinal loyalty (Dick & Basu, 1994; Jacoby & Chestnut, 1978).

Behavioural loyalty is re-purchasing from the same brand also known as repeat purchase. Attitudinal loyalty is where a customer develops an emotional affiliation with the brand hence is loyal. Example, commitment, positive word of mouth, and defending firm virtues (Mandhachitara & Poolthong, 2011).

Dick and Basu (1994) defines customer loyalty as an important role in maximizing profits and strengthens customers' attitude in repurchasing from the same brand. Frederick (1996) mentions, maintaining loyal customers is a fundamental approach which leads to corporate success.

According to Zeithaml, Berry, & Parasuraman (1996) loyal customers tend to form a bond with the business/company in contrast to non-loyal customers. When making a purchase decision loyal customers focus on both economic aspects and maintaining relationships with the brand compared to non-loyal customers focused only on the economic side, they don't have any intention of maintaining a bond with the brand (Jain, Pinson, & Malhotra, 1987).

Research by Reichheld and Sasser (1990) mentions, loyal customers are ready to pay premium prices for their preferred brand rather than paying additional search cost for looking for other alternatives. In contrast to non-loyal customers, loyal customers tend to be less price sensitive and have a lower price elasticity of demand (Reichheld and Sasser 1990).

Engel & Blackwell (1982) mentions brand loyalty as an emotional attachment, preference, attitudinal and behavioural response over a

passage of time towards the brand. There is a negative relationship between E-loyalty and search of alternatives and positive relationship between word of mouth and willingness to pay. According to researchers Lipstein (1959) and Kuehn (1962) defines loyalty as the probability of repurchase behaviour of a product. Building and maintaining customer loyalty is one of the central themes of research for marketers. Marketers have used different ways to develop and maintain brand loyalty which includes, brand elements, classical marketing mix variables, and various methods of marketing such as events, sponsorships, one-to-one marketing activities, Internet marketing and social media marketing (Keller, 2008; Kotler and Keller, 2007). The main aim of doing this research is to focus on How Marketing on Social Media leads to Customer Loyalty? Social Media Marketing emphasizes on Social platforms for example Facebook, Instagram, and YouTube to promote their online website, products and services via online channels to reach a wider target audience which was not effectively done by using the traditional channels (Weinberg, 2009). To further narrow down this research focuses on How University students in Malaysia become loyal customers from Social Media Marketing (Zarella, 2010; Kaplan and Haenlein, 2009; McKee, 2010; Coon, 2010) .

The use of Social Media Marketing plays a significant role among students in Malaysia. In the first quarter of 2009 in Malaysia 16 million users used social media. In the third quarter of 2009 it reached 29.6 million users using Social media in Malaysia (Malaysian Communications and Multimedia Commissions, 2010). This shows the rise in demand of Social media in Malaysia is increasing.

According to (Lenhart & Madden, 2007; Salaway & Caruso, 2008) introduction of Social media has increased among teenagers and also university students. Students are using Social media day by day and a large number of them use it to interact, communicate, and purchase products online. Social media helps customers to interact with each other by increasing awareness, involvement, and engagement which leads to customer loyalty.

Thus, based on the literature content, the following will be the Research Questions and study objectives:

Research Question

- Does Marketing on Facebook leads to Customer Loyalty amongst University Students?
- Does Marketing on Instagram leads to Customer Loyalty amongst University Students?
- Does Marketing on YouTube lead to Customer Loyalty amongst University Students?

Research Objectives

- Marketing on Facebook leads to Customer Loyalty amongst University Students
- Marketing on Instagram leads to Customer Loyalty amongst University Students
- Marketing on YouTube leads to Customer Loyalty amongst University Students

Based on the literature review, the following Hypotheses is created:

H1: There is a positive relationship between Facebook and Customer loyalty among University Students

H2: There is a positive relationship between Instagram and Customer loyalty among University Students

H3: There is a positive relationship between YouTube and Customer loyalty among University Students

Conceptual Framework

The framework shows the relationship between the independent variables and the dependent variable. Each Social media platform points towards Customer Loyalty and shows the relationship between each two variables. The framework is shown in Figure 1.

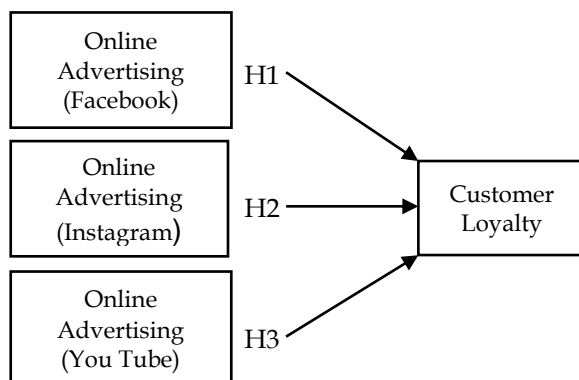


Figure 1: The Conceptual framework

RESEARCH METHODOLOGY

Research Design

The study uses primary data to gather information regarding the effect of social media marketing on customer loyalty amongst university students. The reason for conducting this research on university students are that the younger generation which is also known as Net Generation have a larger interest towards modern technologies is increasing (Hussain et al., 2012). A Quantitative approach is used for our research where mathematical, statistical and numerical analysis is gathered to evaluate the relationship between dependent and independent variables of the impact of social media marketing on customer loyalty. A questionnaire was designed to collect primary data i.e. data that is collected by the researcher from the first hand sources such as survey, interview and experiments.

A close ended questionnaire is created to generate numerical data. The collected data will help to guide in transforming quantitative data into relevant information. The questionnaire comprises thirty two questions, it was designed in a way to answer the research question, whether marketing on social media platforms such as Facebook, Instagram, and YouTube leads to customer loyalty.

In this research paper independent variables are Facebook, Instagram, and YouTube. These independent variables have direct impact on dependent variables. In other words any change in marketing on Social media platforms will have a direct impact on Customer Loyalty. The dependent variable in this research is Customer loyalty. Customer loyalty depends upon independent variables which are Facebook, Instagram, and YouTube. This shows that Customer loyalty depends upon how effectively Social media marketing is done on Social platforms.

A direct approach was used to get answers from the target audience which are University students. A comprehensive analysis consists of both primary and secondary data. Acquiring the ability to collect primary data is valuable as it serves as a complement while secondary research is being carried out, such as collecting data from books and other related journals. In our research we have used secondary data such as data from research articles to support our dependent and independent variables.

According to (Driscoll,2011) primary research is proven to be useful for business research and academic research. Both primary and secondary data helps to provide a better understanding of the independent and dependent variable.

SPSS software is used for this research to calculate the relationship between independent (Facebook, Instagram, and YouTube) and dependent variables (Customer Loyalty). SPSS is a software that is used by researchers which helps in processing the critical data in simple steps. SPSS software easily handles, operates information to analyse, transform, and produce a characteristic pattern between variables. SPSS provides a graphical representation of the output that helps in understanding the result easily (Noels, 2018).

Procedure and Sample Group

Sampling is to generalize the results to the entire population. Sampling is selecting a sufficient number of elements from the population (Mathstopia.net. 2020). In other words, In order to generalise the results to the entire population, sampling consists of selecting a sufficient number of elements from the population called a sample.

In this research primary data is collected using google forms where a questionnaire is designed and is distributed to the university students in Kuala Lumpur, Malaysia via email, WhatsApp, and Instagram. The reason for choosing University students in Kuala Lumpur is that there are a huge number of students studying in Universities and are the regular users of social media that can contribute to customer loyalty from social media marketing.

The respondents who filled the questionnaire were students from mostly private universities such as Taylors University, Monash University and Sunway University pursuing their foundation, Diploma, Degree or Masters in these universities. 218 students in Kuala Lumpur filled the questionnaire.

Sampling Technique- Convenience sampling

Convenience sampling is used for this research. Convenience sampling is also known as availability sampling. It is a type of non-probability sampling (Research-Methodology, 2020). Convenience sampling is where data is collected very conveniently from the available pool of respondents. It is extremely prompt,

uncomplicated, economical, helpful for hypothesis generation.

Pilot study was conducted for this research, convenience sampling is useful in conducting pilot study as it helps in selecting samples that are easier to study and satisfy certain criteria (Convenience Sampling, 2020). It is the most widely used sampling method (QuestionPro, 2020). In certain ways, participants are readily available to be part of the survey. In circumstances where, in most instances, large communities exist, it is virtually difficult to evaluate the whole group since they are not easy to access.

During this year COVID 19, where the whole world is under lockdown due to contagious Coronavirus. Distributing questionnaires physically was very difficult. Convenience sampling is the best during this situation as it helps to quickly get respondents. Researchers use convenience sampling in situations where additional inputs are not required for the principal sample, researchers use convenience sampling. Convenience sampling helps to understand observed habits, opinions and viewpoints in the earliest possible manner.

Questionnaire Design

The questionnaire consisted of three sections, with the student demographics in the first section and questions about the independent and dependent variables in the last two sections. As a data source for the analysis, each section was requested:

SECTION 1

1. Gender
2. Nationality
3. Age Group
4. Class Standing
5. Do you use Social Media
6. If Yes, how much time do you spend on Social media platforms daily?
7. Are you Fashion conscious?
8. Do you Prefer to Shop your clothing Online?

SECTION 2

FACEBOOK

1. I use Facebook
2. I often get advertisement when I scroll through Facebook
3. I skip advertisement on Facebook
4. I purchase clothing products through advertising on Facebook

5. I find Facebook advertisement safe for my transactions
6. I usually get attracted by Fashion advertisement on Facebook

INSTAGRAM

1. I use Instagram
2. I often get advertisement when I scroll through Instagram
3. I skip advertisement on Instagram
4. I purchase clothing products through advertising on Instagram
5. I find Instagram advertisement safe for my transactions
6. I usually get attracted by Fashion advertisement on Instagram

YOUTUBE

1. I use YouTube
2. I often get advertisement when I scroll through YouTube
3. I skip advertisement on YouTube
4. I purchase clothing products through advertising on YouTube
5. I find YouTube advertisement safe for my transactions
6. I usually get attracted by Fashion advertisement on YouTube

SECTION 3

1. Which Social media platform do use the most
2. Which Social media platform I used the most for online purchasing
3. I am loyal with my purchase through advertisement on Facebook
4. I am loyal with my purchase through advertisement on Instagram
5. I am loyal with my purchase through advertisement on YouTube
6. I am attracted to Visual advertisement compared to print media advertisement

Pilot study

Pilot study is a test of your research study. It allows researchers to test the research approach with a few number of participants before conducting the main research. It is an additional step and is time consuming but it ensures the researcher that the research will run smoothly without any problems (Fuel cycle, 2020). This testing also improves the output from the study being conducted. Pilot Testing has many other benefits such as it helps to test the validity of the research. During the test, it helps to get feedback on the questionnaire. If the questions designed

were clear and meaningful. Conducting a pilot study gives an extra opportunity to make sure the questions designed are right, target audience selected is correct. We conducted a pilot test for our research by selecting ten people as a sample and a questionnaire was distributed to them to fill in. Feedback was taken from all the ten people in pilot testing about the questionnaire. After having a positive feedback, the questionnaire was distributed to other students in all the universities in Kuala Lumpur.

DATA ANALYSIS AND FINDINGS

This section deals with the data that was retrieved from the respondent, as well as the statistical analysis tabulated to gain an insight of the respondent t behaviour.

Descriptive Analysis

The descriptive analysis explains the survey trends specific to demographics. In SPSS, descriptive analysis includes statistical values which consists of percentages and frequency. The descriptive analysis will include section 1 of the questionnaire.

Gender

Data for pilot study was analysed using SPSS software and reported below. The total number of samples was 218 where no missing data reported for respondent's demographic. The respondents for this study consisted of a sample from 107 males (49.1%) and 111 females (50.9%).

Table 1: Gender Analysis

Male	Female	Total
107 (49.1%)	111 (50.9%)	218

Nationality

The study gave open ended question for nationality where 24 different nationalities were filled which included 1 American (0.5%), 2 Australian (0.9%),8 Bangladeshi (3.8%), 1 British (0.5%), 1 Burma (0.5%), 1 Canadian (0.5%), 3 Chinese (1.4%), 2 Egyptian (0.9%), 2 French (0.5%),1 German (0.5%), 4 Indian (1.8%), 7 Indonesian (3.3%), 1 Japan (0.5%),2 Kenyan (0.9%) , 1 Laotian (0.5%), 106 Malaysian (48.6%),2 Maldivian (0.9%), 2 Mauritian (0.9%), 1 Nepalese (0.5%), 1 Omani (0.5%), 46 Pakistan (21.1%) ,2 Qatar (0.9%),3 Saudi Arabian (1.9%) , 3 Singaporean (1.4%), 2 Sri Lankan (0.9%), 4 Thailand (1.9%), 1 American (0.5%), 1 Uzbekistan (0.5%), 4 Yemeni (1.9%), 1 Zambian (0.5%).

Age

The study revealed 5 different categories of age. In detail, 13.3% of participants were between under 18 years old, 30.7% of participants ranged between 18 - 20 years old, 46.8% of participants ranged between 20 - 25 years old, 4.1% of participants ranged between 25 - 30 years and 5% of participants were 30 years and above.

Table 2: Age Analysis

Under 18 Years Old	18 - 20 Years Old	20 - 25 Years Old	25 - 30 Years Old	30 and Above
13.3%	30.7%	46.8%	4.1%	5%

value of the Cronbach's Alpha ranges between 0 to 1 and the scale results of 0.7 and above is considered as an acceptable and good value. It is believed that the higher the reliability test results, the easier it is to obtain significant result (DeCoster et al., 2004).

The reliability of a variable is found out with the help of Cronbach alpha value. The Cronbach alpha value of Facebook has 0.870, Instagram has 0.853, YouTube is 0.824, Customer loyalty has 0.848. The value of each variable is more than 0.7 which means all the variables of this study are authentic.

Table 4: Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Real Cronbach Alpha Value
Facebook	10.6678	6.516	.701	.505	0.870
Instagram	10.1854	7.444	.742	.620	0.853
YouTube	10.4232	6.790	.811	.691	0.824
customer loyalty	10.8578	6.562	.747	.558	0.848

Class Standing

The study revealed 4 categories of education levels where 66.5% of respondents were currently in degree, 7.3% of respondents were currently studying in diploma, 19.3% of respondents were currently studying in foundation, and 6.9% of the respondents were currently studying in masters.

Table 3: Class Standing

Degree	Diploma	Foundation	Masters
66.5%	7.3%	19.3%	6.9%

Correlation analysis

SPSS provides the Pearson correlation results and it measures the strength of the linear relationship between the dependent and independent variables (DeCoster et al., 2004). For this study there are three correlation results for each independent variable and its relationship with the dependent variable. The table below shows the results of Pearson Correlation.

Correlation between Facebook and Customer Loyalty

Table 5: Correlation between Facebook and Customer Loyalty

		Facebook	Customer loyalty
Facebook	Pearson Correlation	1	.647**
	Sig. (2-tailed)		.000
	N	218	218
Customer loyalty	Pearson Correlation	.647**	1
	Sig. (2-tailed)	.000	
	N	218	218

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

Analysis

Social Factors

There were other social factors which were analysed in this study. Out of 218 participants, 95.9% of participants use social media while 4.1% of participants do not use social media. This study found out that 76.1% were fashion conscious while 23.9% were not fashion conscious. This study also depicted that 52.3% of the respondents prefer online shopping while 47.7% of the respondents do not prefer online shopping.

Reliability Analysis

Reliability test measures how much of the variability in the observed scores represents variability in the underlying true score. The

H1: There is a positive relationship between Facebook and Customer Loyalty among University Students.

Correlation between Instagram and Customer Loyalty

Table 6: Correlation between Instagram and Customer Loyalty

		Instagram	Customer loyalty
Instagram	Pearson Correlation	1	.637**
	Sig. (2-tailed)		.000
	N	218	218
customer loyalty	Pearson Correlation	.637**	1
	Sig. (2-tailed)	.000	
	N	218	218

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

H2: There is a positive relationship between Instagram and Customer Loyalty among University Students.

Correlation between YouTube and Customer Loyalty

Table 7: Correlation between YouTube and Customer Loyalty

		YouTube	Customer Loyalty
YouTube	Pearson Correlation	1	.687**
	Sig. (2-tailed)		.000
	N	218	218
Customer Loyalty	Pearson Correlation	.687**	1
	Sig. (2-tailed)	.000	
	N	218	218

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

H3: There is a positive relationship between YouTube and Customer Loyalty among University Students

The correlation between Facebook and Customer Loyalty is .647 while the significance value is .000. The correlation between Instagram

and Customer Loyalty is .637 while the significance value is .000. The correlation between YouTube and customer loyalty is .687 while the significance value is .000. If the significance value is less than 0.01 level then the relationship between the variable is significant. The relationship between the variable are significant as they are all less than 0.01.

Multiple Linear Regression

Regression analysis permits one to predict the value of the dependent variable from the other independent variables and provides information on whether the overall fit of the model is reliable or not. For this analysis, the value in Adjusted R Square will be used to measure the model fit (DeCoster et al., 2004). The results of the multiple linear regression will be shown to forecast Customer loyalty based on their use of Facebook, Instagram, and YouTube.

Table 8: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747a	.558	.552	.70257

a Predictors: (Constant), YouTube, Facebook, Instagram

b, Dependent Variable: Customer Loyalty

Table 9: Anova

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	133.438	3	44.479	90.110	.000b
Residual	105.632	214	.494		
Total	239.070	217			

a. Dependent Variable: Customer loyalty

b. Predictors: (Constant), YouTube, Facebook, Instagram

Table 10: Coefficients

Model	Unstandardized B	Std. Error	Standardized Coefficient Beta	t
Constant	-.102	.221		-.458
Facebook	.307	.058	.322	5.304
Instagram	.260	.088	.214	2.958
YouTube	.345	.088	.310	3.933

a. Dependent Variable: customer loyalty
Proposed model explained 55.8% of factors affecting turnover rates (R square=0.558). This model was significant (p<0.05). Therefore, the

results showed that Facebook, Instagram, YouTube factors have significant impact on customer loyalty ($p < 0.05$).

Customer loyalty = 0.307 (Facebook) + 0.260 (Instagram) + 0.345 (YouTube)

The above equation indicate that Customer loyalty increases by 0.345 units for each increase in one unit of YouTube. More so, YouTube is the strongest forecaster of Customer Loyalty while Instagram is the weakest.

RECOMMENDATION AND CONCLUSION

This study was conducted on the topic of the effect of Social Media marketing on Customer loyalty amongst university students, evidence from the Fashion Industry in Kuala Lumpur. The reason for conducting this research was that there were researches done on Social Media marketing on Customer loyalty in general but no research has been done specific on the Fashion industry amongst the university students.

Today, Fashion industry in Kuala Lumpur is booming due to strong demand. All the new and existing brands have their online platforms which makes buying for customers easy. It is important to determine which social media platforms have the most impact on customer loyalty. The target audience for the research were university students in Malaysia of age between 18 to 26 years old. This generation uses social media the most. It is important for marketers to determine the ways to make customers loyal by using social media marketing.

In our research the dependent variable is Customer Loyalty, it is the commitment by customers to repurchase a firms' product or services despite competitors' efforts to lure them away is considered as Customer Loyalty (Bilgin et al., 2018). The independent variables include Facebook, It is a social media platform that facilitates the users for global interaction and helps people to share their thoughts, experiences and ideas with other people. Instagram, It is a fastest growing social media platform with over 1 billion users (Instagram, 2019) and YouTube, It is a social media platform which was founded in 2005 and is the second largest search engine after Google.

A quantitative research was carried out where both primary data and secondary data was used. Primary data was collected with the help of a

questionnaire. The questionnaire was designed and distributed to the university students in Kuala Lumpur, Malaysia. The questionnaire consisted of three sections and a total of 32 questions. 218 students from different universities such as Taylors University, Sunway University, Monash University, and students from different nationalities filled the questionnaire.

SPSS software was then used to run the different tests such as Descriptive tests, Reliability tests, Pearson Correlation tests, and Multiple Regression to compute the results from the questionnaire.

The main purpose of this research is to provide answers to the research questions and achieve the research objectives. There are three research questions. The First research question emphasizes on the objective if marketing on Facebook leads to Customer Loyalty amongst University students. According to SPSS results, it is observed that there is a positive relationship between the two variables, *Customer Loyalty and Facebook* hence marketing on Facebook leads to customer loyalty amongst university students. Facebook had the second highest Pearson Correlation rate of 0.647 among the three independent variables. The results of the Facebook were significant and positive. Facebook's predictor of customer loyalty with an unstandardized B value 0.307.

The Second research question emphasizes, If marketing on Instagram leads to Customer Loyalty amongst University students. According to SPSS results, it is observed that there is a positive relationship between the two variables, *Customer Loyalty and Instagram* hence marketing on Instagram leads to customer loyalty amongst University students. Instagram had the lowest Pearson Correlation rate of 0.637 among the three independent variables, however the results of Instagram were still significant and positive. Instagram had the weakest predictor of customer loyalty with an unstandardized B values of 0.260.

The third question emphasizes on the objective if marketing on YouTube leads to Customer Loyalty amongst University students. According to SPSS results, it is observed that there is a positive relationship between the two variables, *Customer Loyalty and YouTube* hence marketing on YouTube leads to Customer

Loyalty amongst University students. YouTube had the highest Pearson Correlation rate 0.687 among the other three independent variables. YouTube results were significant and positive. YouTube had the strongest predictor of Customer Loyalty with an unstandardized B value of 0.345.

It is observed that Instagram has the weakest overall results and marketing on YouTube and Facebook leads to customer loyalty amongst university students.

This study focuses only on the three social media platforms which are Instagram, Facebook, and YouTube. It is recommended for future researchers to focus on other social media platforms such as Twitter and Snapchat. Furthermore, researchers should focus on the other factors like, satisfaction of customers towards social media, usage of Social media, Advancement in Social Media Marketing, Can Social Media improve customer relations and firms performance? Therefore, research in these areas will help marketers to enhance their knowledge, skills, and help them in forming different techniques to market their product or service. This study focuses on University students in Kuala Lumpur Malaysia, future researchers can focus on a wider market, other geographical areas not restricted to university students in Malaysia as users of Social Media are all over the world. This research targeted 218 students who filled the questionnaire.

The data founded for this research can be better interpreted by conducting surveys over a larger sample size. This will help the researchers to get more respondents to fill out the questionnaire. This research focuses on the Fashion Industry in Kuala Lumpur, future researchers can focus on different industries such as, Hotel industry, Travel and Tourism.

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