

Impacts of Social Network Advertising on Brand Loyalty (With Special Reference to Consumer Electronics Industry)

F.A. Asees

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

Prof. E.G. Ubayachandra,

Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka

This study focuses on how current marketing- branding strategies incorporate various aspects of social media to positively affect consumer loyalty to a brand. Within the past few years, social media has become an increasingly popular medium for brand, consumer engagement and making customers more loyal to the brands. Specially, in this study researcher has investigated to accomplish objectives such as find out most significant dimension as Informativness, entertainment, irritation, credibility which affect towards brand loyalty.

The main reason for this study and the gap is less awareness about social network advertising campaign in Sri-Lankan market, Because of this reason there can be seen a big gap between the research related to this topic between Sri-Lankan context and international context.

Main objective is to evaluate the consumer expectations in social network advertising while finding the Impacts of Social network advertising on brand loyalty and finding most effective dimension of social network advertising mostly affect towards Brand loyalty.

A total of 216 respondents were selected to participate in the survey by building a questionnaire using face to face interviews method, structured interview method and in the end, the following results was sought:

The indicators which represent each dimension have a high reliability & by looking at the reliability of each dimension can ensure there is a high internal consistency in this research.

Key words: *Social network advertising, Informativness, Irritation, Credibility, Brand loyalty.*