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ENGAGING CUSTOMERS THROUGH SOCIAL MEDIA IN ONLINE LOYALTY PROGRAMS (A CASE STUDY OF MAYRUSH)

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I hereby declare that I have compiled the paper independently

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ABSTRACT

The topic of how to use online channels to build consumer loyalty has become increasingly critical with the proliferation of social media stages within the new advanced media platforms and increased awareness of the value of getting customers that are loyal by the companies. Since social online tools enable companies to directly communicate with end-customers at a lower cost together with a greater proficiency, they are particularly relevant for online branded retailers that are still growing, with little marketing and public relations budgets, as only retailers with large marketing and PR budgets have previously had the ability to connect with end-customers.. The aim of this research is to see if engaging consumers in online loyalty programs will lead to consumer loyalty

The study's methodological foundation is shaped through using a quantitative data collection and analysis method, as customers of MayRush were polled online to see what they thought about brands and their online usage, as well as MayRush's own social media use.
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In order to create consumer loyalty on the Internet, the study discovered that earning trust and obtaining feedback from customers are two critical variables. The study also provides conclusive proof that social media is a viable device in terms of confidence and suggestions, owing to its intuitive existence, which is advantageous for both building relationships and exchanging knowledge. The study ends by demonstrating what the customers feel about online engagement.

Keywords: Customer loyalty, Social media, Online shopping, Internet, Loyalty program, Customer engagement, Consumers, Suppliers, Purchase.

INTRODUCTION

In today's world, establishing a closer relationship with customers is the dream of every marketers and as a result a prime concern for majority of the companies. With the phenomenal growth of the Internet in past years, a boom in e-commerce and communicative digital media all over the world has surfaced (Baird & Parasnis, 2011). Customers are increasingly purchasing goods over the internet, and also the number of retailers onlineis has increased. According to a recent study by Goldman Sachs (2013), online purchases will account for 11 to 16 percent of all global retail transactions in 2020, up from 4 percent in previous years. Consumers are also accelerating the adoption of the online retailing platform, according to a study published by Goldman Sachs (2013). The increased ubiquity of today's ecommerce industry causes more serious and fierce rivalry (Parasuraman & Grewal, 2000). Based on this, businesses are concerntrating more on interacting with consumers and moving close to them. As a result, the idea of customer loyalty has created a lot of awareness recently, and businesses are attempting to build and retain their relationships with their customers around loyalty (Sirohi, McLaughlin & Wittink, 1998; Reichheld & Schefter 2000).

Businesses nowadays are zealously attempting to communicate with their customers via social media in order to facilitate increased sales, efficiencies, and cost savings (Baird & Parasnis, 2011). Customers, not anymore are the passive recipients of goods and services they use to be. They are incredibly unified in the process of marketing exchange, and they have taken on a different types of roles in collaborative development from awareness communications to product plans. Because of the rapid growth of immersive digital media, the relationship between businesses and their consumers has changed from the traditional Web 1.0 model to the highly communicative Web 2.0 model (Hanna, Rohm & Crittenden 2011). Teenagers nowadays use above seven hours a day accessing media. This consists of activities from online browsing, social connection, and playing video games to listening music and television viewing. Today, social media has turned out to be more and more incorporated into our daily life, so more companies are beginning to see the exciting possibilities it has got (Ahuja, 2013). When you consider how rapidly both businesses and

consumers have embraced social media, it's obvious that it's where customers will congregate and where businesses will need to be.

The purpose of this study is to see if engaging consumers in online loyalty programs will lead to consumer loyalty, with MayRush as a case study. MayRush is a Nigerian company that was founded in 2016. From selling traditional wares to developing and manufacturing fashionable western wear, the business has evolved. They have been successful in identifying for their brand a comfort and now have little but loyal customer size. MayRush Online has a strong presence on various social media sites, which has proven to be an important factor in the brand's development. Customer satisfaction is something that MayRush Online aspires to and works hard to achieve. The two most important reasons for MayRush to develop a large loyal customer base are: first, a loyal customer would equate positive encounters with the brand with a higher likelihood of making repeat purchases. According to many studies, returning customers spend 67% more than new customers. Second, keeping a customer is far better better than gaining a new one; by focusing on existing customers, companies can continue to buy from them and invest more over time. Getting new customers is costly, and MayRush's PR and marketing budget is small. . Furthermore, existing loyal customers also share the company's overall value, offerings, and consumer loyalty program benefits both physically and electronically by Word-Of-Mouth (WOM) and e-Word-Of-Mouth (eWOM) (e-WOM). This customer-to-customer (C2C) exchange of brand values is regarded as a trustworthy source of knowledge, resulting in additional sales and customers (Gruen, Osmonbekov & Czaplewski, 2006).

This study will research if MayRush can obtain more loyal customers through the utilization of social media platforms, by analysing the concepts of customer loyalty, customer engagement and customer loyalty programs as well as examining the online presence of MayRush on the internet and its engagements with their customers. The aim is to depict and propose if the utilization of social media in engaging customers can lead to customer loyalty.

To achieve this, the following research questions are raised, and will be answered by the research.

•   How do customers perceive social media engagement by small online branded retailers in developing customer loyalty?

- How can customer engagement and interactions with small online retailers on social networking platform create customer loyalty?

To answers this research questions, the following task will be performed:

- A customer survey will be carried out with the customers of MayRush Online.

. The thesis has been divided into four sections. The first section is devoted to a literature review that takes a broad view of customer loyalty, engagement, and loyalty programs. Similarly, the second segment deals with the clarification of the study process as well as the analysis of the data gathered from the Myrush Online customers' survey. The third section discusses the results of a survey conducted with MayRush Online customers, and the fourth section explains the study findings. The final section contains the end.

In order to collect knowledge, the study relies on primary sources. The quantitative analysis approach is used when discussing the research method. The survey is performed in the form of a questionnaire, with MayRush customers participating, and it is quantitatively analyzed.

1. LITERATURE REVIEW

This chapter presents findings from past studies in the aspects of social media and customer loyalty. It will be regarded as a literature review, and will serve as the theoretical foundation for the study.

"Activities, habits, and behaviors among communities of individuals who gather online to share data, information, and suppositions through traditional media," based on Safko and Brake (2010, s.6). Social media, according to Robinson (2007), are internet networking tools with Web 2.0 characteristics such as being participatory and interactive, providing information sharing, and providing user-empowering services. As a viable use of time and money, social networking provides companies with superior customer touch grounds, enabling them to create consumer loyalty beyond conventional strategies (Jackson, 2011; Akhtar, 2011).

Since social media promotion differs from traditional marketing campaigns, it necessitates special attention and methodology development in order to build a loyal customer base. Relationship marketing is similar to social media advertising, in which the company can move from "trying to sell" to "making connections with consumers" (Gordhamer, 2009).

. The majority of recent research has focused on offering realistic guidance on how customer satisfaction can be increased on websites that are for profit (Reichheld & Schefter, 2000; Smith, 2000). The majority of social media research contains descriptive stories about social media in aspects of contexts, features, and ways businesses could profit from it while also meeting its difficulties (Mangold & Faulds, 2009; Kaplan & Haenlein, 2010; Kietzmann, Hermkens, McCarthy & Silvestre, 2011). Furthermore, some research already has been carried out in the areas of social media and online customer loyalty, with some of these studies dubbed "Eloyal research."

1.1. Customer Loyalty

Loyalty is described as a strong belief in a company's value, which leads to increased purchases over time. "Loyalty is a strong belief in the value that a brand and its goods or services offer that develops over time through multiple experiences and contributes to continued interactions and purchases." (Oracle Corporation, 2005). Regardless, situational pressures and efforts of marketing in having the ability to trigger change habits, Oliver (1999,33) describes loyalty as "a sincerely held desire to restore and re-patronize a favorite product or service in the future." The power of the connection between the relative attitude of an individual and re-purchase is referred to as customer loyalty. While customer satisfaction is critical to a company's success, it is insufficient to propel a company to the top.

Customer loyalty is described as a sense of attachment or fondness for the goods and services of a business, or individuals. These emotions show up in a number of ways in customer behavior. The proportion of transactions made in the group is the ultimate measure of dependability (Jones & Sasser, 1995). Behavioral and attitudinal customer loyalty are the two types of customer loyalty. Repurchasing a product is a behavioral factor, and increasing repurchases contributes to increased loyalty, while the attitudinal factor relates to the customer's enthusiastic relationship with the brand (Shoemaker & Lewis, 1999). Individuals or companies that buy the company's goods and services are called customers. They are the real negotiating bosses who are in charge of the company's profit because the demand for goods and services is been created by them, which causes the company to produce more. Customers are people who buy or use a company's goods or services and equate their quality to that of others. They are the benefit streams that continue to eat up a greater portion of one's wallet. As a result, each business must provide top-notch goods or services for an affordable price in order to attract more customers and close more deals. A company's cost to acquiring a new client is more than the expense of keeping a customer that already exist. As a result, in order to better treat their customers, businesses must be mindful of their products as well as the various types of customers they have, Customers that are loyal, discounted customers, spontaneous customers, benefit customers, and roaming customers are only a few examples. (Administration Think about Direct 2008, 11).

"Brand loyalty" is the term for this rehashed activity. "A high degree of consumer loyalty is an essential choice of brand leadership," according to Hallberg (2004), also brand recognitions triggers a customer's dedication to the business (Verhoef, 2003), leading to loyalty to that brand.

Patricia (2009), on the other hand, believes that repurchase is insufficient for brand loyalty and that buying action should be deliberate. He explains brand loyalty to be a submission from customer to the quality provided by the brand, which consist a favorable mindset and re-purchase. Furthermore, both components are essential for achieving "real loyalty," as is the case in this report. Customers that have a "attitudinal and behavioral attachment" to a service company are more likely to repurchase, even though they were dissatisfied with the previous experience (Weiner, 2000).

Customer loyalty is described as a continued customer's trust or allegiance to a supplier despite the fact that they may have other choices. It isn't always important for the product that customers use to be the best. Unexpected flaws in the products may occur, or there may be issues with the supplier's product supply. True consumer loyalty exists when customers fail to consider other choices and instead continue to purchase the same items from the same suppliers because they believe the suppliers will make available for them more products that has benefit and also profitable than others. Long-term customer loyalty can be accomplished by prioritizing consumers and ensuring that they receive outstanding products on a regular basis. Furthermore, in this fast-paced environment, the company is constantly attempting to entice consumers to become more familiar with its products (Administration Consider Direct 2008, 43).

For two factors, customer loyalty is critical for an online retailer. according to Reichheld and Schefter (2000). It may be a competitive necessity, because figuring out how to earn outstanding customer respect would keep them coming back. Other research from the conventional marketing literature shows that higher customer loyalty boosts profits by rising sales per customer and lowering the costs of marketing (Fornell & Wernerfelt, 1987; Clark, 1997; Oliver, 1999; Reichheld & Sasser, 1990). Why because attracting new customers requires one-time costs such as advertisements, discounts, and so on, according to Reichheld and Sasser (1990). Customers that has faith in the brand for so long, will therefore, get no cost advertisements (Reichheld & Sasser, 1990). The company divisions expect their clients or consumers to be loyal and involved with their profits on a consistent basis. Customer loyalty refers to a supplier's ability to create a lasting relationships between them and their customers while also reaping incentives for engaging with them. It is the tendency to choose one commodity over all others because of the item's or benefit's satisfaction. Customer loyalty encourages consumers to make more consistent purchases. It's possible that the loyalty is based on a particular product or on a specific business. When a loyal customer buys the same item repeatedly, he can be labeled as a brand or product loyalist.

Customers can, on the other hand, buy a variety of goods from the same manufacturer, and this can be interpreted as company loyalty. (Management Consider Direct 2008, 43).
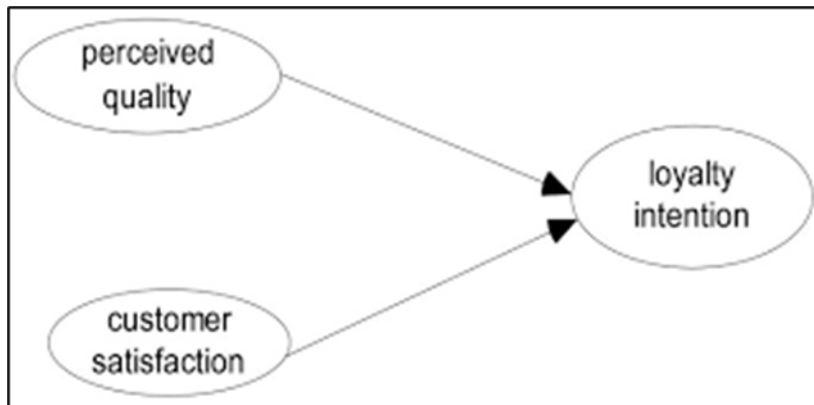

Figure 1: Customer Loyalty Model
Source: Ping lei & Alain Jolibert

Every business needs loyal customers, but only a small percentage of those who came because of the company's popularity did so. while the rest may fade away over time. Genuine friends, butterflies, barnacles, and strangers are the four types of loyal customers. Genuine Friends are consumers who share their meaningful, passionate experiences with the goods and products with their family and friends on a regular basis. It generates more revenue and contributes to benefit for the business without the need for other expensive promotions. Another party is Butterflies, who aren't very loyal but have invested more money on more goods and taken in a lot of money. Barnacles are a third type of loyal customer who seldom makes a purchase and may not be profitable. A outsider who isn't essentially loyal to the business makes up the fourth category of loyal customers. Customers who are loyal buy more often, and the price of sales to them is reduced, so all of them can spread the word about the product (Reinart & Kumar 2002).

A customer's unwavering dedication to the branded goods or services of the company is referred to as customer loyalty. Customers make decisions every day about how to concume their time, resources, and energy. They consume more of their money, make purchases of more things, linger more, and also inform many prople of the goods and vendors that made them happy. Customer satisfaction can only be maintained over time when suppliers treat customers as the most important individual in their records. Some customers have a strong emotional attachment to the organization in which they do business. They just want to be in a relationship with him for longer period. Customers that are loyal to a product or a supplier will continue to use the product or supplier and will even tell others about it. These are the top three significant causes of a customer staying loyal

to a company: presuming that the goods and services are regarded below the consumer's inclinations, presuming the goods and services are regarded below the customer's significance, and presuming the experiences of the customers, thoughts, and convictions towards the business and also its goods and services are well respected (Ranade 2012).

Customer loyalty can vary depending on the selling-buying process. When a sale and purchasing process is carried out directly from the seller to the buyer, there is a clear bond and loyalty, so when the transaction is carried out between two or more middle people, loyalty is calculated at various levels. In this situation, providers must focus on their loyalty management strategy and assess the intermediaries' loyalty. It also depends on how important and intermediary and the final customers are to them.

Customers are not all the same, and their purchasing preferences are not all the same. Financial conditions, family circumstances, lifestyle, geographic location, and relationship with the supplier and its products may all affect customers' buying habits. Customers' general preferences for the retailer's goods and services, as well as the views of families and friends concerning the goods and the busiss as a whole, may have an effect on the relationship with the retailer. There are four categories of customer loyalty in the industry. Spurious loyalty, no loyalty, latent loyalty, and true loyalty are the four forms of loyalty (Dick & Basu, 1994).
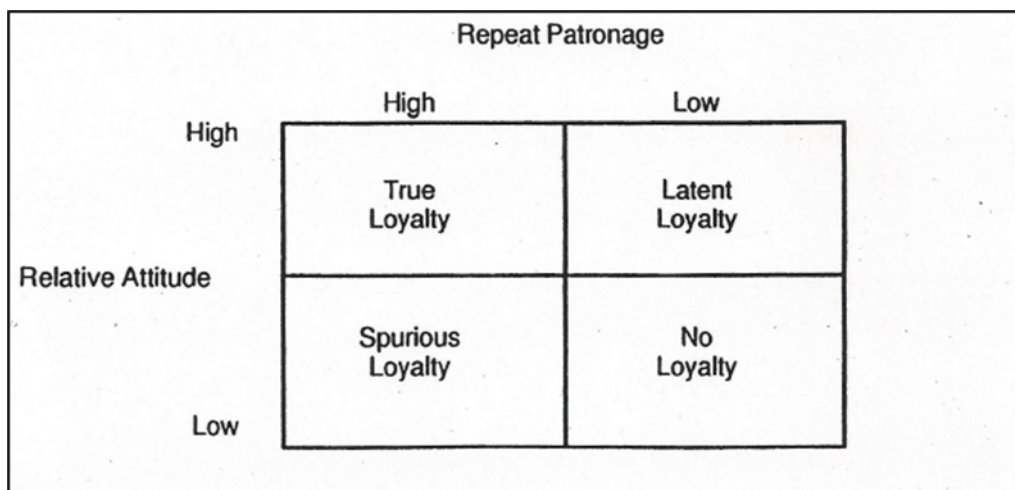

Figure 2: Categories of Customer Loyalty

Source: (Dick & Basu, 1994)

Customers that aren't loyal to a specific product or service or to a business are known as no loyalty customers. These consumers have erratic attitudes and attitude when it comes to a particular seller. They are unable to remain in such goods or services for a number of reasons, including a proclivity

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for testing variety, a focus on cost rather than quality, and so on. They have the freedom to go anywhere they want to satisfy their wants and values. As a result, they include a particular number of cash in the exchange, allowing companies to stop relying on those consumers who would never be loyal.

Spurious loyalty is created when there is a low level of attachment yet frequent purchases of goods or services. Nonattitudinal and situational factors have a greater impact on purchasing decisions. Customers purchase goods or services based on their preferences in this form of loyalty. Even if they are repeat customers, they are only satisfied to a certain extent with the goods and services. This type of loyalty is common in goods and services that are regularly purchased. By effectively pursuing consumers and providing goods or services that are distinct from those offered by competitors, this type of customer can be transformed into a more loyal customer.

Customers that have a good and positive attitude toward a single provider but make few repeat transactions are known as latent loyalty customers. Customers that has been loyal for long have a favorable opinion of a particular merchant or product (Harvey 2017). Contextual variables such as been affordable, restricted channels of distribution, wrong location of the store or time, and consistently not been availabile, rather than attitudinal effects, decide repeat purchases. If a company succeeds in resolving these situational issues, it will certainly benefit from its customers.

Of the four forms of consumer loyalty, this is the most beneficial. True loyalty customers are those who have a high degree of connection and purchase goods and services on a regular basis. This form of loyalty is preferred by all of a company's customers. These consumers have a reputation for always speaking up for the goods and services they get. They are regular purchasers of goods or services and often recommend them to others (their family, friends, and relatives).

Bringing in new customers and enticing them to purchase goods or services with simple deals, large advertising campaigns, or discount codes is extremely expensive and difficult. Customers are constantly looking for goods that meet their specific needs and desires. Customers will remain loyal to a brand if it is able to establish a lasting connection with them, and they will continue to purchase from them. However, keeping customers happy and converting them into loyal customers is not easy. The main offer isn't just Loyalty card services and stunts; It is the deal that persuades customers to remain with the company. for the long haul. When providing goods or services, the company should be aware of the needs and wishes of its customers. They are constantly aware that

various factors such as the market's position, the offering's standard, and the quality of the products and services have an impact on customers' needs and desires. Customers appreciate exclusive rewards such as discounts and free gifts with purchases, which keep them coming back for more.

Age, salary, ethnicity, sex, and location are all factors that affect customer loyalty. Because they cannot afford to turn to a new brand if the products are not ideal for them, less affluent customers might likely to have more loyalty than others. Since younger customers also are excited to try out new products, older customers might likely remain longer with the business than the younger customers. These days, there are a lot of players in the industry, and consumers can find similar markets in the same place. High-tech products, commercials, and customer service are able to form deep and long-lasting relationships with customers in this situation..

1.2. Customer Engagement

With so many choices available to customers and the opportunity to browse for different kinds of goods online, customer engagement has turned out to be one of the most daunting difficulty for a company to conquer. Keeping customers has less cost and also efficient than attempting to draw new ones. However, because consumers can easily search for and find deals that suit their needs thanks to the internet, this is frequently a significant barrier for businesses. Customers have become more unpredictable and demanding in their conduct. It implies that a company must develop "an intimate long-term relationship with the customer" in order to be profitable. Customer involvement is concerned with the interaction and desire of customers (Wagner and Majchrzak 2006; Nambisan 2002). Customer participation often necessitates knowledge exchanges with and from customers.

Consumer interaction can be viewed from a variety of angles. "Customer marketing," "loyalty," "satisfaction," and "retention" are all terms that can be used to define the idea of "engagement." "Engagement alludes to the creation of encounters that allow companies to create more profound, more important, and feasible intuitive between the business and its customers or external stakeholders," according to an Economist Intelligence Unit report. According to Forrester Consulting's 2008 report, How engaged are your clients?, customer engagement is described as "the development of deep relationships with customers that drive buying decisions, interaction, and cooperation over time." Customer engagement, according to these studies, is described as a

brand's attempt to form a relationship or link with customers in order to retain them. Many companies assume that by adopting an effective customer engagement plan, they can be transformed from a supplier to a true partner. It means that customer loyalty entails more than just giving consumers a good product; it also entails cultivating a sincere relationship with them. In addition, the term "engagement" has been commonly used in study such as Business ethics, psychology, sociology, and politics, resulting in a variety of philosophical approaches that explain various patrs of the idea (Hollebeek 2011; Ilic 2008).

This viewpoint highlights a crucial aspect of customer engagement: a strong business-customer partnership that fosters a positive relationship (McEachern, 2017; Pansari & Kumar, 2017). According to McEachern (2017), consumer participation isn't limited to interactions with the company; it's more relevant when the customers engage with themselves about a business. According to study, there is a connection amongs consumer satisfaction, customer engagement, increased earnings, and benefit of the company (Bowden, 2009; EIU, 2007; Fernandes & Esteves, 2016). Customer Engagement measures customers' asset ventures in interactions with their brand/firm, with many restricted behaviourist (e.g., skill-based) and/or product code (e.g., equipment-based) asset ventures suggesting engagement is higher (Kumar et al., 2019, Hollebeek et al., 2019).

Out of the different methods available, Hollebeck et al. had established a rather dependable strategy to customer engagement. This strategy is based on conceived partnerships, in which everything begins with the participation of a company's customers, and three main variables takes part in the planning of brand interaction of customers. To begin, all of the data and interactions are put through cognitive processing, which elicits a response. A second aspect, love, helps customers form a bond. The third aspect, activation, occurs when the consumer prioritizes or recognizes the brand in his or her mind. As a result, there is an establishment of connection between the customer and the brand, as well as brand use expectations.
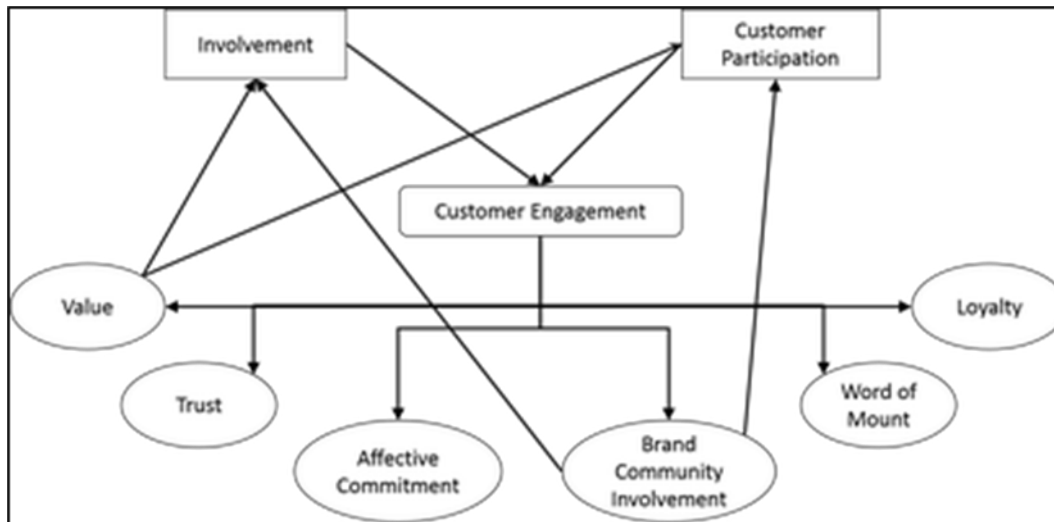
Figure 3: Theoretical Model of Customer Engagement

Source: (Vivek et al. 2012:135)

Customers have more power now that the internet is accessible. Not only can businesses exchange information with their customers via social media, but customers can also share information with one another (Sashi, 2012). They have the power to instantly share their ideas with the entire world, potentially undermining or boosting a company's growth (Kumar et al., 2010). As a result, when it comes to developing consumer relationships, companies must exercise extreme caution. Customer engagement has been transformed by social media. It's made it become easy to promote businesses, meet large groups of customers in the making in a limited amount of time, and figure out things that works and things that doesn't (Sashi, 2012).

Customers' engagement can now be measured in a more efficient and less expensive manner. Perhaps, businesses may monitor customer interaction at various stages, that is essential for distinguishing between lucrative and priceless customers (Van Doorn et al., 2010).

C-level executives regard digital customer engagement as a top critical need, according to a study by McKinsey & Company (2014). According to, businesses may use a number of social media platforms to pique consumer interest and raise awareness so they can raise sales or customer loyalty (Statista, 2018c). Businesses could be inspired to use social media efficiently as a way to reach to their customer by the 2 billion Facebook users, 1.5 billion YouTube users, and millions of people using other popular social media sites. If successfully introduced, the massive market reach of those channels would provide incalculable opportunities. Customer interaction on social media can take several forms, but it can be described as an action taken online by a customer in

connection to a brand. Online engagement can take many forms, including membership, purchases, likes, offers, tweets, web journals, and blog posts.

1.3. Customer Loyalty Programs

Customers who will buy your products and services on a regular basis and refer new customers to you are needed to get your new company off the ground and grow. As a result, in order to convert customers into repeat customers, each company should consider the loyalty programs of customer. When the right customer loyalty programs is used, the consumers will return to repurchase more products and become loyal to the brand. Customer loyalty services are divided into two categories: closed and opened. Closed loyalty schemes necessitate a subscription amount and a application form which is to be completed, as well as a concerted attempt to target membership to the key target groups. In order to apply for membership, there are a few qualifications to follow, which help to concentrate the important target groups and keep freeloaders out. Open loyalty schemes, on the other hand, have no entrance requirements and also have a large number of participants who earn no advantage from the business, making participation more appealing and less demanding for a greater amount of people (Butscher 2002, 6-7).

Customer loyalty services allow you to recompense your customers which encourages them to return to your stores on a regular basis, making repurchases, and remaining loyal to you (Investopedia 2018). It also improves the relationships with customers by rewarding them for their loyalty to the brand and supplying the business with knowledge about their customers. There are a few loyalty programs that provides reward and encourage customers to return (Thomsen 2017). Sometimes, customer loyalty programs are difficult to develop and look after, but if done correctly, they can be extremely beneficial in the long run. Customers' genuine perceived value, establishing a sound financial strategy, receiving encouragement from the entire enterprise, from the highest levels of management to the lowest levels of workers, and completely using the loyalty program's ability to provide insight to bolster other company divisions are only a few of the critical elements to consider (Butscher 2002, 7-8).

One of the most widely used systems is the point system it's also straightforward customer loyalty programs. It is based on the idea of paying more in order to get more. In this loyalty scheme, frequent customers will earn points based on the average value of their purchases, and the more points they earn, the more discounts, freebies, or unique customer service they will get (Bernazzani 2017). Such type of reward program will create increase in average consumer spending and allow customers to buy more of the company's goods. Customers earn points in this program for transactions, participation, and visits, which they can then redeem for prizes. It maintains price transparency and flexibility in project finance, so the point system have to be transparent and simple for customers to be able to calculate and understand (Thomsen 2017).

The tier structure of the loyalty program is determined by the rate of loyalty. Customers who are extremely loyal to a company may be eligible for higher rewards. Customers will gain more points if they buy more products, and higher tier ranking in a loyalty program will reward them with more points. This initiative offers immediate satisfaction in the form of feasible benefits for short term and also benefit for long term positive outcomes. It is impossible to overstate the value of communication in this program. Purchases that help you achieve a higher degree of status and benefit are known as aspiration purchases.

Companies that put a heavy focus on charitable causes will benefit from the value-based loyalty program. When a company develops a loyalty program focused on the satisfaction of its consumers, then there's a high probability for customers to become loyal to the brand. Customers are heavily active in this scheme, which helps them to participate and understand the value of goods and items. People who shop online for a limited number of products and services, for example, may be eligible for free shipping.

You may build a loyalty coalition program by partnering with other businesses. Customers will have more options and options will be available to them, and new business partnerships will be established (Thomsen 2017). Customers will continue to pay more and stay loyal to a company that offers a diverse variety of goods and services that has good quality. Customers' data is maintained in a shared customer database, and the service is overseen by two or more companies.

The basis for the game software is the game program. More customers would invest in the loyalty program if it has a game app, increasing customer loyalty. It also add to the company's sales and

offers the customers entertainment (Thomsen 2017). Customers are encouraged to make additional purchases by the game app.

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The term "hybrid loyalty program" refers to a loyalty program that blends two or more types of loyalty programs (Thomsen 2017). Customers are also encouraged to make additional purchases with their money. Some loyalty programs exist, but they are not needed for all businesses to use in order to increase repeat business. Because of their exclusive products, some firms, such as Apple, attract a lot of repeat customers..

Loyalty services are a benefit of a company's implementing good strategies to retain existing customers. Getting a new customer is much more costly than keeping a customer that already exist. As a result, customers who participate in appropriate and sustainable customer initiatives are more likely to spend more of their money on repeat purchases of goods and services. It also helps with customer retention, which means more money for the company. Customers' lifetime value is increased by loyalty programs that guide you through the steps they take before making a purchase and will allow you to reward them at every point. Customer loyalty programs help the business figure out how much each of its customers is worth over time. It also estimates how important customers are now and in the future to the business. Loyalty programs aid in the provision of behavioral intelligence about a customer's purchasing habits, thus growing the customer's lifetime value.

1.4. Process of Customer Engagement

The idea of rehashed interactions, which means that customers go through a process that leads to different levels of interaction, is one of the most popular topics in engagement concepts. The interaction method is important to comprehend since it describes the depth of a customer's relationship (Bowden, 2009a). Understanding the importance of consumer-brand relationships in marketing literature helps in recognizing key concepts specific to engagement research (Hardaker, Simon, & Fill, 2005). The quality of a relationship is determined by commitment, engagement, satisfaction, and trust.

In this scheme, the distinction between new and repeat customers is used. When new customers transact with a business for the first time, their interests, data structures, and attribute-level information may be completely different (Mittal, Katrichis, & Kumar, 2001; Patterson, 2000; Soderlund, 2002).

When a customer purchases an item again, he or she is more familiar with the item's virtues and has developed a preference for what should be received. As a result of their lower or higher levels of experience, new and repeat customers have different information-processing designs (Bowden, 2009a). When a customer makes a second purchase of an item, he or she has become more familiar with the item's qualities and has gained a sense of what to expect. Fresh and repeat customers have different information-processing designs due to their different levels of experience (Bowden, 2009a).

Repeat customers have defined consistent criteria for assessing consumption situations and rely on heuristics, or mental shortcuts, that have been learned from previous experiences to help in problem-solving or decision-making (Huber, Beckman, and Hermann, 2004). Once repeat customers have developed information structures, attitudes begin to form, particularly in terms of loyalty and confidence in a particular brand or trade. Customers who communicate with you on a daily basis, on the other hand, will be the subject of this research.

1.4.1. Customer Commitment

Understanding dedication and the consequences it has for studying participation is receiving more focus. The level of familiarity a person has with his or her organization is referred to as organizational commitment (Buchanan, 1974; Meyer & Allen, 1991; Mowday & Steers, 1979 Meyer and Allen's Three Component Model of Commitment (1991), which consist of affective, continuance, and normative commitment, acknowledged them in particular. Meyer and Allen's Three Component Model of Commitment (1991), which includes affective, continuance, and normative commitment, acknowledged them in particular. Affective loyalty is when people stick with an organization because they want to. The perceived cost of leaving an organization, where people stay at or transact with a business because they have to, was described as continuity commitment. People's apparent commitment to remain with the business because they feel obliged to is referred to as normative commitment.

Customers are held to the same standards as workers when it comes to dedication (e.g., Amine, 1998; Tsiros & Mittal, 2009). Affective commitment-like bonds may be formed between customers and a brand or supplier. Affective loyalty is a strong emotion that reflects a customer's mental attachment to a product or service (Amine, 1998). Consumer affective commitment has been linked to increased willingness to make repeat purchases, stay with the company, contribute to the brand, and spread positive word of mouth reviews, to name a few consequences (Harrison-Walker, 2001; Wetzels, De Ruyter, & Van Birgelen, 1998).

Organizations want to know how loyalty and participation, in a practical sense, create value. As a consequence, to calculate the net present value of a customer's future profit, consumer lifetime value figures are used (Peppers & Rogers, 2004). However, since these concepts are primarily concerned with the acquisition of behaviors, they fail to take into account dedication or involvement as a whole. Furthermore, since they are based on discounts and a purchasing-centered activity, companies, especially B2B businesses, are notorious for implementing loyalty programs that produce less-than-desirable results (Lacey & Morgan, 2009). By offering rewards and exclusive experiences, these programs are designed to strengthen customer relationships. Although customers see these offers as advantageous, there is a transformational partnership element lacking that would prevent other competitors from luring less loyal customers. The relationship marketing theory emphasizes the growth, improvement, and continuation of long-term relationships between a business and its customers, and this depicted relationship is based on that theory (Morgan & Chase, 1994). Customers would be less loyal if social cohesion is not promoted. This definition can also be extended to the relationship orientation of a consumer. A consumer who buys generic products that are commonly advertised by suppliers is more likely to opt for a short-term value-based relationship than a customer who wants to work with the manufacturer to meet particular product needs.

1.4.2. Customer Satisfaction

The basic formula for customer satisfaction, according to Rai (2008), is: Customer satisfaction is defined as the difference between the perception of the customers on the service received and the customer's expectations of the service. Therefore, it is easy to conclude that customer satisfaction will be optimistic if the expectation of the service received is less than the perception of the service received; on the other hand, customer disappointment will result if the perception towards the

service received falls short of the service's expectations. Customer satisfaction is parts of the most critical tools for a company to become successful. Customer satisfaction is described as a total evaluation of a product or service based on a goods or service's cumulative sales and use experience over the time (Fornell, Johnson, Anderson, Cha & Bryant 1996). Consumer satisfaction is linked to marketing, and it influences the customer's preferences on how companies deliver goods and services. As a result, actionable insight into how to maximize customer loyalty is an important result (Oliver 1999.).

Satisfaction is said to be comprised of: emotional and cognitive satisfaction (Fisher, 2000; Schleicher et al., 2004; Weiss, 2002). The emotional type of satisfaction refers to one's positive or negative sensation about a particular goal, while the cognitive component refers to one's opinions or considerations about the goal. Positive emotion has been described using words like alert, excited, esteem, determination, and intense (Watson, Clark, & Tellegen, 1988; Wellins & Concelman, 2005). This analysis will incorporate the incorporation of positive emotion into the calculation mentioned by Schaufeli et al. (2002) with the engagement construct, which will also be quantified. Organizational culture, management, work characteristics, and service quality are all factors that may affect employee satisfaction.

About seventy consumer satisfaction surveys have been performed since 1970. (e.g., Geyskens, Steenkamp, & Kumar, 1999; Lee & bellhop, 2008; Schenider & Bowen, 1985; Schneider et al., 1998, 2005). In this report, a special focus was put on identifying satisfaction as a major force of repeat companies. When customers have a number of positive experiences with a supplier, they are more likely to get engaged, which contributes to the relationship been longer. Businesses' ultimate goal is to develop a customer base that is reliable, beneficial, and low-cost to serve. Furthermore, employee satisfaction is a common research subject.

1.4.3. Customer Involvement

Customers have interests when they are interested in the purchasing process. When it comes to gathering product information or making a purchasing decision, customers can choose to use online or offline mediums. Customers' levels of involvement can vary, ranging from having a seller

to recommend a product to gathering information on their own to make an informed buying decision.

In the buyer conduct literature, motivation and relevancy are two main components of participation. Goal-directed motivation toward a decision that the consumer perceives to be personally significant is referred to as involvement (Mittal & Lee, 1989). Involvement has been described as the degree to which an employee feels related to his or her work and subsequent tasks from the employee's perspective (Cooper-Hakim & Viswesvaran, 2005). The everyday tasks that people complete are critical to their job roles. When customers are motivated, they feel a sense of success and self-worth when they accomplish a goal, such as choosing the best product or service provider. Self-efficacy, as well as feelings of authority and responsibility, all play a part in empowerment (Mathieu, Gilson, & Rosy, 2006).

Furthermore, contextual execution is thought to be a part of OCB, which can facilitate a more advantageous and strong climate (LePine et al., 2002). When it comes to OCB as a result of interaction, these are acts that go above and beyond what is anticipated in a given circumstance or context (Macey & Schneider, 2008). Depending on the product specifics available, customers can be involved in the pre-consumption process to varying degrees. Customers would become more interested if they are looking for more quantitative and qualitative product information (Scullin et al., 2004). In this case, the customer has decided to look for and consider additional features before making a purchase. After that, a decision-making process focused on data collection and option assessment is drawn up.

When enough information is given, options are easily available, there is no danger or expense, and previous purchases lead to a strong favorite for future purchases, lower involvement decisions are more likely (Scullin et al., 2004; Stanton, Mill operator, & Layton, 1994). The level of customer involvement may influence levels of engagement or build an enthusiastic bond with a brand, which can influence subsequent behaviors such as being more receptive to marketing efforts. As a result, customers are more likely to engage in other events and opportunities offered by the business. This concept is known as the "stickiness" that interaction produces in a customer-brand relationship, which encourages long-term loyalty (Oliva, Oliver, & Bearden, 1995).

Involvement has long been considered a required step for both commitment and fulfillment. It's assumed that happiness alone won't be enough to motivate people to commit.

Even if a consumer is satisfied with the quality of their goods, they are less likely to be loyal to a brand or service provider if they do not participate.

1.4.4. Customer Trust

Another factor to consider when analyzing customer interactions is trust. Customers' participation and the belief that the supplier will be able to meet their needs with a consistent level of quality help to create confidence (Delgado-Ballester & Munuera-Aleman, 2001). Furthermore, trust is described as a subjective belief that a company or substance will fulfill customer-defined value-based obligations (Kim, Ferrin, & Rao, 2009). To put it another way, confidence is a customer's belief in a company's reliability, sincerity, and ability to deliver on its promises. A platform (e.g., internet, in-store sales representative), product details, the purchasing process, or the company may all be sources of trust (Pavlou & Fygenson, 2006; plank, Reid, & Pullins, 1999).

The advancement of trust aids the transition from a cognitive to an affective customer-brand relationship (Hess & Story, 2005). When comparing the costs and benefits of doing business with a particular supplier, a new buyer will rely on cognitive processes to assess the importance of a purchasing decision. Since they have a more reliable set of information systems for the planned experiences, a repeat customer may rely more on passionate or affective relationships and familiarity with a supplier. Customers who develop a higher level of trust will also show their extra-role activities in addition to their in-role job capabilities (Kahn, 1990; McGregor, 1960). Customers have come to believe that any personal investment they make in the service provider would be compensated. Customers have intrinsic and/or extrinsic incentive to carry out acts that are characterized as being engaged as a consequence of this degree of correspondence. When a customer shows relevant execution by visiting more often, spreading positive word-of-mouth, or increasing their spend, the customer expects that the company will reward them for their time and resources (Coyle-Shapiro & Conway, 2005). When extra job tasks that go beyond normal activities are done, it is said that position forming occurs in the workplace. The standard of communication, which allows workers to perform additional job tasks in return for being treated well, has caused these extra responsibilities (Coyle-Shapiro, Kessler, & Purcell, 2004). As a result of role development, engaged workers take on additional tasks that aid the organization's progress. The role of confidence in fostering participation is highlighted by understanding this process.

The theory of rational action model (TRA) (Fishbein & Ajzen, 1975, Ajzen & Fishbein, 1980) looks into the idea that people make well-informed decisions based on readily available

information, and that the best predictor of actions is the purposeful or cognitive availability to perform a behaviour. McKnight, Choudhury, and Kacmar (2002) proposed a web-based trust model to clarify the TRA model's position of trust. Having trusting convictions regarding online seller characteristics leads to trusting intentions, which leads to trust-related behaviors, according to this model. Furthermore, the expectation-confirmation hypothesis (ECT) states that customers who developed trusting intentions with positive utility recognitions during the pre-purchase phase would develop loyalty or repeat business intentions when the transaction is friendly and expectations are validated during post-purchase consumption. Kim and her coworkers (Kim et al., 2009).

1.5. Social Media Engagement and Loyalty

Several studies have found a connection between social media engagement and consumer loyalty. According to Dholakia and Durham (2010), Facebook exercises have a positive impact on sales and word-of-mouth marketing. Individuals who were "fans" of a bakery and retail chain's Facebook page received more visits and more supportive word-of-mouth than those who were not. In a subjective study, Brodie et al. (2013) discovered a connection between participating in virtual brand communities and customer loyalty. According to Laroche, Habibi, and Richard (2013), unspoken positive effects on customer loyalty are mediated by trust in social media brand communities. Furthermore, research indicates that a company's social media activities improve sales and customer loyalty (Stephen & Galak, 2012; Erdomuş & içek, 2012).

Customers may provide useful information on how to engage them on social media (Sashi, C.M, 2012). He suggested that companies function more "on demand," implying that they can absorb and use consumer-shared information and preferences, as well as seek out satisfying customer-organization partnerships. That way, they can concentrate on designing and manufacturing goods that customers want, resulting in mutual satisfaction.

The customer survey results will demonstrate how important this tends to be to Mayrush Online customers. In order to adjust "on demand," a company must allow its customers to provide

feedback in any form. Market participation in day-to-day business activities is unlikely without providing feedback and input, which is also a key factor of consumer loyalty (Braum, 2000). Consumers would be more enthusiastic about a brand and more likely to associate with it in the future if it can effectively involve them in its operations (Constantinides et al., 2008; Kaplan & Haenlein, 2010; Baird and Parasnis, 2011). Mayrush Online has experimented with this technique by creating an Instagram hashtag that links to their website.

Of course, the idea of operating more "on demand" can be implemented at different levels depending on the organisation. Allowing customers to create a new collection would not seem appealing to a fashion brand with a clear and precise vision of what it wants to communicate. Allowing customers to choose and vote among a few designs, on the other hand, may be interesting because it strikes a good balance between not completely excluding customers and allowing them to participate.

As a result, brands must have sufficient visibility as well as a wide selection of content to entice customers to participate. This is where social media can help you out. Marketers can gain insights into customer habits and interests, as well as the ability to create connections with their audiences, by using social media as a medium to communicate and interact. Brands who use social media to create content that is based on their fans as well as their product or service are unquestionably more likely to receive input and interaction (Cvijikj et al. 2013).

These aided us in comprehending the challenges of interacting with customers. A company's ability to remain afloat is dependent on loyal consumers who will stick to their brands. A company must, however, form a relationship with its customers in order to do so. While the nature of the partnership varies by industry and consumer form, this description applies to all companies, and the challenge is universal. A business can engage with customers in a variety of ways depending on the stage of the partnership: pre-purchase, purchase, or post-purchase. Each stage has its own collection of customer interaction touchpoints. The most important thing to note is that the partnership is actually in charge; it is being driven by the customers. From one industry to the next, and from one business to the next, all contact strategies vary.

Many small branded retailers find reaching out to a larger audience difficult. As a result, the majority of small branded retailers have turned to social media for alternatives, arranging activities such as loyalty programs to draw their consumers' attention and interests.

The term "digital media" refers to the use of social media. It signals the end of mainstream media time as well as company access to customers. It could be argued that mass communication is no longer effective; instead, businesses should concentrate on communities in order to achieve their goals.

Companies should reach their consumers directly on social media since there are so many groups. Customers are often more likely to post a positive or bad experience on social media, which Community Managers can quickly locate and react to if the sharing is negative, or thank the customers if the sharing is positive, for example. Being involved on social media will help brands become more human and make it easier for customers to interact with them. However, since social media is still a relatively new form of communication, there are few hypotheses and guidelines for small branded retailers to help them understand customer expectations of online interaction. Nonetheless, a few strategies are beginning to attract researchers, such as the posting of pictures to advertise goods or services through pictures, content Showcasing to educate consumers about how their products and services work, and the co-creation strategy, which is already well known and recognized as effective because it makes customers feel useful and important to brands. They value being heard and listened to, and it motivates them to participate. As a result of the above-mentioned literature, the author received the following key points:-

1.   A customer's level of participation is proportional to the degree of his or her concentration of (a) satisfaction and (b) engagement (Wagner and Majchrzak 2006; Nambisan 2002).

2.   The strength of a customer's concentration of interaction would be positively related to his or her level of involvement (McEachern, 2017; Pansari & Kumar, 2017).

3.   A customer who is strongly engaged derives both intrinsic and extrinsic value from his or her point of engagement (McEachern, 2017; Pansari & Kumar, 2017).

4.   The customer's increased value expectations would be positively related to his or her (a) satisfaction, (b) participation, and (c) involvement with the engagement's emphasis(Bowden, 2009; EIU, 2007; Fernandes & Esteves, 2016).

5.   Consumer involvement would be positively linked to his or her confidence/trust in the company as well as his or her engagement emphasis (Alba & Hutchinson, 1987; Bowden, 2009b; Johnson & Mathews, 1997; Matilla & Wirtz, 2002; Soderlund, 2002).

6.   A customer's affective commitment to the company, which he or she connects with his or her concentration of engagement, would be positively correlated with his or her engagement (Allen & Meyer, 1990; Meyer & Allen, 1991).

7. A customer's level of engagement will be positively related to his word-of-mouth (WOM) about the business (Allen & Willburn, 2002; Mittal & Kamakura, 2001; Sureschandar, Rajendran, & Anantharaman, 2002).

8. A customer's commitment would be positively correlated with his brand loyalty (Belonax & Javalgi, 1989; Roser, 1990; Oliva, Oliver, & Bearden, 1995).

9. Greater brand audience interaction with the brand that is the subject of the customer's engagement would be favourably correlated with the customer's engagement (Harrison-Walker, 2001; Wetzels, De Ruyter, & Van Birgelen, 1998).

10. An individual's increased brand group involvement would be positively related to his or her (a) engagement, (b) participation, and (c) satisfaction with the firm (Meyer & Allen, 2002; Mowday, Doorman,& Steers, 1982; Bowden & Corkindale, 2005; Pullman & Net, 2003; Macey & Schneider, 2008).
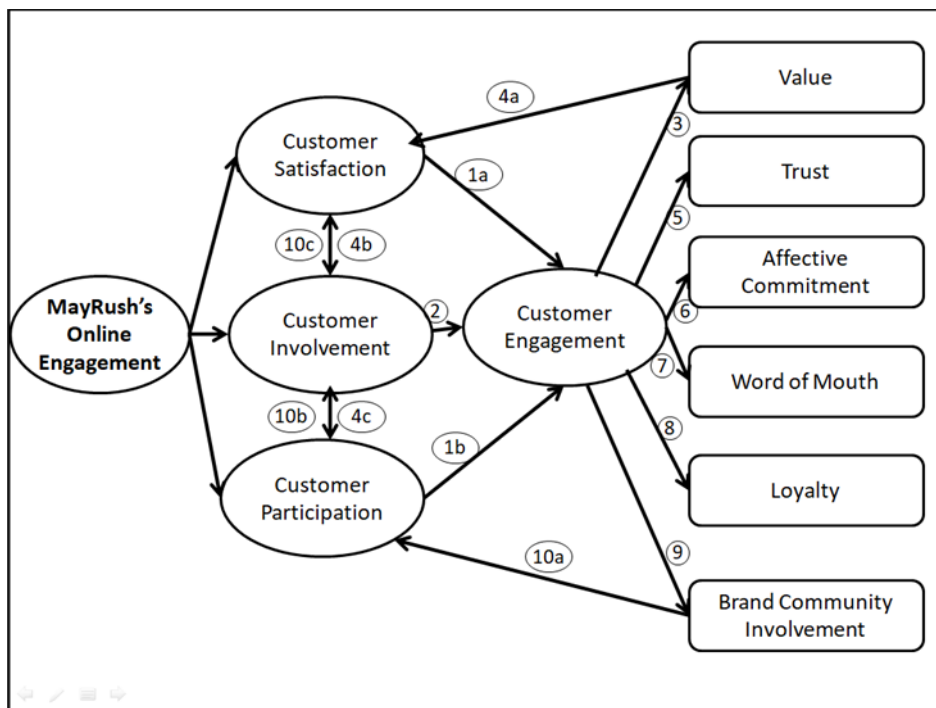

Figure 4: Conceptual Model

Source: (Author's adaptation model from Theoretical Model of Customer Engagement)

Based on above discussed key points and other important valuables highlighted in figure 1 and 3 before, like customer's satisfaction, participation, involvement, and online engagement; the researcher developed a conceptual model for the study as shown in Figure 4 above. This conceptual model also highlights the connection between the above-mentioned key points.

2. RESEARCH METHODOLOGY

The methodology used in the analysis will be discussed in this chapter. A rationale for why the approach chosen for this analysis is preferred will also be discussed. The chapter is divided into several subchapters, including research design, data collection, sample strategy, and method of data analysis.

2.1. Research design

The quantitative and descriptive methods have been chosen for this study. Since the main aim is to understand how consumers perceive social media engagement in terms of brand loyalty, it is preferable to gather data from a large number of people and test responses to the questions asked to achieve the goal.

As a result, the probability of generalizing the study' results is increased. As previously mentioned, the analysis for this study will be carried out using quantitative research methods. The ability to use quantitative methods is a benefit that can be gained by the use of data collection. This would be useful in this study because the aim is to collect data from a large number of people in order to better address the research question (Yin, 2009). Conducting a consumer survey with the brand's consumers would be used as part of the data collection plan. Using a data collection approach would provide more accurate and systematic data for the analysis (Denscombe, 2009).

According to Malhotra (2011), quantitative research focuses on numerical characteristics and seeks to qualify data through statistical analysis. The quantitative research method, on the other hand, is used to gather information based on observation or interview; due to a lack of time to perform interviews with MayRush clients, a quantitative approach is used to collect numerical data using the quantitative research method and a questionnaire. The questionnaire is made up of organized and open-ended questions designed by the researcher under the guidance of the supervisor to allow the customer to convey their thoughts and provide feedback for future

improvements. Furthermore, this study attempts to answer questions raised in the previous study; it does not seek to discover new knowledge, and instead focuses on describing the characteristics of loyalty and dedication based on the pre-studies. The researcher would look at what consumers think of the brand and how they feel about it. The questionnaire will be distributed to customers through an online Google survey that requires no payment and has no cap on the number of questions. There are a total of 20 questions that will be sent out to MayRush customers (Appendix 1).

According to research philosophies, the study's goals and how to accomplish them differ. This study's philosophical approach is to use an online survey in the form of a questionnaire to assess MayRush customers' loyalty, which can't be calculated explicitly but can be interpreted by taking their valuable feedback and comments. This questionnaire will serve as a prism through which he or she will assess his or her previous experience, level of satisfaction with MayRush's products and services, and consumer expectations. Rubin and Rubin (Rubin and Rubin, 2005). To prevent ethical problems, the researcher will clarify ethical principles to all participants and obtain their permission before sharing the questionnaire with them. Furthermore, the company's and participants' confidentiality and anonymity will be upheld in relation to the participants. All information will be kept private and will only be made public with the owner's permission. (Saunders, Lewis, and Thornhill, 2016; Bryman and Bell, 2011).

2.2. Collection of Data

2.2.1. Survey with Customers Online

Data can be collected using a number of research tools, such as questionnaires, formats, and interviews. A questionnaire survey is used in most cross-sectional studies (Matthews& Ross, 2010, p122), but case study research can also use this approach. We used a quantitative questionnaire to gather data for this thesis. (2009, Saunders et al., p360.)

Any survey's heart is the questionnaire. Until creating a questionnaire to evaluate consumer satisfaction and loyalty, it is important to assess the customer's needs and expectations from the business. To gain a better understanding of how customers define the quality of products and services, consumer needs must be understood. If the customer's needs can be recognized, it's easier

to know how to please them. Knowing what consumers want would make creating a questionnaire based on their satisfaction levels much simpler. The questionnaire is created after a thorough examination of the customer's needs, customers' loyalty and their engagement with firms based on various academic articles, journals, research papers and other academic sources. Furthermore, the research supervisor is also consulted while designing and finalizing the questionnaire. In total, 20 questions are developed, 16 of which have structured questions in which respondents can choose the answer, and four questions are open-ended questions in which respondents may provide suggestions, feedback and recommendation to enhance the services of MayRush. The questionnaire will be distributed among the customers and their response will be recorded for further studies in this research. These 20 questions cover every key factor of the conceptual model and their connection is shown in Figure 5.
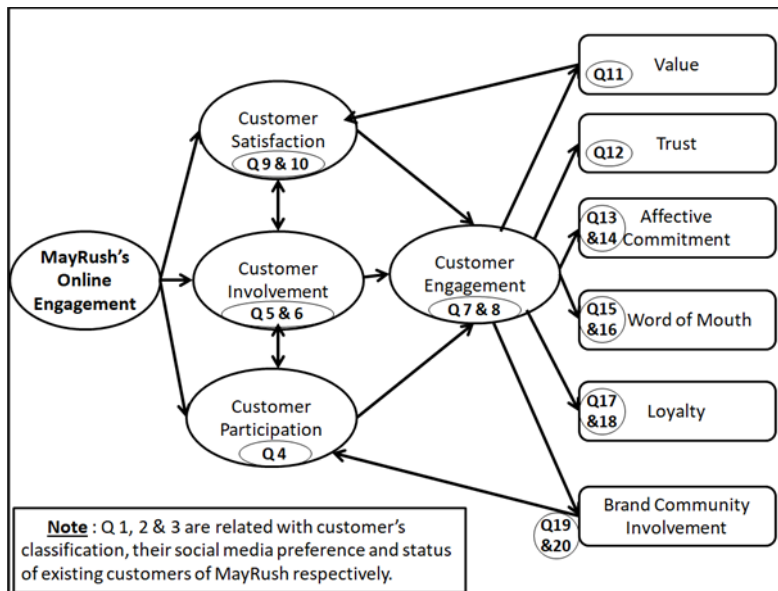

Figure 5: Connection between Conceptual Model and Questionnaire

Source: (Author's adaptation model from Theoretical Model of Customer Engagement)

The questions are divided into two types: structured questions (16) and open-ended questions (4) and the structured questions consisted of both 4 points and 5 points Likert scale. Respondents are encouraged to include their valuable feedback, suggestions, and recommendations in the open-ended questions to provide input or suggestions for future improvements of the firm.

2.2.2. Validity and Reliability of the Online Survey

Validity and reliability are often used in quantitative analysis. The psychological factors or principles being tested are referred to as validity and reliability. To put it another way, validity and reliability are used to fragment a systematic assessment. By finding answers to the silent questions, comprehensive assessment aids in the gathering of facts, including theoretical data (Adams & Berzonsky, 2004)

Validity is important when assessing research. The research in this study will be valid because the data will be collected in a systematic manner using a questionnaire. After all, it is based on the study's conceptual model, which was established following a comprehensive literature review. Furthermore, the participants' inputs will be taken as accurate.. Also, the study aims to determine how MayRush's customers are satisfied and loyal with its goods and services and how they can improve more. The researcher will conduct an online survey to ensure the validity of the thesis after a discussion with MayRush to know what else they want to know about their customers to increase their loyal customer base. The validity, on the other hand, determines whether or not the analysis measures the same thing that it is supposed to measure, as well as how accurate the research results would be (Golafshani 2003).

In quantitative research, reliability is used to assess accuracy, and in qualitative studies, it is used to establish comprehension. It has much to do with the idea of high-quality testing (Stenbacka 2001). MayRush is conducting the first customer satisfaction and loyalty survey. This research would help to show the company's market practices as well as customer views of the company and its goods and services.The researcher for this study will collect data to understand how consumers feel about the company's services and to make improvements that will be appropriate to create a strong and loyal customer base.

2.3. Sample Strategy

Since it is impossible to study everyone in a given population, sampling is a viable method for social and business research (Greener, 2008). (Source: Greener, 2008). It refers to the analysis method and design, as well as the selection of a few cases from a large number of possibilities (Matthews &Ross, 2010). During the last decade, a huge number of social media sites have emerged. Because Instagram is one of the most well-known platforms with a large number of active users, it was chosen to be tested out of a variety of different social media platforms. Despite

the fact that Instagram was acquired and is now owned by Facebook, it distinguishes itself from the more flexible and multifunctional Facebook by focusing solely on photo and video-sharing social networking. Instagram has a higher user engagement rate than Facebook and other social networking sites, which is why it was chosen. Because of the study's emphasis on the above-mentioned social media site, which allowed respondents to be active users, a nonprobability sampling strategy was used.

The judgemental sampling technique was used for this study's sampling approach. Since gathering data from the whole population is impossible, sampling is used in science (Saunders et al., 2009.p 213). The questionnaire will be sent to 200 of MayRush Online's 20,000 online customers for this thesis. As a result of the limited population, the sampling method is a judgmental strategy. The 200 customers were selected from a large number of applicants since they have been with the company since its inception on social media, which is less than a year, and hence are thought to have sufficient social media expertise to provide impartial answers to the questions.

2.4. Analysis of Data

A consumer survey was conducted to better understand MayRush's customers' perspectives on brands and social media interaction. It also wanted to know about their views on MayRush's use of social media, as well as how well or badly brands use social media to engage with customers. Google Forms was used to develop the online survey, which was then distributed to MayRush customers..

The survey was sent to 200 MayRush customers, the bulk of whom were between the ages of 18 and 30. MayRush had 20,000 Instagram followers when the survey was sent out. Since there was no additional cost for each survey sent out since the survey was sent to customers via direct message on Instagram, the option of targeting a wider audience was limited because not all customers had access to the survey because it was sent as a direct message to selected customers.

The questions were divided into two categories, as previously stated: structured questions (16) and open-ended questions (4), with the structured questions consisting of both 4 and 5 point Likert scales. Respondents are encouraged to provide input or ideas for strategic changes to the firm by

including their valuable comments, suggestions, and recommendations in the open-ended questions. Structured questions compelled respondents to provide insightful feedback and express their level of happiness and loyalty. The respondents' responses are gathered as input, and standardized questions are quantitatively analyzed using mean, SD, and correlation. Text reviews are used to examine responses to open-ended questions.

3. RESULTS

SPSS software was used to conduct the data analysis for this project. A total of 200 people took part in the survey. Customers' opinions on the MayRush brand were gathered using a self-administrative questionnaire. Customers were asked to respond to certain statements in three parts of the questionnaire: customer characteristics, customer engagement & satisfaction, and customer loyalty. There were few closed-ended questions and far less open-ended questions. The findings were determined using statistical methods such as descriptive statistics, maps, and correlation. The average response on each item of customer engagement, customer satisfaction, and customer loyalty is shown in descriptive statistics. The correlation between these variables suggested whether an increase in one variable would decrease or increase the other variable. The findings are recorded in depth in the following sections:

3.1. Customer Characteristics

Age groups - The collected data stated that the age bracket of respondents was varying from 18 to 57 years. The average age of respondents was 31. The majority of respondents from the age group starting from 18 to 30 years were 57%, followed by the age group of 30 to 40 years with 65 respondents (33%) and the remaining 20 respondents were over 40 years of age.
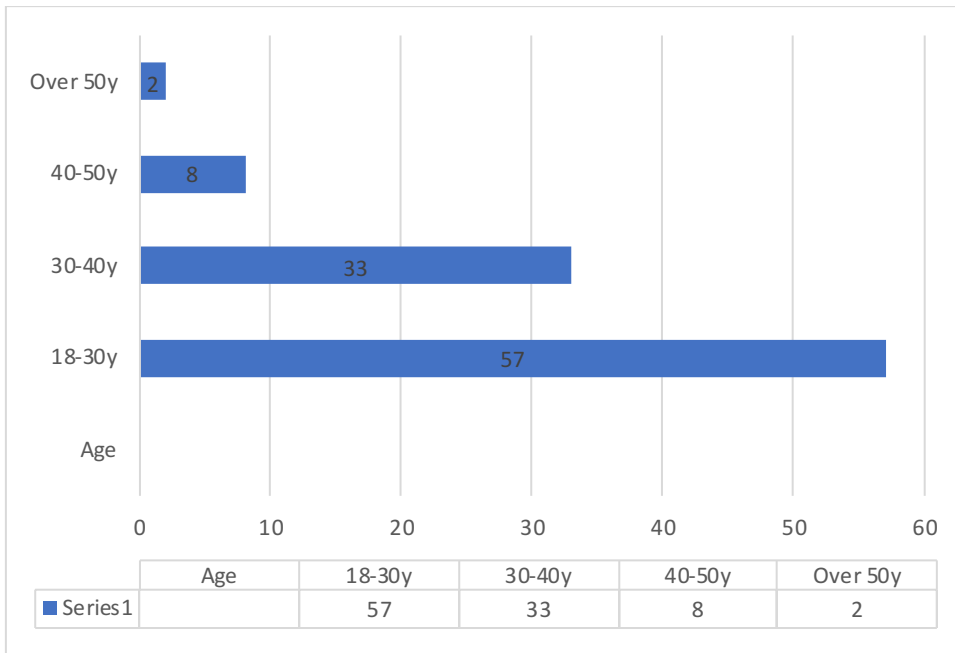
Figure 6: Age of the respondents, %n=200

Source: Data collected from online survey

Social Media Preference Respondents were asked to rate Instagram, Facebook, Twitter, Pinterest, Blogs and Other social media platform as per their usage preference. Collected data showed that 179 respondents prefer Instagram as their first choice whih means 90%, 16 prefer Facebook (8%) and only five participants prefer Twitter (2%) as their first choice. Furthermore, 11% preferred Instagram and Facebook, 7% Instagram, Facebook and Twitter, and 3% participants are active on Instagram, Facebook, Twitter, Pinterest.
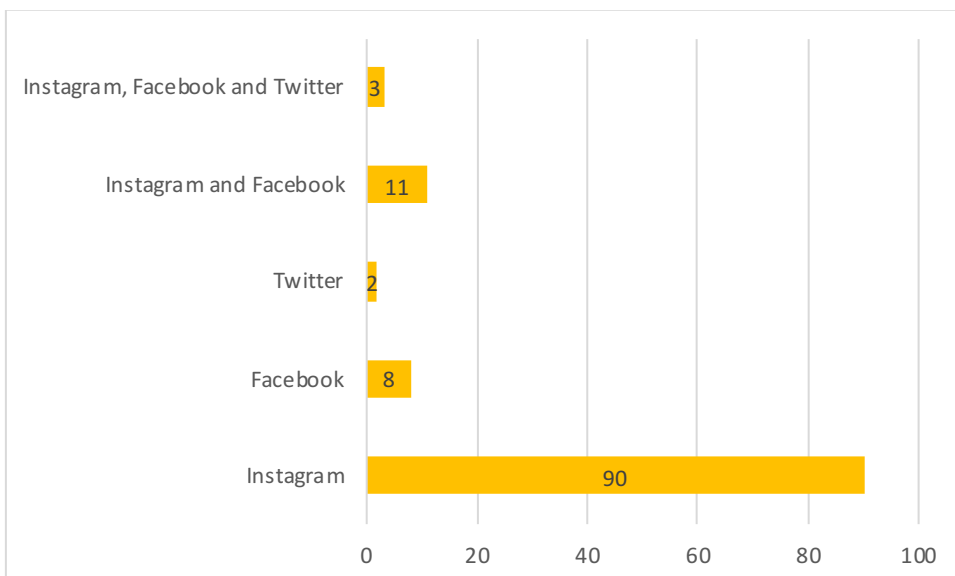

Figure 7: Social media preference of the respondents, %n=200

Source: Data collected from online survey

Table 1 shows the table of descriptive statistics for the first section of questionnaire known as customer characteristics. The average age of customers were 31 years old (S.D= 7.20), ranking of social media (M=4.54, S.D=4.58), customer engagement (M=4.34, S.D=2.43), customer satisfaction (M=4.17, S.D=.80) and customer loyalty (M=4.37, S.D=.75).

Descriptive statistics

Study variables	Mean	S.D
Age	30.68	7.20
Ranking of social media	4.54	4.58
CS	4.17	.80
CL	4.37	.75
CE	4.34	2.43
Note: CS: Customer satisfaction, CL: Customer loyalty, CE: Customer engagement		
N=200		

Table 1: Descriptive Statistics for Customer characteristics,

Source: Author's table

This table highlights that age of MayRush customers were 30 years old averagely and most of them used instagram, Twitter and website and they satisfied, loyal and engaged with MayRush brand.

3.2. Customers' Engagement and Satisfaction

3.2.1. Customers' Engagement

To get vital feedback from all participants regarding their engagement with MayRush via various social media platform and to get feedback on their satisfaction with the firm, the second part of the survey questionnaire was dedicated to 12 questions, which consists of 11 close-ended and only one open-ended question.

The questions 3 to question 8 are grouped into "customer engagement" variable. Figure 7 shows the response of customers on this statement, "How long have you been a customer of MayRush?". Respondents reported that 27% said less than six months, 24% said over 3 years, 21% replied between 1 year to 2 year, 17% showed between six months and 1 years and 12% described between 2 years to 3 years
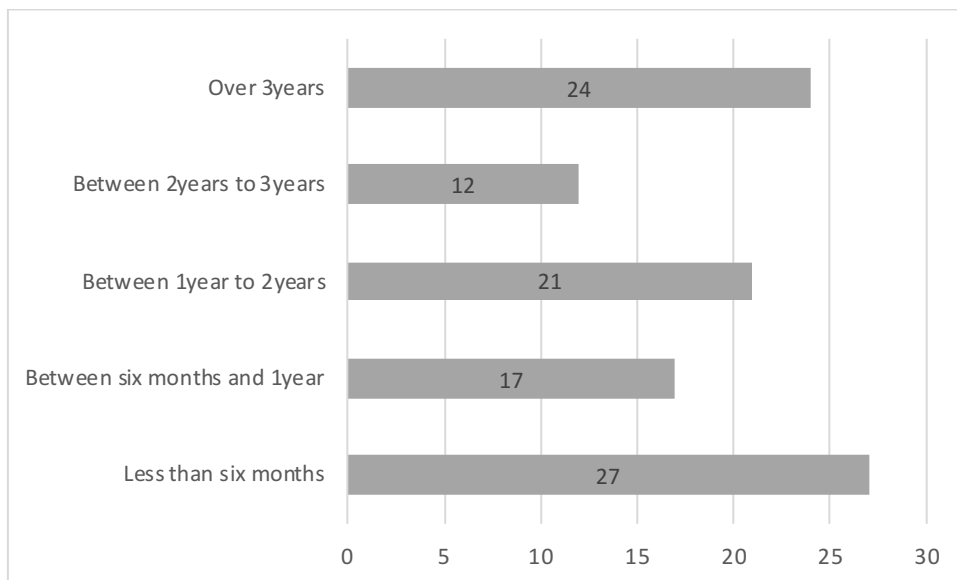

Figure 8: Classification of respondents based on Existing Customers criteria, %n=200

Source: Data collected from online survey

Figure 9 shows the response of customers on this statement, "how satisfied or dissatisfied are you with MayRush?". This question was asked to know how well MayRush products and services create satisfaction to her customers. The respondents said that they were 40% delighted, 31% said very satisfied, 20% satisfied, 7% somewhat satisfied and 3% not at all satisfied.
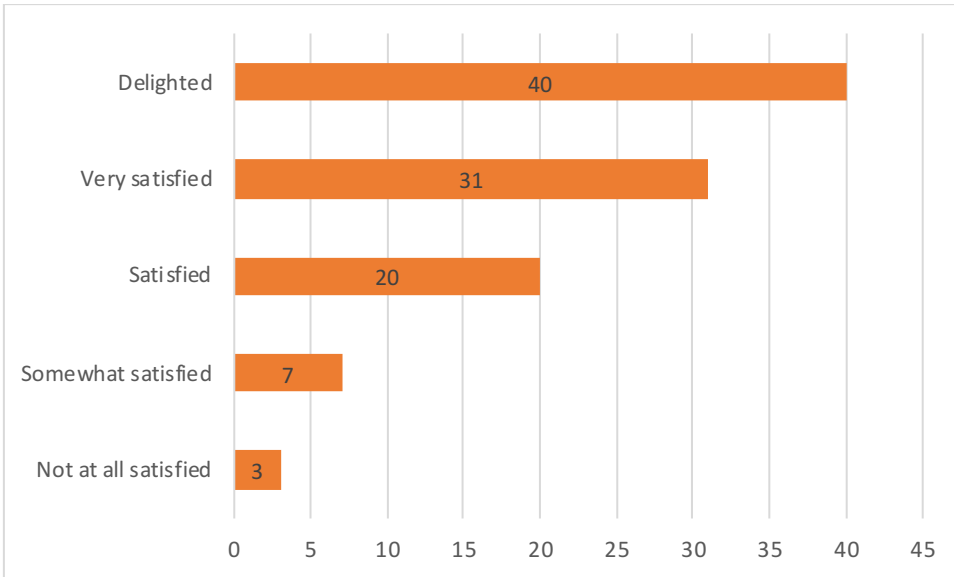
Figure 9: Classification based on Satisfaction Level of Customers, %n=200

Source: Data collected from online survey

Figure 10 shows the response of customers on this statement, "On which social media platform, you are following MayRush?". Since MayRush is available on different social media platforms, it was important to know which of the platforms the respondents are using. Respondents replied that 57% used Instagram, 12% Instagram, Facebook, 7% Instagram, Blog, 6% Instagram twitter, 4% facebook and 7% and Instagram, Facebook, Twitter

Figure 10: Customers' Preference on Following MayRush on various Social media, %n=299

Source: Data collected from online survey

Figure 11 shows the response of customers on this statement, "Companies that use social media to communicate with their customers are more likely to have a significant competitive advantage over others". What's your opinion?. This was to ascertain what the respondents think about the advantages of using social media in communicating with customers. About 59% strongly agreed, 32% agreed and 7% neutral to this question.
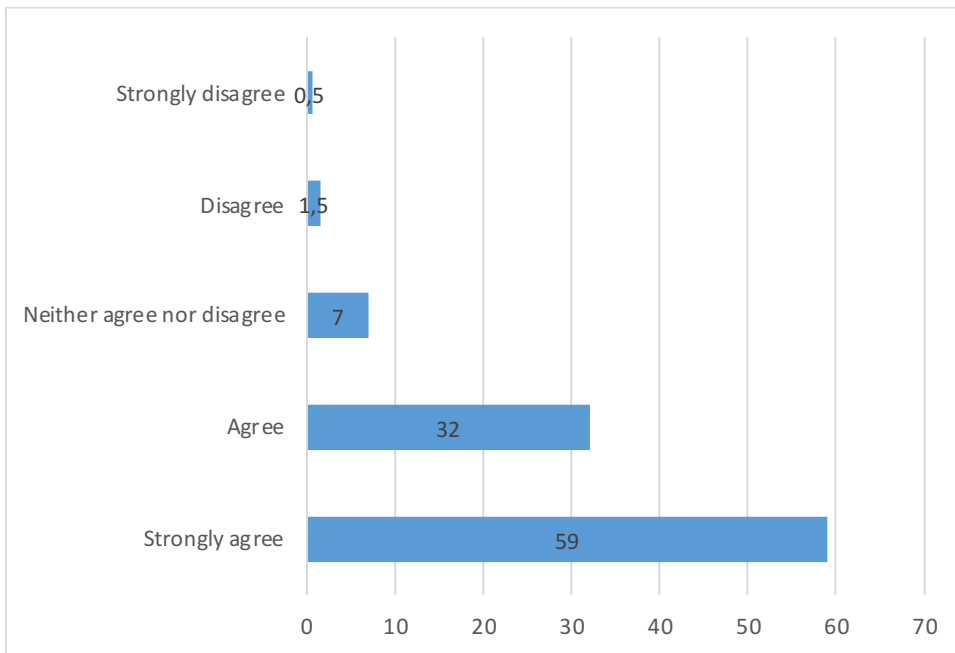
Figure 11: Customers' Feedback on Competitive Advantage on use of Social media by firms,. %n=200

Source: Data collected from online survey

Figure 12 shows the response of customers on this statement, "which platform do you prefer most when following a fashion retail company on social media?". Because there are different platform on social media in which brands operate with, respondent are to choose their preference between these platforms. Respondents replied that 57% used Instagram, 12% Instagram, Facebook, 7% Instagram, Blog, 6% Instagram twitter, 4% facebook and 7% and Instagram, Facebook, Twitter
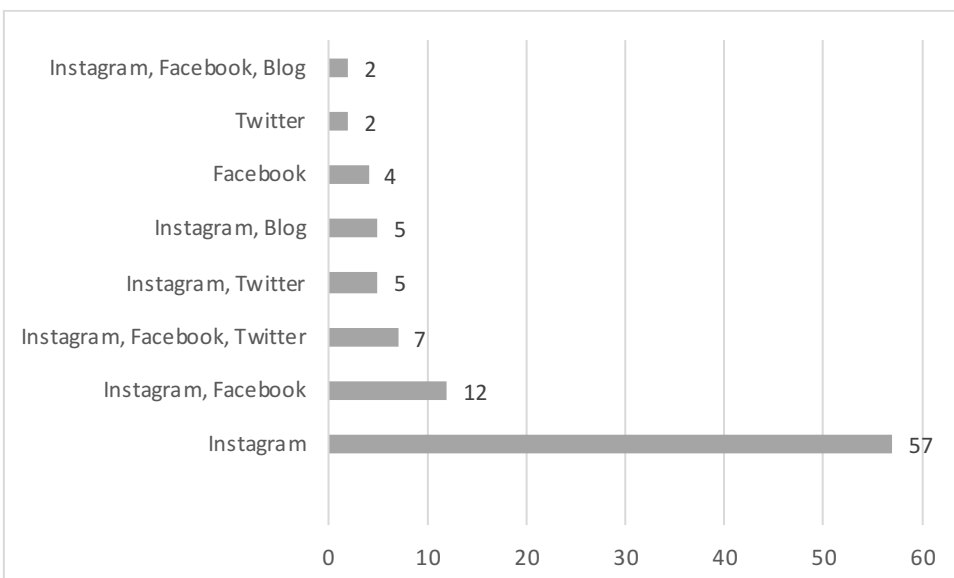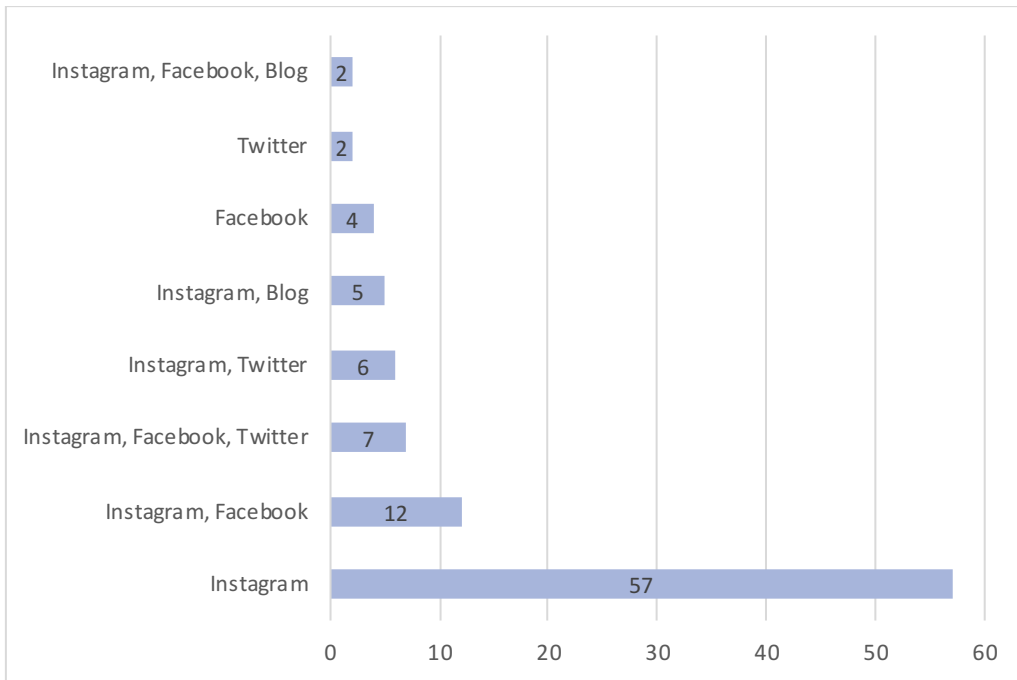
Figure 12: Participants' First Preference to follow fashion companies on the social media, %n=200

Source: Data collected from online survey

Figure 13 shows the response of customers on this statement, "How engaging is MayRush presence on various social media platforms?". As engagement brings connection between the brands and their customers, it is important to know if MayRush is at all engaging or not. About 35% respondents were moderately engaging, 34% were very engaging, 25% were extremely engaging, 5% slightly engaging and 2% were not at all engaging
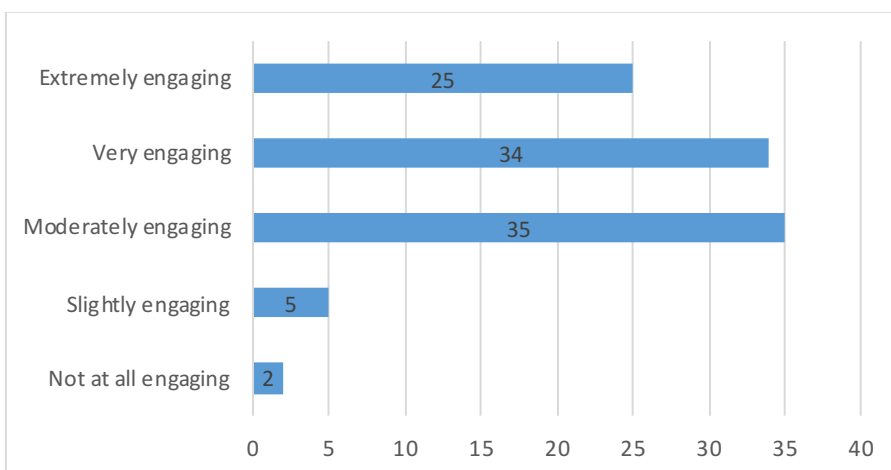

Figure 13: Participants' Feedback on Success of MayRush on online engagement with customers, %n=200

Source: Data collected from online survey

3.2.2. Customers' Satisfaction

The questions 9 to 14 were grouped into "customer satisfaction" variable in the data sheet. Table 8 shows the descriptive statistics of customer satisfaction items. Descriptive statistics of CS1 (M=4.29, S.D=.79), CS2 (M=4.14, S.D=.88), CS3 (M=4.12, S.D=.95), CS4 (M=4.04, S.D=1.05), CS5 (M=4.21, S.D=.98), CS6 (M=4.16, S.D=.92) and overall CS (M=4.16, S.D=.80). In other words, customers are convenient with product and services of MayRush, willing to repurchase the MayRush, trust the brand, satisfied with the products and services of MayRush, agreed that online products of MayRush met their needs and they have commitment with brands because brand is satisfying their needs.

Descriptive Statistics

Items	Mean	S.D
CS1	4.29	.79
CS2	4.14	.88
CS3	4.12	.95
CS4	4.04	1.05
CS5	4.21	.98
CS6	4.17	.92
CS	4.16	.80
N=200 CS= Customer satisfaction; S.D= Standard deviation		

Table 2: Descriptive Statistics of customer satisfaction

Source: Author's table

Figure 14 shows the response of customers on this statement, "What is your opinion, "Customers are committed to brands that provide satisfaction to their needs"?. Since satisfaction is a very important key for all businesses, it was important to know if satisfaction leads to commitment. On this question, 46% respondents were strongly agreed, 42% agreed, 11% neutral, 2% disagreed and 1% strongly disagreed.

Figure 14: Participants' Feedback on their commitment with brands who fulfil their needs, %n=200

Source: Data collected from online survey

Figure 15: shows the response of customers on this statement, "How well do MayRush Online's products and services meet your needs?" Since satisfaction is very important for a customer to become loyal, it is as well important to know if MayRushs' products and services meet the needs of her customers. About 41% indicated excellent, 38% good, 18% satisfactory, 2% poor and very poor

Figure 15: Participants' Feedback on MayRush's Product and services, %n=200
Source: Data collected from online survey

Figure 16 shows the response of customers on this statement, "Please rate the value provided by MayRush product and services to you?" This question was asked to know how well MayRushs' products and services brings value to the customers, as the customers can only be satisfied when they get value from what they purchase. About 41% indicated excellent, 40% very good, 13% good, 4% fair and 3% poor.

Figure 16: Participants' Feedback on Value provided by MayRush, %n=200
Source: Data collected from online survey

Figure 17 shows the response of customers on this statement, "You became a customer to MayRush because you trust the brand?" Trust is a very important factor between brands and their customers, as it create a long lasting relationship between them. So, it is important to know if the customers trust the brands they purchase from. On this question, 41% respondents were strongly agreed, 35% agreed, 15% neutral, 6% disagreed and 4% strongly disagreed

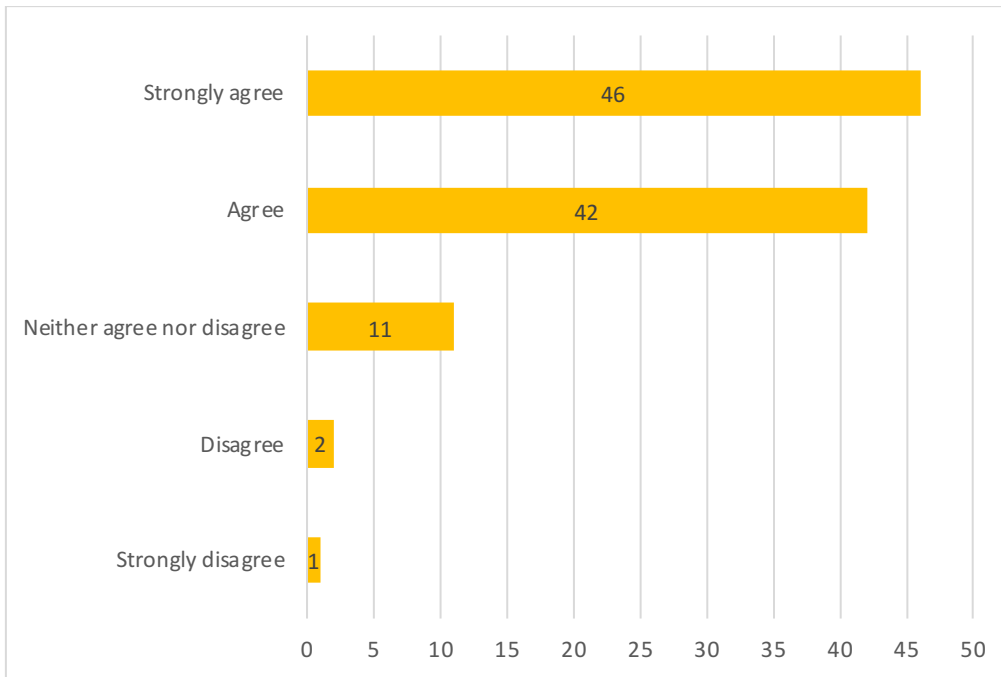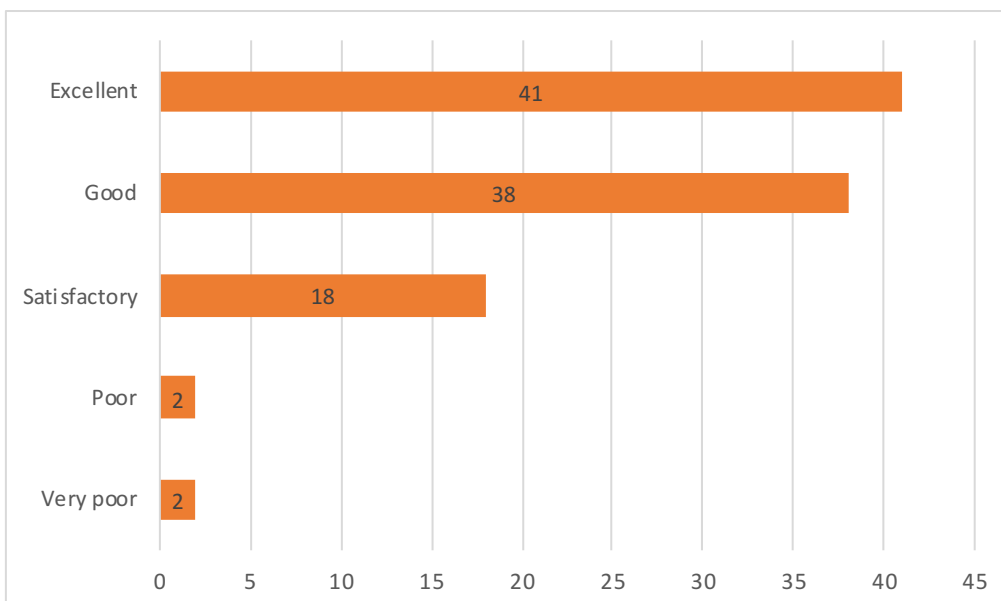Figure 17: Participants' Feedback on their trust on MayRush. %n=200

Source: Data collected from online survey

Figure 18 shows the response of customers on this statement, "How likely are you to repurchase from MayRush?" Customers would only repurchase from a brand they trust and whose products & services create satisfaction for them. Repurchasing is very important for every brand, because it signifies that their products and services meet the needs of their customers. About 50% said extremely likely, 32% very likely, 13% somewhat likely, 3% not so likely, and 3% not at all likely
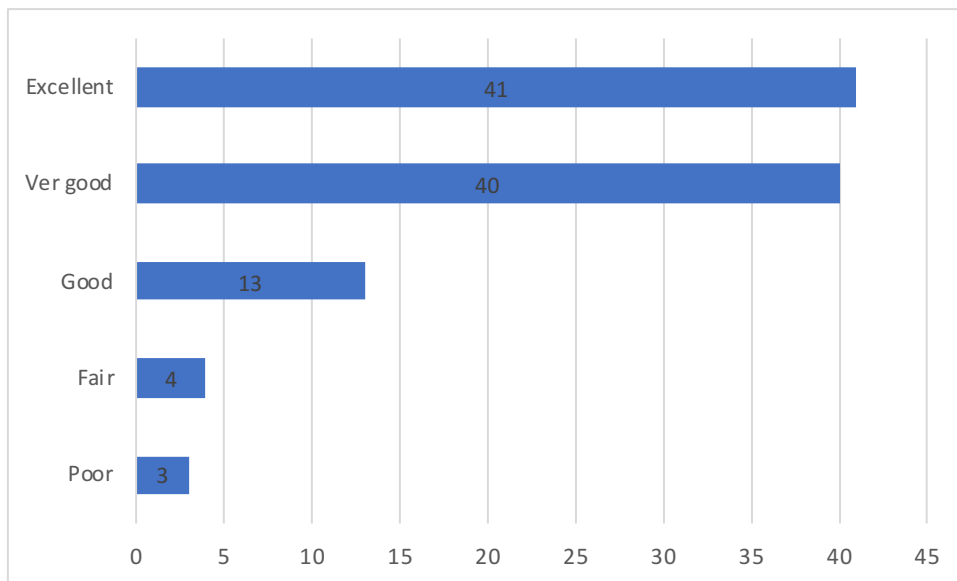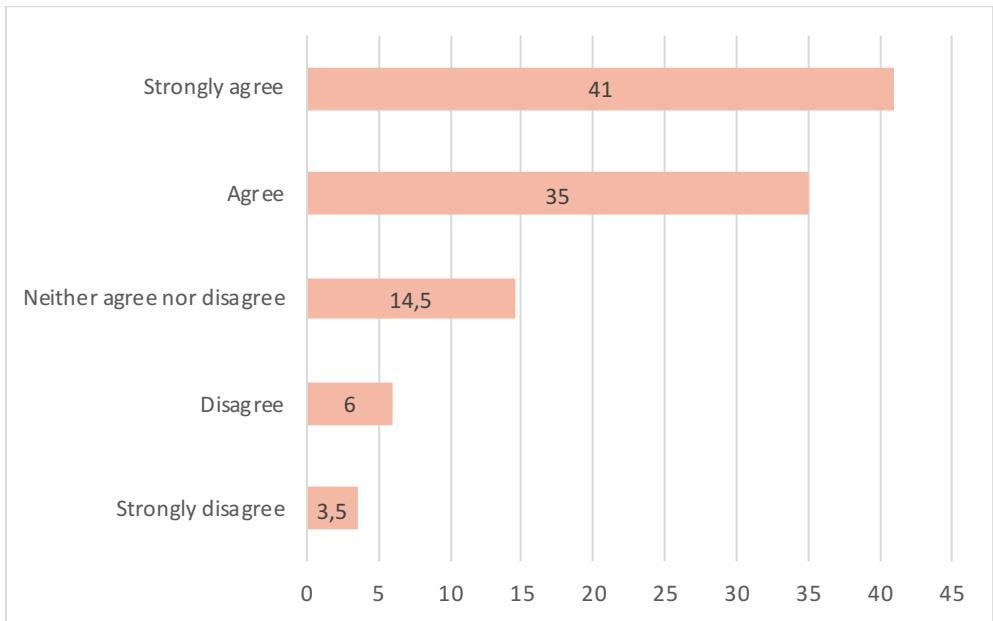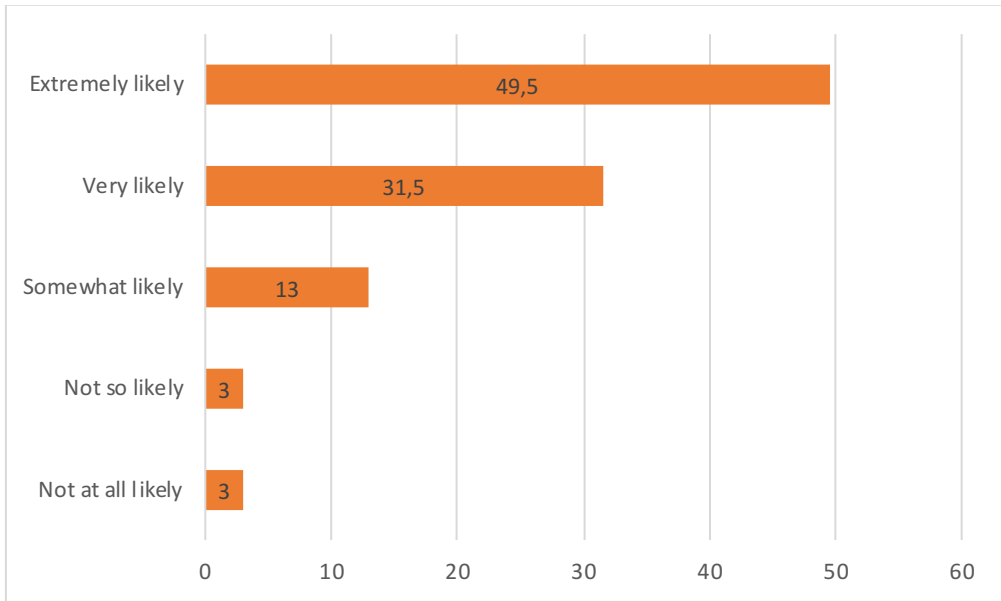

Figure 18: : Participants' Feedback on their repurchasing chance on MayRush, %n=200

Source: Data collected from online survey

Figure 19 shows the response of customers on this statement, "How convenient are MayRush products and services??" About 41% indicated excellent, 37% good, 15% satisfactory, 3% poor and 2% poor
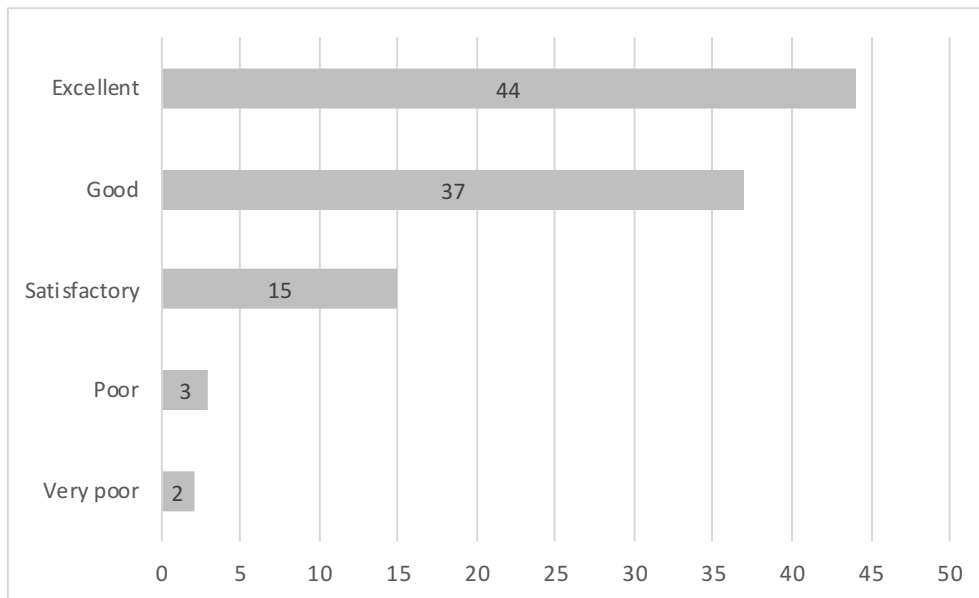
Figure 19: Participants' Feedback on convenient of MayRush products and services, %n=200
Source: Data collected from online survey

Products convenience is very important, because when customers finds convenience from a product or services rendered by a brand, they tend to repurchase again and trust the barnd, which is a very important factor for a customer to became loyal.

3.3. Customers' Loyalty

The questions 15 to 17 were grouped for Customer loyalty variable in the data sheet. Table 3 shows the descriptive statistics of customer loyalty. Descriptive statistics of CL1 (M=4.39, S.D=.91), CL2 (M=4.42, S.D=.72), CL3 (M=4.31, S.D=.86) and overall of CL (M=4.37, S.D=.75). The customer of MayRush stated that they will recomend the MayRush to their friends/family, loyality program of MayRush made the customer loyal to brand and MayRush has good MayRush loyalty program.

Descriptive Statistics

	Mean	S.D
CL1	4.39	.91
CL2	4.42	.72
CL3	4.31	.86
CL	4.37	.75
N: 200, CL= Customer loyalty, S.D= Standard deviation		

Table 3: Descriptive Statistics of customer loyalty

Source: Created by the author

Figure 20 shows the response of customers on this statement, "Based on your experience with MayRush, would you recommend MayRush to your family/friends/others?". Since recommendation is very important for the survival of any business, as it is also a way for businesses to gain new and more customers, so it is important to know if the customers would recommend MayRush or not. About 59% definitely will, 29% probably will, 7% might or might not, 3% probably will not and 3% definitely will not.
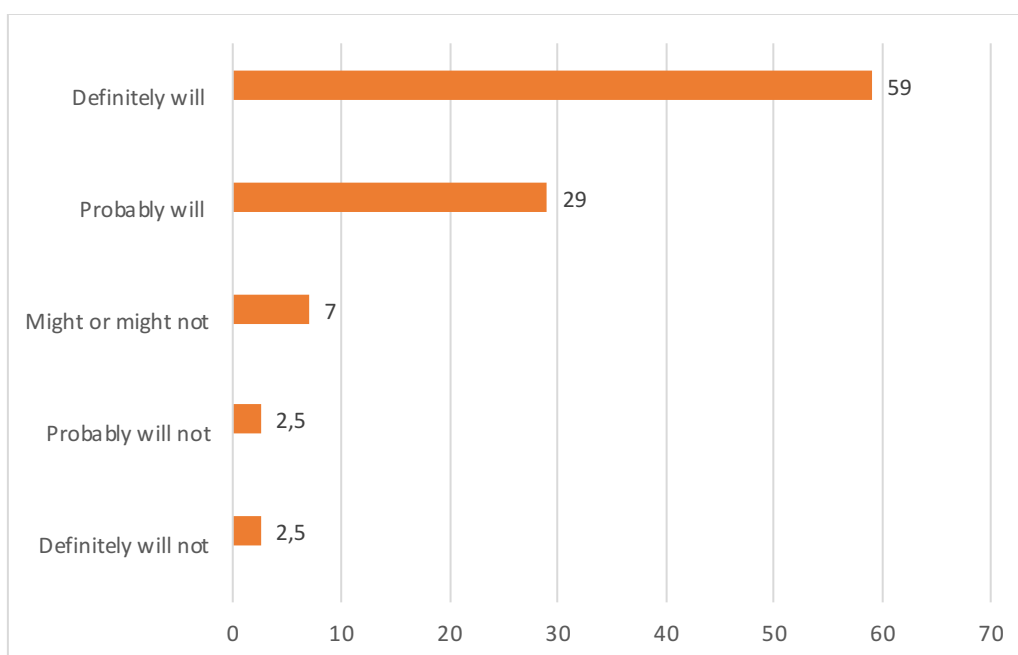
Figure 20: Participants' experience with MayRush and their recommendation to others. %n=200
Source: Data collected from online survey

Figure 21 shows the response of customers on this statement, "Do you agree, "Loyalty programs make customers remain with a brand for long?" It is very important to know what the customers think of loyalty programs, as the aim is to engage them with loyalty program and have them remain with the brand. On this question, 53% respondents were strongly agreed, 42% agreed, 5% neutral, 1% disagreed and 1% strongly disagreed
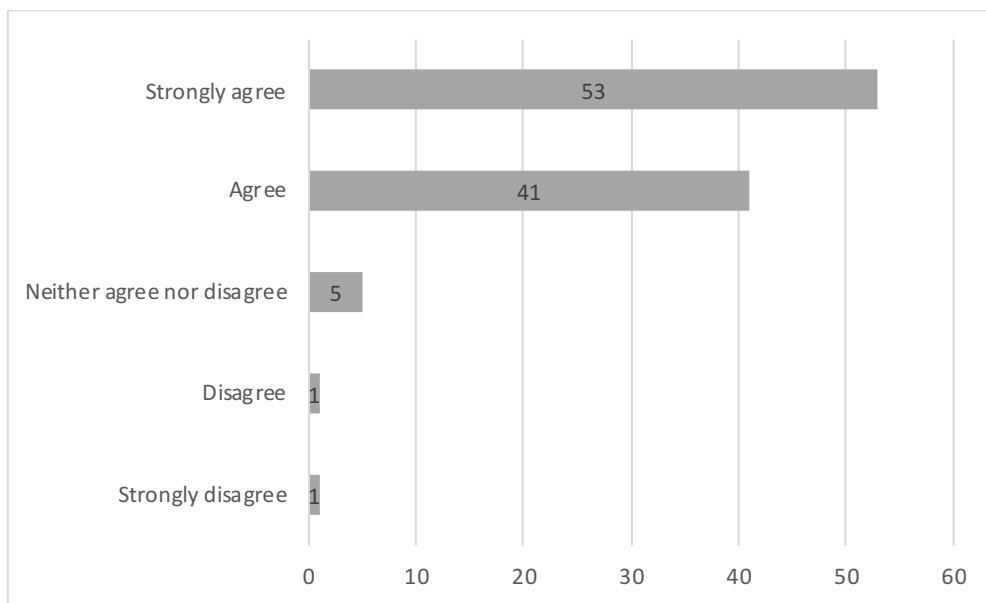
Figure 21: Participants' Feedback on loyalty programs helps the brand in the long run, %n=200
Source: Data collected from online survey

Figure 22 shows the response of customers on this statement, "How do you rate MayRush Loyalty program?" About 52% indicated excellent, 33% good, 12% satisfactory, 3% poor and 1% poor
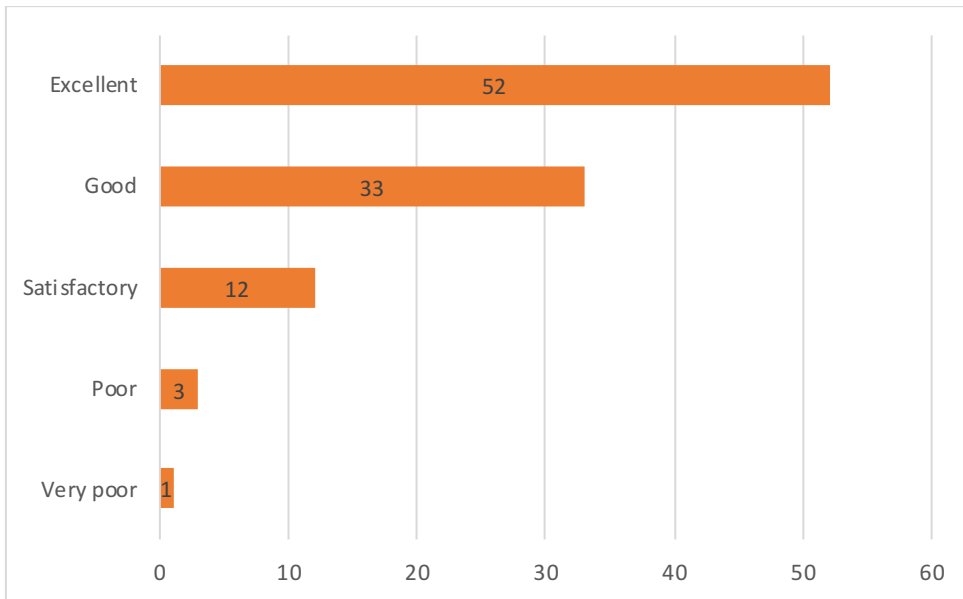
Figure 22: Participants' rating on MayRush Loyalty Program, %n=200

Source: Data collected from online survey

This question was asked to ascertain if MayRush has been successful in using loyalty program to retain her customers and also what the customers feels about this.

3.4. Correlation

Table 4 reveals the correlation among study variables. Age, ranking being customer, customer engagement, customer satisfaction and customer loyality. CS and CE (r=.14, p<.05), CE and CL (r=.20, p<.05) and CS and CL (r=.87, p<.05) were positively and sigifcantly correlated with each other (See figure 2). It means that increase in level of customer satisfaction of MayRush customers, will increase their level engagement, also, improve in customer engagement enhances the customer loyality. Increase in age of customers will decrease the social media ranking or usage.

Table 4: Correlation between age, ranking being customer, customer engagement, customer satisfaction and customer loyality.

	Age	Please rank the social media platforms as per your usage preference	CS	CL	CE

Age	1				
Please rank the social media platforms as per your usage preference	-.152[*]	1			
CS	.170[*]	-.137	1		
CL	.137	-.126	.876[**]	1	
CE	.045	.379[**]	.141[*]	.200[**]	1
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: Created by the author

As a result of the rise of social media, consumer-business interaction has skyrocketed, and is now closer and more engaging than ever (Hanna, Rohm & Crittenden, 2011). Having your loyal customers to stick around in the vast jungle of social media sites on the Internet has proven to be critical for an online retailer (Reichheld & Schefter, 2000). After looking into online branded retailer MayRush, it's clear that it's something they admire and aim for as well. They have every right to want this, given their restricted budget, because attracting new customers costs more than keeping old ones (Reichheld & Schefter, 2000). Despite the fact that the ways in which businesses conduct business have changed dramatically, Reichheld and Schefter (2000) argue that the sense of consumer loyalty remains the same and is as relevant as ever. The study leads to a better understanding of how, in addition to being a strategic necessity, having loyal customers has a positive impact on a brand's profitability (Fornell & Wernerfelt, 1987). Reichheld & Sasser, 1990; Clark, 1997; Oliver, 1999; Reichheld & Sasser, 1990). Trust, as well as recommendations from friends or relatives, are two of the most important findings in the literature in the field of loyalty.

According to the literature on loyalty, an organization cannot buy trust. They have to deserve it, which they do by behaving in their customers' best interests (Reichheld & Schefter, 2000). It's worth noting that the survey's results also emphasize the value of trust. This since 77% (strongly agree 42%, agree 35%) of the respondents replied that they became a customer of MayRush because they trust the brand (see figure 16). This can be interpreted as a sign that customers respect trust, as they have most likely gained it from buying something from the company previously. They have been through the entire shopping process, understand the payment terms, and know what to do if problems arise, among other things. This is something that small online branded

retailers like MayRush should consider, since a few or even only one good buying experience may be enough for a consumer to trust the brand and return. According to Reichheld and Schefter (2000) and Gommans et al. (2001), if a customer has a problem trusting a brand, he or she will automatically turn away and shop somewhere else.

Getting customers to talk about a brand is both necessary and advantageous for a business. The term "word of mouth" appears in the literature, and researchers such as Oliver (1999) and Reichheld (2003) argue that it is one of the most powerful indicators of a customer's loyalty. They are only able to recommend a brand to their friends if they have trust in it. Getting consumers to recommend and speak about a brand is also profitable because it generates free advertisement (Reichheld & Sasser, 1990). With the support of social media and the resources available, it is now simple to recommend products to friends, as "word of mouse" spreads much faster than "word of mouth" (Reichheld, 2003). MayRush consumers are also loyal, as 88 percent (Definitely will 59%, Probably will 29%) are willing to recommend the brand to their friends, according to a question asked in the survey (see figure 19). However, some effort may be required to persuade them to do so, and Baird and Parasnis (2011) suggest that businesses should enable their consumers to spread their brand using social media tools.

As previously mentioned, the study discovered that trust and recommendations are two significant factors in determining consumer loyalty. According to Constantinides et al. (2008), social media is a valuable tool for an organization in the process of gaining trust from its consumers since it focuses on developing relationships. It's all about creating and sharing content (Laroche, Habibi, & Richard, 2013), which is why it's beneficial for having customers to recommend brands to their friends. The survey backs up the findings, revealing that the majority of respondents believe that businesses that use social media to interact with consumers can prosper and gain a competitive advantage over those that do not (see Figure 10).

MayRush has shown that they strive to be first in line when it comes to creating profiles on emerging social media platforms. Since there are fewer users on newly launched sites, this is a tactic to gain a large number of followers right away. Since the brand is early in embracing the digital medium, the risk of being outplayed by creative consumers (Kietzmann et al., 2011) is minimized by being at the forefront of social media. When joining a new social media site, however, it is important to make an informed decision. Finding out which platform your target market uses is one way to ensure you select the right one (Kaplan & Haenlein, 2010). The most

famous channels among MayRushs' customers, according to a survey of their customers, are Facebook and Instagram (see Figure 7). This demonstrates that MayRush is present where their customers are present to a large extent. In MayRush's case, more emphasis should be placed on communication via their Instagram page, partly because this is where they have the most followers, but also because the survey found that Instagram is the preferred choice among respondents when it comes to following a company on social media (see Figure 11). According to Kaplan and Haenlein (2010), being active is a crucial point to consider when using various social media sites as well as a key to social media success. MayRush's latest strategy of joining all new social media sites and, as a result, not being able to be active on all of them due to a lack of time, is challenged by Kaplan and Haenlein (2010).

Building long-term relationships between a business and a consumer would help all parties trust each other, which, according to Grönroos (2000), will lead to engagement. In this regard, it is critical to note that businesses must devote a significant amount of time and effort to cultivate consumer relationships and make them feel attached to the brand. According to the research, there are many ways to do this, one of which is for a customer to provide feedback (Mangold & Faulds, 2009). Feedback is also important in building long-term relationships, according to Grönroos (2000) and Braum (2002), among others. It is important to be responsive and open to customer reviews, and when negative feedback is received, the organization must also deal with it (Grönroos, 2000). According to Thatcher and George (2004), loyal customers are those who file complaints, while those who do not might be considered untrustworthy. Additionally, they imply that loyal customers file complaints in order to assist the organization in improving. As previously mentioned, the survey shows that MayRush has loyal customers, as 88 percent of respondents (Definitely will 59 percent, Probably will 29 percent) say they will recommend the brand to a friend (see figure 19).

Several theoretical implications are arising from this research. First and most importantly, the conceptual model (Figure 4) of this research had been developed based on the "Theoretical Model of Customer Engagement" which reflects the relationship between a firm's online engagement with customers and keeping them because of their satisfaction, which further involves customers' involvement and participation, which further leads to their online engagement. A strategic customers' engagement leads to deliver trust and value to the customer, in return, customer's provide effective commitment and word of mouth which builds customer's loyalty and also engage them into brand community involvement. But this theory did not cover, how to target offline

buyers or motivate/bring/convert offline buyers to online buyers. But MayRush is an online fashion retail firm and to test this phenomenon for MayRush, an online survey was carried out and a questionnaire was developed to cover all the key factors (figure 5).

All collected data and its analysis stated that MayRush put its efforts not only to engage its customers but also to retain them and also ensures their needs and satisfaction by generating trust amongst them and converting their customers into loyal customers by continuous engagement and delivering value with their products and services. The collected data supports the Theoretical Model of Customer Engagement, but the major implication of this theory is, continuous engagement with the customers. A firm has to keep updating its strategies and also has to follow new trends and technology, especially in the fashion industry. And also needs to focus on innovations for their sustaiblity and growth.

Online marketing of MayRush products and services are increasing the customer satisfaction, customer engagement and customer loyalty. Few researches have also described that service quality of company increased the customer engagement (Verleye et al., 2013; Lee et al., 2018). The brand experience of customer is linked with service quality and positively increases the customer engagement (Ahn and Back, 2018; Verleye et al. 2013). Few studies also highlighted that service quality become the source of customer loyalty (Meesala and Paul, 2018; Vera and Trujillo, 2013). In the case of MayRush, customers received quality products and services online, which shows they have good brand experiences due to which they showed engagement and loyalty towards services or products of MayRush. Several studies mentioned that customer satisfaction leads to have relation with customer engagement (Thakur, 2018; Gopalakrishna et al., 2017; Carlson et al., 2017). In the case of MayRush, customer were satisfied that's why they were using instagram and facebook for showing their enagagment behaviours. Further, few studies reported that customer engagement improve the loyalty of customer (Lee et al., 2018; Prentice et al., 2019). The association among customer engagement, social identification and purchase intention are highly dependent on each other (Prentice et al., 2019). They mentioned that customer engagement become the predictor of purchase intention. Customer engagement is mediated by the link among channel integration and intention of repurchase and it is closely linked with loyalty (Kingshott et al., 2018: Lee et al., 2018). The customers of MayRush are loyal because they repurchased the products and services.

CONCLUSION

In the early stages of the study, initial literature research revealed that gaining trust and having consumers to recommend a brand to their friends are two important factors in building consumer loyalty on the Internet. This was also discovered in a study of MayRush, a small online branded store, and their customers. Customers can turn away and shop somewhere else if they don't trust the brand. Customers who are reluctant to trust a brand would be more cautious about exchanging details and returning to the brand, making it more difficult for the company to build and retain customer loyalty. According to the report, an organization cannot buy trust. They must win it by behaving in their customers' best interests.

By allowing customers to contact you via social media, businesses can respond quickly and effectively to their customers. This will help speed things up on both ends, benefiting both the company and the customers. Organizations are using various social media platforms to advertise to a specifically targeted audience on a tight budget. It also improves the company's chances of gaining customer confidence and loyalty. In this study, consumer engagement and loyalty, as well as understanding customer preferences for using social media, are all important. In this study, a quantitative approach was used to collect data in order to test the validity of these phenomena with MayRush, an online branded retailer. This study looked at how MayRush builds consumer trust and loyalty by keeping them engaged on different social media sites while providing them with high-quality products and services, resulting in online customer loyalty. The study also shows that social media is an important tool for building trust and generating feedback.. This is largely due to its social nature, which is advantageous for developing consumer relationships as well as providing them with online communication options. It also improves companies' ability to receive and respond to customer feedback, which benefits all parties in the end.

To conclude, in order to obtain a competitive advantage over rivals, the MayRush brand's company should increase its online product and service marketing. Instagram and Facebook ads would be the best media networks for them because these platforms have more customers. Small online branded retailers, such as MayRush, can also concentrate more on conversing with their customers. They will be able to track exchanges on social media platforms in order to ensure that they are aligned with the company's potential goals as well as customer desires.Furthermore, since the

fashion industry is very trend responsive, the business can design more creative products and services so that potential and current consumers are still happy, engaged, and loyal.

There are some flaws in this study that will need to be resolved in future studies. The survey consisted of an online questionnaire with 20 questions, 16 organized questions and four open-ended questions, and only 200 participants, all of whom are MayRush customers. Meanwhile, the researcher believed that the people he spoke with during the research had a good understanding of MayRush and had shared their experiences with the business, so they could have answered the questions in MayRush's favor. Another drawback of this study is that, due to time constraints, only one small online branded retailer was chosen and investigated for the study, limiting the findings' generalizability. As a result, looking at a greater number of small online branded retailers would have been beneficial in bolstering and expanding the results of this study. It would have been interesting to investigate how some of the larger online retailers go about establishing and maintaining customer loyalty. While this was not our goal, it appears to be important, which is why we recommend that future research look not only at small online branded retailers, but also examine and consider larger ones.

Since some studies have related customer loyalty to repeat transactions, future research might look at how repeat purchases are affected when a company has worked to establish trust and gain referrals. It will also be fascinating to look at the philosophical meaning of confidence and what it means to have faith in a brand. Finally, some key elements that seem to be important when using social media to build online customer loyalty have been identified. To fully comprehend the power of social media in improving consumer loyalty on the Internet, more research is needed, as well as a broader sample of online branded retailers and their customers.

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APPENDICES

Appendix 1. Tables with %

Customer Characteristic

	CLASSIFICATION OF AGE GROUP OF THE RESPONDENTS		
AGE GROUP	In %		
18-30 YEARS	57		
30-40 YEARS	33		
40-50 YEARS	8		
OVER 50 YEARS	2		

Source: (Data collected from online survey)

	CLASSIFICATION OF RESPONDENTS BASED ON EXISTING CUSTOMERS CRITERIA		
EXISTING CUSTOMERS CRITERIA	in%		
LESS THAN SIX MONTHS	27		
BETWEEN SIX MONTHS TO 1YEAR	17		
BETWEEN 1YEAR TO 2YEARS	21		
BETWEEN 2YEARS TO 3YEARS	12		
OVER 3 YEARS	24		

Source: (Data collected from online survey)

	SOCIAL MEDIA PREFERENCE OF THE RESPONDENTS		
SOCIAL MEDIA PLATFORMS	In%		
INSTAGRAM	90		
FACEBOOK	8		
TWITTER	2		

Source: (Data collected from online survey)

	CLASSIFICATION BASED ON SATISFACTION LEVEL OF CUSTOMERS		
SATISFACTION LEVEL	In%		
DELIGHTED	40		
VERY SATISFIED	31		
SATISFIED	20		
SOMEWHAT SATISFIED	6		
Not at all satisfied	3		

Source: (Data collected from online survey)

Customers' Engagement and Satisfaction

	CUSTOMERS' PREFERENCE ON FOLLOWING MAYRUSH ON VARIOUS SOCIAL MEDIA		
MAYRUSH SOCIAL MEDIA PLATFORM FOLLOWERS	In%		
INSTAGRAM	57		
INSTAGRAM, FACEBOOK	12		
INSTAGRAM, FACEBOOK, TWITTER	7		
INSTAGRAM, TWITTER	5		

INSTAGRAM, BLOG		5		
FACEBOOK		4		
TWITTER		2		
INSTAGRAM, FACEBOOK, BLOG		2		

Source: (Data collected from online survey)

	CUSTOMERS' FEEDBACK ON COMPETITIVE ADVANTAGE ON USE OF SOCIAL MEDIA BY FIRMS			
PARTICIPANTS VIEW ON COMPETITIVE ADVANTAGE ON USE OF SOCIAL MEDIA BE FIRMS		In%		
STRONGLY AGREE		59		
AGREE		32		
NEITHER AGREE NOR DISAGREE		7		
DISAGREE		1.5		
STRONGLY DISAGREE		0.5		

Source: (Data collected from online survey)

	PARTICIPANTS FIRST PREFERENCE TO FOLLOW FASHION COMPANIES ON THE SOCIAL MEDIA			
PARTICIPANTS FIRST PREFERENCE TO FOLLOW FASHION COMPANIES ON THE		In%		

SOCIAL MEDIA				
INSTAGRAM		57		
INSTAGRAM, FACEBOOK		12		
INSTAGRAM, FACEBOOK, TWITTER		7		
INSTAGRAM, TWITTER		6		
INSTAGRAM, BLOG		5		
FACEBOOK		4		
TWITTER		2		
INSTAGRAM, FACEBOOK, BLOG		2		

Source: (Data collected from online survey)

	PARTICIPANTS FEEDBACK ON SUCCESS OF MAYRUSH ON ONLINE ENGAGEMENT WITH CUSTOMERS			
PARTICIPANTS FEEDBACK ON SUCCESS OF MAYRUSH ON ONLINE ENGAGEMENT WITH CUSTOMERS	In%			
EXTREMELY ENGAGING		25		
VERY ENGAGING		34		
MODERATELY ENGAGING		35		
SLIGHTLY ENGAGING		4		
NOT AT ALL ENGAGING		2		

Source: (Data collected from online survey)

	PARTICIPANTS FEEDBACK ON THEIR COMMITMENT WITH BRANDS WHO FULFIL THEIR NEEDS		
PARTICIPANTS FEEDBACK ON THEIR COMMITMENT WITH BRANDS WHO FULFIL THEIR NEEDS		In%	
STRONGLY AGREE		45	
AGREE		41	
NEITHER AGREE NOR DISAGREE		11	
DISAGREE		2	
STRONGLY DISAGREE		1	

Source: (Data collected from online survey)

	PARTICIPANTS' FEEDBACK ON MAYRUSH'S PRODUCTS AND SERVICES		
PARTICIPANTS' FEEDBACK ON MAYRUSH'S PRODUCTS AND SERVICES		In%	
EXCELLENT		41	
GOOD		38	
SATISFACTORY		18	
POOR		2	
VERY POOR		1	

Source: (Data collected from online survey)

	PARTICIPANTS' FEEDBACK ON VALUE PROVIDED BY MAYRUSH		
PARTICIPANTS' FEEDBACK ON VALUE		In%	

PROVIDED BY MAYRUSH			
EXCELLENT		41	
VERY GOOD		40	
GOOD		13	
FAIR		4	
POOR		2	

Source: (Data collected from online survey)

	PARTICIPANTS' FEEDBACK ON THEIR TRUST ON MAYRUSH		
PARTICIPANTS' FEEDBACK ON THEIR TRUST ON MAYRUSH	In%		
STRONGLY AGREE		41	
AGREE		35	
NEITHER AGREE NOR DISAGREE		15	
DISAGREE		6	
STRONGLY DISAGREE		3	

Source: (Data collected from online survey)

	PARTICIPANTS' FEEDBACK ON THEIR REPURCHASING CHANCE ON MAYRUSH		
PARTICIPANTS' FEEDBACK ON THEIR REPURCHASING CHANCE ON MAYRUSH	In%		
EXTREMELY LIKELY		49	
VERY LIKELY		32	
SOMEWHAT LIKELY		13	
NOT SO LIKELY		3	

NOT AT ALL LIKELY		3	

Source: (Data collected from online survey)

	PARTICIPANTS' FEEDBACK ON CONVENIENT OF MAYRUSH PRODUCTS AND SERVICES		
PARTICIPANTS' FEEDBACK ON CONVENIENT OF MAYRUSH PRODUCTS AND SERVICES	In%		
EXCELLENT	43		
VERY GOOD	36		
GOOD	15		
FAIR	3		
POOR	2		

Source: (Data collected from online survey)

	PARTICIPANTS' EXPERIENCE WITH MAYRUSH AND THEIR RECOMMENDATION TO OTHERS		
PARTICIPANTS' EXPERIENCE WITH MAYRUSH AND THEIR RECOMMENDATION TO OTHERS	In%		
DEFINITELY WILL	58		
PROBABLY WILL	26		
MIGHT OR MIGHT WILL	17		
PROBABLY WILL NOT	3		
DEFINITELY WILL NOT	2		

Source: (Data collected from online survey)

Customers' Loyalty

	PARTICIPANTS' FEEDBACK ON LOYALTY PROGRAM HELPS THE BRAND IN THE LONG RUN		
PARTICIPANTS' FEEDBACK ON LOYALTY PROGRAM HELPS THE BRAND IN THE LONG RUN		In%	
STRONGLY AGREE		52	
AGREE		41	
NEITHER AGREE NOR DISAGREE		5	
DISAGREE		1	
STRONGLY DISAGREE		1	

Source: (Data collected from online survey)

	PARTICIPANTS' RATING ON MAYRUSH LOYALTY PROGRAM		
PARTICIPANTS' RATING ON MAYRUSH LOYALTY PROGRAM		In%	
EXCELLENT		52	
GOOD		32	
SATISFACTORY		3	
POOR		11	
VERY POOR		1	

Source: (Data collected from online survey)

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