

The Impact of Social Media Marketing Activities on Customer Brand Loyalty A Case Study of the Kiabi Algeria Clothing Brand

Setti Sidahmed¹, Mohammed Cherif Ikram²

¹**University center of Illizi (Algeria), setti.sidahmed@cuillizi.dz*

²*University of Algiers 2 (Algeria), M.c.ikram23@gmail.com*

Received: .../.../2021

Accepted: .../.../2021

Published: .../.../2021

Abstract:

This study aimed to demonstrate the impact of marketing activities through social media, based on its five dimensions (entertainment, interaction, modernity, advertising, and personalization), on customer loyalty to the Kiabi Algeria clothing brand. The digital age and technology have fundamentally transformed the way brands interact with customers, significantly affecting customer loyalty. To understand this impact, a survey tool was used, with 88 questionnaires distributed to users of the Kiabi Algeria brand. The data were analyzed using multiple linear regression based on SPSS v26 software.

The study concluded that there is a positive and statistically significant impact of social media activities, across its five dimensions, on customer loyalty to the Kiabi Algeria clothing brand. This brand has new opportunities to enhance customer loyalty through entertainment, interaction, modernity, advertising, and personalization. This requires the brand to be flexible and innovative in focusing on building sustainable relationships with its customers.

Keywords: *Marketing activities; social media; customer loyalty; brand.*

1. INTRODUCTION

Social media platforms have emerged as innovative channels for communication and content sharing, driving many companies to explore the

***Corresponding author**

marketing and commercial opportunities they offer. The marketing industry has been profoundly transformed by social media, which has become a powerful means of connection, knowledge exchange, and opinion sharing. Companies are increasingly focusing on digital marketing campaigns through these platforms to attract customers, sparking a revolution in the dynamics of interaction and influence between businesses and consumers. This enables firms to gain a better understanding of customer needs and preferences through their marketing activities, which foster user engagement.

Social media marketing activities serve as interactive platforms that allow individuals to connect and engage, thereby influencing consumer awareness of the brand, its image, and their loyalty to it. Customer loyalty refers to the customer's commitment to repurchasing a company's products and services despite competitors' actions, as well as the pledge to remain a long-term client in the future. Based on this, the following main research question can be formulated:

"To what extent do social media marketing activities influence customer loyalty towards the Kiabi Algérie

To address the main research question, the following hypothesis was formulated:

Social media marketing activities have an impact on customer loyalty towards the Kiabi Algérie clothing brand.

Significance of the Study : The importance of this study lies in the following points:

- Identifying the significance of both social media marketing activities and customer loyalty to the brand.
- Addressing the scarcity of local studies that have examined social media marketing activities and their relationship with brand perception.
- Recognising that social media marketing represents a commercial and promotional activity that utilises social media platforms to positively influence consumers' purchasing decisions.

Objectives of the Study : This study aims to achieve a set of objectives, including the following:

- To examine the impact of social media marketing activities on customer loyalty towards the brand.

- To determine the effect of integrating social media marketing activities into corporate marketing strategies on attracting customers and building long-term relationships.
- To clarify the nature of the relationship between social media marketing activities and customer loyalty to the brand.

2. Previous Studies:

The topic of this research has been addressed by several previous studies, among which the following can be highlighted:

a) Study by Ali Bonyadi, Alireza, & Aghil (2017) entitled “Study of Brand Identity and Its Impact on Brand Loyalty and Brand Equity”.

This study aimed to examine the impact of brand identity on the development of brand loyalty and brand equity within the food industry (dairy and meat products). It was a qualitative study based on a survey method using a questionnaire for data collection. The brand Kalleh (Kalleh Dairy and Meat Products Company) was selected as a well-known brand in Iran, and a sample of 476 customers from the Greater Tehran area was chosen for analysis. Structural Equation Modelling (SEM) and Confirmatory Factor Analysis (CFA) techniques were employed for data validation and analysis.

The study confirmed the significant impact of brand identity on both brand loyalty and brand equity in the food industry.

b) Study by Shih-Chih & Chieh-Peng (2019) entitled “Understanding the Effect of Social Media Marketing Activities: The Mediation of Social Identification, Perceived Value, and Satisfaction”.

This research sought to empirically test the effects of social media marketing activities. An online survey was conducted with 502 social media users for data analysis.

The study found that social media marketing activities indirectly affect satisfaction through social identification and perceived value. At the same time, both social identification and perceived value directly influence satisfaction, which in turn affects continuance intention, participation intention, and purchase intention.

c) Study by Prakash (2024) entitled “Beyond the Basics: Exploring the Impact of Social Media Marketing Enablers on Business Success”.

The study aimed to highlight key challenges faced by organisations in adopting social media marketing and to provide valuable insights into how these challenges can be overcome. After conducting a comprehensive literature review and consulting experts from various sectors, nineteen critical issues hindering the adoption of social media marketing in Saudi organisations were identified. The DEMATEL approach was used to analyse these issues and determine their level of influence and cause–effect relationships.

The findings revealed that customer support, platform trust, secure data sharing, and perceived value have significant effects on the success of social media marketing in business. By addressing challenges such as customer support, platform trust, and perceived value, companies can enhance their social media marketing success and promote themselves globally by attracting and retaining customers through their online presence.

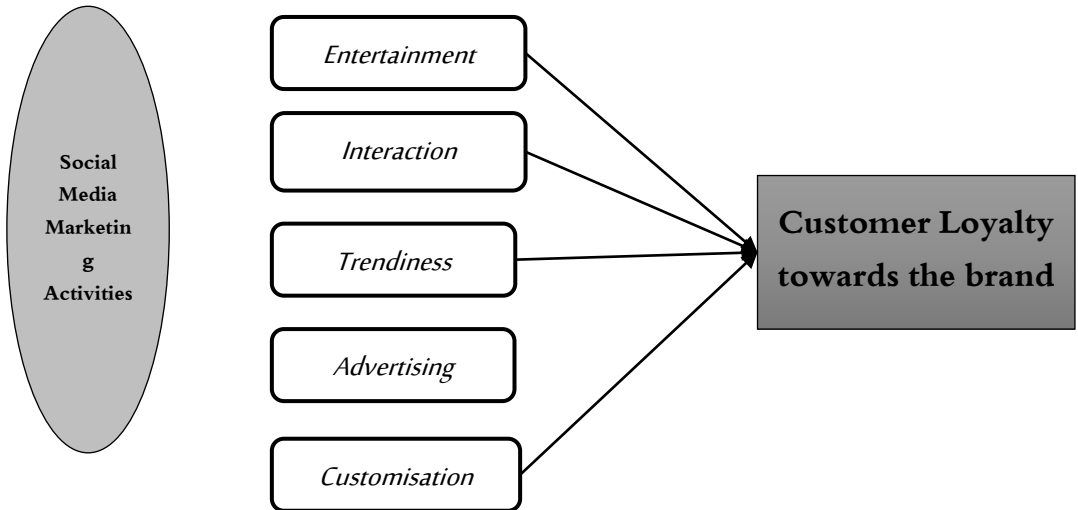
d) Study by Julien (2024) entitled “Connecting the Dots Between Brand Equity and Brand Loyalty for Retailers: The Mediating Roles of Brand Attitudes and Word-of-Mouth Communication”.

This study proposed a specific theoretical framework linking the operational dimensions of brand equity with marketing performance outcomes. It posited that consumers’ attitudes towards retailers and word-of-mouth communication mediate, both individually and sequentially, the relationship between retailer brand equity and consumer loyalty. Path modelling using Partial Least Squares (PLS) was applied to test the proposed model with a sample of 335 American consumers. Rigorous validation procedures, including assessments of explanatory (in-sample) and predictive (out-of-sample) power, as well as robustness tests such as the fourfold validation and model comparison analyses, supported the identified relationships.

The study concluded that the refined model enables retail managers to link brand equity dimensions more accurately to marketing performance and to predict customer loyalty more reliably.

3.Research Model : Based on the findings of previous studies, the following conceptual model has been proposed:

Figure (01): The Impact of Social Media Marketing Activities on Customer Loyalty towards the Brand



Source: Prepared by the researchers based on previous studies.

From this model, the following **main hypothesis** is proposed:

H₁: There is a positive and statistically significant effect of social media marketing activities on customer loyalty towards the brand.

Based on this model and in light of previous studies, the following **sub-hypotheses** have been formulated:

H₁₋₁: There is a positive and statistically significant effect of entertainment on customer loyalty towards the brand.

H₁₋₂: There is a positive and statistically significant effect of interaction on customer loyalty towards the brand.

H₁₋₃: There is a positive and statistically significant effect of trendiness on customer loyalty towards the brand.

H₁₋₄: There is a positive and statistically significant effect of advertising on customer loyalty towards the brand.

H₁₋₅: There is a positive and statistically significant effect of customisation on customer loyalty towards the brand.

4. Theoretical Framework of Social Media Marketing Activities and Customer Brand Loyalty:

Social media platforms are utilised to support social interaction and advertising, and they have transformed the marketing practices and strategies of brands in promoting their products and services. This transformation occurs through various activities that enable individuals to engage and express their preferences and opinions.(Liyi, Yuchao, Yahua, Hongwei, & Bo, 2024, p. 01)

4.1 The Concept of Social Media Marketing Activities

This variable has been defined in several ways, among which the following are the most notable:

It has been defined as “a dynamic process that enhances the relationship between brands and customers, allowing customers to express their opinions and engage in brand experiences, thereby contributing to the creation of a loyal community.”(Miao, Mohamad Saifudin, & Izzal Asnira, 2024, p. 01)

It has also been defined as “commercial marketing activities that leverage social media to positively influence consumers’ purchasing decisions.” (Prakash, 2024, p. 01)

Based on the above, social media marketing activities can be defined as a set of actions and strategies employed by companies to engage with their audiences through social media platforms. These activities include promoting products and services, building brand awareness, interacting with customers, and collecting data on customer preferences and behaviour.

4.2 Dimensions of Social Media Marketing Activities:

Recently, organisations have increasingly utilised social media as an effective communication channel in their marketing activities. It assists them in creating brand profiles, providing customer service, sharing information, and offering special deals in a simple and cost-effective manner. This is achieved through various marketing activities, namely **entertainment, interaction, trendiness, advertising, and customisation**. Each dimension can be defined as follows:

a. Entertainment: Entertainment is considered a crucial component that encourages participant engagement and continuous following, creating positive emotions towards the brand in the minds of social media users.

b. Interaction: This refers to content sharing and collaboration between companies and their customers through social media as an interactive means

of communication between businesses and consumers. It allows companies to obtain customers' requests, needs, opinions, and suggestions regarding the product and the brand in real time.

c. Trendiness: Providing customers with the latest information about products helps attract their attention and makes the brand appear more appealing and up-to-date.

d. Advertising: This dimension encompasses advertising and promotional campaigns carried out by companies via social media to increase sales and expand their customer base.

e. Customisation: It refers to the process of creating customer satisfaction based on personalised communication between the company and individual users. (Yusuf, 2018, pp. 131–132)

4.3 The Concept of Customer Brand Loyalty :

Various scholars and researchers have defined this concept in different ways, including the following:

It has been defined as “relatively biased behavioural responses developed over time by individuals towards a particular brand, leading to a specific predisposition towards that brand during the decision-making process.” (Ali Bonyadi, Alireza, & Aghil, 2017, p. 92)

It has also been defined as “consumers' preference to repeatedly purchase the same brand within a specific category of products or services.” (Yusuf, 2018, p. 133)

Another definition states that it is “the extent to which customers repeatedly purchase products or services from a particular brand over time, despite competitors' efforts to attract them.” (Edith Ebele, Toluwalase, & Courage, 2024, p. 2466)

Based on the above, customer brand loyalty can be defined as the customer's repeated behaviour of purchasing products or services from a specific brand, which manifests through repeated purchases, emotional attachment, and participation in promotional activities such as recommending the brand to others.

5. Applied Framework:

This section presents the methodology and tools used in the empirical aspect of this study, along with all the steps followed throughout the research process. It proceeds to display and analyse the obtained results using appropriate statistical techniques, followed by interpreting those findings in order to test the validity of the study's hypotheses.

5.1 Research Methodology:

This section outlines the methodological approach adopted in the study, which includes a description of the study population, the selected sample, the study variables, and the sources of data.

a. Study Population and Sample:

First: Study Population: The target population for this study consists of individuals who are users of the **Kiabi Algérie** clothing brand. Therefore, the study population is **indefinite (unknown)** in size.

Second: Study Sample: The empirical study was conducted on a **sample of 88 customers**, selected randomly through the **distribution of an electronic questionnaire** across several social media pages.

b. Study Variables:

The current study includes the following variables:

- **Dependent variable:** Customer loyalty to the brand.
- **Independent variable:** Social media marketing activities.

c. Data Collection Tool:

The questionnaire was designed based on the **five-point Likert scale** as a standard measure to determine the degree of agreement or disagreement of respondents with the proposed statements. Each scale point was assigned a code, ranging from **(1) = Strongly agree** to **(5) = Strongly disagree**.

The questionnaire items were developed based on validated sources from previous studies. **Table (01)** below presents the questionnaire items, classified according to their corresponding variables, with references indicating the source of each item.

Table (01): Questionnaire Dimensions and Sources

Variables	Number of Items	Source
Social Media Marketing Activities	14	(Yusuf, 2018)
Customer Loyalty to the Brand	7	(Ali Bonyadi, Alireza, & Aghil, 2017)

Source: Prepared by the researchers based on previous studies.

d. Reliability and Validity of the Questionnaire:

For the present study, the results obtained — as shown in Table (02) — indicate that the **Cronbach’s Alpha coefficient (α)** for the entire questionnaire equals **0.810**, which is an acceptable value since it exceeds the minimum threshold. This demonstrates the **reliability** of the questionnaire adopted in this study.

As for the **validity coefficient** of the questionnaire, it was found to be **0.9**, indicating a high level of **internal consistency** among all the items across the questionnaire’s dimensions.

Table (02): Results of the Questionnaire Reliability and Validity Test

Variable	Number of Items	Cronbach’s Alpha Value	Validity Coefficient
Questionnaire	21	0.810	0.9

Source: Prepared by the researchers based on the outputs of SPSS V26.

5.2 Descriptive Analysis of the Respondents’ Personal Data:

The study sample was analysed in order to identify the demographic variables and to determine the distribution of respondents according to each variable, as follows:

Table (03): Distribution of Respondents According to Demographic Variables

Variable	Category	Frequency	Percentage (%)
Gender	Male	36	40.9
	Female	52	59.1
Age Group	Under 20 years	16	18.2
	20–40 years	42	47.7
	40–60 years	18	20.5
	Over 60 years	12	13.6
Most Used Social Media Platform	Facebook	18	20.5
	X Platform	22	25.0
	Instagram	34	38.6
	TikTok	14	15.9
Total		88	100%

Source: Prepared by the researchers based on SPSS V26 outputs.

From **Table (03)**, it is evident that the study sample, consisting of **88 respondents**, includes **40.9% males** and **59.1% females**, indicating that

females represent the majority of participants. The **age group between 20 and 40 years** is the most represented, accounting for **47.7%**, followed by the **40–60 years** group at **20.5%**, then the **under 20 years** group at **18.2%**, while the **over 60 years** group represents the smallest proportion at **13.6%**.

Regarding the **most frequently used social media platforms**, **Instagram** ranked first with **38.6%**, followed by **Platform X (formerly Twitter)** with **25%**, then **Facebook** with **20.5%**, and finally **TikTok** with **15.9%**.

It can therefore be inferred that most respondents belong to the young to middle-aged category, which represents the demographic most engaged with and active on social media platforms—particularly visually oriented ones such as Instagram. This reflects their preference for visual and entertaining content when interacting with brands.

5.3 Testing the Study Model:

To test the study hypothesis, a **multiple linear regression model** was employed to verify the existence of an effect of the independent variable — social media marketing activities (with its five dimensions) — on the dependent variable, customer loyalty to the brand. The results were as follows:

• Correlation Coefficient, Coefficient of Determination, and Adjusted Coefficient of Determination:

Table (04): Correlation Coefficient, Coefficient of Determination, and Adjusted Coefficient of Determination

Correlation Coefficient	Coefficient of Determination	Adjusted Coefficient of Determination
0.834	0.696	0.677

Source: Prepared by the researchers based on **SPSS V26 outputs**.

It is evident from the table above that there is a strong positive correlation between the independent variable — social media marketing activities — and the dependent variable — customer brand loyalty. The value of the Pearson correlation coefficient between the variables was estimated at **0.834**, indicating a high level of association. Furthermore, the independent variable was able to explain **69.6%** of the variance in the dependent variable. The value of the **adjusted coefficient of determination** reached **67.7%**, and

since this value is very close to that of the coefficient of determination, it indicates the **goodness and robustness of the proposed study model**.

• **Analysis of Variance (ANOVA) :**

Table (05): Analysis of Variance (ANOVA) for Testing the Model's Significance

Model	S.S	DF	M.S	F-Statistic	Sig. Value
Regression	12.553	5	2.511	37.523	0.000
Residual	5.487	82	0.067		
Total	18.040	87	—		

Source: Prepared by the researchers based on **SPSS V26 outputs**.

It is evident from the table above, based on the results of the **Fisher test**, that the model's significance value equals **0.000**, which is lower than the significance level ($\alpha = 0.05$). Therefore, the **null hypothesis (H_0)** is rejected, and the **alternative hypothesis (H_1)** is accepted, indicating that the regression model is statistically significant, and at least one of the regression coefficients differs from zero.

Accordingly, it can be concluded that the **model examining the impact of social media marketing activities on customer brand loyalty** is statistically significant as a whole. This implies that the independent variables collectively contribute meaningfully to explaining the variations in customer loyalty toward the **Kiabi Algérie** brand.

• **Estimation of the Model Parameters:**

Table (06): Estimation and Testing of Model Coefficients

Variable	Coefficient	Significance Value (Sig.)
Constant	-0.0498	0.0182
Entertainment	0.0172	0.0034
Interaction	0.0292	0.0000
Novelty	0.0174	0.0009
Advertising	0.0194	0.0027
Customisation	0.0287	0.0000

Source: Prepared by the researchers based on **SPSS V26 outputs**.

It is evident from the table above that:

- The value of the constant term reached **-0.498**, which is negative and statistically insignificant, as indicated by the Sig value of **0.182**, which is higher than the 5% significance level.

- There is a **positive effect** of the entertainment dimension on customer loyalty to the brand, with a coefficient value of **0.172**, which is statistically significant based on the Sig value of **0.034**, lower than the 5% significance level. Therefore, **hypothesis H1₁**—stating that there is a positive and statistically significant effect of the entertainment dimension on customer loyalty to the brand—is accepted.
- There is a **positive effect** of the interaction dimension on customer loyalty to the brand, with a coefficient value of **0.292**, which is statistically significant based on the Sig value of **0.000**, lower than the 5% significance level. Hence, **hypothesis H1₂**—stating that there is a positive and statistically significant effect of the interaction dimension on customer loyalty to the brand—is accepted.
- There is a **positive effect** of the modernity dimension on customer loyalty to the brand, with a coefficient value of **0.174**, which is statistically significant based on the Sig value of **0.009**, lower than the 5% significance level. Therefore, **hypothesis H1₃**—stating that there is a positive and statistically significant effect of the modernity dimension on customer loyalty to the brand—is accepted.
- There is a **positive effect** of the advertising dimension on customer loyalty to the brand, with a coefficient value of **0.194**, which is statistically significant based on the Sig value of **0.027**, lower than the 5% significance level. Thus, **hypothesis H1₄**—stating that there is a positive and statistically significant effect of the advertising dimension on customer loyalty to the brand—is accepted.
- There is a **positive effect** of the customisation dimension on customer loyalty to the brand, with a coefficient value of **0.287**, which is statistically significant based on the Sig value of **0.000**, lower than the 5% significance level. Consequently, **hypothesis H1₅**—stating that there is a positive and statistically significant effect of the customisation dimension on customer loyalty to the brand—is accepted.

6.Conclusion:

Through both the theoretical and empirical aspects of our study, we have been able to identify the impact of **social media marketing activities** on **customer loyalty** towards the **Kiabi Algérie clothing brand**. It was found

that the brand's users experience a strong sense of entertainment and interaction, as they perceive the brand's social media account and the content it provides as enjoyable and engaging. Updated information is shared easily, opinions and ideas are exchanged effortlessly, and the advertisements released by the brand are interesting and positively attract customers' attention.

From this study, several key findings have been reached:

❖ The independent variable, social media marketing activities, in its **entertainment dimension**, has a **positive effect** on customer loyalty to the Kiabi Algérie brand. This indicates that the content provided by the brand on social media is enjoyable and attractive.

❖ The independent variable, in its **interaction dimension**, has a **positive effect** on customer loyalty to the Kiabi Algérie brand. This shows that discussion and exchange of opinions on the brand's social media pages are easy and accessible.

❖ The independent variable, in its **modernity dimension**, has a **positive effect** on customer loyalty to the Kiabi Algérie brand. This confirms that the information shared on the brand's social media platforms is up to date.

❖ The independent variable, in its **advertising dimension**, has a **positive effect** on customer loyalty to the Kiabi Algérie brand. This indicates that the advertisements shared on social media are appealing and have a positive influence on customers.

❖ The independent variable, in its **customisation dimension**, has a **positive effect** on customer loyalty to the Kiabi Algérie brand. This confirms that customers can easily access the information they need thanks to the guidance and personalised features available on the brand's social media pages.

Based on the previous findings, the following **recommendations** can be proposed:

✓ Create an **online community or exclusive group** for the brand on platforms such as Facebook, Twitter, or TikTok, allowing customers to interact and engage with one another.

- ✓ **Collaborate with influencers or bloggers** who have an active and relevant audience, as this can significantly strengthen customer loyalty to the brand.
- ✓ Ensure **transparency** in presenting the brand's policies and orientations on social media platforms, as this fosters greater **trust and credibility** among customers.

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