

The impact of Social Media Functions on building Brand Loyalty with special reference to High-End Fashion Retailer Brands in Sri Lanka

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Building and maintaining Brand Loyalty is a very important topic that marketers are talking about for a long period, because having loyal customer base is essential to compete with emerging competitive markets. The new emerging trend is the social media as a marketing tool. Social media facilitate to the organizations to connect with the customers directly at low cost and it also exposes the organization in to a huge audience with prospective customers who can be converted into customers. When it comes to fashion the decisions are mostly based on the opinions and recommendations of others.

The purpose of this study is to identify whether there is a relationship between the way customers use the social media functions such as Engagement, Sharing of Content, Accessibility, Sophistication and Credibility relating to the fashion retailer brands on customer brand loyalty and how organizations can use those functions to build customer loyalty toward their brands. As a result, the study concluded that the use of social media functions has a significant impact on brand loyalty of high-end fashion retailer brands in Sri Lanka.

Keywords: Brand loyalty, Fashion retailer brands, Social media functions.