ROLE OF CONSUMER ENGAGEMENT AS MEDIATOR BETWEEN SOCIAL NETWORK MARKETING AND CONSUMER LOYALTY-CASE OF FACEBOOK USERS

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Abstract
This study examines the mediating role of consumer engagement in the relationship between social network marketing and consumer loyalty among users of Facebook. Social Network marketing has become crucial for businesses to connect with their consumers but its impact on loyalty remains unclear thereby, the current study intended to examine the relationship of social network marketing with consumer loyalty through mediating role of consumer engagement. A quantitative approach was employed surveying 269 Facebook users through a self-administered questionnaire by using a non-probability sampling technique. Results approve the mediating role of consumer engagement between the relationship of social network marketing and consumer loyalty.

Introduction
One of the most significant inventions of the last century, the internet has impacted many facets of human life with its wide range of features and capabilities. The internet's primary goal is to close the geographic divide between people worldwide and transform the fields of communication and information sharing. Because of the internet's special qualities, businesses have realized that they need to rethink and revamp their branding and market strategies. The internet has altered the capabilities and conditions of the ancient game rules (Mehrabi et al., 2014). Customers' brand loyalty leads to positive face-to-face advertising, creating substantial obstacles for opponents, invigorating the company in responding to competitive threats, creating more sales and more revenue, and declining customers' sensitivity to opponents'

marketing efforts (Matzler et al., 2008). The industrial and services industries are more competitive now than before, making client loyalty more important. Organizations want to have devoted consumers since, from today's perspective, marketing encompasses customer development, which includes taking into account customer happiness and quality from their perspective, as well as customer loyalty and efficient communication with them (Heidarzadeh et al., 2013). Understanding how or why a sense of loyalty develops in customers remains one of the crucial management issues of our day. (Longwell, 1994)) has discussed the role of loyalty in the brand equity process and has specifically noted that brand loyalty leads to certain marketing advantages such as reduced marketing costs, more new customers, and greater trade leverage. In increasingly competitive markets, being able to build loyalty in consumers is seen as the key factor in winning market share (Jarvis & Mayo, 1986) and developing sustainable competitive advantage.

Businesses no longer only rely on conventional media to shape public opinion of their goods as social networking platforms continue to expand. Businesses leverage social media data to determine their most important customers, encourage involvement in new product creation, and enhance customer perception of their brand (Ahmed et al., 2014). With over 2 billion daily users globally, Facebook is regarded as the largest social networking site in the world. Facebook may be helpful, but it also has drawbacks. According to recent statistics, the overall use of social networking sites has decreased, and users are beginning to migrate between other platforms (Lin et al., 2014). Therefore, by making their services more helpful and easy to use, SNSs can encourage users to stay longer and increase the switching cost (Shao et al., 2020). Additionally, Facebook has been under fire from its users, lawmakers, and the general public for its inappropriate privacy practices ever since the Cambridge Analytica revelation. Facebook material is co-constructed by users and other parties, which is why this issue has attracted a lot of attention (Jia & Xu, 2016). Therefore, any risk to an individual's privacy will also affect other users in their social circle. There were negative effects from this incident, including a 20% decline in the quantity of Facebook actions (likes, shares, and posts) and a 66% decline in users' faith in Facebook. Users of Facebook came to understand that the massive social media platform's primary revenue stream is information collection and sale (Maqableh et al., 2021).

Due to the large number of instantly accessible websites, e-shops, or fan pages that customers can choose from in a matter of seconds, online consumer loyalty is generally lower than offline customer loyalty. Thus, it is reasonable to argue that one of the essential though challenging requirements for business success in the online sphere is client retention (Casaló et al., 2008). Working on the digital communities of brands, businesses can win over customers' loyalty, claims (Jang et al., 2008). According to (Grace et al., 2020), when consumers follow brands on social media, they create a loyalty tie that has several aspects. According to prior research, among other competitive advantages, loyalty suggests that customers are less price sensitive and, as a result, stay loyal to the brand for longer without

considering the competition and its possible offers. This suggests that while more devoted consumers are less susceptible to the competition's actions, brand loyalty is also extremely helpful in keeping consumers from switching to competitors(Dávila Espuela et al., 2023). Customers who are brand loyal have an active consumer life that can be worth up to ten times more than that of "disloyal" customers. Not just because of how long they stay clients, but also because the company spends less on keeping them as clients(Dávila Espuela et al., 2023). It also gives businesses additional information about customer behavior, which helps them cut costs. This is another immediate benefit for businesses. (Bennett & Liliana, 2002) suggests that using the awareness and understanding of devoted customers can enhance the efficacy of marketing initiatives and customer negotiations.

The purpose of the study is to investigate the relationship between Facebook and consumer loyalty directly and indirectly through consumer engagement as suggested by (Meki Munawar et al., 2024).

Research Objectives

1. To examine the relationship between social network marketing and consumer loyalty.
2. To determine the relationship between social network marketing and consumer engagement.
3. To examine the relationship between consumer engagement and consumer loyalty.
4. To determine the indirect relationship between social network marketing and consumer loyalty through consumer engagement.

Research Questions

1. Does social network marketing impact consumer loyalty?
2. Does social network marketing affect consumer engagement?
3. Does consumer engagement impact consumer loyalty?
4. Does consumer engagement act as a mediating factor in the relationship between social network marketing and consumer loyalty?

Literature Review

Consumer Loyalty

The behavior-based approach states that loyalty is the decision-makers behavioral response to prejudice as a result of psychological processes when there are one or more options available at any given time (Jacoby & Kyner, 1973). (Szwarc, 2005) claims that businesses overlooked the fact that the customers they acquired after the 1980s, especially through price reductions, were already there in the market. Instead, during the 1990s crisis, they focused more on the effectiveness of their marketing and sales expenditures.

According to (Oliver, 1999), customer loyalty is seen as a crucial component of an organization's profitability and success. Despite external influences and marketing campaigns that may encourage switching behavior, loyalty is described as "a deeply held commitment to re-buy or re-patronize a preferred product or service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing". Although definitions vary, there is a significant belief that "loyalty is a deep devotion which is

created to purchase the preferred good or service in the future and which may not change despite changing effect and marketing effort" (Oliver, 1999).

Loyal customers tend to demand lower costs, be less price-sensitive, spend more time with the company, and share positive opinions about their favorite brands (Reichheld & Teal, 2001). According to criteria including consumption share, the likelihood of consumption, the likelihood of consuming the product again, repeated consumption behavior, and multidirectional consumption behavior, the behavioral approach explains loyalty(Kumar & Shah, 2004). The cost of maintaining a loyal customer base is significantly less than that of acquiring new ones, this trend implied that acquiring new clients was far more expensive than keeping the ones you already had because it can be challenging to identify the needs and preferences of new clients, which calls for extra expenses (Szwarc, 2005). The literature on marketing and marketing practice both emphasize how important customer loyalty is. The inclination or habit to favor the same company while making repeat purchases is known as consumer loyalty, and it has both behavioral and attitudinal components. Put differently, it can be characterized as the inclination and behavior of a customer to favor a particular company when making a purchase. From an attitude standpoint, the desire to maintain a relationship with suppliers and providers is known as consumer loyalty (Tariq Khan, 2013).

The most straightforward definition of consumer loyalty is that it shows how committed consumers are to a company's goods and services and how likely they are to choose one brand over another (Goinka, 2021).

Social Network Marketing

Social network marketing refers to the use of social networking platforms such as Facebook, Instagram, and Twitter as channels through which organizations promote their products and services, build brand awareness, and engage with their target audiences. (Gotta, 2006) identified early potential in these platforms for brand intelligence, market research, and customer acquisition, recognizing that social networks offered unprecedented access to consumer conversations and organic preferences. As the social media landscape matured, strategic possibilities expanded (Bolotaeva & Cata, 2011) argued that social network marketing provides a uniquely efficient mechanism for distributing marketing messages at scale, owing to the viral and networked nature of information diffusion online.

(Mangold & Faulds, 2009) described social media as a new hybrid element of the promotional mix, distinct from traditional advertising in that it enables two-way communication and consumer co-construction of brand meaning. Organizations that embrace social network marketing must go beyond passive broadcasting: they should establish specific strategic objectives, experiment iteratively with content formats, and treat their online presence as a vehicle for genuine business development (Lumpkin et al., 2011). (Dwivedi et al., 2021), observed that social media has evolved into a primary product marketing channel, continuously reshaping how brands manage awareness and drive consumer behavior. The terms social network marketing and social media marketing are frequently used interchangeably in the

contemporary literature, reflecting their functional equivalence in practice (Rachmansyah et al., 2024). (Matin, 2020) further noted that as technology and user behavior evolve, so too do the applications and definitions of social network marketing, underscoring its centrality in contemporary marketing strategy.

In terms of mechanisms, social network marketing exerts its influence through several pathways. Accurate audience targeting and personalized ad placement allow brands to reach specific segments with tailored messages (Nadaraja & Yazdanifard, 2018). Social proof generated through consumer reviews, peer recommendations, and influencer endorsements enhances brand credibility and encourages prospective customers to attend to brand content (Balakrishnan et al., 2014). The rapid dissemination capacity of social platforms also amplifies the reach of marketing communications, enabling promotional content to spread far beyond its original audience through shares and interactions (Hanaysha, 2017).

Customer Engagement

Consumer engagement has emerged as one of the most consequential constructs in contemporary marketing theory, reflecting the recognition that consumers' relationships with brands extend well beyond individual transactions. (Brodie et al., 2011) conceptualized consumer engagement as a dynamic, iterative process through which consumers co-create value via interactions with multiple focal agents including brands, other consumers, and service providers resulting in a variety of engagement relationships spanning cognitive, emotional, and behavioral dimensions. This multidimensionality distinguishes engagement from simpler constructs such as satisfaction or usage frequency.

(Hollebeek, 2011) defined consumer brand engagement as the level of a customer's motivational, brand-related, and context-dependent state of mind, characterized by specific levels of cognitive, emotional, and behavioral activity in brand interactions. This definition underscores that engagement is an active rather than passive state, requiring the consumer to think about, feel toward, and behaviorally respond to a brand. (Hao, 2020) elaborated on the landscape of consumer engagement, noting that it encompasses a broad range of relationship type between consumers and brands, between consumers and staff, and between consumers within communities each with its own relational dynamics and loyalty implications.

(Bilro & Loureiro, 2020) synthesized the literature to describe consumer engagement as a relational and motivational state that develops through recurring positive brand experiences, trust, and perceived value, and can be cultivated both online and offline. On social media platforms, engagement manifests in observable behaviors likes, comments, shares, and content creation that simultaneously signal and reinforce attitudinal commitment to a brand. (PAWLAK, 2024) emphasized that building consumer engagement is a long-term relational process, one that accrues through sustained positive interactions rather than through any single touchpoint.

Relationship between Social Network Marketing and Consumer Loyalty

Social networking sites (SNSs) have grown to be a powerful force in influencing public opinion on almost every aspect of commerce, implying word-of-mouth marketing and having an increasing impact on customers' purchase decisions, which in turn affects customer loyalty. SNSs offer a platform for communication and information exchange, and marketing literature explains that a customer's loyalty can be based on the value they associate with a specific brand. This "value" is created through online or offline information exchange (Kotler & Keller, 2007).

Since one of the most crucial success criteria for organizations has been identified as customer loyalty, companies must ensure that their clientele remains devoted. Social networking is one of the many strategies that businesses utilize to win over devoted clients (Sintset, 2012). Businesses must concentrate on social media platforms to engage customers and boost customer loyalty, as people are turning away from traditional ads social media has been deemed one of the most effective marketing tools of our time (Mangold & Faulds, 2009). Given how much time individuals spend on social media and how many active users it has, Facebook is one of the most popular social media platforms, and marketers cannot overlook it. (Sintset, 2012). Because they foster a sense of community around the business, online social media has emerged as a crucial instrument for fostering consumer loyalty. The foundation of online social media is the organic relationships that foster client loyalty. Therefore, to significantly impact customer loyalty, forward-thinking marketers engage in online social media in addition to standard consumer promotion and in-store activities (Kumar, 2008). Customer loyalty programs are changing as a result of social media. This shift happens as a result of businesses and enterprises using social networks to find issues by continuously monitoring what their customers think of a brand. Customers can also obtain information via social networks about new business developments, including updates, new brands, and new items (Sintset, 2012). (Mansor & Che Mohd Razali, 2010) asserts that social networks allow businesses to monitor the patterns and behaviors of their customers. Customers can speak openly, much as in an open marketplace, with their service and product providers using these websites.

According to (Kumar, 2008), companies should leverage social media and become more active on these platforms since user behavior and loyalty are influenced by what people do there. Additionally, this supports (Vollmer & Precourt, 2008) findings that consumers use social media to learn more about products before making a purchase. Social media allows companies to communicate with customers directly, which increases customer loyalty. Additionally, companies inform their prospective clients about the product, its features, and its advantages. This makes it simpler for clients to learn about the goods and services, lessens the stress that comes with locating product information, and ultimately boosts client loyalty. According to (Silverman, 2015), interacting with consumers and enabling fans to speak with company

officials directly on the fan page can greatly boost the degree of customer loyalty. Consequently, when the company's representatives interact with both current and potential clients, there are increases.

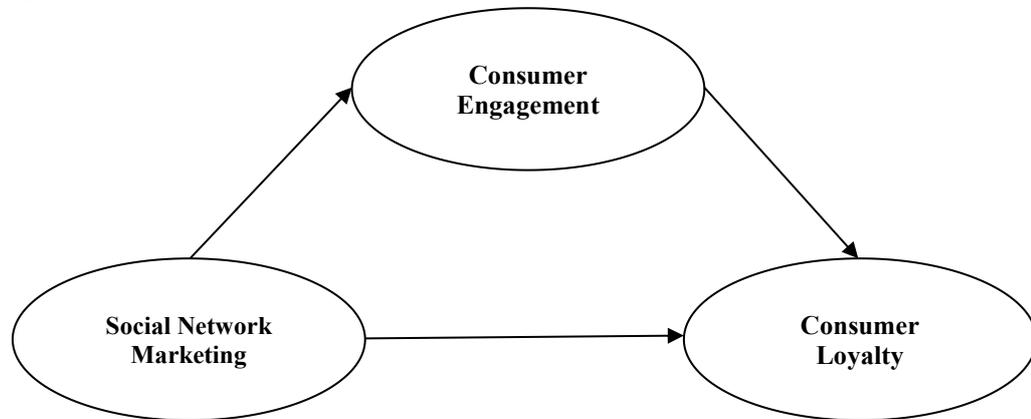## Relationship between Social Network Marketing and Consumer Engagement

Social media sites like Facebook, Instagram, and Weibo have become vital avenues for businesses to advertise goods and services due to the growing user base and quantity of time spent on them (Ao et al., 2023). Through accurate targeting and ad placement, businesses may successfully attract and reach their target consumers in addition to publishing advertisements and promotional activities on these platforms. These content formats improve user engagement and interactive experiences in addition to grabbing users' attention, which raises brand awareness and influence (Nadaraja & Yazdanifard, 2018). Using social proof, social network marketing successfully increases brand recognition and consumer trust. Customer evaluations, shares, likes, and recommendations from influential people are examples of social proof (Dolega et al., 2021). These facts not only make brand information more credible but also persuade more customers to pay attention to and have faith in the brand's goods and content (Balakrishnan et al., 2014).The development of social media platforms such as Foursquare, Pinterest, Instagram, Google+, Myspace, Orkut, Facebook, Flickr, LinkedIn, YouTube, Ning, and Twitter. CE is a very new idea in marketing, having only been introduced in marketing literature within the previous 12 years (Brodie et al., 2011). (Pletikosa Cvijikj & Michahelles, 2013) Research on 100 brand pages reveals that useful and entertaining content had a better rate of interaction. Gaining new knowledge and forming social relationships with people who share interests are important incentives to participate (Fernandes & Remelhe, 2016). According to their research, receiving rewards for taking part did not significantly affect CE. Engagement was measured by counting the number of likes, comments, and shares on the post. The corporation can use more dynamic animations, colors, or images on the online brand page post, which can increase client attention and engagement. (Pletikosa Cvijikj & Michahelles, 2013). Customers anticipate that brands will engage with them more emotionally than merely marketing goods and services. This illustrates a change from a transactional marketing viewpoint to a relationship-focused strategy that is more in demand. These materials are distributed in a narrative fashion rather than just presenting the features of the product, which enables customers to relate to and identify with the brand on an emotional level (Aljumah et al., 2021). Second, firms may swiftly disseminate information about new product releases, promotional events, and exclusive deals thanks to social networks' wide reach and quick rate of dissemination. Consumer interactions and sharing on social networks enhance the legitimacy and impact of brand information while also expanding its distribution range (Rakshit et al., 2022). On social networks, for instance, favorable customer reviews and shares can proliferate rapidly, generating a word-of-mouth effect that motivates other customers to interact and make purchases. Last but not least, social network

marketing uses tailored and targeted marketing techniques to send messages that are specifically tailored to the requirements and tastes of various customer segments. Brands can create and optimize customized marketing material and promotional activities to increase ad effectiveness and return on investment by using data analysis and artificial intelligence technologies to gain a thorough understanding of customer behavior patterns and preferences. In conclusion, social network marketing plays a crucial role in contemporary marketing tactics by greatly influencing consumers' decision-making and buying intentions through its potent influence and information diffusion. Brands may increase their market share, improve their reputation, and increase customer loyalty by implementing social network marketing tools and techniques effectively (Hanaysha, 2017).

Relationship between Customer Engagement and Consumer Loyalty

The impact of involvement and customer engagement on customer loyalty in the online retail environment was studied by (Parihar et al., 2019). The study found that factors such as risk importance and risk probability did not influence customer engagement in the online scenario because online shoppers prefer to avoid risk, while factors such as sign, interest, and pleasure had a positive impact on customer engagement, which in turn led to loyalty among the online shoppers. (Fernandes & Esteves, 2016) examined how customer interaction affected loyalty in two different service frameworks the retail and healthcare industries in their study. The results showed that, depending on the service frameworks, clients had varying tendencies while interacting with their providers. These tendencies will therefore result in favorable customer behavior. When comparing healthcare to retail, the comparative analysis revealed that consumers' inclinations and behavior are significantly higher. The study's findings therefore showed that customer loyalty was favorably connected with every type of involvement the company implemented. Customer loyalty is significantly impacted by customer involvement, according to prior research by (Masa'deh et al., 2019), (Hapsari et al., 2017), (Hapsari et al., 2015), and (Hollebeek et al., 2014). According to several research, customer loyalty and social media involvement appear to be positively correlated. According to (Fırat & Dholakia, 2006) Facebook experiment, Facebook's activities had a favorable effect on sales and word-of-mouth marketing. Compared to non-fans, people who became "fans" of a bakery and retail chain's Facebook page visited the page more frequently and spread favorable word-of-mouth. (Hollebeek et al., 2014)found a favorable correlation between customer loyalty and involvement in virtual brand communities. Trust acted as a mediator between social media brand communities and customer loyalty, as demonstrated by (Laroche et al., 2013).

Conceptual Framework

Hypothesis

1. There is a significant relationship between social network marketing and consumer loyalty.
2. There is a significant relationship between social network marketing and consumer engagement.
3. There is a significant relationship between consumer engagement and consumer loyalty.
4. There is a significant mediating effect of consumer engagement between social network marketing and consumer loyalty.

Methodology

Research Methodology

Positivism was the research philosophy. For this study, a deductive research approach was adopted. The research method employed was quantitative. A research strategy was a survey design. The data was gathered at a particular point in time; hence the time horizon was cross-sectional. Explanatory research was the goal. The main method of gathering data was by questionnaire, which was selected as the instrument. Social networking sites specifically Facebook were the industry. All users of Facebook made up the study population. Non-probability was employed as a practical sample strategy.

Measurement Scale

All measurement items employed in this study were adopted from previously validated scales to ensure both reliability and construct validity. Social network marketing was measured using eight items adapted from (Ahmed et al., 2014) and (Kim & Ko, 2012). Consumer engagement was assessed through six items adapted from (Weman, 2011) and (Gummerus et al., 2012), while consumer loyalty was measured using fifteen items adapted from (Dehghan & Shahin, 2011). All items were measured on a five-point Likert scale ranging from 1 ("strongly agree") to 5 ("strongly disagree").

Data Collection

Data was gathered from August 15, 2024, to October 30, 2024. A total of 300 self-administrative questionnaires were sent out, and 269 were returned. The response rate was 87%.

Results

Table 1: Demographic

Variable	Frequency	Percentage
Age		
18-25	177	65.8
26-35	59	21.9
36-45	29	10.8
46-55	4	1.5
Gender		
Male	16	5.9
Female	253	94.1
Income		
Below 25,000	209	77.7
25,001-50,000	12	4.5
50,001-100,000	27	10.0
100,001-150,000	16	5.9
Above 150,000	5	1.9
Average time spent on Facebook		
Less than 1 hour	3	1.1
1-3 hours	46	17.1
More than 3 hours	220	81.8

The sample was predominantly female (94.1%), which likely reflects the recruitment context and convenience sampling approach. The majority of respondents fell within the 18–25 age bracket (65.8%), followed by the 26–35 group (21.9%), indicating a sample skewed toward younger Facebook users. Most participants reported monthly incomes below 25,000 PKR (77.7%), a figure consistent with student-dominated samples in the Pakistani context. Notably, 81.8% of respondents reported spending more than three hours per day on Facebook, indicating a highly engaged user base and underscoring the platform's continued relevance for marketing practice. This level of sustained platform use provides a meaningful backdrop for interpreting the engagement and loyalty measures reported in subsequent analyses.

Table 2: Descriptive Statistics

Variables	Min	α	Mean	SD	SNM	CE
CL-Consumer Loyalty	2	0.787	3.41	0.11		
SNM-Social Network Marketing	2	0.881	4.44	0.14	.67***	
CE-Customer engagement	1	0.823	4.36	0.16	.71***	.58**

The descriptive statistics reveal that social network marketing (M = 4.44, SD = 0.14) and consumer engagement (M = 4.36, SD = 0.16) were both rated highly by respondents, while consumer loyalty (M = 3.41, SD = 0.11) was rated

somewhat lower, suggesting that favorable evaluations of Facebook-based marketing activities and self-reported engagement do not translate uniformly into strong loyalty. All three constructs demonstrated acceptable internal consistency, with Cronbach's alpha values ranging from 0.787 for consumer loyalty to 0.881 for social network marketing. The intercorrelations among the three variables were all positive and statistically significant: SNM and CE showed the strongest bivariate association (r = .71, p < .001), followed by SNM and CL (r = .67, p < .001) and CE and CL (r = .58, p < .01). These intercorrelations provide preliminary support for the hypothesized relationships and establish a basis for the mediation analysis presented in Table 3.

Table 3: *Hypothesized Results*

Variables		b	se	Bootstrap LLCI	Bootstrap ULCI
	Direct Effect				
H1	SNM $\longrightarrow$ CL	.58***	.041		
H2	SNM $\longrightarrow$ CE	.66**	.042		
H3	CE $\longrightarrow$ CL	.55**	.038		
	Indirect Effect				
H4	SNM $\longrightarrow$ $\longrightarrow$ CE CL	.312**	.011	.027	.054

The path analysis results provide support for all four hypotheses. H1 was confirmed: social network marketing exerted a significant positive direct effect on consumer loyalty (β = .58, p < .001, SE = .041). H2 was also supported, with SNM demonstrating a significant positive effect on consumer engagement (β = .66, p < .01, SE = .042). H3 was confirmed, with consumer engagement positively predicting consumer loyalty (β = .55, p < .01, SE = .038). H4, the central mediation hypothesis, was supported via bootstrap analysis: the indirect effect of SNM on CL through CE was positive and statistically significant (β = .312, p < .01, SE = .011; 95% CI [.027, .054]). Since the confidence interval excludes zero, this constitutes evidence of significant partial mediation—consumer engagement carries a meaningful portion of SNM's effect on consumer loyalty while a direct effect of SNM on CL also remains.

Discussion

The results of this study support all four hypotheses, pointing to a clear and consistent pattern across the data. Starting with H1, there is a meaningful positive link between social network marketing and consumer loyalty. When brands stay active and relevant on Facebook, consumers tend to stick around, and that matches what (Mehrabi et al., 2014) and (Kumar, 2008)found in their work, where regular social media presence was directly tied to stronger brand loyalty. (Mangold & Faulds, 2009)made a similar point, noting that social media has quietly replaced a lot of what traditional advertising used to do in terms of keeping customers attached to a brand. (Dávila Espuela et al., 2023)added that consumers who feel part of an online brand community

become noticeably less sensitive to competitor offers, which is essentially what loyalty looks like in practice.

H2, which looked at the link between social network marketing and consumer engagement, was also confirmed. This makes intuitive sense, the more a brand shows up meaningfully on Facebook, the more people respond to it. (Brodie et al., 2011)described engagement as something that builds up gradually through repeated interactions, and that is exactly the kind of dynamic that plays out on social media. (Pletikosa Cvijikj & Michahelles, 2013)found that content quality is what actually drives likes, comments, and shares on brand pages, while (Hollebeek, 2011)pointed out that real engagement involves people thinking about, feeling something toward, and actively responding to a brand, not just passively scrolling past it. (Balakrishnan et al., 2014)further noted that social proof, such as peer recommendations and reviews, plays a big role in nudging consumers to pay closer attention to a brand's content.

H3 found that "consumer engagement has a positive influence on consumer loyalty," which is similar to the results of other studies. (Hollebeek et al., 2014) and (Hapsari et al., 2017) found that if the customer is engaged with the brand, whether it is through an online community or other means, then the customer is likely to remain loyal to the brand. (Laroche et al., 2013) found that trust within the brand's social media community acts as a bridge between the relationship between engagement and loyalty. This means the relationship between the two is not only direct but also emotionally driven. H4 found the mediating role of consumer engagement between the relationship between SNM and loyalty, similar to the results of (Meki Munawar et al., 2024). This means SNM is not the direct driver of loyalty; it is the driver of the mediating role of consumer engagement. (Hanaysha, 2017)and (Bilro & Loureiro, 2020)found similar results to the current study. Both found that if the brand is engaged with the consumer on social media, then the trust of the consumer is likely to follow, leading to loyalty.

Limitations

The current research is not without flaws and limits, even though it has managed to yield significant findings. First and foremost, the current study used a convenience sampling technique and only included students as participants, with a very small sample size of 97. Because students may not be representative of all Facebook users in terms of their occupation and purchasing habits, the results of the current study may not be applicable to other Facebook users.

Secondly, a cross-sectional study was employed to obtain data at a particular point in time. The snapshot method is not sufficient to measure the development of loyalty because these relationships are likely to emerge gradually over a long period of brand interactions. Another research method, the longitudinal study in which a group of consumers is studied over a long period of time, should also be taken into account in future research to have a better understanding of the evolution of these variables and their mutual influence at different stages of consumer-brand interaction.

Third, only Facebook was considered, there are now different social media sites that people use, so what may work on Facebook may not necessarily work on Instagram, TikTok, or LinkedIn. Further study should be done on other sites to see how well the results of the current model hold up. Also, it would be interesting to examine the moderating effects of cultural backgrounds, consumer involvement, and brand trust, as they may play an important role in the relationship between social network marketing, engagement, and loyalty.

Conclusion

The goal of this study was to comprehend how consumer involvement serves as a link between social network marketing and consumer loyalty. The results support all four of these hypotheses, and when taken as a whole, they suggest a reasonably coherent narrative: customers will be more engaged on Facebook if firms are involved in substantial social media activity, and it is ultimately that which drives customer loyalty.

The key message that practitioners should take away is that social media is not another form of medium through which to conduct advertising. Instead, brand loyalty can be secured in the long run by those brands that make the most of Facebook as a means of engagement with the audience. The study also contributes to the theoretical debate in the following manner: the study shows that engagement should be regarded as both the process and the outcome that directly lies between the marketing effort and the brand loyalty. Future studies can build upon this study by testing the model for other social media and adding other factors such as value and brand trust.

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