

## **DIGITAL MARKETING AND CONSUMER BEHAVIORAL PATTERN OF FAST FOOD BUSINESS ENTERPRISES IN YENAGOA, BAYELSA STATE**

**Lyndon M. Etale<sup>1</sup> and Kendabie Gift Uranta<sup>2</sup>**

<sup>1</sup>Department of Accounting, and <sup>2</sup>Department of Marketing, Faculty of Management Sciences, Niger Delta University, Wilberforce Island, Bayelsa State, Nigeria

---

**Citation:** Lyndon M. Etale<sup>1</sup> and Kendabie Gift Uranta (2022) Digital Marketing and Consumer Behavioral Pattern of Fast Food Business Enterprises in Yenagoa, Bayelsa State, *European Journal of Hospitality and Tourism Research*, Vol.10, No.1, pp., 1-13

---

**ABSTRACT:** *The study examined the relationship between digital marketing and consumer behavioral pattern in fast food business enterprises in Yenagoa, Bayelsa State. Two dimensions of digital marketing which were social media marketing and email marketing were adopted for the study to narrow down the scope, and also customer loyalty was adopted as a measure of consumer behavioral pattern to enable the study ascertain the relationship between the two variables. Both variables were analyzed extensively alongside their dimensions and measure. The conducted a survey of empirical works on the subject matter, forming a basis for the establishment of the justification for the study. The study adopted the Commitment Trust Theory developed by Robert and Shelby (1994), which is premised on the value of trust and commitment to the buying behaviour of customers. In order to further the study, primary data was generated from the administration of 200 copies of a questionnaire to a total of 200 customer respondents of the fast-food enterprises in Yenagoa, Bayelsa State. The Pearson correlation coefficient method was used in the analysis of the data to establish a relationship between the variables, and pointed to a positive relationship between both social media, and email marketing as dimensions of digital marketing, and customer loyalty as a measure of consumer behavioral pattern.*

**KEYWORDS:** consumer behavioral pattern, customer loyalty, digital, email, marketing, social media

---

### **INTRODUCTION**

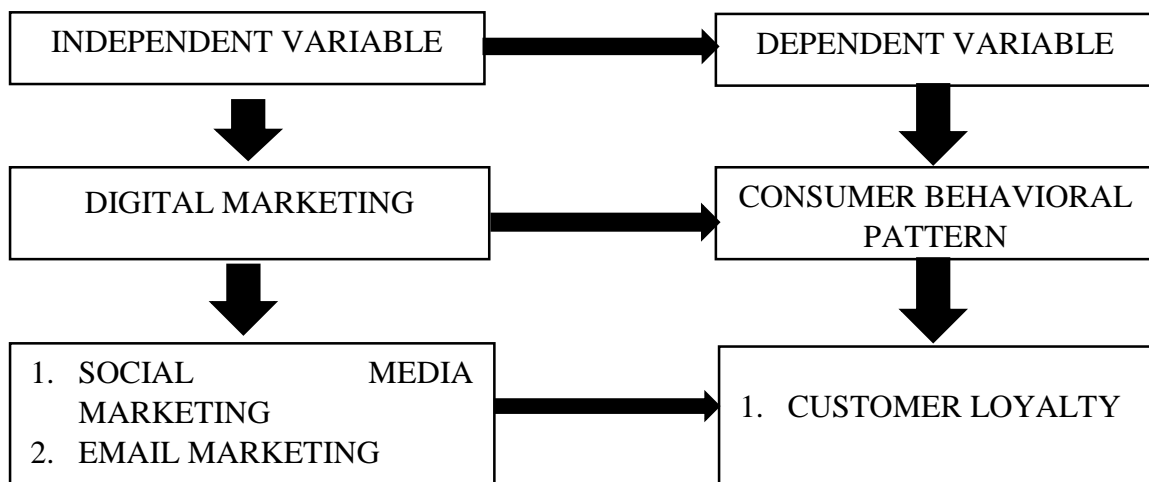
The value of understanding consumer behavior is paramount to the success and survival of any organization. Kotni & Divya (2019), stated that, at all levels of marketing effort, the knowledge of why a consumer behaves in a particular way is of paramount importance for the performance of marketing activities to satisfy the changing and diverse needs of consumers in the medium in which they choose to utilize in the satisfaction of their needs. This is further buttressed in their argument that the knowledge of consumer behavior enables us to understand consumer preference. The key to the survival, profitability, and growth of any organization is premised on its ability to continuously identify the unsatisfied needs of consumers and develop measures for the satisfaction of these needs in a more efficient and effective manner than their competitors (Kotni & Divya 2019). With a view of the importance of consumer behavior in mind, it has

been noted that a new trend has been identified to bring change to the behavioral patterns of consumers, owing to the development of new networking structures of communication between customers alongside businesses (Khan & Islam, 2017). This was further buttressed by Akhtar (2011), who specified that the major role of digital marketing in the business environment of today is the redefinition of communication criteria between marketers and consumers.

Digital marketing is associated with all forms of non-personal, or wireless connection or communication such as the use of mobile phones, emails, and the internet to connect and communicate between customers and businesses (Salmenkivi & Nyman, 2007). The term Digital Marketing has been used interchangeably with online marketing, but they are actually different I that although digital marketing operates largely on the platform of the internet, it isn't limited to the internet, but utilizes other offline mediums to perform marketing function, such as the SMS, and the mobile phones (Charan & Dahiya, 2015).

This research is therefore embarked upon to understand the role digital marketing plays in the determination of the behavioral patterns of consumers.

### Conceptual Framework



### Research Objectives

1. To ascertain the relationship between social media marketing and customer loyalty.
2. To ascertain the relationship between email marketing and customer loyalty.

### Research Questions

1. To what extent does social media marketing influence customer loyalty?
2. To what extent does email marketing influence customer loyalty?

### Research Hypotheses

- H1. There is no significant relationship between social media marketing and customer loyalty.
- H2. There is no significant relationship between email marketing and customer loyalty.

## LITERATURE REVIEW

### Conceptual Review

#### The concept of consumer behavior

At the fundamental level, it is assumed that consumer behavior is that the purchasing behavior of individuals is centered around subjective view of the values of the products and services they purchase rather than their primary functions (Stávková, Stejskal & Toufarova, 2008). Armstrong and Scott (1991), went on to clarify that Consumer Behavior research is based on the buying behavior of customers in the performance of three distinct roles; user, payer, and buyer. This was taken a step further by Schiffman and Kanuk (2007), in their postulation that consumer behavior knowledge allows for a better understanding and forecasting of purchase behavior, and the influencers of purchase behavior such as motives.

#### The concept of consumer buying decision process

According to Kotni and Divya (2019), the model of consumer buying model is one which is being used by the marketers for studying and tracing the various activities and actions followed by the customers from the starting to end. The process is categorized into five different stages which are discussed as follows:

1. **Need/Problem Recognition:** Need recognition happens once a shopper precisely determines their needs and wants. Customers want they're missing out one thing (problem) and desires to deal with this issue thus on fill within the gap (product purchase). Once businesses are ready to verify when their target market starts developing these wants or wants, they'll avail the best chance to advertise their brands.
2. **Information Search:** The Information search stage within the customer call method tends to alter frequently as shoppers need getting additional and more information concerning merchandise which may satisfy their wants. Information can even be obtained through recommendations from individuals having previous experiences with merchandise. At this level, shoppers tend to think about risk management and prepare an inventory of the options of a selected whole. This is often done thus as a result of the majority don't wish to regret their shopping for call. The sources of information are commercial sources, personal sources, public sources and experiential sources.
3. **Evaluation of Alternatives:** This step involves evaluating identified alternatives that are in the market in conjunction with the product lifecycle. Once it's been determined by the customer what will satisfy their want, they'll begin seeking out the most effective choice in the market. This analysis is often primarily based upon various factors like quality, value or the other issue that are vital for purchasers. They will compare costs or scan reviews then choose a product that satisfies their parameters the foremost.
4. **Purchase Decision:** When all the previous of stages are passed, the customer has currently finally set to form a buying call. At this stage, the patron has evaluated all facts and has come across a logical conclusion that is either based mostly upon the influence from promoting campaigns or upon emotional connections or personal experiences or a mixture of each.

5. Post Purchase Behavior: The purchase of the merchandise is followed by post-purchase analysis that refers to analyzing on whether or not the product was helpful for the buyer or not. If the merchandise has matched the expectations of the customer, they're going to function a complete ambassador and influence alternative potential shoppers which are able to increase the customer base of that individual brand. The same is true for negative experiences; but it will halt the journey of potential customers towards the merchandise.

### **The concept of customer loyalty**

The basis for the management of the relationship of the organization is on the establishment and sustenance of customer relations, and the satisfaction of customer needs overtime (Zineldin, 2006). Zineldin (2006) further stated that customer loyalty and retention has a significant impact on the profitability and operations of an organization. Esfahania et al., (2012) went on to highlight one of the values of retaining and establishing loyal customers, which they said to be a reduction of the advertising cost as the additional cost of transforming potential customers to actual customers will be reduced.

Loyalty is a behavior that consumers may exhibit towards brands, services, stores, product categories, and activities (Uncles et al., 2003). Loyalty can be defined as the behavioral tendency of a customer or client to identify with a brand and its offerings, and how this affects the decisions of the customer (Barnes, 2001). Zineldin (2006), further stated that loyalty is the mental state of mind, beliefs, set of attitudes, desires, etc. which influences the behavioral patterns of individuals with regards to a particular subject matter. Customer loyalty in totality is seen as strong commitment to the brand or offerings of a particular brand (Oliver, 1999), and it has been used interchangeably to mean brand loyalty, store loyalty, and service loyalty (Dick & Basu, 1994). In furtherance to this, Bennett and Rundle-Thiele, (2002) define customer loyalty as a favorable disposition of a customer towards a brand and its offerings based on psychological processes. Matell and Jacoby (1972) defined customer loyalty as repeat purchasing based on cognitive, effective, evaluative, and dispositional factors that underline attitude.

### **The concept of digital marketing**

The innovation of new technologies has helped overtime to open up the business scene to different ways marketers can engage in marketing activities to achieve their business goals (Kaini, 1998). Due to the advancement and acceptance of these technological innovations and changes in the business environment in terms of both organizational, and customer needs and choices, digital marketing has seen a massive boost and growth in its acceptance and usage (Mort et. al., 2002). Digital marketing has successfully established a new era of communication medium that creates a wide range of choices for businesses to communicate with their customers, and for businesses to engage in market research by observing the online behavior and preferences of their customers overtime (Ponde & Jain, 2019).

Digital marketing is the stage where the use of the internet and information technology is brought to bear in the initiation and execution of marketing activities (Neha, 2014). Further, Times (2015), posits that digital marketing is primarily concerned with the carrying out of marketing and advertising activities through computerized technology such as cell phones,

---

display advertising, and others to communicate with customers or consumers. Digital marketing has been used interchangeably with E Marketing by Fusun (2015), and defined to be the exchange of products and services between vendors and buyers through electronic devices and processes. In addition, Elisabeta (2014) posits that electronic marketing, is premised on the use of electronic and intuitive innovations to establish a connection between firms and its targeted consumers and customers.

### **Social media marketing**

Apart from the normal physical gatherings, people engage in the creation of virtual interactions using mobile devices (Brown & Harvey, 2006). The medium used to get this done is the social media. Social media is a concept that has evolved due to the modernization of communication technology (Winkleblack, 2011). Niles (2014); Kaplan & Haenlein, (2010) posit that, social media as the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Niles (2014), went on to specify that all websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curating, and wikis are included in social media, and as such all marketing activities carried out in these platforms, are tagged as social media marketing activities.

Social media marketing gives opportunities for businesses to better communicate with their customers, and build loyalty (Jackson, 2011; Akhtar, 2011). Jackson, 2011, found that at least half the population of Facebook and Twitter, are more likely to recommend and use the services of a firm after engaging with them on social media. At this business stage, businesses can promote their products and services, create an online community, and provide customer support through all forms of social media (Zarella, 2010; Kaplan and Haenlein, 2009; Weinberg, 2009). Social media sites also enable customers and users to share information about brands and their product and service offerings (Stileman, 2009; Mangold and Foulds, 2009), thereby providing a cost-effective means of advancing brand awareness, brand recognition, and brand loyalty (Gunelius, 2011).

### **Email marketing**

In the 1990s, when email was originally called postal mail, it was considered direct marketing medium by marketers (Hoekstra & Zwart 1993). The original aim of emailing was not limited to the establishment of new customer interaction and communication, but also to maintain the existing customer connection, as well as the creation of customer loyalty (Khuu & Do, 2018). Digital marketing has however been recognized as a new and powerful way of digital marketing today (Chittenden & Rettie, 2003). Khuu & Do (2018) described it as a seamless means of delivering advertising, promotional, and commercial campaigns to the inboxes of customers directly, thereby proving to be an effective tool for the attraction of customers. E-mail marketing is an important medium of marketing communication especially for companies seeking to build and maintain closer relationships with customers (McCloskey, 2006). Widespread adoption of e-mail as a means of distributing promotional messages has the advantages of low setup and distribution costs, targeted distribution of promotions such as discounts and coupons, and affordability by small and medium-sized businesses (Moustakas, Ranganathan, and Duquenoy, 2006).

## **THEORETICAL FRAMEWORK**

### **The commitment trust theory**

The commitment-Trust theory was developed by Robert and Shelby (1994), as a means of explaining the value of commitment and trust to the buying decisions of individuals. This was done to contrast the then believed notion that the major influencing factor in any relationship is power (Robert & Shelby, 1994). The theory argues that there should be a central means of understanding relationship marketing, and this must be able to distinguish productive, effective, and relational exchanges from unsuccessful ones, and therefore presents two constructs as the means of achieving this; relational commitment, and trust. The theory further states that when both (not one) commitment and trust are present between businesses and customers, it creates a conducive environment for direct cooperative behaviour for relationship marketing.

According to Spekman (1998, p. 79), trust is so vital to any strategic relations that it can be seen as the cornerstone of it. In addition to this, Hrebiniak (1974), says that when trust is evidently present in any relationship, all parties involved will strive to maintain it cause of the immense value that be will attach to it. These show that trust has an impact on the value attached to any and all kinds of relational exchanges, and can lead to building commitment in all parties involved. Commitment on the other hand has been seen by Berry and Parasuraman (1991, p. 139) as the foundation of relationships. It has further been conceptualized by Assael (1987, p. 665) to be the same thing as brand loyalty.

### **Empirical Review**

Kodippili, Jayawickrama, Yugandari, Pamudini, and Samarasinghe (2016) carried out a study on The Influence of Social Media Marketing on Customer Loyalty towards Clothing Stores in Sri Lanka, and found out that he relationship between the social media and customer loyalty is moderate. But still the relationship between the two variables is positive, meaning when the use of social media increases the customer loyalty also increase. The reason behind this is the relationship between Forums and communities and Referrals & Recommendation is a weak relationship with customer loyalty and the relationship between ratings and reviews is moderate.

Dilham, Sofiyah, and Muda (2018), carried out a study on The internet marketing effect on the customer loyalty level with brand awareness as intervening variables in Indonesia, and found that Internet marketing indicators that have a significant influence on customer loyalty are just customer relationship and satisfaction variables, while process variables, online and exchange have no significant effect on customer loyalty to female SMEs in North Sumatera, and Internet marketing depicted with customer relationship variables and fulfillment satisfaction can affect the level of customer loyalty through existing brand awareness.

Sfenrianto, Yunita, and Gunawan (2018), embarked on a study of The influence of social media to loyalty in an e-commerce which pointed to the fact that that the use of social media is a significant positive effect on loyalty attitude and intention to repurchase. Jenyo, and Soyoye (2015) carried out a study on Online Marketing and Consumer Purchase Behaviour: A Study of Nigerian Firms, which resulted to the finding that that there is a significant relationship

between online marketing and consumer purchase decision in Nigerian firms, and that the unique characteristics of the Internet, such as information accessibility, may modify the behavior of consumers who follow another-based decision-making process though. Ahmed, Qazi, Hussain, and Ahmed, (2019), carried out a study on the Impact of Social Media Marketing on Brand Loyalty: The Mediating Role of Brand Consciousness, and came to the result that social media marketing (SMM) activities play a vital role in building brand loyalty. SMM turns out to be a key antecedent of brand loyalty as fans of brand communities tend to be committed to the pages they follow and like.

Mehrabi, Islami, and Aghajani (2014), carried out a study on the Effect of Social Media Marketing on Customers' Brand Loyalty, and found out that providing popular content among friends in social media has a significant effect on brand loyalty. There is a very serious advertising campaign to keep customers. Valid companies interact with their customers by applying online customer's loyalty programs through providing special advertisement. Internet has challenged preceding economic, social and technologic base.

Erdogmus, and Cicek (2012), carried out a study on the impact of social media marketing on brand loyalty and found out that advantageous campaigns on social media are the most significant drivers of brand loyalty followed by relevancy of the content, popularity of the content among friends, and appearing on different social media platforms and providing applications. Customers brand loyalty is also affected positively by the different platforms and applications that are offered by the brand on social media, what might imply that consumers are asking for creative reasons, variety, and differences for engaging with the brands on social media.

## METHODOLOGY

The research is a descriptive research aimed at ascertaining the nature of the relationship between digital marketing and consumer behavior pattern in fast food enterprises in Yenagoa, Bayelsa State of Nigeria, and as such utilizes the Pearson correlation coefficient method statistical tool aided by the SPSS software to analyze primary data gotten from the administration of 200 copies of the questionnaire to a total of 200 respondents using the Pearson correlation coefficient method. The reason for the use of the Pearson Correlation Coefficient is to establish the nature of the relationship between the two variables. In order facilitate the use of the Pearson correlation coefficient method for data analysis the study adopted the following statistical model which is known to have a wide application in research by previous scholars in the past such as Etale (2020):

$$CULO = f(SOMM, EMMA)$$

The above model expresses customer loyalty as a function of social media marketing and email marketing in a model to ease analysis of data. The above model was translated into a quadratic equation as stated below:

$$CULO = \beta_0 + \beta_1 SOMM + \beta_2 EMMA + \mu \quad (1)$$

Where:

*CULO* = Customer loyalty, the response variable,

*SOMM* = Social media marketing an explanatory variable,

$EMMA$  = Email marketing the second explanatory variable,

$\beta_0$  = the constant term

$\beta_1$  and  $\beta_2$  = The correlation coefficients of the explanatory variables,

$\mu$  = the stochastic error term

## DATA ANALYSIS AND INTERPRETATION

This part of the paper highlights the analysis and findings of the of the research work based on the statistical analysis of data derived from the administration of questionnaires to a total of 200 individuals whereby a total of 190 questionnaires were recovered that formulated the basis for this analysis.

The demographics analysis turned up the following results:

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	111	62.3	62.3	62.3
	Female	79	37.7	37.7	100.0
	Total	190	100.0	100.0	

The total recovered questionnaires amounted to 190, where 111 respondents which represents 62.3% of the total fell under the confines of the male gender, whereas 79 respondents which represents 37.7% of the total fell under the female gender.

### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20 Years	29	6.9	6.9	6.9
	21 - 30 years	102	63.1	63.1	70.0
	30 years and above	59	30.0	30.0	100.0
	Total	190	100.0	100.0	

The age distribution of the questionnaires recorded that 29 respondents out of the total which represents 6.9% were below the age of 20, 102 which represents 63.1% fell within the ages of 21 – 30, and 59 respondents which represents 30% were 30 years and above.

### Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	128	83.1	83.1	83.1
	Married	35	11.5	11.5	94.6
	Divorced	27	5.4	5.4	100.0
	Total	190	100.0	100.0	

The analysis of the data showed that a total of 128 respondents representing 83.1% of the whole were single, 35 respondents representing 11.5% were married, and 27 respondents representing 5.4% were divorced.



**Employment Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	64	40.0	40.0	40.0
	Unemployed	42	23.1	23.1	63.1
	Self-employed	38	20.0	20.0	83.1
	Employed	33	16.2	16.2	99.2
	Retired	13	.8	.8	100.0
	Total	190	100.0	100.0	

The study demographics showed that 64 (40%) respondents were students, 42 (23.1%) respondents were unemployed, 38 (20%) respondents were self-employed, 33 (16.2%) respondents were employed, and 13 (0.8%) respondent was retired.

**Test of Hypotheses**

H1. There is no significant relationship between Social Media Marketing and Customer Loyalty.

**Correlations**

		Social Media Marketing	Customer Loyalty
Social Media Marketing	Pearson Correlation	1	.965**
	Sig. (2-tailed)		.000
	N	190	190
Customer Loyalty	Pearson Correlation	.965**	1
	Sig. (2-tailed)	.000	
	N	190	190

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

The analysis of the data on the relationship between Social Media Marketing and Customer Loyalty using the Pearson correlation coefficient shows the existence of a significant strong positive relationship between Social Media Marketing and Customer Loyalty. This means that there is a significant relationship between Social Media Marketing and Customer Loyalty, showing that a change in social media marketing will result to a corresponding change in customer loyalty, invalidating the first null hypotheses. This shows that for a firm to considerably improve on the level of loyalty their customers show them, they must look into their social media marketing activity and build on it. With this, we see that any positive change of the social media marketing activity of fast-food firms, there would be a corresponding change in customer loyalty that firm would enjoy.

H2. There is no significant relationship between Email Marketing and Customer Loyalty.

**Correlations**

		Email Marketing	Customer Loyalty
Email Marketing	Pearson Correlation	1	.992**
	Sig. (2-tailed)		.000
	N	190	190
Customer Loyalty	Pearson Correlation	.992**	1
	Sig. (2-tailed)	.000	
	N	190	190

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

The analysis of the data on the relationship between Email Marketing and Customer Loyalty using the Pearson correlation coefficient shows a significant strong relationship between the variables, where the non-existence or existence of Email Marketing has a direct impact on Customer Loyalty of customers. This invalidates the second null hypotheses of the study by establishing the fact that there is a significant relationship between Email Marketing and Customer Loyalty. This points to the fact that from the result of analysis it was inferred that a positive change in the email marketing strategy and operations of an organization, there will be a corresponding change in the customer loyalty level of customers enjoyed by the firm.

## **CONCLUSION AND RECOMMENDATIONS**

### **Conclusion**

The study evaluates the relationship between Digital Marketing and Consumer Behavioral Pattern using Social Media Marketing and Email Marketing as dimensions of Digital Marketing, and Customer Loyalty as a measure of Consumer Behavioral Pattern and administered questionnaires to respondents who are customers of fast food firms in Yenagoa, Bayelsa State of Nigeria to serve as a focus for the derivation of data upon which analysis will be done and findings drawn. The analysis of the data gotten showed that both Social Media Marketing and Email Marketing have a strong relationship with Customer Loyalty. The study therefore concludes that Digital Marketing has a significantly positive relationship with Consumer Behavioral Pattern.

### **Recommendations**

Based on the findings of the research, the following recommendations are given:

1. Firms should give prompt and quick response to its customers" compliant by creating a simple and fast compliant handling system.
2. Firms should create a strong feedback system that enables them to relate effectively with customers and understand them better.
3. Firms should utilize social platforms to setup their communication platforms for interacting with their customers and clients.

## **REFERENCES**

- Ahmed, Q.M., Qazi, A., Hussain, I., Ahmed, S., (2019). Impact of Social Media Marketing on Brand Loyalty: The Mediating Role of Brand Consciousness. *Journal of Managerial Sciences*, Vol. 13(2), pp. 201-213.
- Akhtar, S. (2011) Social Media and Brand Loyalty. Retrieved from: <http://www.socialtracr.com/2011/07/12/social-media-andbrand-loyalty/>
- Akhtar, S. (2011). Social Media and Brand Loyalty. Retrieved from: <http://www.socialtracr.com/2011/07/12/social-media-and brand-loyalty/>
- Armstrong, J., Scott, (1991). Prediction of Consumer Behavior by Experts and Novices. *Journal of Consumer Research*, 18(2), 251-256.
- Assael, H., (1987). *Consumer Behaviour and Marketing Action*. Vol. 3, Boston: PWS-Kent.
- Barnes, J.G. (2001). *Secrets of Customer Relationship Management: It's All About How You Make Them Feel*. McGraw-Hill Companies.
- Bennett, R., and Rundle-Thiele, S. (2002). A Comparison of Attitudinal Loyalty Measurement Approaches. *The Journal of Brand Management*. 9(3): 193–209.

- 
- Berry, L.L., and Parasuraman A., (1991). *Marketing Services*. New York: The Free Press.
- Brown, Harvey, D.D.R., (2006). *An experiential approach to organization development*. Pearson Education India.
- Charan, A., Dahiya, R., (2015). *Digital Marketing and Consumer Behaviour: An Empirical Study in Indian Car Market with Special Reference to Delhi and NCR*. *Anveshak International Journal of Management*, vol. 4, no. 2, pp. 60-83.
- Chittenden, L. and Rettie, R. (2003). An evaluation of e-mail marketing and factors affecting response. *Journal of Targeting, Measurement and Analysis for Marketing*, 11(3), 203 – 217.
- Dick, A.S., and Basu, K. (1994). Customer Loyalty: Toward An Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*. 22(2): 99–113.
- Dilham, A., Sofiyah F.R., Muda, I., (2018). The Internet Marketing Effect on the Customer Loyalty Level with Brand Awareness as Intervening Variables. *International Journal of Civil Engineering and Technology*, 9(9), pp. 681-695.
- Elisabeta Ioanăș, Ivona Stoica. (2014). Social media and its impact on consumers behavior. *International Journal of Economic Practices and Theories*, 4
- Erdogmus, I.E., Cicek, M., (2012). The impact of social media marketing on brand loyalty. *Procedia - Social and Behavioral Sciences*, 58, pp. 1353-1360.
- Esfahania, A.S., Raslib, A., Shahabuddin, A., Rahman, S.U. (2012). An Analysis of the Impact of Service Quality on Customer Satisfaction in Malaysian Research Universities.
- Etale, L. M. (2020). Dangote Cement PLC capital structure and financial performance link in Nigeria. *American International Journal of Business Management (AIJBM)*, 3(8), 01-10.
- Füsünçizmeci, Tuğçe ERCAN. (2015). The effect of digital marketing communication tools in the creation brand awareness by housing companies.
- Gunelius, S. (2011). *30-minute Social Media Marketing: Step by Step Techniques to Spread the Words about your Business*, McGraw-Hill: USA.
- Hoekstra, J. C. and Zwart, P. S. (1993). The Banking industry and the Media: Guided and Unguided Perception and Preference. *Journal of Direct Marketing*, 7(4), 29 – 41.
- Hrebiniak, L.G., (1974). Effects Of Job Level And Participation on Employee Attitudes And Perceptions Of Influence. *Academy of Management Journal*, Vol. 17, pp. 49-62.
- Jackson, N. (2011) Infographic: Using Social Media to Build Brand Loyalty. Retrieved from: <http://www.theatlantic.com/technology/archive/2011/07/infographic-using-social-media-to-build-brand-loyalty/241701/>
- Jenyo, G.K., Soyoye, K.M., (2015). Online Marketing and Consumer Purchase Behaviour: A Study of Nigerian Firms. *British Journal of Marketing Studies* Vol.3, No.7, pp.1-14.
- Kaplan, A.M. & Haenlein, M., (2010). Users of the world, unite! The challenges and opportunities of Social Media. In *Kelley School of Business Conference*. Paris, France, 2010. Business Horizons.
- Kaplan, M.A., Haenlein, M., (2009). The Users of the world unite! The Challenges and Opportunities of Social Media. *Business Horizons*, vol. 53, pp. 59-68.
- Khan, A.R., Islam, A., (2017). The Impact of Digital Marketing on Increasing Customer Loyalty: A Study on Dhaka City, Bangladesh. *International Journal of Economics, Commerce and Management*, Vol. V, Issue 4, pp. 521-528.

- Khuu, V., Do, p., (2018). The Effects of Email Marketing on Customer Loyalty: A Survey of Young Vietnamese Consumers. Bachelor's Thesis, JAMK University of Applied Sciences.
- Kiani, G.R., (1998). Marketing opportunities in the digital world, Internet Research: Electronic Networking Applications and Policy. Volume 8, 1998, pp. 185- 194.
- Kodippili, G., Jayawickrama, M.T.N., Yugandari, O.W.D.Y., Pamudini, S.D.H., Samarasinghe H.M.U.S.R., (2016). The Influence of Social Media Marketing on Customer Loyalty towards Clothing Stores. Retrieved from [https://www.researchgate.net/publication/314051294\\_The\\_Influence\\_of\\_Social\\_Media\\_Marketing\\_on\\_Customer\\_Loyalty\\_towards\\_Clothing\\_Stores?enrichId=rgreq-bcd6bb3e3d2747e788c41c588d76e35a-XXX&enrichSource=Y292ZXJQYWdlOzMxNDA1MTI5NDtBUzo0NjU4MzIwMjQyNTI0MTZAMTQ4ODA3NDQxNzMyNg%3D%3D&el=1\\_x\\_3&\\_esc=publicationCoverPdf](https://www.researchgate.net/publication/314051294_The_Influence_of_Social_Media_Marketing_on_Customer_Loyalty_towards_Clothing_Stores?enrichId=rgreq-bcd6bb3e3d2747e788c41c588d76e35a-XXX&enrichSource=Y292ZXJQYWdlOzMxNDA1MTI5NDtBUzo0NjU4MzIwMjQyNTI0MTZAMTQ4ODA3NDQxNzMyNg%3D%3D&el=1_x_3&_esc=publicationCoverPdf)
- Kotni, D.P., Divya, S., (2019). A Study on Consumer Behaviour and Buying Patterns in Apparel Retail Environment. International Journal of Research, Volume 06 Issue 01, pp. 878-887.
- Matell, M. S., and Jacoby, J. (1972). Is there an Optimal Number of Alternatives for Likert-Scale Items? Effects of Testing Time and Scale Properties. Journal of Applied Psychology. 56(6): 506.
- McCloskey, W., (2006). E-mail Data Source, Retail White Paper, New York.
- Mehrabi, A., Islami, H., Aghajani, M., (2014). The Effect of Social Media Marketing on Customers' Brand Loyalty. International Journal of Academic Research in Business and Social Sciences, Vol. 4, No. 8, pp. 480-495.
- Moustakas, E Ranganathan, C., Duquenoy, P. (2006). E-mail marketing at the crossroads: A stakeholder analysis of unsolicited commercial e-mail (spam), Internet Research; 16 (1), pp. 38-52.
- Nehajain. (2014). E-marketing and the consumer decision making process
- Niles, N.J., 2014. Basics of the U. S. Health Care System. Jones & Bartlett Publishers.
- Oliver, R. L. (1999). Whence Consumer Loyalty? The Journal of Marketing. 33-44.
- Ponde, S., Jain, A., (2019). Digital Marketing: Concepts & Aspects. International Journal of Advanced Research, 7(2), 260-266.
- Robert, M.M., and Shelby, D.H., (1994). The Commitment-Trust Theory Of Relationship Marketing. Journal Of Marketing, vol. 58, pp 20-38.
- Schiffman, L.G., Kanuk, L.L., (2007). Purchasing Behavior (9th ed.). Upper Saddle River, NJ: Pearson Prentice Hall.
- Sfenrianto, Yunita, I.R., Gunawan, W., (2018). The influence of social media to loyalty in an e-commerce. IOP Conf. Series: Materials Science and Engineering 420 (2018) 012102.
- Spekman, R.E., (1988). Strategic Supplier Selection: Understanding Long-term Buyer relationships. Business Horizons, pp. 75-81.
- Stávková, J., Stejskal, L., Toufarová, Z. (2008) Factors Influencing Consumer Behavior. Agricultural Economics – Czech, 54(6), 276-284.
- Uncles, M.D., Dowling, G.R., Hammond, K. (2003). Customer Loyalty and Customer Loyalty Programs. Journal of Consumer Marketing. 20(4): 294-316.
- Weinberg, T., (2009). The New Community Rules: Marketing on the Social Web, 1st Edition, O'Reilly, California.

Zarella, D., (2010). The Social Media Marketing Book. O'Reilly Media Inc., U.S.A.

Zineldin, M. (2006). The Royalty of Loyalty: CRM, Quality and Retention. Journal of Consumer Marketing. 23(7): 430–437.