

Social Network Advertising towards Brand Loyalty: with Special Reference to the Shampoo Brands in Sri Lanka

Shanaka G C

Department of Marketing Management, University of Kelaniya, Sri Lanka
chanidushanaka7@gmail.com

B S S U Bandara

Department of Marketing Management, University of Kelaniya, Sri Lanka
saumya.uditha@kln.ac.lk

Currently, the majority of businesses are employing social networks as a marketing tool. This research empirically examines the relationship between Social Network Advertising as the independent variable and Brand Loyalty (BL) as the dependent variable, specifically in the context of shampoo brands in Sri Lanka. The study aims to identify the most significant dimensions (Credibility, Entertainment, Informativeness, Irritation) that affect brand loyalty. Data sets were generated through a standardized online survey and analyzed using SPSS Version 26.0. Given the unknown study population, a non-probability sampling technique was used to collect data from 384 respondents. The Cronbach's Alpha value of the questionnaire exceeded 0.8, indicating its reliability. The findings from the online survey reveal that informativeness and entertainment have a positive, significant impact on brand loyalty. In contrast, irritation and credibility have a negative, significant impact on brand loyalty. The impact of credibility on brand loyalty was found to be insignificant. The results further demonstrate that social network advertising influences brand loyalty. Based on these findings, it is recommended that marketing managers focus on enhancing the components of Social Network Advertising related to informativeness and entertainment, while avoiding an emphasis on irritation and credibility as differentiation tools in the consumer's mind. This study contributes to understanding the impact of Social Network Advertising on brand loyalty for shampoo brands in Sri Lanka.

Keywords: *Brand Loyalty, Credibility, Entertainment, Informativeness, Irritation & Social Network Advertising*