

The effect of Social Media Marketing on Brand Loyalty with considering the mediating roles of Brand Consciousness and Value Consciousness (Case study: Customers of food industry firms in Guilan province)

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Today, competition for having loyal customers is recognized as a key strategic issue for organizations. In this regard, organizations have tried to use various sources, including social media for this purpose. The aim of this study was to assess the effect of Social Media Marketing on Brand Loyalty with considering the mediating roles of Brand Consciousness and Value Consciousness with Customers of food industry firms in Guilan province. The methods of this research was descriptive and functional. The population of this research were customers of food industry firms in Guilan province and the number of samples with using Cochran formula of unlimited considered 439 people. To gathering information and data questionnaire was used field and analyzed by SPSS and SmartPLS 3 software. According to the results of the data analysis, all the hypotheses of the research were confirmed. That is, the test of hypotheses showed that the social media marketing variable influenced brand consciousness, value consciousness and brand loyalty. Also, the relationship between brand consciousness and value consciousness on brand loyalty was significant. On the other hand, the role of intermediary variables of brand consciousness and value consciousness in the relationship between social media marketing variables and brand loyalty were confirmed.

Keywords : Social media marketing, Brand consciousness, Value consciousness, Brand

loyalty

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