

## Examining the Effect of Social Media Marketing on Brand Loyalty of Fast Food Restaurants in Nigeria

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**Abstract:** This study was conducted to examine the effect of social media marketing on brand loyalty of fast food restaurants in Nigeria. The specific objectives of the study were; to determine the effect of facebook, instagram and youtube on brand loyalty of fast food restaurants in Nigeria. The study adopted descriptive survey design. The population of the study is made up of 953 fast food restaurants that are registered with corporate affairs commission as at September, 2023 with a sample size of 318 scientifically generated using Taro Yamene's formula. Simple random sampling technique was used for the study. Primary source of data collection was employed to obtain information from the respondents with the aid of structured questionnaire. Data collected was analysed using frequencies and percentages while multiple regression (model summary, ANOVA and coefficient) was used for test of hypothesis at 5% level of significant with the use of Statistical Package for Social Sciences (SPSS) version 25. The result of test of hypotheses indicates that; facebook has high significant relationship on brand loyalty of fast food restaurants in Nigeria is statistically presented as P. value (.001 <.05). Secondly, the study found that instagram significantly affects brand loyalty of fast food restaurants in Nigeria, statistically presented as P. value (.000 <.05). Lastly, the study found that YouTube has the lowest significant relationship on brand loyalty of fast food restaurants in Nigeria. This is statistically illustrated as P. value (.030 <.05). The study concluded that social media marketing has a positive and significant effect on brand loyalty of fast food restaurants in Nigeria. The study recommended among others the creation of a clear social media strategy and the targeting of specific customers so as to increase social media usage success. That is, more training to all users of social media across age and gender so as to give more skills that can help in promotion and marketing of their brands, since social media affords her users to assess various materials needed for marketing and promotion.

**Keywords:** Social media marketing, facebook, instagram, youtube, brand loyalty.

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## 1.0

## INTRODUCTION

Customer loyalty has long been the ultimate goal of any business. Along with the more intense competitiveness in the market, customer retaining is deemed as an inevitable part of strategic plans perceived by enterprises. Unarguably, the remarkable gains generated by customer loyalty have been widely recognized and emphasized in any brands' operating activities since this can help to lower costs which are associated with retaining existing customers instead of investing tremendously in recruiting new ones especially in competitive, mature and saturated markets (Ehrenberg & Goodhardt, 2000). Additionally, this loyal group of consumers has built up a longterm relationship with the brands and therefore, has a tendency to continue having involvement within the product range, resulting in cumulative rewards for the brands (Grayson & Ambler, 1999). Besides, loyal customers may serve as a bridge, connecting their favourite brands with their friends, networks, relatives or other potential customers and organizations (Shoemaker & Lewis, 1999). To achieve this loyalty, businesses or marketers have turned their attention to social media marketing.

Social media plays a vital role for brands today. Customer behavior today is influenced by social media in multiple ways. From deriving information about the pre-purchased item to post purchase feedback such as expressing dissatisfaction (Mangold & Faulds, 2009), social media has an impact on all. Not to mention the pattern of internet usage (Ross et al., 2009; Laroche *et al.*, 2012), the influence of social media on customers has elevated significantly. All over the world, marketing practices such as promotion and advertising has been revolutionized due to social media's massive popularity and exceptional features (Hanna, Rohm, & Crittenden, 2011). At present, more than half of all the people on Earth now use social media, with about 4.14 billion people actively using social media across the planet as at October 2020. This is equivalent to 53 percent of the total global population (Data report, 2020). Facebook today stands to be the lone "holy grail" of social media as because of captivating number of active users. Therefore, for these reasons alone, Researchers are encouraged to view social networking as a distinct research field as for its significance and unique differences (Hu & Kettinger, 2008).

Social media has become one of the most effective modes of advertising. It is important for companies to know what their target demographic wants and needs to provides them with products and services that will keep them coming back, that is, loyalty. Taco Bell and Netflix have done this successfully by using social media as marketing tools for their products (Williams, Shires & Chapel, 2021). Taco Bell realized that there was a problem with their business. The company wanted to attract a new audience, but they were struggling. They wanted to reach out to millennials and Generation Z and eventually saw an opportunity with social media. Now, Taco Bell has more than 12 million followers on twitter. A quick scroll through their feed reveals that they aren't just tweeting about their new products or promotions; they are actively engaging in discussion with their audience. Netflix is another iconic example of company that know how to use social media as a marketing tool for its product. Netflix uses social media to engage its audience with the help of social media manager and a dedicated in-house team. They often post memes and gifs on tweeter and facebook and show behind-the-scene footage from movie set or interviews with cast members. Their 20 million followers on facebook and instagram tell just how successful the strategy has been for them over the years (Williams, Shires & Chapel, 2021).

Globally, studies have affirmed that social media marketing can lead to brand loyalty in many industries including fast foods industry. For example, Abu-Rumman and Alhadid (2014), carried out a study in Jadan and found that social media marketing has positive relationship with brand equity; in Turkey, Bilgin (2018), found that social media marketing has positive effect on brand image and brand loyalty; and also Erdogmus and Cicek (2012), found social media marketing to have positive impact on brand loyalty; In Bangladesh, Ahmed and Saeed (2021), found a positive relationship between urban youth's brand loyalty and components such as advantageous campaign, facebook group, popular contents and brand's relevant contents of Facebook marketing; Murtiningsih and Murad (2016), in Jakarta also found social media marketing to have positive effect on Brand loyalty; in United Arab Emirate, Hanaysha, Sharma and Momani (2021), found social media marketing to have significant effect on brand loyalty in the fast food industry and in Pakistan, Nabi, Shah, Shaheen, Zeb and Hussain (2021), study showed a positive impact of social media marketing on brand loyalty.

In Africa, restaurant business is among the largest economic sectors as it contributed to almost half of the continent's output in 2015, and many of the African nations are now practicing services-oriented economies (Rouse, 2016). Development in restaurant business has been very efficient in Africa. The restaurant service in Africa is a good source of revenue and jobs opportunities to many countries. In some countries like South Africa, Kenya and Nigeria almost two third of the employment opportunities are in service sectors as food industry as indicated by Rouse, (2016). In South Africa for instance, food and related organisations revenue generation in 2016 moved upward to 1.4 percent compared with January 2015. Both food and bar sales contributed positive annual growth rates of 1.0 percent and 6.4 percent respectively (Laura, 2014). Several studies in Africa including Nyambu (2013), have found that social media marketing has positive effect on brand loyalty in Kenya; Chepkemoi, Zakoyo and Koima (2018), found social media marketing to have significant effect on sales performance. In Nigeria, there is paucity of studies relating social media marketing to brand loyalty.

The rapid adoption and evolution of social media networks across all countries of the world today has spurred many businesses to devising strategies in order to invite millions of active users of the networks to their product offerings usually on their own websites. Nigeria is not exempted of this growing phenomenon. Many businesses in the country now strive to replicate those online dealings and transaction patterns which their counterpart abroad practice. An example of this is McDonalds the world's largest online Fast Food retailer, selling a broad range of fast food brands of products to customers at their doorsteps across many countries. In Nigeria, a good number of similar online fast food retailers such, as Mr. Biggs, Domino's Pizza, Sweet Sensation, Tastee Fried Chicken, Mama Cass, etc. have now emerged and some are still up coming. They also offer a broad range of Fast Foods such as pizza, snacks, burgers, chicken suya, etc. also at customers' doorsteps but within few states in Nigeria only. Apart from the rising competition among the currently existing rivals, there seems to be a daunting tendency that Nigerians would never dare transact business via the internet with any unseen person who displays many attractive pictures of fast foods, tagged with prices and might not physically exist anywhere but prompting prospective buyers to pay upfront so that the foods would be delivered at their doorsteps anywhere in the country. This has always been a questionable issue as a result of the pervasive menaces of *Yahoo-Yahoo* internet frauds and has shaped the perception of many Nigerians toward being careful

when operating on the internet especially when it comes to their supply of certain personal information. Meanwhile, many of the Nigerian online retailers have provided sufficient rooms for any likely doubt about the authenticity of their transaction via the social media networks with any prospective customers by allowing them to pay for any product of their choice on delivery.

This study therefore becomes germane when we recall that as new information technologies are evolving globally, advertisers in turn are increasingly relying on various modes of interactive technology to advertise and promote their products and services. Thus, recent observations and studies have indicated that advertisers have turned the way of the social media in a bid to reach their targets, by taking advantage of the ubiquitous social networks with their multiple platforms. In terms of academic research, the YouTube social media platform has not been a focus. In Nigeria, However, a reviewer of literature suggests that there are no empirical studies conducted in this context. Therefore, a research problem is that, there is no study in Nigeria linking social media marketing to brand loyalty of fast food restaurants in Nigeria. Hence, this study will eliminate this gap.

The broad objective of this study is to examine the effect of social media marketing on brand loyalty of fast food restaurants in Nigeria. The specific objectives are as follows:

- i. To access the effect of Facebook Marketing on brand loyalty of fast food restaurants in Nigeria;
- ii. To analyze the effect of Instagram Marketing on brand loyalty of fast food restaurants in Nigeria; and
- iii. To determine the effect of YouTube Marketing on brand loyalty of fast food restaurants in Nigeria;

## **2.0 LITERATURE REVIEW**

This section presents theoretical framework, conceptual framework and review of related empirical studies.

### **2.1 Theoretical Framework**

The theoretical frameworks which form the basis for this study is located within the Bourdieu's (1986) theory of social capital.

#### **2.1.1 Bourdieu's (1986) Theory of Social Capital**

This study will draw its references from Bourdieu's theory of social capital because customers use social media to make connections with others. The social capital strength gained from the relationship between customers and other users of social media. Social capital is defined as an aggregation of resources that is linked to the possession of a durable network of relationships of mutual acquaintance and recognition or, in other words, to membership in a group (Bourdieu 1986). This capital provides each of its members with the backing of the collectively-owned capital, a "credential" that entitles them to credit. The profits that accrue from membership in a group are the basis of the solidarity. This does not mean that these profits are consciously pursued as such a world is clearly positioned in opposition to rationality (Qj, Monod, Fang and Deng, 2018).

Many literatures (including Finkbeiner (2013); Ellison et al. 2007; Hampton et al., (2011)) have harnessed the nexus between social capital and social media, that customers or consumers are able to connect, interact, market their goods, socialize with others and also build and use social capital. There are many social media sites where the formation of weak ties is required as this allows users to create and maintain larger, and widely spread networks of relationships (Ellison et al. 2007) such as Instagram and Twitter. Also, social media sites like Facebook, YouTube, can be sources of social influence. Social media provides a cheap alternative to long distance communication, and increases the ease of online communications, online interactions can increase communication when compared with face- 18 to-face meetings (Wellman et al., 2001). This enhances face-to-face and telephone communication as members of a network become more aware of each other's needs and stimulate the relationship through more frequent contact. Moreover, Hampton et al., (2011) submits that online public spaces are where existing social ties are maintained and there is a chance to encounter new acquaintances or friends. Finkbeiner (2013) suggests that social interaction on social media allows "existing ties to be maintained online and as well as the growth of new ties for sharing similar interests.

## **2.2 Conceptual Framework**

This discusses the concepts of social media marketing and brand loyalty and their respective dimensions.

### **2.2.1 Social Media Marketing**

Social media marketing (SMM), is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers, and promote their desired culture, mission, or tone (Kenton, 2018). Social media marketing is an interdisciplinary and cross-functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders. On a strategic level, social media marketing covers an organization's decisions about social media marketing scope (ranging from defenders to explorers), culture (ranging from conservatism to modernism), structure (ranging from hierarchies to networks), and governance (ranging from autocracy to anarchy). Weinberg (2009), has defined social media marketing as the process that empowers individuals to promote their websites, products, or services through online social channels and tap into a much larger community that may not have been available via traditional channels. So if we keep it simple, social media marketing is the process where organizations use social media websites to build rush on their company official websites. It does not stop here but organizations also inform the potential customers of happenings in the organization, launch of the new model or product and latest news about the organization through social media applications.

Gordhamer (2009), has related social media marketing to the relationship marketing where firms need to shift from "trying to sell" to "making connections" with the consumers. This explanations of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty. Social Media is an innovative tool that organizations use for creating a very strong public relation with the customers on the virtual networks (Jan & Khan, 2014). Maintaining public relations through

social media has become easy because a large number of potential consumers are available on the virtual networks. And making connection with consumers using social media is only some clicks away. Today's customers are more powerful and busy; therefore, companies should be reachable and available in every social media communication channel such as Face book, Twitter, Blogs, Forums at any time (Gordhamer, 2009). Exploiting the opportunities provided by the social media communication channels is important for every organization. Social Media Marketing is the use of digital marketing platforms in order to connect with potential and existing customers in a cost-efficient and up-to-date way. The major part of the worldwide population already has access to social media channels and the percentage of active internet users is increasing every year (eMarketer 2017). In order to be successful in the 21st century, companies need to be present at least on the most popular platforms, such as Facebook, Instagram, Twitter and LinkedIn (Social Media Examiner 2019a). Social media presence gives an opportunity to stay connected with the existing client base and also has a substantial influence on the brand-awareness of the company's products or services (Tritama & Tarigan 2016). It can be achieved by providing content on a global scale which helps to reach new clients.

### **2.2.2 Dimensions of Social Media Marketing**

The proxies of social media marketing as used in this study include facebook marketing, instagram marketing and YouTube marketing. They are selected because of the most fast food restaurants in Nigeria use them to reach their customers and they are also consistent in many studies;

**i. Facebook Marketing:** Facebook is an American social media company founded in 2004 by Mark Zuckerberg. Formerly, Facebook was only accessible to Harvard students. However, it is now the largest social media platform with 2.5 billion active monthly users (Clement 2020a). According to statistics (Clement 2020a), the majority of Facebook users is people aged between 18 and 44. Specifically, the majority of them are aged between 25 and 34 years. Facebook is no longer social media only, but has developed into one of the largest platforms for business activities. The business Facebook page is one of the key tools for businesses. First, it is entirely free and accessible to everyone. By posting interactive content and interacting with viewers, the company can build a community of followers who can become regular customers. Social media and especially Facebook, due to the number of users, is a good tool for establishing and deepening the relationship with users (Lange 2018, 218). Facebook Likes help to increase the visibility of companies' feeds, generate traffic and establish trustworthiness on the part of clients, which in turn creates potential leads and brand recognition for the company or label. (Widmer 2018). Another way of advertising on Facebook is through Facebook ads or paid advertising. This type of advertising aims to increase awareness, which should then lead to consideration and eventually to conversion. Raising awareness means to evoke interest in the company's product or service. This can be achieved by showing an advertisement to as many people of the company's target group as possible. In the next step - consideration - people are supposed to be encouraged to think about and search for more information about the company's activities. This can be achieved in numerous ways, for instance by redirecting users from the company's Facebook business page to the website's landing page or by downloading the company's mobile app. Ultimately, the process of stimulating and inspiring customers who are already interested in the company's

business activities to complete the process of buying or using the product or service is called conversion (Facebook for Business 2020).

**ii. Instagram Marketing:** Instagram is a popular photo and video sharing network application introduced in 2010 by Kevin Systrom and Mike Krieger. Within the first five years, Instagram reached 1 billion users (TechCrunch 2018). Nowadays, Instagram is accessed by this number of active users on a monthly basis (Clement 2020b). It is primarily a platform for people aged from 18 to 34 years, which equals about 64% of the total platform users (DataReportal 2020b). Instagram is not only a platform for sharing memories, but also a platform for business activities. The Instagram Business Account is a medium which companies can use to engage with their target audience, increase awareness and expand their customer base (Instagram Company 2020). Consequently, a structured and well-planned Instagram promotion has a positive impact on the company's sales. Success on the platform can be achieved through various types of ads, such as story ads, photo ads, video ads, carousel ads and collective ads. The most recently introduced type of advertising is the story ad. According to statistics (ibid.), more than 500 million users upload Instagram Stories on a daily basis. Instagram Stories can be presented either in photo or video format. In both formats, the user has full control regarding the content of the Instagram Story. In video format, users can upload either a short video of 15 seconds or a combination of a maximum five videos, which in total cannot exceed 120 seconds. (ibid.)

The photo ad is a simple way to advertise. Users have the option to upload a square or landscape photo to be distributed to the target audience. The Video ad consists of a video with a maximum length of 120 seconds, which can be displayed in landscape or square format. The carousel ad is a complex format of photo or video ad that enables multiple items to be uploaded so that customers can browse and view multiple items as one post. The collection ad is the latest and most business-oriented advertisement in the entire range of paid Instagram contributions. This type of Instagram advertising helps potential buyers to explore and browse the company's website and purchase their preferred product with a single click (Instagram Company, 2020). Thus, the range of different advertisements provides companies with numerous opportunities to be creative and differentiate themselves on the market.

**iii. YouTube:** YouTube is the web page, streaming videos online, with around the globe recognition. It exists already more than a decade, as it was founded in 2005 by Chad Hurley, Jawed Karim and Steve Chen, who previously had worked for PayPal. The idea of YouTube was introduced in the same year as it was launched and was rapidly released in the reality. However, the promising potentials of YouTube cannot be left without recognition of Internet giants like Google. And already in 2006, Google has bought it for 1,65 billion US dollars. Several years have passed and YouTube started to grow as fast as it was developed back in 2005. Already in 2011, it had a number of users exiting a trillion and in 2014 it totalled more than billion signed. YouTube never stood at one place and it developed with the passage of time. Integration of commercials started to be possible and YouTube Live took place. Since then, YouTube has introduced multiple new features such as ads, integrated into videos, and YouTube Live. Live online translations appeared together with automatic play and video categories uniting videos according to search results. (Dickey 2013; Smith 2014)

In B2B decisions, YouTube can be a very handy tool, because developed brands usually have strong promotional videos and many companies are making short introductions to their business in media format. It was even proved by research, that ninety-two percent of business clients prefer to watch videos and forty-three percent out of that audience search potentially good products in videos available online. (Popic 2013; Schmitz 2013). The company, which considered utilizing YouTube as a part of its online marketing strategy, should always keep an eye on its potential audience, since the video for a twenty years old student and forty-five years old engineer cannot satisfy all of them and bring expected value. The idea and integrated message should accurately reach its destination. The videos uploaded by the company should not only be restricted by content and structure but also time, as too short videos are not suitable for every case and too long videos are not acceptable at all because they cannot keep the viewer committed and perceived as boring and. (My PT Website 2015)

To be outstanding and memorable the business cannot let itself get bogged down in the mass of other messages and news flashes, which already overloaded minds of Internet users. Consequently, all the produced videos should have a distinguishable style, be intriguing and catchy. Even if the video does not show all the benefits of the product and does not describe all its features it is enough to make it interesting and relevant to make potential customer search for it more and visit company's web page. To achieve the last, businesses have to be very careful with the information they provide in their YouTube channel and in the video itself. Accurate contact information and logo of the company should perennially to occupy its place of honour (My PT Website 2015).

### **2.2.3 Brand Loyalty of Fast Food Restaurants in Nigeria**

Keller (1998) stated that brand loyalty can be historically measured via purchase behaviours; Chaudhuri & Holbrook (2001) showed their agreement and stated further that purchase loyalty can lead to better and greater market share and empower the brands to position a higher brand pricing. Generally, brand loyalty has appeared as an essential drive for enterprises to aim for. Brand loyalty is a significant variable that can be viewed from different perspectives and different researchers may hold some distinctive beliefs about their definition of brand loyalty. From Stochastic viewpoint, consumers tend to express random behavior and their buying behaviors would not necessarily be affected by prior ones while Deterministic holds the opinion that brand loyalty is the outcome of the impacts from external factors (Huang, 2017).

The second perspective, despite being provocative to discuss, fails to notice the cognitive processes in shaping customers' progress of being loyal to a certain brand (Jacoby & Chestnut, 1978). Aaker (1991) suggested that brand loyalty is deemed as a measure of attachment that a customer shows towards the brand. Agreed and shared by Jackson (2006), brand loyalty is considered as a genuine commitment by customers to repeatedly purchase or be in favor of certain products or services. Some internal and external factors that might affect customers' purchasing behavior would not deter them from consuming the same types of products and services. Defining this term in another way, Anderson & Jacobsen (2000, p.65) expressed that brand loyalty is the repercussion of customers in the process initiated by an organization "creating benefit for a customer so that they will maintain or increase their purchases from the organization". Apparently, for any firm, regardless of their business areas, to achieve sustainable

success and to thrive in their industries, customer loyalty is crucial; thus, working towards enhancing customers' value to retain them is as important as to reaching out to more potential customers.

#### **2.2.4 Measures of Brand Loyalty**

The measures of brand loyalty are Product Quality, Brand Commitment and Brand Trust. They are thus explained below:

**i. Product Quality:** When seen in general, quality is the ability of a product or service to meet and satisfy the needs of consumers (Chowdhury, 2017). Furthermore, Kotler & Keller (2016) suggests that quality is the overall features and characteristics of a product or service based on its ability to meet customer needs. Furthermore Kotler & Keller (2016) also suggested that companies that have good quality, differentiate quality into conformance quality and performance quality. Therefore, product quality is a very important element for companies in marketing their products. Product quality is a very important element for companies in marketing their products. Conceptually, product quality is a condition of the ability of a product continuously to be able to meet customer needs, or exceed customer expectations (Chinomona & Maziriri, 2017). Companies that have the ability to implement product quality will be able to compete and have competitiveness compared to competitors. (Lin, Liang & Zhu, 2018). Broadly speaking, Lin, Liang & Zhu (2018) divide product quality into eight components, those are performance, features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. To complement the dimensions of product quality above, furthermore, Chowdhury (2017) based on Garvin's opinion suggests dimensions of product quality, namely performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality. This study is reinforced by the opinion of Chinomona & Maziriri (2017) that product quality affects loyalty.

**ii. Brand Commitment:** For a long time, commitment was seen as a very important part to be studied more deeply and further in the area of marketing. Commitment is a concept that is defined in various ways and in various styles. In marketing management, commitment is one of the most important elements (Rather & Sharma, 2017). Commitment can be explained as any maximum effort to build a good relationship so that it can improve performance and achievement. (Van Tonder, 2016). Furthermore, according to Rather & Sharma (2017), commitment is an effort that is done hard and continuously to maintain a very good relationship. Dimensions of commitment in this research as a basis for analyzing are affective commitment, normative commitment and calculative commitment. There have been several studies examining the effect of commitment on customer loyalty. One of them is done by Van Tonder (2016).

**iii. Brand Trust:** At the current industry situation, trust can be interpreted as the need of an individual or company to rely on or rely on our business partners (Kotler & Keller, 2016). Another understanding is the desire of someone to depend or rely on others, where the person in question has good abilities and can be trusted, and has good integrity. (Van Tonder, 2016). It is not easy to make other people trust the products marketed by the company. Customers will trust if our company has a good image. Lovelock & Wirtz (2011) suggested that the desire of customers to change their way of thinking into trust in our products, depends on positive customer perceptions of the organization or company. Furthermore, Van Tonder (2016) further explained that trust is

the customer's perception of the company's honesty of a product or brand. Another definition is feelings of security that are felt by customers when interacting with products or brands based on the perception that the product or brand can be trusted, and can be responsible to the customer (Chao, 2017). According to Chao (2017), the components of trust as a basis for analyzing are reliability and intentionality.

### **2.3 Empirical Reviews**

Several researchers have investigated the relationship between social media marketing and brand loyalty of fast food restaurants in Nigeria. Some of these researches conducted from different part of the world including Nigeria are reviewed below;

Ahmed and Saeed (2021), investigated the Impact of Social Media Marketing on Urban Youth's Brand Loyalty: Through Facebook Marketing in Bangladesh. Social media being established as an effective medium of communication, marketers now highly focus on social media marketing to create brand awareness and institute brand loyalty. Considering social media is the most popular among the urban youth of the country and Facebook being most popular social media site, this study is thus designed in order to identify the impact of Facebook marketing on urban youth's brand loyalty. Information was derived by conducting a validated questionnaire with a sample of 306 people which was further evaluated through regression analysis. It was found night time, 08:01 PM – 5:59 AM, is the most popular time period for the urban youth to use Facebook. Funny, informative, international/ national news contents are top preferred content on Facebook. A positive relationship between urban youth's brand loyalty and components such as advantageous campaign, facebook group, popular contents and brand's relevant contents of Facebook marketing. Whereas, updated content and electronic word of mouth (E-WOM) rather had a negative influence on the brand loyalty of the urban youth.

Yee, Ng, Seng, Lim and Rathakrishnan (2021), carried out study titled, how does social media marketing enhance brand loyalty? Identifying mediators relevant to the cinema context in Malaysia. Social media has created a new norm for organizations to engage with their consumers and expand their businesses. In view of this, brand loyalty as an outcome of social media marketing has been acknowledged as a central theme in building long-term consumer relationships. This study focuses on this issue by exploring multiple mediators between social media marketing (SMM) and brand loyalty in the context of cinemas. An online questionnaire was distributed to a sample of 270 cinema goers who were also social media users, in Malaysia. The results of the PLS-SEM analysis revealed that brand satisfaction, brand relationship quality, brand consciousness and value consciousness are significant mediators that impact the relationship between SMM and brand loyalty.

Nabi, Shah, Shaheen, Zeb and Hussain (2021), titled their study, Relationship between Social Media Marketing and Brand Loyalty with Moderating Effect of Culture: An Evidence from University Students in Pakistan. This research aimed to determine the relationship between social media marketing and brand loyalty. It also explores the moderating role of culture in the relationship between social media marketing and brand loyalty. 177 students from the universities of Pakistan and Azad Jammu and Kashmir were selected as a sample for conducting a cross-sectional survey. Self-managed questionnaires were used for data collection and

correlation and regression analyses were used to analyze the data. The research results showed a positive impact of social media marketing on brand loyalty. Moreover, culture can alleviate the relationship between social media marketing and brand loyalty, which showed that culture had an impact on the use of social media and brand loyalty. The current study will be helpful for the marketers and decision-makers of the brands to make important decisions to increase Brand Loyalty by using Social Media Marketing but keeping in mind the cultural aspects.

Hanaysha, Sharma and Momani (2021), an exploration of social media marketing features and brand loyalty in the fast food industry. The key objective of this research was to test the role of social media marketing features (interactivity, perceived relevance, entertainment, and informativeness) in affecting brand loyalty in the fast food industry. The required data was obtained through a quantitative survey from customers of fast food brands in United Arab Emirates. The findings revealed that most of the social media marketing features positively influence brand loyalty. In details, it was found that interactivity and perceived relevance positively affect brand loyalty. However, contrary to expectations, it was found that the impact of entertainment on brand loyalty is insignificant. Finally, the outcomes confirmed that informativeness is a significant predictor of brand loyalty. This research adds to the existing marketing literature on this topic through the examination of selected social media marketing features and brand loyalty in a Middle East country as the empirical research on this topic, particularly, in this region is scarce.

Akinsanya (2021), examined the impact of social media marketing on promotion of food and grocery service; a case study of Foodco Plc. Ibadan, Oyo State, Nigeria. Primary data was collected with the use of a semi-structured questionnaire from respondents across five outlets of Foodco Nigeria Plc, Ibadan. Descriptive statistics, Exploratory Factor Analysis and Multiple Regression Analysis was used to analyse the information obtained. The social media tools used mostly by the respondents for promotion in Foodco are Facebook, followed by Instagram and twitter respectively. The multiple regression result indicates that education, type of social media used “you are satisfied to use social media for promotion” are the variables influencing social media marketing in the Foodco Nigeria Plc. The study therefore recommends more training to all users of social media across age and gender so as to give more skills that can help in promotion of the enterprises. Also, branding of products of food should be encouraged, this will help in more publicity and create awareness among customers.

Kumaradeepan (2021), evaluate the impact of social media marketing (with special reference to Facebook) on the brand preference of customers with regard to smart mobile phones. Since Facebook has become very popular today and a trend has arisen to use social media as a marketing tool, the researcher intended to evaluate the impact of social media marketing on brand preference, as the findings would provide valuable insight for future businesses. Social media as measured social media visibility, social media engagement, and social media influence was the independent variable and brand preference was the dependent variable. The convenience sampling method was used where the sample was taken from a group of people easy to contact or to reach. A sample of 186 young males and females was selected. Factor loading and factor analysis were used to analyze the data and find the most influencing factors on brand preference. Reliability analysis, validity analysis, and regression analysis were performed to

analyze the data. The R2 value is 0.320 implying that 32.00% of the variance in brand preference is explained by social media influence, social media engagement, and social media visibility. The findings show that social media visibility, social media engagement, and social media influence have a positive impact on brand preference.

Marmaya, Razak, Alias, Karim, Saari, Borhan, Salim (2019) investigate factors that influenced Malaysia's Generation Y' brand loyalty for smartphone Malaysia. A quantitative method was adopted in this study and responses were obtained from 152 Generation Y in Malaysia. Using SPSS 20, the results showed that a significant relationship between brand image, trust and customer satisfaction towards smartphone brand loyalty among Generation Y, while promotion did not play a significant role to Smartphone brand loyalty among Generation Y in Malaysia. This study adopts a cross-sectional research design and examines the opinions of consumers at only one point in time. Future research should attempt to reach larger groups of respondents to validate the theoretical linkage tested in the present study. Secondly, this results in a relatively small size (152), compared with the population size. This also might affect the representative of the outcomes. There are several more suggestions to further extend the current model. First, the research model can be tested in different group of customer and investigates if people with different background may assess different brand loyalty to buy Smartphone in different ways. Longitudinal research design should be done for a better result. The results of this study provide several important theoretical and practical implications for Smartphone brand management.

Chepkemoi, Zakayo and Koima (2018) their study sought to determine effects of face-book as one of social media marketing tools for enhancing sale performance in small enterprises in Nakuru Central Business District- Kenya. The study was guided by the following objectives: To explore the use of face-book in customer acquisition in small business enterprises in Nakuru CBD, to examine the effectiveness of face-book in customer retention and to determine the effects of face-book as a social media tool in enhancing sales performance in small business enterprises in Nakuru CBD. The research adopted survey design and targeted 350 registered small enterprises in Nakuru CBD. The sample for the study was 78 small enterprises. Simple random sampling procedure was used to select small enterprises. Primary data was collected by the use of structured questionnaires. The findings indicated that Face-book as social media tool for Customer acquisition is an important element in building customer relationship as indicated by 81.7% of the respondents. Regarding customer retention, it was observed that Facebook helps in customer retention as indicated by 75.35% of the respondents. And average of 74.7% of the respondents agreed that Facebook as a social media tool help SMEs in enhancing sales performance. Further Facebook offer the benefits to customers and employees by sharing experiences, companies being more networked and being able to absorb and employ better experienced employees. This translates to increased performance and better service delivery which leads to efficient achievement of corporate goals and objectives. The study recommends that online marketing strategies should be improved by SMEs in order to increase their sales performance.

Bilgin (2018), examine the effect of social media marketing activities on brand awareness, brand image and brand loyalty. In addition, it has been aimed to analyze the effect of brand awareness and brand image on brand loyalty in this research. The population of the research consists of the consumers who actively follow five brands with the highest social score according to the

Marketing Turkey social media brand performance data on social media communication channels such as Facebook, Twitter and Instagram. In this research, quantitative method has been used and research data has been obtained via online questionnaires shared on social media from 547 brand followers with applying convenience sampling method. The obtained data have been analyzed by structural equation modeling (SEM). As a result of the analysis, social media marketing activities have been found as effective factors on brand image and brand loyalty, besides it has been determined that the most obvious effect seen on brand awareness. In addition, it has been found out that brand awareness and brand image have a significant effect on brand loyalty. Furthermore, in the research, it has been achieved that the brand awareness has a limited effect on the brand image.

### **3.0 METHODOLOGY**

The study adopted descriptive survey design. The population of the study was made up of 953 fast food restaurants (Lagos State with 598 representing the southern Nigeria and Kano State with 355 representing Northern Nigeria) that are registered with corporate affairs commission as at September, 2023 with a sample size of 318 was scientifically generated using Taro Yamene's formula. Simple random sampling technique was used for the study. Primary source of data collection was employed to obtain information from the respondents with the aid of structured questionnaire. Data collected was analysed using frequencies and percentages while multiple regression (model summary, ANOVA and coefficient) was used for test of hypothesis at 5% level of significant with the use of Statistical Package for Social Sciences (SPSS) version 25. The model employed for this study is multiple regression analysis model which involves the independent variable (social media marketing), and the dependent variable (customer loyalty). Therefore the following model specifications to test the formulated hypotheses are as follows:

The model for this research is given as

$$CLT = (SMM) = (FBK, ITG, YTB)$$

Where

CLT = Customer Loyalty

SMM = Social Media Marketing

FBK= Facebook

ITG = Instagram

YTB = Youtube

The regression model, thus is given as

$$CLT = x + \beta_1 FBK + \beta_2 ITG + \beta_3 YTB + e \dots\dots\dots (1)$$

Where

x = Intercept of the regression

$\beta_1 - \beta_4$  = parameter estimates

e = error term

A priori expectations are:  $\beta_1 \geq 0$ ,  $\beta_2 \geq 0$ ,  $\beta_3 \geq 0$ ,  $\beta_4 \geq 0$ : it is expected that the analysis based on the model in question will help to test hypothesis  $H_{01}$  to  $H_{03}$ , answer the four research question for this study and achieve the four objectives.

**4.0 RESULTS AND DISCUSSION**

**4.1 Data Presentation and Analysis**

Three hundred and eighteen (318) copies of the questionnaire were distributed to the sampled respondent and all the copies of the research questionnaire administered were successfully completed and returned. Thus, 318 valid copies of the questionnaire were used for analysis and the findings are reported in this section. This connotes a good response rate and makes the findings valid for generalizations.

**4.2 Regression Analysis and Interpretation**

The relationship of the dependent and independent variables were presented model summary, ANOVA table and regression coefficient.

**Table 1: Model Summary<sup>b</sup>**

Model	R	R <sup>2</sup>	Adj R <sup>2</sup>	Std Error of the Estimate	R <sup>2</sup> Change	F Change	df1	Dd2	Sig. Change	F	Durban-watson
1	.551 <sup>a</sup>	.304	.293	.521	.304	26.032	3	257	.000		1.5231

a. Predictors: (Constant), facebook, instagram, youtube

b. Dependent Variable: customer loyalty

**Source: SPSS Result 2023.**

Table 1 presents the model summary. The result indicates a coefficient of determination R<sup>2</sup> which explains the variation in the dependent variable due to changes in the independent variables. The R square value of .304 is an indication that there was a variation of 30.4% of customer loyalty of the social media marketing which is attributed to changes in facebook, instagram, youtube at 95% confidence interval. Also, the value of R (.551) presented in table 1 shows that there is a strong relationship between social media marketing and customer loyalty of fast food restaurants in Nigeria. This results indicate that the independent variables in the model are good predictor of the dependent variable.

**Table 2: ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1	30.483	3	10.161	45.361	.000 <sup>b</sup>
	69.868	312	.224		
	100.351	315			

a. Dependent Variable: Brand Loyalty

**b. Source: SPSS Result 2023.**

The result from the ANOVA statistics from table above shows that the processed data which is the population parameter had a significance level of .000 which is a clear indication that the data processed is ideal for making conclusion on the population parameter as P-value is less than 5%. This implies that facebook, instagram and youtube significantly affects customer loyalty of fast food restaurants in Nigeria. F change of the model also indicates that the overall regression model is a good fit for the data. The significant value is statistically presented as (F = 45.361; P = .000 < .05).

**Table 3: Regression Coefficient**

Model	Unstandardized		Standardized		
	Beta	Std. Error	Beta	T	Significance
(Constant)	4.658	1.455		1.786	.032
Facebook	.182	.057	.185	3.217	.001
Instagram	.432	.075	.310	5.717	.000
Youtube	.127	.058	.116	2.180	.030

**Dependent Variable:** Brand Loyalty

Source: SPSS Result, (2023)

Data from table 3 established regression equation which shows that brand loyalty 4.658 is the function of facebook (.182), instagram (.432), and youtube (.127). This equation indicates that a unit change in facebook to a zero constant will affect brand loyalty of fast food restaurants in Nigeria by 18.2%. Furthermore, a unit change in instagram will affect brand loyalty of fast food restaurants in Nigeria by 43.2% whereas a unit change in youtube will bring about changes in brand loyalty of fast food restaurants in Nigeria by 12.7%. The result also establishes that facebook, instagram and youtube have positive effect on brand loyalty of fast food restaurants in Nigeria. The result is statistically represented as P Value (.001, .000, 030, and .000 < .05) and in line with a prior expectation. This indicates that an increase facebook will result to a corresponding increase in brand loyalty of fast food restaurants in Nigeria. By implication, this result indicates that instagram have more significance importance on brand loyalty of fast food restaurants in Nigeria.

### 4.3 Test of Hypothesis and Discussion of Findings

Hypothesis of the study shall be tested based on the study hypothesis.

**H0<sub>1</sub>: Facebook has no significant effect on brand loyalty of fast food restaurants in Nigeria.**

Table 3 present the regression coefficient. The regression coefficient ( $\beta_1$ ) = .182 which indicates that a one percent increase in facebook increases 18.2% in brand loyalty of fast food restaurants in Nigeria if other variables are kept constant. The *t* value is 3.217 which is significant at .001 because the significance level (P = .001 < .05). It means that the alternative hypothesis was accepted that there is a significant relationship between facebook and brand loyalty of fast food

restaurants in Nigeria. This is because Facebook is the most common social media tool among the respondents and staff that were the major respondents for this study. This is in agreement with the study of (Istanbulluoglu, 2017), where the author justified the use of Facebook in social media promotion and brand marketing (Martin, 2017). This finding is in accordance with the studies of It is established that facebook marketing has positive effect on brand loyalty of fast food restaurants in Nigeria. This is supported by many studies from Ahmed and Saeed (2021); Nabi, Shah, Shaheen, Zeb and Hussain (2021), among others.

### **H0<sub>2</sub> Instagram has significant effect on brand loyalty of fast food restaurants in Nigeria.**

Regression coefficient presented in table 3 shows that regression coefficient ( $\beta_1$ ) = .432 which indicates that a one percent increase in instagram increases 43.2% in brand loyalty of fast food restaurants in Nigeria if other variables are kept constant. The *t* value is 5.787 which is significant at .000 because the significance level is less than ( $P = .000 < .05$ ). This implies that the alternative hypothesis was accepted that is there is a significant relationship between instragram and brand loyalty of fast food restaurants in Nigeria. This result is in consonance with the result of It is discovered that instagram marketing has positive effect on brand loyalty fast food restaurants in Nigeria. This is confirmed by many studies from Nabi, Shah, Shaheen, Zeb and Hussain (2021); Yee, Ng, Seng, Lim and Rathakrishnan (2021); Hanaysha, Sharma and Momani (2021), among others.

### **H0<sub>3</sub> YouTube has significant effect on brand loyalty of fast food restaurants in Nigeria.**

Regression coefficient presented in table 3 shows that regression coefficient ( $\beta_1$ ) = .127 which indicates that a one percent increase in youtube increases 12.7% in brand loyalty of fast food restaurants in Nigeria if other variables are kept constant. The *t* value is 2.180 which is significant at .030 because the significance level ( $P = .030 < .05$ ). This implies that the alternative hypothesis was accepted that is there is a significant relationship between youtube and brand loyalty of fast food restaurants in Nigeria. This implies that youtube has significant relationship on brand loyalty of fast food restaurants in Nigeria. This result is in harmony with the findings of It is revealed that YouTube marketing has positive effect on brand loyalty of fast food restaurants in Nigeria. This is buttressed by many studies from Ahmed and Saeed (2021); Nabi, Shah, Shaheen, Zeb and Hussain (2021); Yee, Ng, Seng, Lim and Rathakrishnan (2021); Hanaysha, Sharma and Momani (2021), among others.

## **5.0 CONCLUSION AND RECOMMENDATION**

### **5.1 Conclusion**

This study provides new insights into the relationship between social media marketing and brand loyalty in the fast food restaurants in Nigeria. By analyzing the effect of social media campaigns on brand loyalty, this study offers valuable information for fast food restaurants operating in the Nigerian market. The results of this study suggest that social media marketing such as; facebook, instagram and youtube have a significant and positive impact on brand loyalty of fast food restaurants in Nigeria.

### **3.2 Recommendations**

The study recommended the creation of a clear social media strategy and the targeting of specific customers so as to increase social media usage success. That is, more training to all users of social media across age and gender so as to give more skills that can help in promotion and marketing of their brands, since social media affords her users to assess various materials needed for marketing and promotion. Intensification of social media training on effective usage of various social media tools such as facebook, instagram, and youtube among others should be advocated in all organizations that use social media. This can bring more publicity to their organizations and increase the number of customers that assessed it online. Fast food restaurants managers should focus on posting interactive advertising messages, which contain a mixture of photographs, animations, and videos that are likely to be perceived by customers as interactive and relevant on youtube. Such posts may stimulate their brand loyalty towards the fast food restaurants brands in Nigeria.

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