

Social Media Marketing Initiatives and Brand Loyalty

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Abstract

Background: Social media advertising strategies have radically changed how brands interact with consumers and cultivate brand loyalty. The study's principal objective was to identify the influence of social media marketing activities on consumer brand loyalty toward shopping goods.

Methods: The study used primary data from a structured survey questionnaire with the six-point Likert scale sent to Nepalese customers. The study's sampling was convenient, and the Kathmandu-based location was chosen as the sample site. The study's population was the consumers of consumer shopping goods. People who purchase consumer shopping items were given 600 surveys, but only 395 usable questionnaires were collected.

Results: Through the path analysis, the influence of the credibility of social media significantly and positively influenced brand loyalty ($\beta = 0.165$, $p < 0.05$). It was also found that the informativeness of social media significantly impacted brand loyalty toward consumer shopping goods ($\beta = 0.130$, $p < 0.05$). Likewise, it was also investigated whether social media entertainment significantly impacts brand loyalty ($\beta = 0.426$, $p < 0.05$) toward consumer shopping goods in the Nepalese market.

Conclusion: By leveraging the power of social media venues to engage with customers, deliver pertinent content, and create personalized experiences, businesses may cultivate a strong emotional connection with their target audience, increasing brand loyalty and trust.

Novelty: The study results show how future researchers and business people can look at the new conditions for market growth.

Keywords: credibility, entertainment, informativeness, marketing

Introduction

Using social sites like Facebook, Instagram, Twitter, LinkedIn, and TikTok for marketing on social media is an excellent way to reach more people and talk to clients. Any small business marketing plan must include social media marketing and a strong strategy. Your customers expect you to have exciting material and let them talk to you through comments and direct messages. More and more, social media is affecting our personal and work lives. Businesses and companies engage with customers on social media sites daily.

Customers today use social media for interacting, learning and shopping, finding information, and understanding because they are so used to information communication technologies and social media networking sites ([Chetioui et al., 2020](#); [Rai et al., 2022](#)). [Statista \(2020\)](#) shows that there are more than 6.95 billion cell phone users worldwide, while only 3.6 billion users are involved on social media sites. Using and taking advantage of social media site functions is a task for marketers who want to attract and keep these users. Recent research shows that social media has been widely used as a marketing tool to connect with younger people, spread deals, and answer customer inquiries ([Dahal et al., 2022](#); [Hinson et al., 2019](#)). Many academics have tried to figure out how social media advertising works and how it affects people's buying habits and choices. However, not much is known about how cultural factors affect how people react to social media advertising. Social media sites give customers consistent information and let them compare and communicate with each other ([Prasad et al., 2017](#)). Because of this, most businesses have switched from traditional marketing to social media advertisements ([Lee & Hong, 2016](#)). [Liao and Hsu \(2020\)](#) state that social media marketing utilizes social networking platforms to disseminate information and engage with individuals. This helps businesses grow and find new customers.

When using social media marketing for your small business correctly, you can make your brand seem more real and get people to revisit your website. You can obtain more leads and sales and raise brand recognition with social media advertising. A lot of small businesses even use social media for customer service. Customers can message the company directly to get problems fixed or questions answered. Customers at SM stores have many chances to talk to each other and share their ideas without meeting in person ([Dahal et al., 2023](#); [Gruzd et al., 2011](#)). People can connect and make content for the web thanks to the collection of SM applications ([Lai & Turban, 2008](#)). This way, customers can quickly share and get the information they need ([Rai & Budhathoki, 2023](#); [Sharma et al., 2023](#); [Chen et al., 2011](#)). So, customer participation in SM is considered the most crucial part of marketing ([Park et al., 2007](#)).

[Bala and Verma \(2018\)](#) said that more and more businesses are making social media a big part of their marketing and sales plans. Features on social media platforms can make it easier for customers to connect and create a virtual presence. Social networking sites are a big part of

running an excellent online business ([Irfan et al., 2018](#)). Social media marketing, or SMM, is when people regularly talk on social media about a subject they both care about ([Shareef et al., 2019](#)). Facebook and Twitter make it simple for companies to contact customers - word out through social media marketing costs less than traditional marketing. Most companies offer it, and customers in many industries accept it ([Kim & Ko, 2012](#)).

Early ideas about brand loyalty focused on the behavioral side, looking at buying habits and the likelihood of buying again ([Rai et al., 2023](#); [Srinivasan et al., 2002](#)). However, this view alone cannot measure loyalty; the fact that someone buys something is not a good sign of loyalty. So, the other part of loyalty that is thought to be attitudinal is how a consumer feels about a brand, such as their attitudes, preferences, and commitment to it. Because of this, attitudinal loyalty explains the reasons behind repeat buying behavior ([Tatar & Eren-Erdogmus, 2016](#)). By focusing on these two points of view, [Chaudhuri and Holbrook \(2001\)](#) said that brand loyalty is the strong desire to repurchase the same brand in the future, no matter what. We can say that behavioral loyalty leads to a significant share of the market, while emotional loyalty creates a superior brand value ([Taylor et al., 2004](#)). Many studies examine what makes people loyal to a brand online ([Khadim et al., 2018](#)). When it comes to online environments, the things that make people loyal differ from those in traditional or offline settings. [Srinivasan et al. \(2002\)](#) said that companies must consider the community, interactivity, connectivity, ease of use, customization, and growth.

However, there are more and more studies about social media; no one has looked at how marketing through social media affects brand loyalty in purchasing shopping goods in Nepal yet.

Several studies have examined how social media can predict advertising activities, keep track of customer relationships, and see how social media's ability to get information changes how people act. [Ukonu and Agu \(2022\)](#), [Ebrahim \(2020\)](#), and [Mason et al. \(2021\)](#) studied the effect of marketing through social media on consumer buying behavior. Nevertheless, the impact of marketing magnitudes on social media, such as credibility, informativeness, and entertainment, on brand loyalty has not yet been examined concerning shopping goods in Nepal. These studies also looked at marketing activities through social media from the point of view of organizations. Still, not enough studies look at marketing activities through social media from the point of view of branding-related literature ([Dahal, 2021](#); [Godey et al., 2016](#)). So, this study fills in the gaps in the research and looks into the association between marketing on social media and consumers' positive brand behaviors, especially brand loyalty. This study will discover how Nepalese brand loyalty changes when using social media marketing (SMM). The study suggests that SMM could be utilized as a separate variable to determine how loyal people are to a brand.

The study was to examine the impact of marketing on social media on brand loyalty, with the following specific objectives:

- (i) To determine the impact of credibility on brand loyalty,
- (ii) To explore the influence of the level of information provided on the degree of loyalty towards a brand and

(iii) To examine the impact of entertainment on brand loyalty.

The motivation for conducting this study on social media marketing initiatives and brand loyalty arises from the growing significance of digital marketing in the current corporate environment. Although many studies have studied the influence of social media on consumer behavior and brand engagement, more studies are still needed on the precise practices and efforts that foster brand loyalty through social media in Nepal. This study tries to address the current gap in the literature by focusing on this specific issue. It seeks to provide vital insights into how organizations may effectively utilize social media platforms to boost customer loyalty and retention. Gaining insight into the primary factors influencing brand loyalty within social media marketing will benefit marketers and businesses. It will contribute to the collective understanding of digital marketing strategies.

Literature Review

A study by [Ukonu and Agu \(2022\)](#) examined how social media marketing changes people's buying decisions. The research showed that marketing through social media sites like YouTube, Facebook, and Twitter significantly affected how happy and loyal customers were and how often they bought something. [Mason et al. \(2021\)](#) examined how social media marketing actions affected people's buying choices after COVID-19. People are using social media to find things, find out more about them, rate them, and buy them. There is a strong association between marketing through social media and how loyal people are to telecom companies' names, according to a study by [Ebrahim \(2020\)](#). [Manzoor et al. \(2020\)](#) looked at how marketing on social media sites affects people's decisions about what to buy.

People are more likely to buy shopping goods on social networking sites when they see ads than when they trust them. [Aji et al. \(2020\)](#) looked at how marketing on Instagram changed people's plans to buy things. They found that social media marketing (SMMA) immediately changes people's plans to buy shopping goods. [Todua \(2018\)](#) studied how social media marketing changes people's behavior in the Georgian tourism business. Interest, trustworthiness, and happiness with a tourism company's social media marketing activities were linked to people's buying decisions.

[Ibrahim \(2020\)](#) investigated how social media marketing activities improve how customers see brands. It was discovered that social media marketing activities significantly influence people's plans to buy products. The study by [Aji et al. \(2020\)](#) looked at how marketing activities through social media on Instagram affect people's plans to buy. The "structural equation modeling" results showed that the current model was correct and that SMMA positively impacted brand equity. [Sanny \(2020\)](#) looked at how marketing activities on social media in Indonesian men's skincare affected their desire to buy and how much trust they had in the brand. The study discovered that marketing activities through social media greatly affected how people saw and trusted a brand. Also, brand image and trust in the brand greatly affected the desire to buy. [Koay et al. \(2020\)](#) looked into how people think about marketing activities on social media actions and how consumers feel about a brand. The data showed that how people think about

marketing initiatives on social media has a significant positive impact on how much people value a brand.

[Yadav and Rahman \(2017\)](#) studied how people in the e-commerce industry felt about social media marketing activities. They looked at how social media marketing activities affect people's plans to buy and found that these activities make people more likely to buy. [Zulqurnain et al. \(2016\)](#) studied how social media marketing can change people's thoughts about a product. The study's results supported our idea that social media marketing changes how people think about things.

Credibility

[Tashtoush \(2021\)](#) studied how social media affects people's buying habits in business banks. Researchers found that consumers' trustworthiness significantly impacts what they buy at business banks. [Palalic et al. \(2021\)](#) studied how social media affects people's decisions about what to purchase. It was discovered that marketing through social media had a somewhat considerable effect on the buying habits of Pakistani consumers. Two things that affect these consumers' buying habits are the trustworthiness of the content and word-of-mouth of the content.

Earlier studies have revealed that credibility makes people more likely to trust ads on social media sites ([Shareef et al., 2019](#)). People value information from reliable sources, and these sources help the sharing of knowledge. They are also the first step in the persuasion process for an individual ([Erkan & Evans, 2016](#)). The main thing influencing consumers' decisions is how reliable the information they get is. Previous studies have shown a link between the reliability of information and consumers' plans to buy. People usually think social media is less reliable and credible than traditional channels ([Johnson & Kaye, 2015](#)). Concerning advertisements, trustworthiness refers to how much the customer thinks the claims about the brand are valid ([MacKenzie & Lutz, 1989](#)). Trustworthiness is one of the best ways to predict how well and how people will react to an ad ([Bhattarai et al., 2020](#); [Choi & Rifon, 2002](#)). Previous studies have also shown credibility makes online ads valuable ([Liu et al., 2012](#)). Based on the above research, the following hypothesis has been developed.

H1: Credibility significantly influences brand loyalty

Informativeness

[Pop et al. \(2022\)](#) examined how social media influencers affect people's choices about where to visit. The information from social media was helpful at every stage of making a travel choice. [Tashtoush \(2021\)](#) did a study to find out how social media affects people's buying habits in Jordanian business banks. Researchers found that the level of information dramatically impacts how people buy things in business banks. An informative ad can tell the person who sees it about different products and services so the customer can choose the one that gives them the most happiness ([Ducoffe, 1995](#)). [Huang and Benyoucef \(2013\)](#) noticed that informativeness is the level of knowledge that social media marketing gives you, which should be correct and relevant. Social media advertising, which often includes photos and videos, is an excellent way to get information to buyers, show off personal contacts, and give more information about the product ([Dao et al., 2014](#)). Many research studies have shown how helpful an ad significantly

affects how valuable people think it is on Facebook and other social media ([Dao et al., 2014](#)). According to [Shareef et al. \(2019\)](#), the advertising worth increases when the social media ad gives more information.

H2: Informativeness significantly influences brand loyalty

Entertainment

[Moslehpour et al. \(2021\)](#) investigated how dynamic marketing on social media affects people's plans to buy goods and services from Indonesian airlines. A separate variable called entertainment was used to measure trust, and it was discovered that entertainment significantly impacts trust. [Cheung et al. \(2020\)](#) studied how consumers interact with and know about brands based on how they see different aspects of marketing on social media. It was discovered that entertainment and customization do not majorly affect how engaged consumers are with a brand.

[Shareef et al. \(2019\)](#) agree that entertainment statistically affects how people see the value of advertising through social media. We think that this means that the more entertaining the Facebook ad is, the more it changes how valuable it is seen to be. Funny posts on social media get more people to interact with them and help businesses get and keep consumers ([Gaber & Wright, 2014](#)). Using expectancy-value theory as its primary framework, [Dao et al. \(2014\)](#) discovered evidence to back the idea that entertainment significantly and positively affects how valuable people think social media ads are. In other words, entertainment makes people believe that Facebook ads are more useful by creating an emotional connection and giving them fun and pleasure. Web advertising entertainment means meeting people's wants for escape, distraction, aesthetic pleasure, or emotional release ([Ducoffe, 1996](#)).

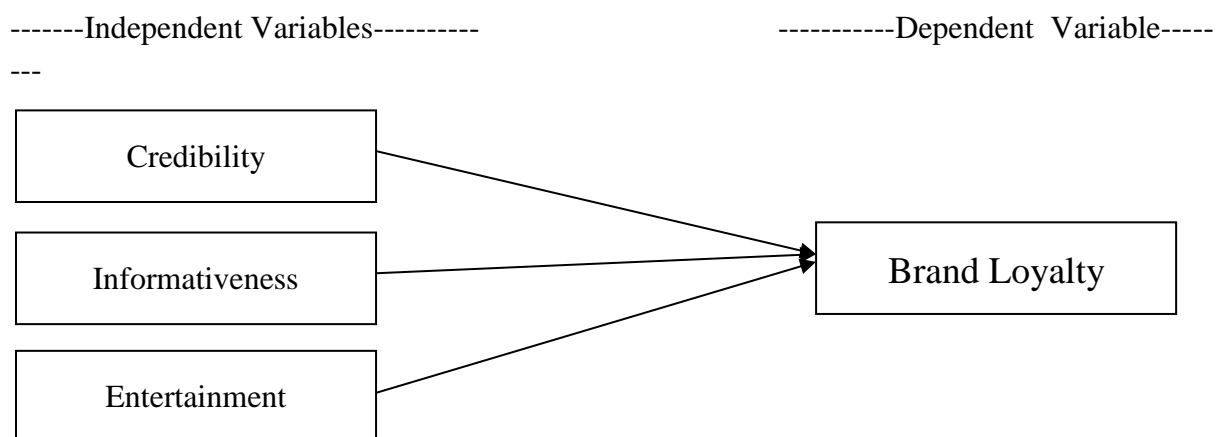


Figure 1: Conceptual Framework

H3: Entertainment significantly influences brand loyalty

Many factors may influence consumers' brand loyalty for shopping goods, such as quality, price, sales promotion, media advertisements, brand image, word of mouth, product features, celebrity endorsements, and brand personality. This study uses social media marketing

activities such as credibility, informativeness, and entertainment as independent variables to measure consumers' brand loyalty. Figure 1 has been established to analyze systematically based on a review of the literature about marketing activities through social media.

Research Methodology

The study used a quantitative approach to address its objectives and test the hypotheses. The causal research design has been employed to recognize the impact of credibility, attractiveness, and popularity factors to measure brand loyalty. The population of the study was consumers of shopping items in Nepal. Six hundred respondents were reached to participate in a field survey conducted in Kathmandu Valley from December 2023 to February 2024. The convenience sampling method of sample selection was used, meaning interviewees were picked based on their accessibility and availability to reach and schedule an interview.

A six-point Likert-type scale questionnaire was used to collect the primary data. The closed-ended questionnaire was used to identify the factors affecting brand loyalty to shopping goods in the Nepalese market. The questionnaire contained 18 questions, incorporating four questions for each group: credibility (CRD), informativeness (INF), entertainment (ENT), brand loyalty (BL), and two questions relating to the respondent's demographics. The scale items in the questions were measured on a six-point Likert scale, with the response ranging from 1 (indicating extremely unimportant) to 6 (indicating very important). In addition, the survey incorporated demographic information about the participants, with their age and gender of the study. As a result, the survey instrument comprised a total of 18 questions. Table 1 presents the questions' structure.

Table 1: The Survey Questionnaire

Group and area	No of items	Measurement scale	Remarks
Group A: Demographic information	2	Various options	
Group B: Credibility	4	6-point Likert scale	1 = Strongly Disagree to 6 = Strongly Agree
Group C: Informativeness	4		
Group D: Entertainment	4		
Group E: Brand loyalty	4		
Total	18		

Based on the study's sampling frame, 395 respondents provided precise and complete responses. Table 2 presents the responses of the 395 participants who accurately filled out and provided the questionnaires. Therefore, the responses of 395 respondents comprised the data for the study.

Table 2: The Respondents

Variables	Categorization	Frequency	Percentage
Gender	Male	328	83
	Female	67	17
Age groups	Below 20	1	0.3
	21-30	54	13.7
	31-40	121	30.6
	41-50	164	41.5
	Above 50	55	13.9
Total of each section		395	100.0

The study's sample was chosen using the non-probability convenient sampling method. The study's intended sampling site was the Nepalese market. So, the study's focus group was people who buy goods in the Nepalese market. Mean and standard deviation have been used to describe demographic information and show how variables work. The correlation was used to find the link between brand loyalty and credibility, informativeness, and entertainment. The "structural equation modeling" regression path analysis has examined how trustworthiness, information, and entertainment affect dependent variables like brand loyalty.

"Confirmatory Factor Analysis" (CFA) confirmed "exploratory factor analysis." GFI, CFI, AGFI, RMSEA, NFI, and RFI were used to check the model fit. Model fit values were found. All the numbers in Table 3 meet the standards Byrne (2010) set. This makes it possible to figure out the structural model.

Table 3: Model Fit Overview

Model fit indices	Suggested range of fit as suggested by Byrne (2010)	Model value	Results
CMIN/DF	< 5.00	2.696	Good
GFI	> 0.90	0.923	Good
AGFI	> 0.80	0.889	Good
RFI	> 0.80	0.965	Good
CFI	> 0.90	0.965	Good
NFI	> 0.90	0.946	Good
RMSEA	< 0.08	0.066	Good

The constructs "Composite Reliability" (CR) and "Average Variance Extracted" (AVE) have been employed to assess the degree of "convergent validity". [Hu and Bentler \(1999\)](#) suggested that the CR should exceed 0.7, and the AVE should be greater than 0.50. Table 4 presents that all the required values fell within the specified limits. According to [Hu and Bentler \(1999\)](#), to recognize the discriminant validity, the AVE value must exceed the value of "Maximum of Shared Variance" (MSV). This means that all of the data falls within the permitted ranges. It shows the accuracy and absence of validity issues in the study's model. Consequently, the overall measurement model was prepared for further processing.

Table 4: Measuring Model Validity

	CR	AVE	MSV	MaxR(H)	INFO	CRED	ENTE
INFO	0.887	0.649	0.173	0.975	0.806		
CRED	0.877	0.624	0.124	0.985	0.215***	0.790	
ENTE	0.803	0.502	0.173	0.828	0.416***	0.352***	0.677

There is no validity concern.

INFO = Informativeness, CRED = Credibility, ENTE = Entertainment,

Results

The study used descriptive and inferential statistics. Table 5 shows the mean, the standard deviation, and the correlation analysis.

Table 5: Descriptive and Correlation Insights

Variables	Mean	SD	CRD	INF	ENT	BL
CRD	4.87	.697	1			
INF	4.82	.721	.229**	1		
ENT	4.34	.709	.332**	.404**	1	
BL	4.39	.770	.330**	.356**	.505**	1

A 6-point Likert scale was used to measure brand loyalty and all the other factors. 1 indicates "strongly disagree", and 6 indicates "strongly agree." The average scores for credibility, informativeness, entertainment, and brand loyalty exceeded the middle score of 3. These scores were 4.87 for credibility, 4.82 for informativeness, 4.34 for entertainment, and 4.39 for brand loyalty. This means all the answers pointed toward brand loyalty when people in Nepal bought goods. All of the variables' standard deviations were also less than 1. This means the data were more consistent and reliable.

The correlation test was used to examine the connection between the variables. In Table 5, there is a positive link between credibility and brand loyalty ($r = 0.330$, $p < 0.05$), between informativeness and brand loyalty ($r = 0.356$, $p < 0.05$), and between entertainment and brand loyalty ($r = 0.505$, $p < 0.05$) when shopping goods buying.

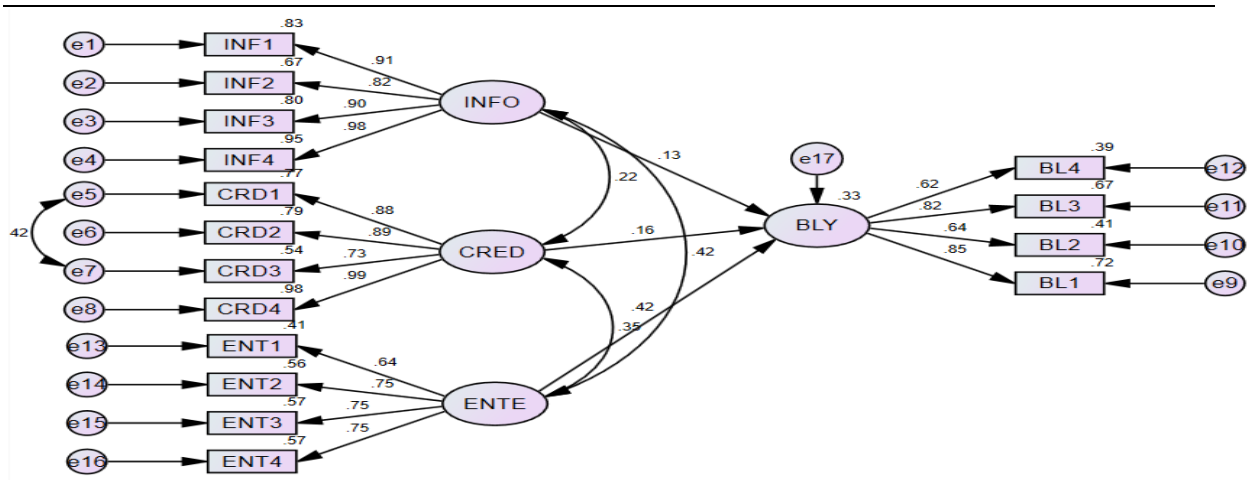


Figure 2: Measurement model's path diagram

"Structural Equation Modeling" was used for testing the link between brand loyalty and credibility, informativeness and entertainment that had already been proposed. Two measures were used to look at the study's model. The first is R^2 , which shows how much of the variance can be explained by brand loyalty by these independent variables and how well the predicted model can make predictions. Second, the path coefficient (β) shows how independent factors affect the dependent variable.

The outcomes in Table 6 show that credibility, information, and entertainment influence brand loyalty. However, the three independent factors can explain only 33 % of brand loyalty for shopping goods in Nepal. As you can see, all independent factors do an excellent job of predicting brand loyalty. The remaining factors will explain 67 % of the variance.

Table 6: Variance Explained of the Dependent Variable by Independent Variables

S.No.	Dependent Variable	Independent variables	Squared multiple correlations (R^2)
1	Brand loyalty	Credibility, informativeness, entertainment	0.33

Table 7: Hypotheses summary

Hypotheses	From	To	Standardized Path Estimates	S.E.	P value	Results
H1	Credibility	Brand loyalty	.165	.070	.002	Supported
H2	Informativeness	Brand loyalty	.130	.069	.017	Supported
H3	Entertainment	Brand loyalty	.426	.101	.000	Supported

The study examined how credibility, informativeness, and entertainment affect brand loyalty when people buy shopping goods. Table 6 shows the results of testing the hypothesis. It shows that credibility has a robust positive effect on brand loyalty ($\beta = 0.165$; $p < 0.05$), and it provides backup to the hypothesis (H1). The result showed that the credibility of social media affects brand loyalty for shopping goods.

Table 6 shows how informative social media positively and significantly affects brand loyalty ($\beta = 0.130$; $p < 0.05$). This means that the result backs the hypothesis (H2). Based on this result, company loyalty is affected by how informative social media marketing is for shopping goods. It was found that the hypothesis (H3) was confirmed ($\beta = 0.426$; $p < 0.05$), which means that social media entertainment affects brand loyalty.

Discussion

In the contemporary era of interconnectedness, social media has arisen as a potent medium for enterprises to interact with their target demographic and cultivate brand allegiance. Social media marketing initiatives are essential for facilitating significant customer engagements, establishing brand recognition, and eventually enhancing the connection between the business and its devoted followers. Companies may attract new consumers and maintain existing ones by consistently publishing engaging information, implementing interactive marketing, and swiftly addressing customer inquiries. Moreover, social media offers brands a distinct chance to humanize their image, exhibit their values, and establish a more intimate connection with their audience, strengthening brand loyalty and advocacy. A well-executed social media marketing plan has the potential to establish a solid and enduring connection between the company and its customers.

The study has proposed to explore the factors influencing marketing activities in social media brand loyalty towards shopping goods. Three independent variables, such as credibility, informativeness and entertainment related to social marketing activities, were used to measure brand loyalty. According to the research results, social media credibility is essential to consumers' brand loyalty towards consumer shopping goods. This means that hypothesis H1 is accepted. This result reveals that marketing through social media credibility influences consumer brand loyalty toward consumer shopping goods. Such a result was similar to the results of [Tashtoush \(2021\)](#), [Palalic et al. \(2021\)](#), and [Shareef et al. \(2019\)](#), that the marketing activities through social media credibility significantly influence the brand loyalty of consumers. Consumers' brand loyalty depends upon social media marketing credibility. Therefore, marketers and sellers should consider social media's credibility when purchasing consumer goods.

Moreover, the study's result reveals that the informativeness of social media marketing activities significantly affects consumers' brand loyalty towards shopping goods. Therefore, the hypothesis H2 also was accepted. The study's outcome reveals that the informativeness of social media marketing activities significantly influences consumers' brand loyalty towards

consumer shopping goods. This finding of the research is associated with the previous findings of [Ghimire et al. \(2021\)](#), [Pop et al. \(2022\)](#), [Tashtoush \(2021\)](#), and [Shareef et al. \(2019\)](#) that the informative social media significantly influences brand loyalty of consumers. Consumers' brand loyalty is determined by how reliable and adequate information is provided on social media. Therefore, it is recommended that people are most likely to have a good opinion towards shopping goods if they find credible social media marketing activities. Consequently, the marketers and sellers of shopping goods should prioritize social media credibility.

Additionally, social media entertainment activities significantly affect consumers' brand loyalty. Hence, the hypothesis H3 was also accepted. This study's result was aligned with the prior findings of ([Moslehpour et al., 2021](#); [Shareef et al., 2019](#)). It indicates that social media entertainment can significantly and positively influence consumers' brand loyalty towards shopping goods. Most people use social media for fun and entertainment these days. Hence, social media entertainment is essential for providing information and creating brand loyalty. Therefore, marketers and sellers should consider social media entertainment.

Conclusion and Implications

Social media marketing strategies have fundamentally transformed how brands engage with their audience and foster brand allegiance. By utilizing the influence of social media platforms to interact with customers, provide relevant material, and generate tailored experiences, businesses may establish a robust emotional bond with their intended audience, resulting in heightened brand loyalty and advocacy. In the digital age, companies must prioritize having a constant and genuine presence on social media to cultivate enduring relationships with customers and achieve sustained success in the competitive marketplace. In today's interconnected world, social media has become essential for brands seeking to establish trust, loyalty, and enduring connections with their audience.

The study's primary goal was to determine which factors influence consumers' brand loyalty towards shopping goods in Nepal. The study has examined the influence of marketing through social media on brand loyalty toward shopping goods. The first independent variable to measure brand loyalty was the credibility of social media marketing activities, and the first research objective was to explore the effect of credibility on consumers' brand loyalty. The study's outcome shows the impact of credibility on consumer brand loyalty. Therefore, it is concluded that consumers think about the credibility of social media marketing activities when they pick one out. It means that using the credibility of social media marketing activities might make people more likely to buy shopping goods.

The next goal of the study was to explore the effect of informative social media on consumers' brand loyalty towards shopping for goods. The research results reveal that social media informativeness significantly increases consumers' brand loyalty towards shopping goods. Therefore, it is concluded that informative marketing through social media towards shopping for goods determines consumers' brand loyalty. This means that using social media marketing informativeness can make consumers more likely to buy consumer shopping goods.

The last study's objective was to explore the effect of entertainment on social media on consumers' brand loyalty for shopping goods. The study's results showed that entertainment on social media significantly influences consumers' brand loyalty. It is concluded that social media entertainment marketing is considered for shopping goods. Social media marketing entertainment can enhance consumers' brand loyalty towards shopping goods.

The study's findings provide various significant contributions to the theoretical framework. First, it contributes to exploring factors affecting consumers' brand loyalty when shopping for goods. This study incorporated relevant factors such as credibility on social media, marketing informativeness, and entertainment from the well-known brand loyalty theory. Consequently, the proposed brand loyalty model explains why consumers prefer consumer shopping goods, which is different from previous studies. Moreover, this study effectively analyzed the effect of these three variables on consumers' brand loyalty for consumer shopping goods, which had not been done previously in the Nepalese context.

Regarding the practical implications, the study's findings will improve the comprehension of manufacturers and sellers of consumer shopping goods. The study's findings will help the marketing decision-maker develop marketing strategies for promoting social media for consumer shopping goods. Moreover, decision-makers should organize awareness programs through social media to educate consumers about consumer shopping goods. As a result, this study would create consumer brand loyalty and demand for shopping goods.

Limitations and Future Research Direction

The study's various limitations point out for future research direction. First, it is conducted in the developing country of Nepal. Therefore, this study can be carried out in both underdeveloped and developed countries, with people from a wide range of backgrounds, cultures, beliefs, habits, attitudes, and levels of socio-economic background. Second, this model can be used in more service areas. Third, the study can be done with other than consumer shopping goods, such as two-wheelers, four-wheelers, and cosmetics. This model can use demographic information to look into consumer brand loyalty. Fourth, the independent variables excluded in this study could be used to measure consumer brand loyalty toward consumer shopping goods. These results will be the first real-world evidence and set the stage for more studies.

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