

Impact of Customer Feedback on Social Media Engagement and Brand Loyalty

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Abstract

This study investigates the impact of customer feedback on social media engagement and brand loyalty in the digital marketing landscape. As consumers increasingly use social platforms to express their opinions and experiences, businesses are compelled to monitor and respond effectively. The research analyzes how different types of customer feedback—positive, negative, and neutral—affect user engagement metrics such as likes, shares, and comments, as well as their influence on customer trust and brand loyalty over time. Using a combination of qualitative content analysis and quantitative data from selected brand pages, the findings reveal that prompt and genuine brand responses to feedback significantly enhance customer engagement and strengthen loyalty. The study emphasizes the strategic importance of interactive communication and feedback management on social platforms to foster meaningful customer relationships.

Keywords: Customer feedback, Social media engagement, Brand loyalty, Digital marketing, Consumer behavior, Online reputation, Customer relationship management.

INTRODUCTION

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating, texting, images sharing , audio and video sharing , fast publishing, linking with all over world and direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth.

Advertising is an important ingredient of the marketing mix. In ancient times, advertising was not known because marketing was almost entirely unknown. Whatever was produced was consumed easily. There was no surplus. With the development of civilization and social needs, extra production was achieved, which was sold to other persons. This marked the beginning of marketing, which was carried to potential consumer by well-composed information known as advertisements. The term marketing refers to an exchange process which is facilitated by adequate information of the exchangeable products. Advertising carried this information of the exchangeable products. Advertising carries this information to potential customers.

REVIEW OF LITERATURE

Pradeep Agarwal, Dr.S.K.Dube (2010), “Impact of Celebrity Endorsement on consumers Buying Behaviour”, in varanasi. The study focuses on celebrity endorsement in advertisement and its impact on the overall brand is of great significance. Primary data have been collected by using well-structured questionnaire with 400 respondents. The data have been analyzed through chi- square test. The findings of the study reveals that Celebrity Endorsement is an effective tool to motivate positively the consumer's decision towards a product and also bollywood stars are still the rulers of the advertisement domain in India.

Kailasam Tamizhjothi and Samudhra Rajkumar (2011), , “Profession as a Predictor of the Effectiveness of Multiple Celebrity Endorsement”. The objective relates to the impact of demographic characteristics on multiple celebrity endorsement. The primary data through questionnaire were collected from 53 respondents. The secondary data collected from articles, journals, etc., the data have been analysed through F-test & ANOVA. The result shows that the consumers like advertisement featuring both cinestars and sportsperson and their purchase intention has a positive relationship with the multiple celebrity endorsements.

Eric W.T. Ngai, et.al (2015), “Social media models, technologies, and applications”. The aim of this study is developing a conceptual framework to explain how social media applications are supported by various social media tools and technologies and underpinned by a set of personal and social behavior theories or models. The sample size is 150 respondents. Convenience technique is preferred for this study. Statistical tools like chi-square test regression analysis and correlation analysis have been used to analysis the data.

STATEMENT OF THE PROBLEM

There are many social networks, with numerous technological tools, supporting a wide range of interests and practices. These websites have become popular among consumers and facilitate them in connecting with their local and the global community at large. Some of the popular online social networks among the consumers are Facebook, Twitter, LinkedIn, Whatsapp, My space, Flickr and Wechat.

The problems rapidly faced by professional studies are constantly diverted on watching the social networks and sending replies to those messages that consumes many hours in every day. These consumers psychologically become addict to networking and they develop unwanted relationship through this media. Due to teennage, their minds concentrate in the catchy messages, albums etc, which ruins their personal life and career. It raises the following questions:

- Which groups of consumers are using social media applications?
- Does the utilization of the social media deflate the intelligence of the consumers?
- Are the social media applications having any positive input on the users?

SCOPE OF THE STUDY

The study will highlight the emerging trends in the growth of social media applications. It gives various dimensions in which social networks are used and the major problems faced by the consumers. This study will serve as a guideline for those who involve in further research in this topic and also help people and consumers to understand and analyze social network applications.

OBJECTIVES OF THE STUDY

- To know the impact of online social media's by the consumers in Chennai District.
- To know the factors influencing the usage of online social media's towards consumers.
- To identify the consumers feedback level of satisfaction on online social media's.
- To analyze the problems faced by the consumers in social media's.

RESEARCH DESIGN

The research design for the study titled "**Impact of Customer Feedback on Social Media Engagement and Brand Loyalty**" is primarily **descriptive and analytical** in nature, employing a **quantitative research approach**. This study aims to explore the relationship between customer feedback shared on social media platforms and its subsequent influence on customer engagement and brand loyalty, particularly focusing on consumers in **urban areas of South India**, with a specific emphasis on **Chennai**. Data will be collected using a **structured questionnaire** comprising Likert scale items to measure perceptions related to feedback, engagement behavior, and loyalty toward brands. The population for this study includes **active social media users** who follow, interact with, and provide feedback to brands through platforms such as Facebook, Instagram, Twitter, and YouTube . The study targets both brands and consumers; selected brands will be from sectors with high levels of social media activity, such as fashion, retail, and consumer services

Sample and selection

The study was conducted in Chennai, known for its diverse population and active social media users. The target population for this research included individuals who actively engage with brands on social media platforms such as Facebook, Instagram, Twitter (X), and LinkedIn, and who have previously shared feedback or reviews online.

Data collection was conducted through an online questionnaire distributed via email, WhatsApp, and social media groups relevant to Chennai-based communities. The survey included both closed and open-ended questions to gain quantitative as well as qualitative insights.

LIMITATIONS OF THE STUDY

The data collected for the study are primary in nature which is based on the questionnaire and hence the result would bear all the limitations of primary data. The data collected from the respondents residing in and around Chennai District. The findings are applicable only to the respondents of the area under study. Hence care has to be exercised while extending these results to other areas.

ANALYSIS AND INTERPRETATION

TABLE NO:1

Age wise classification of the respondents

Age of the respondents	No.of.responde nts	Percentage
Below 20 years	153	82.7
21-25 years	27	14.6
26-30 years	5	2.7

Total	185	100.0
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Source: Primary data INTERPRETATION

- From the table 4.1 it is known that, among the respondent under this study, 153 (82.7%) of the respondent are belong to the age group of below 20 years,
- 27 (14.6%) of the respondents are belong to the age group between 21-25 years and remaining
- 5 (2.7%) of the respondents are belong to the age group between 26- 30 years. Thus the most of the respondent are belong to the age group of below 20 years.

Tabel No.1

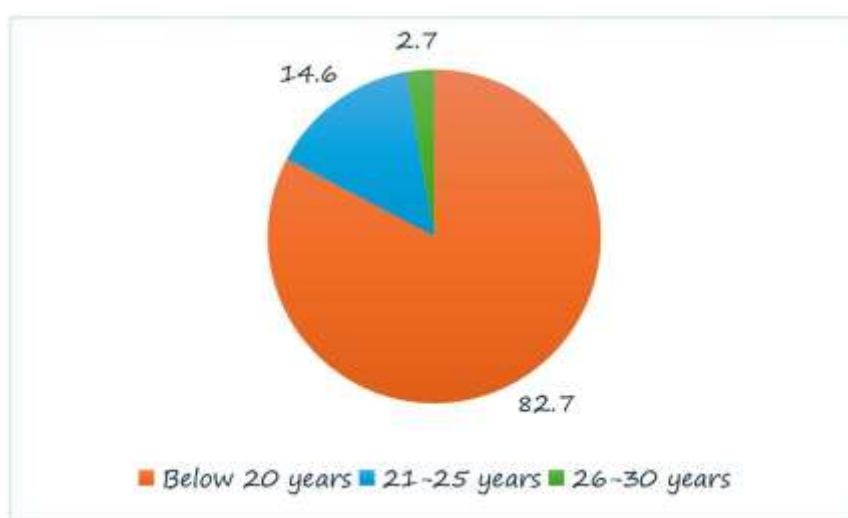


Table No: 2

Gender wise classification of the respondents

Gender	No.of.respondents	Percentag e
Male	73	39.5
Female	112	60.5
Total	185	100.0

Source: Primary data INTERPRETATION

Among the 185 respondent,

- 73 (39.5%) of the respondents are male and remaining
- 112 (60.5%) of the respondents are female.

Thus the majority of the respondents are female.

Tabel No.2



Table No. 3

Have a Social Media Account

Have a Social Media Account	No.of.respondents	Percentage
Yes	151	81.6
No	34	18.4
Total	185	100.0

Source: Primary data INTERPRETATION

Out of 185 respondents,

- 151 (81.6%) respondents have a social media account and remaining
- 34 (18.4%) of the respondents not have account on social media.

Hence, it is said that 151 (81.6%) of the respondents have a social media account.

Tabel No.3



Table No .4

Access our Social Media Account

Access our Social Media Account	No.of.respondent s	Percentag e
Personal Computer	10	5.4
Laptop	7	3.8
Mobile Phone	156	84.3
iPad	12	6.5
Total	185	100.0

Source: Primary data INTERPRETATION

Out of 185 respondents,

- 10 (5.4%) respondents access through Personal computer.
- 7 (3.8%) respondents access through laptop.
- 156 (84.3%) respondents access through mobile phone and the remaining
- 12 (6.5%) respondents access through iPad.

The majority of 156 (84.3%) respondent's mode of access of social network account is through mobile.

Tabel No.4

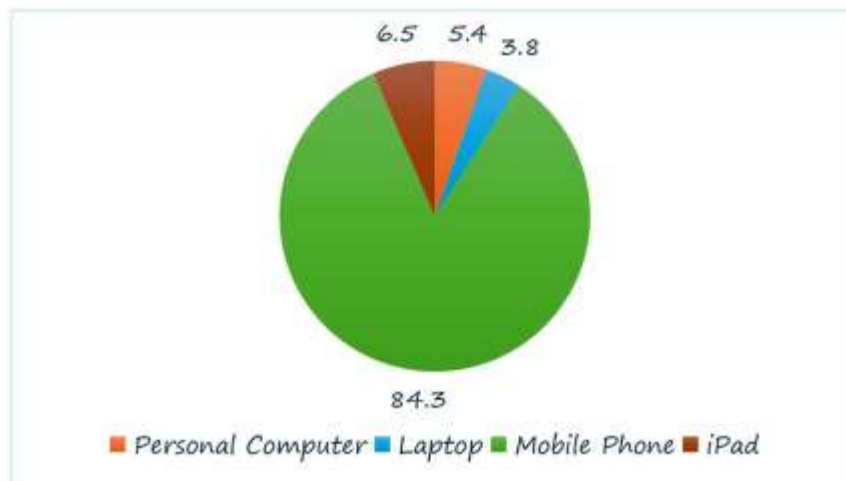


Table No.5 Video Sharing

Video Sharing	No.of.respondents	Percentage
Very Often	45	24.3
Often	47	25.4
Occasionally	63	34.1
Rarely	18	9.7
Never	12	6.5
Total	185	100.0

Source: Primary data

INTERPRETATION

Out of 185 respondents,

- 45 (24.3%) respondents are very often to use video sharing application,
- 47 (25.4%) respondents are often to use video sharing application,
- 63 (34.1%) respondents are occasionally use to video sharing application,
- 18 (9.7%) respondents are often to use video sharing application and the remaining
- 12 (6.5%) respondents are never use video sharing application.

Hence, it could be inferred that 63 (34.1%) respondents are occasionally use to video sharing application.

Tabel No .5

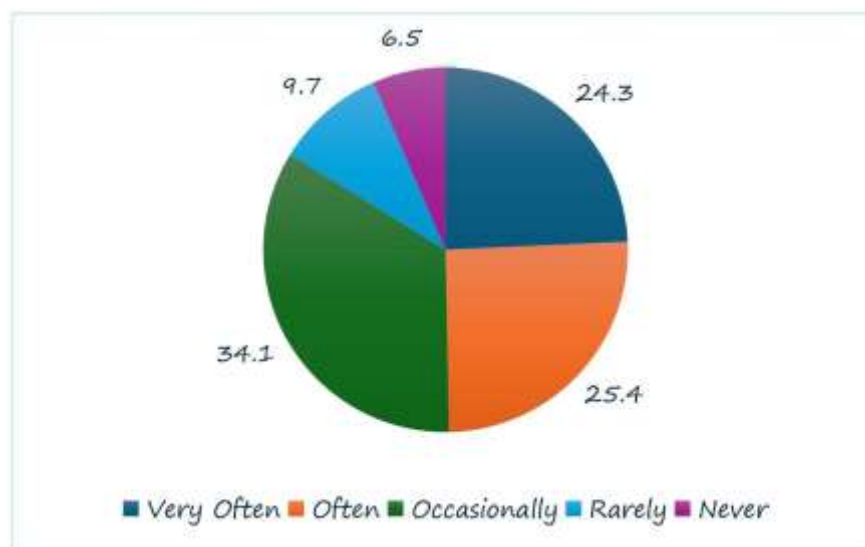


Table No .6

Locations of use Social Media

Locations of use Social Media	No.of.respon den ts	Percentage
Home	116	80.1
Institution	6	4.1
Library	17	11.7
Browsing Centre	6	4.1
Total	145	100.0

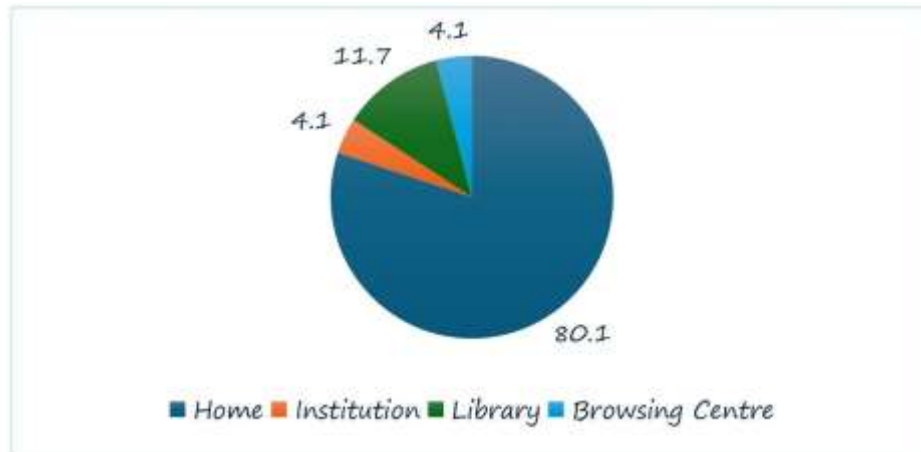
Source: Primary data INTERPRETATION

From the above table out of 195 respondents,

- 116 (80.1%) respondents have use social media at home
- 6 (4.1%) respondents have use social media at institution
- 17 (11.7%) respondents have use social media at library and the remaining
- 6 (4.1%) respondents have use social media at browsing centre.

Hence, it could be inferred that 116 (80.1%) respondents have use social media at home.

Tabel No.6



FINDINGS

- Most of the respondent are belong to the age group of below 20 years.
- Majority of the respondents are female.
- The majority of 178 (96.2%) respondents are unmarried.
- Most 149 (80.5%) of the respondents are graduate holders.
- The majority 90 (48.64%) respondents are residing in rural area.
- Majority 96 (51.9%) are earning between 2-5 members in the family.
- The most 151 (81.6%) of the respondents have a social media account.
- The majority of 156 (84.3%) respondent's mode of access of social network account is through mobile.
- Most 71 (38.4%) of the respondents have less than one year using the social media sites.
- Most 96 (51.9%) respondents spend below 1 hour per day for social media applications.
- Weighted Average Rank Method been used for Whatsapp has score the first rank, thus the study shows that Whatsapp is the most used App amongst information sharing apps like Facebook, Youtube Whatsapp is a great application that offers various benefits to the customer. Most 96 (51.9%) respondents spend below 1 hour per day for social media applications.
- The majority 76 (41.1%) respondents have 100-200 friends in social network account.
- The majority of 122 (65.9%) respondents are often to change status in social media application.
- Most 63 (34.1%) respondents are occasionally use to video sharing application.

SUGGESTIONS

Based on the key findings of the study the following suggestions providing for the consumers who are using social media applications in Chennai District.

- The social media application needs to take steps to improve their services to enhance the satisfaction level of their users.
- Social media application should take necessary steps to educate the users about the social media application services offered by them.

- The other information sharing apps can speed up their service. Also can make a collaboration with companies and offer a free hours to the users. Many extra features such as voice chat, video chat, etc., can be offered as in whatapp and facebook.
- The college students should reduce the spend many hours for social networks in every day because it might affect their health.
- College students should be aware while selecting friends in social networks.
- Students should read the terms of use and privacy policy while creating the social network account because to avoid the problems in social networks.
- Students should be aware of providing the personal information in social networks because personal information can be misused by criminals.
- Social network developers and companies must improve the security and privacy that they are given to professional students to promote a safe environment especially for children and teenagers.

CONCLUSION

The analysis exposed that there is a considerable percentage of awareness prevailing among the users about the services of social media application. The results revealed that the social media application needs to improve their services to satisfy all type of users. Consumers satisfaction is affected by factors such as needs fulfillment, performance improvement, ease of use, security/privacy, and influence of the peer. The customization of services is need by the social media application to improve the satisfaction level of all category users.

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