

“Impact of Social Media Reviews on Brand Loyalty and Repeat Purchases Behaviour”

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ABSTRACT

In the age of digital marketing, social media has evolved from being mere interaction platforms to strategic battlefields where consumer views can break or make brand images. This study examines the dual function of social media reviews in creating brand loyalty and repeat purchase intentions. Based on a sample of 200 respondents from Delhi NCR, the study uses quantitative tools—descriptive statistics, Pearson correlation, and regression analysis—to gauge the behavioural effects of digital feedback. The results provide a statistically significant and positive relationship between consumer interactions with social media reviews and their brand loyalty and intent for repurchase. Not only do reviews affect first-time purchase but they also results further indicate, but also drive consumer trust and satisfaction and hence build brand relationships over time. Visual media such as Instagram and YouTube were found to be important mediums through which consumers critiqued peer feedback. The study thus concludes that consumer-generated content, such as reviews, likes, comments, and shares, needs to be at the forefront of brand strategies. Firms need to shift away from conventional forms of advertising and embrace responsive, transparent, and emotionally intelligent marketing to stay afloat in the era of a digitally empowered marketplace.

Keywords: Social media reviews, Brand loyalty, Repeat purchase, Consumer behaviour, Digital marketing

1. INTRODUCTION

Before development of internet marketing mostly followed a one-way communication model traditionally marketing techniques mainly relied on mass media These methods use to reach large population focusing on emphasizing the benefits of product and services. The marketers have full control over content they are showing, distribution of content and where it appeared but there is little scope for customers to give feedback or interaction in real-time. In this era the main goal was to create brand awareness through lots of repetition. They used eye catching images to shape brand awareness. customer loyalty was often created by giving loyalty cards, keeping quality control and developing personal relationships face to face. They have some limitation there is one way communication brands sent their messages and customers just look and listened. Feedback was slow often just letters, phone calls or complaints at a store. This often means brands has lot more influence over buyers than the other way.

The 90s and early 20s marked changes the rise of online platforms like amazon, Alibaba play a big role in shaping marketing strategies as these platforms provide features like product reviews, ratings and feedback which shows early sign of peer-to-peer influence. This evolution Shifted the customer expectations as customers started wanting more transparency, quick responses and authenticity from the brands.

The biggest shift came with stater of social media platforms like twitter Instagram and you tube these Platform change the way people communicate and share their experience. Social media allow people to connect across the globe it created a virtual space where anybody can be a content creator and critic. In marketing this change is huge moving away from brand controlling all the stories to consumers creating their own. Brands could no longer control their public image independently they now had to engage with user-generated content. started as honest reviews from the users became a part of managing a company’s online image. Social media statements as compared to traditional advertising are consumer created and considered more credible and realistic. Platforms like Facebook reviews, you tube reviews video, Instagram stories and google reviews provide consumers a way to express their like and dislike about the product and services. Social media reviews often include photos, videos or unboxing clip which make them attractive and engaging This make social media reviews an important Factor of brand trust and buying decisions.

In competitive business state where customers have many options keeping brand loyalty is a difficult task. Social media ratings can act as booster in this context. Positive ratings would boost the subjective quality and trust existing with a brand and negative ratings would discourage repeat interaction and loyalty. Understanding the emotional processes by which social media ratings affect brand loyalty would be crucial for marketers who keen to have effective customer retention models.

Besides loyalty, social media reviews also influence another important element of consumer Repeat purchase behaviour has been seen as important booster of customer satisfaction and loyalty. In today's online shopping world repeat purchase are largely influence by reviews in most cases utilizing previous reviews to not just enable the first purchase but also to ensure whether the product or services is repeat-purchasable. A review system repeatedly Boost positive brand attributes and customer experiences can come a long way in helping with customer retention as well as repeat purchase.

Despite plenty of online consumer reviews and raised visibility of online network most companies are yet to influence this feedback in building long-term customer relationships There is a developing need to quantify how customer view and react to such reviews and how these influence their behavioural reactions.

Brands that can read and interpret the emotions conveyed in such social media reviews may be more likely to build loyalty, keep customers in a competitive marketplace. In this respect, social media has moved beyond being a marketing medium now it plays a fundamental role in understanding consumer behaviour influencing brand loyalty and facilitating repeat buying behaviour. brand that actively listen to reviews, engage with customers and respond genuinely are in better positioned to build loyalty, encourage repeat business and develop long-lasting relationship especially as world become more digital and transparent in digital economy.

The findings from this study will contribute to existing knowledge on digital consumer behaviour and brand loyalty as well as offer practical implications for organizations interested in building long term customer relationships through effective use of social media.

The study aims to determine that social media reviews affect brand loyalty and repeat purchase behaviour among customer specifically within Delhi NCR region it investigates how user generated content like reviews, comments and posted on platforms including Facebook, Instagram, Twitter, YouTube and influencer posts affect consumers behavioural reactions towards brands.

The study goal is to examine the impact of social media reviews on consumer behaviour such like brand loyalty and repeat buying behaviour. The study further aims to check the relationship between social media reviews, brand loyalty and repeat purchase behaviour.

1.1 Objectives of Study

- To examine the impact of social media reviews on brand loyalty.
- To analyse the impact of social media reviews on repeat purchase behaviour.
- To study the relationship between of social media reviews and brand loyalty.
- To study the relationship between social media reviews and repeat purchase behaviour

1.2 Hypotheses of the Study

Hypotheses 1

- **H₀:** There is no relationship between social media review and repeat purchase behaviour.
- **H₁:** There is relationship between social media reviews and repeat purchase behaviour.

2. LITERATURE REVIEW

Recent studies have extensively studied the influence of social media on repeat purchase intention and brand loyalty Srivastava et al. (2023) employed SEM through Smart PLS to identify that social media marketing strongly affect brand loyalty through brand trust in northern India. Ahmad et al. (2022) identified that social media reviews explained 41.7%

variance in brand trust, especially in the food industry. Lee and Kim (2021) highlighted that influencer attributes like expertise and reliability enhance trust and loyalty among South Korean youths. Pourkabirian and Habibian (2021) identified that e-WOM generates brand attitude and loyalty through emotional trust and Hong et al. (2021) identifies that online comments affect impulse purchasing in trust. By enhancing emotional attachment and trust.

Khan et al. (2020) using regression in Pakistan established that timely brand communication increases loyalty.

Garanti and Kissi (2019) in Latvia established that social media brand personality has a positive effect on brand equity and loyalty. Chen et al. (2019) in China established that interactive content is related to higher brand loyalty. Yadav and Rahman (2018) in the e-commerce market established that interactivity and personalization enhance customer lifecycle value. Yoshida et al. (2018) established that community belonging promotes behavioural brand loyalty in U.S.-based online brand communities. Zhang et al. (2018) established that online reviews induce impulse purchasing by increasing browsing time, particularly among high impulsive consumers.

Beneke et al. (2016) identified the adverse impact of negative reviews on brand equity and purchase intention, particularly in south African electronics. Nisar and Whitehead (2016) established that social network user participation enhances loyalty.

Yen and Tang (2016) in Taiwan demonstrated that review relevance and credibility affect customer satisfaction and revisit intentions. Bhargava et al. (2015) employed twitter sentiment analysis to demonstrate emotional brand engagement correlates with loyalty. Cheng et al. (2014) established that positive feedback generates sustained social media usage and brand engagement in America. Hajli (2014) stressed that trust established through social media marketing impacts purchasing behaviours as well as repeat business in the UK.

Eren-Erdogmus and Cicek (2012) determined that content value Turkish social media boosts brand loyalty. Laroche et al. (2012) in Canada demonstrated that social media use reinforces commitment and loyalty. Nawi et al. (2012) determined that social media sites such as Instagram and YouTube play an important role in influencing purchase intention among Malaysian Gen Y. Lastly, Salem and Salem (2010) in the UAE determined that trust and satisfaction Via interactive content are inherent in the initial phases of brand loyalty. Collectively, these researches offer solid multi-faceted proof of social media use customer trust and long-term brand loyalty.

2.1 Literature Gap

The combined influence of social media reviews on brand loyalty and repeat purchase behaviour has received little attention in the published literature. While previous studies have separately investigated brand loyalty and repeat purchase. Furthermore, while research has Overlook the interrelationship between social media reviews and brand loyalty and repeat purchase. Addressing this void is important for fully understanding the extent of social media reviews impact on brand loyalty and repeat purchase and their relationship.

3. RESEARCH METHODOLOGY

This study applies a quantitative research approach to analyse the impact of social media reviews on brand loyalty and repeat purchase behaviour since it allows statistical measurement of consumer attitudes and behaviour. A descriptive-causal research design was applied where the descriptive part analysed how consumers rely on social media reviews and the causal part analysed their impact on brand loyalty and repeat purchase behaviour. The study used random sampling technique and 200 active users in the Delhi NCR region who consider online reviews while shopping was targeted. Primary data collected from genuine academic journals and research papers to support the theoretical framework. Data analysis entailed descriptive statistics such as mean and percentages to identify patterns, regression analysis to analyse the impact of social media reviews on consumer behaviour and Pearson correlation to analyse the impact of online reviews on brand loyalty.

4. RESULTS AND DISCUSSION

4.1. Descriptive Analysis

Data analysis yields significant findings regarding consumer behaviour toward social media reviews. The respondents were more likely to be female (60%) and belong to the 18–24 age group (48.5%), reflecting that youth, especially females, are stronger users of online reviews. Most respondents occasionally purchase online and use reviews regularly before purchasing, with 45.5% of the respondents stating that they always do so. Customer reviews were the most reliable source (78%) and Instagram and YouTube were the most accessed review sites. The majority (90.5%) stated that they were influenced by social media reviews to use new brands and favourable reviews were found to generate trust in a brand (Mean = 3.860, SD = 0.924). Negative reviews resulted in 91.5% of the respondents avoiding specific brands, reflecting their strong effectiveness. Moreover, repeated positive reviews enhanced repeat purchasing, while engagement metrics like likes, comments and shares were found to enhance the perceived trust value of reviews. Through some of the respondents were neutral, many reflected willingness to write reviews following a positive experience. Overall, social media reviews were found to have a moderate to high impact on brand loyalty (Mean = 3.060, SD = 1.213), understanding their crucial influence on consumer trust and purchasing behaviour.

4.2. Pearson Correlation- Relationship Between Social Media Reviews and Brand Loyalty

Pearson correlation analysis was used to find out the relationship between social media review and brand loyalty. The analysis aimed to find out whether there is a statistically significant relationship between whether customers interact and trust in social media reviews is related to their level of loyalty with brand.

Table 1: Pearson Correlation - Social Media Reviews and Brand Loyalty

| Variable Pair | N | Pearson's r | p-value |
|---|-----|-------------|---------|
| Engagement-based trust in reviews and brand loyalty | 200 | 0.433 | < .001 |

A Pearson correlation coefficient between engagement matrix and brand loyalty is ($r = 0.433$) ($P < .001$) was found. This shows a moderate positive and statistically significant relationship at the 0.01 level. This suggests that increase in trust and interaction with social media reviews are corresponding increase in brand loyalty. The strength of the relationship is significant and suggests that high review rich social media environment is positively linked with building consumer brand relationships.

As the relationship is statistically significant ($p < 0.05$) and positive, the null hypothesis 1 is not accepted and hypothesis 1 is accepted. Social media reviews are positively correlated with brand loyalty which supports the idea that customers are more loyal to actively engaged and positively reviewed brands on social media.

4.3 Pearson Correlation- Relationship Between Social Media Reviews and Repeat Purchase Behaviour

Pearson correlation analysis was used to find out the relationship between social media reviews and repeat purchase behaviour. This analysis aimed to find out whether trust on social media reviews influence. This analysis aimed to explore whether engagement and trust in social media reviews influence customers' likelihood of making repeated purchases from the same brand.

Table 2: Pearson correlation – Social Media Reviews and Brand Loyalty

| Variables | N | Pearson's r | p-value |
|--|-----|-------------|---------|
| Likelihood to post review and Repeat purchase after positive reviews | 200 | 0.365 | < .001 |

A Pearson correlation coefficient between the likelihood to post a review after a positive experience and repeat purchase behaviour is ($r = 0.365$) with ($p < 0.001$). This shows a moderate positive and statistically significant relationship. This suggests that customers are more likely to repurchase from the same brand who engage with or are influenced by social media reviews. It highlights the role of positive feedback behaviour in boosting customer loyalty and repeat purchase. Relationship is meaningful and consistent that supports the idea that online review engagement builds customer relationships.

Since the correlation is statistically significant ($p < 0.05$), the null hypothesis 2 is not accepted and hypothesis 2 is accepted.

The positive relationship highlighting the part of digital engagement plays in influencing customer retention and loyalty.

4.4 Regression Analysis – Impact of Social Media Reviews on Brand Loyalty

Multiple linear regression analysis was used to examine the impact of social media reviews on brand loyalty. The analysis aims to examine how different trust-based indicators on social media led to loyalty to the brand.

Table 3: Coefficients summary- Predictors of brand Loyalty

| Predictor variable | B | Std. error | Beta (β) | t-value | p-value |
|---|--------|------------|------------------|---------|---------|
| Constant | 1.677 | 0.466 | - | 3.597 | < .001 |
| Like/comments/share influence trustworthiness | 0.466 | 0.153 | 0.213 | 3.035 | 0.003 |
| Positive reviews increase brand trust | -0.118 | 0.090 | -0.087 | -1.316 | 0.190 |
| Posting a review after positive experience | 0.312 | 0.075 | 0.288 | 4.141 | < .001 |

Table 4: Regression Model Summary-Impact on Brand Loyalty

| Model | R | R ² | Adjusted R ² | F-Value | Sig. (p-value) |
|-------|-------|----------------|-------------------------|---------|----------------|
| M1 | 0.418 | 0.175 | 0.162 | 13.826 | < .001 |

The regression model testing the impact of social media reviews on brand loyalty is statistically significant with at ($R = 0.418$, $R^2 = 0.175$, $F(3,196) = 13.896$, $p < .001$) indicating that 17.5% of the variance in the brand loyalty is explained by the predictors included in the study.

The variable likes/comments/share has a positive effect with significance ($B = 0.466$, $\beta = 0.213$, $p = 0.003$) showing that engagement-driven trust increase loyalty.

The likelihood of posting reviews after a positive experience is also an important predictor ($B = 0.312$, $\beta = 0.288$, $p < .001$) showing that consumer engagement leads to higher brand loyalty.

The belief that positive reviews increase brand trust does not significantly affect brand loyalty ($B = -0.118$, $\beta = -0.087$, $p = 0.190$) indicating that behavioural engagement is what really counts rather than passive agreement.

As the regression model was statistically significant, the null hypothesis 3 is not accepted and the hypothesis 3 is accepted.

4.5 Regression Analysis – Impact of Social Media Reviews on Repeat Purchase Behaviour

Multiple linear regression was used to examine the impact of social media reviews on repeat purchase behaviour. The analysis was to determine that the various components of social media reviews impact consumers likelihood to repeat purchase.

Table 5: Coefficients summary - Predictors of Repeat Purchase Behaviour

| Predictor variable | B | Std. Error | Beta | t-value | p-value |
|---------------------------------------|-------|------------|-------|---------|---------|
| constant | 0.458 | 0.372 | – | 1.230 | 0.220 |
| Trust via likes/comments/shares | 0.719 | 0.138 | 0.340 | 5.201 | <.001 |
| Reviews influenced trying a new brand | 0.540 | 0.259 | 0.131 | 2.085 | 0.038 |
| Following brands for reviews/updates | 0.601 | 0.173 | 0.229 | 3.467 | <.001 |

Table 6: Regression Model Summary – Impact on Repeat Purchase Behaviour

| Model | R | R ² | Adjusted R ² | F-value | Sig. (p-value) |
|----------------|-------|----------------|-------------------------|---------|----------------|
| M ₁ | 0.510 | 0.260 | 0.248 | 22.910 | < .001 |

The regression model employed to test the impact of social media reviews on repeat purchase behaviour is statistically significant is with ($R = 0.510$, $R^2 = 0.260$, $F(3,196) = 22.910$, $P < .001$)

Like/comments/share had the strongest positive effect ($B = 0.719$, $\beta = 0.340$, $P < .001$) Indicating that social interaction and trust play an important role in boosting repeat purchases.

Influenced by a review to try a new brand was also significant ($B = 0.540$, $\beta = 0.131$, $p = 0.038$) which means review based brand trials can boost repurchase behaviour. Tracking brands on social media to check reviews and update was

another strong predictor ($B = 0.601$, $\beta = 0.229$, $P < .001$) which shows that repeat purchasing is boost by ongoing brand review exposure.

The analysis shows that social media reviews is statistically significant and positively impact repeat purchase behaviour. Thus, the null hypothesis 4 is not accepted and the hypothesis 4 is accepted.

These findings confirms that social media which are interactive, engaging, continuous boost consumer loyalty through repeat purchase.

5. CONCLUSION

In the rapidly growing e-commerce landscape social media sites have emerged to be not only modes of communication but also influential decision-making channels influencing consumer's trust and loyalty. The study was carried out explore the role of social media ratings in influencing brand loyalty and repeat purchase behaviour of Delhi NCR consumers. In a systematic sound procedure involving collection of primary data from 200 respondents and application of statistical measures such as regression analysis and Pearson correlation the study has formulated useful results that established the strong influence of content generated by users on shaping consumer brand relationships. One of the significant findings of this study is that social media content has a strong impact on brand loyalty. The study proves that social engagement activities like liking, sharing, commenting on reviews boost loyalty. This suggest that brands that enable and engage in such interaction on their websites are likely to secure consumer trust and long-term loyalty.

Similarly convincing is the evidence supporting the impact of social media reviews on repeat purchase behaviour. regression analysis shows that customers are very likely to repeat buys from brand with consistently positive social media reviews in addition it was discovered that customers who were influence to try a brand through online reviews were likely to repurchase as well indicating a positive feedback loop of brand awareness and trust based on online endorsement. The research also indicated the platform like Instagram and you tube were used most and were most trusted to read product and service reviews. This is a trend towards more visual and interactive content that facilitates user comprehension and emotional attachment with brands. customer reviews were also preferred over sponsored posts or advertising by the consumer, validating authenticity and openness.

Perhaps most notable about this research was its focus on emotional and participatory engagement and thus was a more accurate predictor of loyalty than reading good reviews. People who were strongly engaged with reviews posting or commenting on others were more likely to be loyal to brands this indicates that business don't just need to exit on social media but need to actually encourage community conversation and interaction. Another significant conclusion of the research is that negative feedback is a significant cause of brand aversion.

Statistically the research verified its underlying assumptions which negated the null hypotheses and provided evidence for a significant effect and positive correlations between social media feedback brand loyalty and repeat buying. The research contributes to literature by bridging the gap previously left between single arguments pertaining to loyalty or buying behaviour This discovery reinforces the broader paradigm that social media commentary is the new word of mouth marketing with profound implications for the manager in which companies engage communication and build trust with consumers. Companies that are able to understand this power and change their marketing strategy accordingly will be more likely to build consumer loyalty and drive repeat business in an increasingly competitive and digitally saturated marketplace. Briefly this research confirms the game changing power of social media reviews in shaping modern consumer behaviour.

The conclusions of this research are a timely reminder that in the new consumer's worldview the best brand ambassadors are no longer the marketers but the consumers themselves.

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