"The Importance of Trust in Understanding the Effects of Social Media Marketing on Brand Equity and Brand Loyalty"

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Abstract-In today's modern world, social networking sites are part of every marketing strategy. This modern tech establishes new processes and online tool that business can use to interact with and engage consumers. The goal of this research is to analyze the consequence of brand loyalty, brand trust, and brand equity as a result of social media marketing (SMM). Results of the online survey of 300 Chennai customers who followed telecoms business on social networking sites, data was obtained and evaluated via structural equation modelling. According to the studies, SMM operations have only 3 aspects: trendiness, customization, and word-of-mouth. These SMM qualities have a direct impact on consumer loyalty as well as an indirect impact on brand equity, as measured by brand trust. Theresearch highlighted the importance of trust and offers recommendations for determining the efficacy of social media marketing.

Keywords: **Social Media Marketing (SMM), Social Networking Sites, Trendiness, Customization, word of mouth, Brand Trust, Brand Loyalty, Brand Equity.**

I - INTRODUCTION

With 2.77 billion people online, the widespread use of social media has drastically altered marketing strategies, and the rapidly growing social media marketing channel has provided businesses with new ways to contact, communicate, and engage with customers. Businesses are investing in technology to boost its presence on social media, with marketers planning to spend 71% of their marketing budget on social media in the next five years (CMO, 2018). These companies were adding social networks into their marketing strategies because they would see it as a lower expensive channel on which marketing could execute integrated marketing campaigns with less effort (Kim et al, 2010). (Tuten& Solomon, 2017) SMM is a supplement to online and offline marketing communication tools that monitors and supports consumer interactions, collaborations, and engagements with the firm, its brands, and certain other consumers, as well as promoting the commitment. It moreover explains how users feel about the business's numerous social media marketing initiatives (Yadav & Rahman, 2018). Social networks marketing is a problem for marketing companies because it has the potential to be a powerful predictor of consumer reactions, positively influencing their intents, behaviours, and buying decisions (Chen & Lin, 2019), as well as a key influence in brand creation and long-term consumer relationships (Chen & Lin, 2019; Dann, 2010). (Sano, 2014). While social network offers several opportunities and benefits for efficient brand marketing, investigating the effectiveness of marketing managers' social media activities is a big challenge (Godey et al., 2016; Schultz & Peltier, 2013). Kim and Ko (2010) outline social media marketing efforts and identify the major factors that grab consumers' thoughts of various marketers' operations on media platforms: like Trendiness, customization, and also word-of-mouth (Yadav & Rahman, 2018). Certain actions improve customer interactions and influence brand equity, as well as buying intention &behaviours (Chen & Lin, 2019). User reactions to diverse social networks media engagement are influenced by trust, that is important in communicating the impact of internet actions and converting marketers' efforts into equity and loyalty. (Tatar et al, 2016; Warner-Sderholm et al., 2018). Brand communities, Electronic WOM, network analysis, and brand harm crises are the four key topics of previous social media research (Gensler et al; 2013). These studies were divided into subgroups by Alalwan, et al (2017), The first study looked at the function of social media in forecasting marketing programs, the next looked at the impact of social media on customer relationship management, and also the third looked at the effect of social media's educational role on buyer behaviour. As a result, there are still few studies that look at digital marketing out of a branding perspective (Godey et al., 2016). As a result, this research fills a void in existing literature by examining the role of social media marketing (SMM) operations on favourable customer behavioural responses to the brand, particularly brand equity and loyalty. The following is a breakdown of the paper's framework: The following section discusses the literature in order to clarify the meaning of the key topics. The hypotheses are then generated using the conceptual framework. In the third portion, the research methods are discussed, and the latest results are provided in the 4th section. Furthermore, the study's conclusion, theoretical and practical consequences, and limits, as well as future research options, are included in the concluding part.

II - LITERATURE REVIEW

Social Media Marketing (SMM):

For marketers, social networking has proven to be an important medium for reaching and converting customers. The overall number of active social media customers has now risen to 4.33 billion as of April 2021. As the social society develops the chances of reaching, interacting with, converting, and engaging the intended audience (Gabrielle Wright, 2021). As a result, social networks marketing efforts was also described as appropriate marketing interaction strategies which captivate committed consumers' views and comprehension of social media marketing activities by a factor namely Trendiness, and customization are some of the dimensions. (Chen & Lin, 2019). In general, social media marketing is described as the process of creating, communicating, and delivering marketing products that are enhanced via social media technology usage and platforms and the value of the firm's stakeholders (Rahman, 2018).

Seo and Park investigated the effects of SMM efforts on brand equity & user reactions, as evaluated by online word-of-mouth as well as airline loyalty (2018). This research backs up the value of the 5 activities; nonetheless, trendiness came out on top, followed by personalization as well as the considerable effect on brand awareness and image. The dimension of engagement is a term used to describe how people interact with brands on social media sites. The amount of fresh and up-to-date content available on social media is referred to as trendiness. Customization refers to how well a service caters to a variety of customer preferences based on their needs (Seo& Park, 2018). A perceived risk, which pertains towards the ability to alleviate consumers' fears and stress, has replaced this final part of WOM (Seo et al 2018).

Despite the fact that Bilgin (2018) uses the term "advertising" to refer to digital advertising and promotional activities, he does not believe it to be a necessary feature of social media marketing. Bilgin (2018) looked into the link between SMM, brand on awareness, image as well as loyalty) for Turkey's top five brands on social media. Social networks have been utilized indiscriminately in the internet setting, although there are variations between them. And use of social networking sites to connect with others is referred to as social networking (Alalwan et al., 2017). A social media platform is a channel in the social media community area that concentrates on user collaboration, communication, and sharing. While all social networking sites channels allow for interconnected relationships, the core topic of social networks is collaboration. Facebook, Twitter, and LinkedIn are examples of social network sites that enable users to build their own personal profile (Tuten& Solomon, 2017).

It's important to keep in mind that the usefulness of social media marketing operations vary. Several studies have looked into how social media marketing can help raise brand recognition and create a favourable brand image that encourages consumer loyalty. These investigations, on the other hand, mostly focused on the high-end apparel business or possibly the tourism industry. In addition, only very few researchers have examined into the direct effects of SMM efforts on consumers' responses and how they can influence consumer behaviour. Various studies have looked into these aspects of luxury brand SMM. Gautam and Sharma (2017) investigate the mediating effects of customer relations on SMM and the buy intention relationship in the setting of a luxury clothes firm.

According to previous research, social media marketing actions may be classified into various dimensions: customization, trendiness, and WOM (Gautam et al 2017; Godey et al. (2016) look at how social media marketing (SMM) initiatives affect brand awareness and image, and also how they influence consumer behaviour. The findings support the idea that trendiness has a significant impact on brand image and knowledge. Moreover, the outcomes differed amongst various groups and countries. Furthermore, the research reinforces the consequences of SMM on brand loyalty. Similar findings by Godey (2016) were confirmed in this study, while it was observed that SMM may not have been sufficient to build a positive brand reputation in consumers' thoughts and increase brand loyalty. Because social media followers of brands have a psychological image of the brand in their minds and may be loyal to it. SMM activities, on the other hand, can boost customer loyalty to a company and have an impact on brand and value consciousness, according to Ismail (2017).

Brand Equity:

Increasing the brand equity entails the following: Boost the brand's loyalty, Improve the brand's image by associating it with higher ideals, maximize the quality of the products/services by raising overall brand awareness (Todd Kunsman, 2021). According to Keller (1993), the four aspects of brand equity are brand recognition, brand image, brand union, and perceived product quality; nevertheless, the research concentrates on overall brand equity, which assesses how people perceive the featured brand in contrast to other organisations. (Yoo&Donthu, 2001).

Brand Trust:

Warner-Sderholm et al. (2018) claimed that individuals' perceptions of trustworthiness differ based on the gender-specific, age, & hours lost on social networking in a new analysis. Five components make up the trust structure: goodness, honesty, skill, identity, and care. The results indicate that customer perceptions of honesty, which portray an individual's ethics or moral beliefs, varied by the sexuality, age, and increase of social networks use. As a result, feminine and youthful consumers have high honesty standards (Warner-Sderholm et al., 2018). The material provided by the firm should be consistent with the brand identity; if the firm becomes excessively accommodating to the consumer's linguistic features, trust will decline (Jakic, Wagner, & Meyer, 2017). Tatar et al (2016) also look at the social networks role on brand loyalty and also trust in industry of tourism. The results indicate that a legible site, digital interaction, security perception, and collaboration are all major drivers of confidence in social media.

This aspect of trust is linked to, and subsequently used to evaluate, affective trustworthiness, which is concerned with an individual's emotional ties and concern for others' well-being. But in the other hand, cognitive trust prioritises benefits above dangers. The

participation direction of social networks generates emotional trust more frequently than that of older websites (Calefato et al, 2015). These interactions, either given by the firm or by consumers, help to build brand trust and strengthen customer connections. (Khadim et al, 2018). Schmidt and Iyer (2015), on the other hand, believe that in the tourism business, customers regard brand groups as more trusted than traditional social relations initiatives.

Brand Loyalty:

Friendships, families, coworkers, and, most crucially, brands have all altered as a result of social media. Users are connected with brands, enterprises, and goods in ways they never could before due to social media. This gives companies one-of-a-kind opportunity to make brand loyalty via social media marketing (Gil Salamader, 2021). Various research (Khadim et al., 2018; Tatar &Eren-Erdogmus 2016) have looked at the determinants and effects of brand loyalty in the digital domain. Because the drivers of loyalty in the virtual community are different from those in the traditional or offline environment, the firm must concentrate on many factors that are specific to the virtual community, including interconnection, interactive content, customization, accessibility or easiness of use, harvesting or significance of digital reviews, and group (Srinivasan et al., 2002). However, because this viewpoint can't gauge loyalty exclusively on the basis of purchasing behaviour, it's a false indicator of loyalty. the mental predispositions of consumers, such as attitudes, choices, and devotion to a brand, are offered as the other attitudinal part of loyalty. Attitudinal loyalty identifies the characteristics that influence repeat purchase bias (Tatar &Eren-Erdogmus 2016).

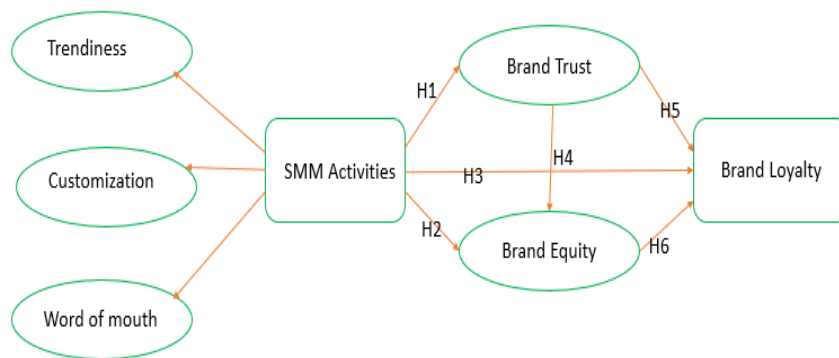## III - THEORETICAL FRAMEWORK:

Figure 1: Proposed Model

The proposed model (Figure 1) emphasises the interaction among SMM activity and brand equity, as well as brand loyalty, and also the role of brand trust as a mediator. Social networking sites is developing on Web 2.0 platform, which emphasizes inter-activity (Kaplan et al, 2010). The marketing interaction techniques were developed, and the attention turned from traditional push messages to tradigital marketing platforms, while vertically energy flow including both communication and marketing routes is maintained. In both online and offline marketing, the interruption-disruption paradigm is applied. But at the other hand, social media channels are much more concentrated on seduction or pull messages (Tuten& Solomon, 2017). According to these experts, social media marketing seems to be more of an addition than that of a restoration for conventional and non-digital marketing interaction (Tuten& Solomon, 2017). As a result, customers' focus is moving away from conventional media and toward social networking sites, which empower and empower customers (Bruhn et al., 2012).

Companies use methods of communication in traditional marketing to enhance consumer perceptions and connections with the brand. Companies may utilise social media to strengthen its brand image, increase brand recognition, and attract new customers, both this adds to the value of the brand (Godey et al., 2016). As a result, it is considered that the many and diverse actions of social media marketing impact the various components based on consumers brand equity (Pham &Gammoh, 2015). (Seo et al 2018; Yadav 2017) all support this consequence of SMM operations through users' equity.

Choi, Fowler, Goh, & Yuan, 2016; Ismail, 2017) regard social media marketing to be an excellent strategy for building client relationships. Furthermore, such engagements will establish trust and remove the ambiguity that may prevent customers from connecting with brand and conducting online payments (Khadim et al., 2018). Consumers see social media as the origin of data, and its trustworthiness is imperative to marketing campaigns. In their study, Tatar and ErenErdogmus (2016) discovered that Brand trust increased as a result of SMM features. Companies use social media to communicate with customers, connect with them, and talk to them, providing value & experiences while also improving the adherence to the brand's behavioural patterns. Consumers' opinions of marketing activities undertaken online can make them feel more secure. Social media marketing has now been empirically demonstrated to have a beneficial impact on brand loyalty (e.g., Ismail, 2017). Customers' perceptions of the brand are shaped by online behaviours, which increase their relationship with the brand by influencing their choices, aspirations, and loyalty. (Laroche et al, 2012).

IV- HYPOTHESIS DEVELOPMENT

H1: Brand trust will be significantly affected by Social Media Activities (SMM)

H2: Brand equity will be significantly affected by SMM activities (SMM)

H3: Brand loyalty will be significantly affected by SMM activities (SMM).

Internet interactions, in comparison to face-to-face contacts, need a high level of trustIt symbolizes customers' readiness to participate in digital interactions and social media (Pentina et al., 2013). Consumers who have a great level of trust seem to always engage in social networking and participate in a product's social media channels, resulting in an increase in the brand's worth (Chahal & Rani, 2017). Consumer behaviour is influenced by customer perceptions of social networking qualities, and trust is thought to be a mediator as in interaction between SMM operations and behavioural intents. (Kim et al, 2013).

Repurchase intents as well as loyalty, according to Yoo and Donthu (2001), are a feature of the brand's early-on imparted value. According to Chaudhuri et al. (2001), brand equity is linked toward a consumer's readiness to spend a greater price for just a desirable product; as a result, strong positive sentiments and, as a result, behavioural loyalty are required. The two components of brand equity are reflected in behavioural intentions: the corporation view, which emphasises the brand's economic value, and the consumer-based view, which emphasises brand associations' opinions.

H4: Brand trust will have a significant influence on brand equity.

H5: Brand loyalty will be significantly impact by Brand trust

H6: Brand loyalty will be significantly affected by Brand equity.

V - RESEARCH METHODOLOGY

Data Collection:

The primary data was gathered through an online structured questionnaire, with all of the questions derived from the literature study. This study employed the convenience sampling technique. The items in the pilot study were changed by group of professionals to assess the content and face validity of the measuring items. In this study, questionnaire was divided into 2 sections: the first group looked at the demographics of social media users, and the second looked at social media marketing activities, which were divided into four subsections (on entertainment, interaction trendiness, customization, WOM), brand trust with brand loyalty and brand equity were measured these constructs' items in order to test the hypotheses. According to the measurement items, the constructions are explicitly described, displayed independently on distinct sections, and delivered via Google Forms.

Over the course of four months, from March to June 2021, the study focused on Chennai social media users. The survey link was distributed to a small group of users and displayed on the Telecommunication firms' through online. The survey was repeated to a new group of users because the starting rate of response was too low. The sample size was determined by that of the requirements of the statistical instrument used in the study, a total of 300 valid replies were received, with 162 male and 138 female respondents and users of social networks of various age groups, education, and employment levels. The respondents' average age was 2.5 years, and 69.5 percent of them were under the age of 40. The sample characteristics are summarised in the below Table 2. Participants were given the option of picking one of four telecoms providers that they follow on social networking sites. SNS like FB and Twitter are used by 70.7 percent of those polled.

Every one of the factors got evaluated on a five- point Likert scale with roughly the equal markings, ranging from (1) Strongly Disagree to (5) Strongly Agree. The researchers designed an eleven-item scale of SMM activities to examine respondents' impressions of their participation on various social media sites and the worth they provided in the study (Kim et al 2012). This scale also reflects the three SMM activity categories that have been identified. Five items derived from the trust scale are used to assess a brand's trustworthiness (Chahal, 2017) developed 4-items to measure brand equity, and 4-items to measure brand trust.

VI - DATA ANALYSIS AND INTERPRETATION

Exploratory Factor Analysis (EFA):

This study used SPSS version 22.0 and AMOS version 18.0 to analyse the data and test the hypotheses. The characteristics of SMM activity were investigated using exploratory factor analysis (EFA) with principal component analysis and VARIMAX orthogonal rotation. Items with low communalities of below 0.5 or load on 2 or more variables with scores more than 0.4 should be eliminated, according to Field (2005). On 5 parameters, all the 11 SMM initiatives loaded properly. Only 1 item made to analyse brand equity and the other item to evaluate brand loyalty were excluded due to the extremely low communality. Cronbach was used to determine this internal firmness of the factors, and an outcome lies from 0.789 to 0.935, shows that almost all of the components were becoming increasingly dependable.

TABLE: 1 SAMPLE – CHARACTERISTICS

Demographics		
	Frequency	**Percentage**
Gender		
M	**162**	**54%**
F	**138**	**46%**
Age		
18-20yrs	**87**	**29%**
21-30yrs	**74**	**25%**
31-40yrs	**42**	**14%**
41-50yrs	**58**	**19%**
51-60yrs	**30**	**10%**
Above 60yrs	**9**	**3%**
Education		
Graduate	**180**	**60%**
Post-Graduate	**35**	**12%**
Doctorate	**10**	**3%**
Others	**75**	**25%**
Occupation		
Employed	**155**	**52%**
Unemployed	**20**	**6%**
Student	**89**	**30%**
Homemaker	**36**	**12**
Years of using social media		
<1 Yr	**31**	**10%**
1-5years	**72**	**24%**
6-10years	**150**	**50%**
>10years	**47**	**16%**
Frequency of visiting SM		
Everyday	**15**	**5%**
Weekly	**10**	**3%**
Monthly	**43**	**14.3%**
Quarterly	**13**	**4.3%**
During Necessity	**208**	**69.3%**
Never	**11**	**3%**
Social networking sites		
Facebook	**127**	**42.3%**
Instagram	**40**	**13.3%**
Twitter	**79**	**26.3%**
YouTube	**40**	**13.3%**
LinkedIn	**14**	**4.6%**

Measurement - Model:

Confirmatory factor analysis and maximum - probability assessment approaches were used to evaluate the measurement model's validity. All of the elements in the conceptual model are included in the factor analysis: SMM activity, brand trust, brand equity, and brand loyalty. The measuring model's first iteration yielded satisfactory fit indices with p value =0.000, AFGI = .834, GFI = 0.9, NFI = .91, IFI = .9, and CFI = .91. Hypotheses were accepted by crucial values < .05 threshold of significance at t value is 1.96 when diagnosing the pathway estimations. These root mean & square approximation error (RMSEA) is 0.08 which is more than 0.05, which is the upper confidence interval. The smaller SRMR value, which is < 1 and close to the value of .09, is a good value, indicating a good model fit (Kline, 2015). Furthermore, all factors produce appropriate standardized loading with the exception of two SMM dimensions: entertainment as well as interaction. After such two components are removed, all standardized loadings are greater than .5, and also the constructs have good composite's reliability value of .7 and higher, with substantial t-values. The convergent validity of every construct in this model was confirmed, as in Table no.2 summary. Table no. 3 shows that AVE is higher than the squared inter-construct correlation loads, shows that discriminant validity is adequate.

Structural model and Hypotheses testing:

The SEM is defined by six structural linkages represented by six path estimations that link the four attributes indicated in the developed framework. The results show that the fit is sufficient with p= .000, AFGI = 0.88, GFI = 0.93, NFI =0.91, IFI =0.91, RMSEA=0.08 and CFI =0.93. Hypotheses were accepted by crucial values <0.05 threshold of significance at t value = 1.96 when diagnosing the pathway estimation. The hypotheses testing is summarized in the table 4. Based on the three paths that show how SMM activities affect brand trust (H1), brand equity (H2), and brand loyalty (H3) (H3). SMM activities had a direct positive significant influence on brand trust and loyalty, with path estimates of 0.24 and 0.18 and a significance threshold of p = 0.000. As a result of the findings, H1 and H3 are supported. Nonetheless, the data demonstrate that the 0.06 route estimate between SMM activities and brand equity is insignificant, with a p-value of 0.23, rejecting H2. According to the study, brand trust has a positive direct influence on both brand equity (0.65, p = 0.000) and brand loyalty (0.25, p = 0.005). Hypotheses H4 and H5 were found to be correct as a result. Brand equity, as indicated in H6, has a significant positively influence on brand loyalty. Further analysis of the data demonstrates that there is mediation, with brand trust (0.16, p = 0.009) mediating the indirect impact of SMM activities on brand equity. As a result, it advises that brand trust be fully mediated in order to control the relationship between SMM and brand equity. The indirect pathway estimates connecting SMM activities and brand loyalty through brand trust are similarly significant, with a significance of 0.05. Brand trust has a role in the influence of SM Marketing operations on the brand loyalty, since this control of trust on brand, the consequences of SMM activity on loyalty has lowered from .18, p = .005 in direct-relationship to .13, p = .03.

Table: 2 Validity and reliability test for measurement model.

Constructs	Mean	SD	Standard Regression weights	CR	Cronbach alpha
SMM				0.75	0.730
Trendiness			0.505		0.873
*The information displayed on this company's social media pages is updated.	4.6	1.05			
*This company's usage of social media is trendy	4.5	1.16			
Customization			0.940		0.789
*This company's social media has all of the information I require.	4.2	1.09			
*The social media of this company offers customized assistance.	4.2	1.04			
Word-of-mouth			0.629		0.850
*I'd really want to share information about the company's services with my friends via social media.	4.2	4.2			
*I'd want to share content from the company's social media on my blog, Facebook account, and Twitter.	4.1	4.1			
Brand Trust				0.94	0.935
*This company is trustworthy.	4.5	1.04	0.865		
*This firm is dedicated to my pleasure.	4.6	1.10	0.887		

*This company strives to meet my needs.	4.6	1.13	0.905		
*The assurances made by this company are genuine.	4.5	1.11	0.854		
Brand Equity				0.85	0.825
*Even when a company offers the same services as the one, I choose this firm's services.	4.7	1.05	0.759		
*When there is another firm that is as good as the one, I would choose it.	4.7	1.01	0.888		
*When the services of another firm aren't significantly different from this firms, it looks wiser to purchase in this brand.	4.6	0.94	0.729		
Brand Loyalty				0.88	0.880
*I expect to continue using this company's products and services.	4.6	0.97	0.836		
*I am loyal to this organisation.	4.6	1.05	0.845		
*I perceive myself to be a company loyalist.	4.7	0.98	0.841		

Table 3: Correlation Matrix

Constructs	SMM	Brand Trust	Brand Equity	Brand Loyalty	AVE
SMM	1				.555
Brand Trust	.23	1			.868
Brand Equity	.25	.65	1		.75
Brand Loyalty	.31	.47	.47	1	.77

Table 4: Summary of SEM details

Constructs	Hypotheses	Standardized Path estimate	Sig	
SMM	H_1: SMM - BT	0.23***	0.000	Supported
	H_2: SMM - BE	0.06	0.235	Rejected
	H_3: SMM - BL	0.18*	0.005	Supported
BT	H_4: BT - BE	0.65***	0.000	Supported
	H_5: BT - BL	0.24*	0.005	Supported
BE	H_6: BE - BL	0.3***	0.000	Supported

***$p<0.000$ (99%)

*$p<0.005$ (95%)

VII - DISCUSSIONS:

Theoretical Implications:

The research findings add to the expanding number of literature review in SMM by analysing the effectiveness of SMM efforts on increasing fundamental brand targets such as brand equity and loyalty. To begin with, quantifying & conceptualising SM Marketing is challenging (Godey et al 2016). Several previous studies confirmed the five aspects of social media that were used by Kim et al. to build an assessment scale of SMM activities (2012). The activities that motivate consumers to use social media are defined by the overall influence of these factors. Despite this, the study's conclusions only identified three factors: trendiness, personalization, and word of mouth. Consumers use online platforms to get personalised services and the most up-to-date information, as well as to exchange their ideas and make fresh suggestions. SMM improves brand loyalty as well; the 3 SMM elements listed are just a few of the digital loyalty drivers (Srinivasan et al., 2002). Updated, fashionable, and knowledge-based media generate loyal clients with good views who have revisiting intentions for a digital platform. Despite previous study,

there is no significant relations among SM marketing and brand equity. Furthermore, trust serves as a full mediator in the relations among SMM activities and brand equity, as well as a half mediator in the relationship among SMM activities and brand loyalty, according to the proposed conceptual paradigm. Social networking marketing is a sort of marketing that employs social media to enlist clients and convey pertinent data regarding a business. Owing to breaches of users personal and the dissemination of resources, trust acts a key aspect in usage of social media and the intensity of engagement (Pentina et al., 2013). As a result, consumers must have trust in digital material, which they get through their numerous social media experiences. As a result, building favourable brand connections and long-term partnerships requires trust. In relationship marketing, trust is indeed the driving force behind creating and maintaining long-term connections, as well as the substitute for equity that will contributes to the distinct, distinguishing brand value engraved in users' minds.

Managerial Implications:

SMM is a vital component of digital marketing strategy for increasing brand awareness. It has to do with customer relationship marketing and how it affects client loyalty, which leads to higher revenue and profit. The effectiveness of SMM in engaging with customers and motivating their behavioral and emotional reactions is highlighted in this study. The current study findings reveal the mechanisms that marketers rely on to engage their consumers. As a result, the SMM properties that have been found provide insight into these systems. Organizations' main aim is to tailor a certain service activity given to clients according to their choices. As a result, consumers might be recognised within the brand communities and enticed to participate in further activities. Social media is a valuable source of data that has a significant impact on consumer purchase decisions. Organizations should use social media and other internet apps to help customers with most current, relevant, and up to date information possible. As a result, this information inspires and motivates buyers to choose their preferred brand (Yadav & Rahman, 2018). Social media enables customer exchange of experiences, views, and suggestions, as well as contributing significantly to the acceleration of certain other areas of Word of mouth (WOM). The administration of SMM would build a brand community that customers will depend on as a trustworthy source of information when making decisions. Users will become more interactive as a result of this stimulating system. The positive benefits of these processes are dependent on the level of sense of trust that customers have in the published internet material. Organizations must evaluate how they will regulate digital material as well as other digital publications, and they must be willing to exchange their experiences and thoughts. Customers might be invited by enterprises to express their reasons for choosing the brand and make further suggestions for changes and advances in order to boost the trustworthiness of the created content.

VIII - LIMITATIONS AND FUTURE RESEARCH

According to the conclusions of this research, social media marketing (SMM) activities have three aspects: trendiness, customisation, and WOM. Brand (loyalty, equity) are both influenced by the brand trust, and these social network marketing features have a big impact on both. This research does have some limitations. The investigation was limited to a single geographic location: Chennai. Although the sample size is small, it is representing demographically, suggesting that the results are likely to be generalizable. The veracity of the utilised measurement scale for SMM operations has been questioned due to the removal of a few things from the measurement. Furthermore, the study investigated the influence of SMM activities without taking into account the distinct characteristics of every networking site. These restrictions will be taken into account in future study.

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