



THE INFLUENCE OF PERCEIVED SOCIAL MEDIA MARKETING
ACTIVITIES ON BRAND LOYALTY.
THE MEDIATION EFFECT OF VALUE CONSCIOUSNESS AND
BRAND CONSCIOUSNESS.

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ABSTRACT

The purpose of this research is to investigate the impact of social media marketing activities on brand loyalty, value consciousness and brand consciousness in Malaysia especially in Kota Kinabalu, Sabah. There are five research objectives in this research which are to determine the relationship between social media marketing, value consciousness and brand consciousness on brand loyalty, to determine the relationship between social media marketing and value consciousness on brand loyalty, to identify the relationship between social media marketing and brand consciousness on brand loyalty, to determine the role of value consciousness as the mediator between social media marketing and brand loyalty and to determine the role of brand consciousness as the mediator between social media marketing and brand loyalty.

The independent variables for this research is social media marketing and has two mediators which is value consciousness and brand consciousness. Meanwhile, the dependent variable for this research is brand loyalty. This research used quantitative methods via online questionnaire to collect data. An online questionnaire has been distributed to 202 young users in UiTM Kota Kinabalu, Sabah through WhatsApp and other social medias in order to collect data. The data collected was analysed by using Statistical Package for the Social Science (SPSS) and Structural Equation Modeling (SEM).