

Dissertation Title: AN INVESTIGATION OF THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY AMONG UNIVERSITY STUDENTS: A CASE STUDY OF TESCO
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AN INVESTIGATION OF THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY AMONG UNIVERSITY STUDENTS: A CASE STUDY OF TESCO

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ABSTRACT

This study examines the impact of social media marketing strategies on brand loyalty among university students, with a focus on Tesco. A survey of 153 university students was conducted to assess the influence of relevant content, advantageous campaigns, popular content, online communities, and electronic word of mouth on brand loyalty. The findings highlight the significant role of relevant content in fostering loyalty, while other strategies such as online communities and electronic word of mouth show a more limited impact. This research contributes to the field of digital marketing by challenging conventional reliance on short-term promotional tactics and underscores the importance of content relevance in building long-term relationships with consumers. The implications of the study suggest that businesses, especially in the retail sector, should focus on crafting content that resonates with their audience to enhance brand loyalty. Limitations include the study's sample size and focus on university students, which may affect the generalizability of the results.

Keywords: *Social media marketing, brand loyalty, digital marketing, relevant content, Tesco*

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CHAPTER ONE: INTRODUCTION

1.0 Introduction

Social media marketing has become a crucial tool for businesses, enabling them to connect with vast audiences at a minimal cost. In today's digital landscape, businesses recognize that social media marketing not only boosts sales but also allows for tailored strategies that meet specific customer needs (Agbaimoni and Bullock, 2013). University students, in particular, are highly active on social media, and research shows that they belong to influential communities capable of amplifying brand awareness (Chen and Xiao, 2022; Mourad, Meshreki and Sarofim, 2020). When a brand provides both tangible and intangible benefits, it is more likely to secure the loyalty of these students, who actively engage with and promote brands that resonate with their values and interests.

1.1 Background of the Study

Social media refers to digital platforms and technologies that allow users to create, share, and exchange information and content within virtual communities and networks (Kaplan and Haenlein, 2010). In recent years, the integration of social media into everyday life has dramatically influenced consumer purchasing patterns worldwide (Ramanathan et al., 2017). As commerce has transitioned into the digital sphere, consumers now have access to more choices and information than ever before, leading to a shift in how they engage with brands and make purchasing decisions (Al Mashalah et al., 2022). This shift is characterized by consumers increasingly relying on digital platforms to make informed decisions based on reviews, recommendations, and social media interactions (Wang et al., 2019). For example, platforms like Instagram, Facebook, and TikTok provide real-time access to product reviews, promotions, and advertisements, directly influencing consumer behaviour.

At the same time, producers and retailers have adapted their supply chain models to better suit this digital age, where online engagement is vital. For instance, companies like Amazon and Tesco have adopted omnichannel strategies that integrate online and offline

shopping experiences to meet consumer demands (Al Mashalah et al., 2022). Retailers now use social media as a tool to gather customer insights, track trends, and tailor their offerings to meet the preferences of diverse audiences, particularly younger consumers, who are heavy social media users (Bilgin, 2018). In this digital age, businesses benefit from increased brand engagement, real-time feedback, and promotion opportunities, which can lead to improved customer loyalty if executed effectively (Chen et al., 2015).

The UK retail sector, valued at approximately £496 billion in 2022, is one of the most significant contributors to the nation's economy (Statista, 2023). With over 235,000 retail stores, the sector is highly competitive, making customer retention and loyalty paramount for success (Rahman and Ekereuke, 2022). In this environment, the ability to leverage social media for effective marketing and customer engagement has become critical.

The aim of this research is to explore how social media marketing influences brand loyalty, particularly among university students, using Tesco as a case study. University students, as a young market segment, have a substantial impact on purchasing trends, making them a key demographic for retailers (Deka, 2016). This study seeks to identify both the positive and negative factors influencing brand loyalty in this demographic and to provide insights into how Tesco can refine its social media strategies to better engage this audience and foster loyalty.

1.2 Research Gap/Problem Statement

Brand loyalty is often influenced by effective customer service and consistent product quality (Rane et al., 2023). In retail, social media has become more than a communication tool; it serves as a platform for businesses to assess customer satisfaction, understand their desires, and gather feedback (Agbaimoni and Bullock, 2013). As an advertising medium, social media can increase brand awareness and familiarity by regularly exposing customers to products and promotions. For instance, brands that engage with their audience through Instagram and TikTok often create memorable, interactive content, boosting both brand recognition and loyalty (Alhabash and Ma, 2017).

However, many retail operations have been slow to fully integrate social media into their marketing strategies, lacking the flexibility to adapt to changing digital landscapes (Chae, 2015). This is especially relevant when targeting university students, a demographic that frequently uses platforms such as Instagram, TikTok, and WhatsApp. The gap lies in the lack of research exploring which platforms best engage university students and how retail industries can tailor their social media strategies to foster loyalty within this group.

Addressing this research gap will contribute to a better understanding of how social media influences brand loyalty, specifically among younger consumers, and offer insights for more effective digital marketing strategies.

1.3 Rationale/Significance of the Study

Modern marketing trends emphasize real-time interaction with target markets through social media platforms, which offer convenience and profitability for businesses (Dolega et al., 2021). Studies show that social media tools have facilitated closer relationships between retail companies and consumers by catering to their dynamic needs (Grewal et al., 2017). Retailers now use platforms like Instagram, TikTok, and Facebook to engage with university students, endorse brands, and promote products through digital marketing campaigns and online word-of-mouth (Grewal et al., 2017).

While many retailers use social media to advertise products and build brand awareness, the focus of this study is to explore how social media can help retain university students as loyal customers, given their significance as a target market. By fostering brand loyalty, businesses like Tesco can increase sales and profitability (Dolega et al., 2021). However, to achieve this, social media strategies must be tailored to resonate with the desires and preferences of university students, addressing factors such as product quality and intangible benefits that attract this demographic (Agbaimoni and Bullock, 2013).

This research is significant because it seeks to identify the effectiveness and shortcomings of retail companies' social media marketing strategies in engaging university students. By focusing on Tesco, the study will provide valuable insights into the

specific factors that influence university students' decisions to remain loyal to the brand, despite the competition. The research also aims to assess how well Tesco captures the loyalty of this demographic, rather than just their intention to purchase, and offers recommendations for improving social media marketing efforts to strengthen long-term customer retention.

1.4 Research Questions

1. What are the common social media marketing strategies adopted by Tesco?
2. What are the impacts (positive/negative) of these social media marketing strategies adopted by Tesco on brand loyalty among university students?
3. What are the factors influencing Tesco's social media marketing to achieve brand loyalty among university students?
4. What are the challenges faced in ensuring brand loyalty among university students as a result of implementing Tesco's social media activities?

1.5 Research Aim and Objectives

The aim of this dissertation is to investigate the influence of social media marketing on brand loyalty among university students, using Tesco as a case study.

Specific Objectives:

1. To identify the social media marketing strategies used by Tesco from the perspective of university students.
2. To evaluate the positive and negative impacts of Tesco's social media marketing strategies on brand loyalty among university students.
3. To examine the factors contributing to the success of Tesco's social media marketing in fostering brand loyalty among university students.
4. To assess the challenges Tesco faces in maintaining brand loyalty among university students through its social media marketing activities.

1.6 Structure of the Dissertation

This dissertation is structured into five chapters. Chapter One introduces the topic of social media marketing among university students, using Tesco as the case study, and outlines the study's aims, objectives, problem statement, and significance. Chapter Two reviews existing literature on social media marketing and brand loyalty, exploring relevant theories and frameworks, and discussing the development of hypotheses related to the research questions. Chapter Three presents the methodological framework, detailing the research design, data collection methods, and research strategy, and explaining the use of a positivist research philosophy and deductive research approach. Chapter Four analyses and discusses the research findings, linking them to the literature and hypotheses developed in Chapter Two. Finally, Chapter Five concludes the study by summarizing key findings and offering practical recommendations for Tesco, focusing on enhancing social media marketing strategies to improve brand loyalty. This structure provides a comprehensive exploration of the research topic, from theoretical underpinnings to actionable outcomes.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

A brand achieves loyalty by creating an exclusive, favourable, and distinctive perception in the minds of its customers (Hossain and Sakib, 2016). For many years, marketers have prioritised the development and preservation of brand loyalty as a central research focus (Rayat et al., 2017). Keller et al. (2011) describe brand loyalty as the final stage of brand consumer resonance, reflecting a deep connection and identification with a brand. This loyalty leads to increased sales, market share, and profitability for businesses, allowing them to grow or maintain their competitive position (Qurtubi et al., 2022). Social media marketing helps build and maintain customer relationships, enhancing brand value through communication and information exchange (Vu and Vu, 2021). Ismail (2017) asserts that social media activities have a positive influence on brand loyalty among students, largely due to the heightened brand and value consciousness of consumers. This study will examine the role of social media marketing in fostering brand loyalty among university students, with Tesco as the focal case study.

2.1 Social Media

Social media refers to online platforms that facilitate content creation, sharing, and interaction among users (Seo and Park, 2018). These platforms, such as Facebook, Twitter, and Instagram, enable users to communicate, share knowledge, and exchange opinions, significantly transforming the marketing landscape (Singh, 2021). Social media has revolutionised marketing by enhancing brand visibility and engagement, allowing for targeted advertising, and providing valuable consumer insights (Li et al., 2020). For example, companies can use Instagram's visual content to attract and engage customers, while Twitter allows for real-time interaction and feedback. This transformation has altered the dynamic between organisations and consumers, giving individuals a powerful voice in influencing product information and purchasing decisions (Wang, Yu, and Wei, 2012).

2.1.1 Social Media Strategies

Social media strategy refers to a plan that leverages social media platforms to achieve specific marketing goals by understanding and engaging with the target audience (Smith, 2020). It involves creating and sharing content that resonates with users, facilitating two-way communication to build relationships and enhance brand value. For instance, Colicev et al. (2016) and Jiao et al. (2015) found that integrating user actions on YouTube and brand interactions on Facebook, along with word-of-mouth, positively impacts brand value. Additionally, Liu and Lopez (2016) and Ashley and Tuten (2015) demonstrated that social media engagement on platforms like Facebook, Twitter, and YouTube influences customer demand. Social media communities enable direct communication with brands, allowing consumers to express preferences and build loyalty (Ezeife, 2017). Manchanda et al. (2015) observed increased consumer spending linked to active online communities, highlighting the role of social media in fostering brand loyalty.

2.1.2 Effectiveness of Social Media Marketing in the Retail Industry

Social media marketing has profound effects on the retail industry, including enhancing brand loyalty, fostering competition, facilitating quicker communication, and providing timely consumer feedback (Akrirot, 2021). Successful businesses effectively leverage consumer feedback gathered through social media to guide their decision-making processes and improve their strategies (Ramanathan et al., 2017). For example, retailers can use social media platforms to communicate directly with customers, share relevant product information, and build stronger brand connections (Kim and Ko, 2012). This engagement not only increases consumer awareness and product attractiveness but also enhances the likelihood of increased purchases (Akrirot, 2021). Additionally, social media has become crucial for promoting products and nurturing customer-brand relationships (Ismail et al., 2018). Ibrahim and Aljarah (2018) found that in the hospitality industry, social media marketing significantly fosters brand loyalty, demonstrating its effectiveness in creating lasting customer relationships. This evidence underscores the importance of social media as a powerful tool for improving brand loyalty and driving sales in retail.

2.2 Brand Loyalty

Brand loyalty refers to a consumer's consistent preference for a particular brand over others, often resulting in repeat purchases and positive word-of-mouth (Sari et al., 2023). It is a psychological and emotional commitment that drives consumers to choose one brand consistently due to satisfaction with its products or services (Russell-Bennett and Parkinson, 2014). This loyalty is evidenced by biased purchasing behaviors and can significantly impact business success by ensuring steady revenue and reducing the likelihood of negative reviews (Sari et al., 2023). Managing brand loyalty is essential for building strong customer relationships and maintaining a competitive edge.

2.2.1 Impact of Social Media Strategies on Brand Loyalty

Social media has become a crucial tool in shaping brand perceptions and fostering brand loyalty (Espuela et al., 2023). Consumers increasingly influence brand images through their interactions and feedback on social media platforms (Cova and Dallı, 2009). Companies can enhance brand loyalty by creating engaging and interactive social media experiences that resonate with consumers' preferences (Erdoğan and Çiçek, 2012). For instance, social media marketing allows businesses to communicate directly with customers, address their concerns, and gather valuable feedback on products and services (Bilel and Lyes, 2023). This direct engagement helps companies tailor their offerings to meet customer needs, thereby strengthening brand loyalty. By focusing on customer satisfaction through interactive social media strategies, companies can build a more loyal customer base and improve their overall brand reputation (Bilel and Lyes, 2023; Abbasi et al., 2022).

2.2.2 Impact of Social Media Strategies on University Students: Case Study – Tesco

Tesco leverages social media platforms like Facebook, YouTube, and Twitter to engage with university students, focusing on activities such as promotions, customer support, and information dissemination (Sadler and Evans, 2016). The relevance of content plays a

crucial role in shaping brand loyalty among university students. Research by Hossain and Sakib (2016) indicates that students are more likely to remain loyal to a brand that delivers content relevant to their interests and needs. Overwhelming or irrelevant messages can lead to disengagement and brand switching (Brito, 2011). Tesco's strategy involves providing content that aligns with students' preferences and interests, such as exclusive deals and special offers. McConnochie et al. (2017) highlight that price deals and special promotions significantly influence students' shopping decisions and enhance brand loyalty. Additionally, Tesco's use of social media to facilitate rapid communication and share user experiences helps build a more interactive and engaging brand presence (Kruger et al., 2013; Chierici et al., 2018). By integrating these strategies, Tesco effectively strengthens brand loyalty among university students, fostering a deeper and more lasting connection with this demographic.

2.3 Factors Influencing Brand Loyalty Due to Tesco's Social Media Marketing among University Students

The impact of Tesco's social media marketing on brand loyalty among university students is shaped by several key factors. Social media marketing offers organisations a robust platform to build and nurture consumer loyalty (Jawaid and Rajadurai, 2021). Tesco's management recognises the significant role of social media in enhancing communication and sustaining customer relationships (Smith, 2017). As university students increasingly rely on social media for communication and engagement (Najib et al., 2023), Tesco's strategy involves active engagement and timely responses across various platforms, including Facebook (Girafe Social Media, 2023). Effective brand communication on these platforms contributes to a positive brand image and influences favourable consumer behaviour (Putri et al., 2019; Afriani et al., 2019), ultimately fostering brand loyalty. Tesco's use of social media for consumer advertising helps reach a broader audience, enhancing visibility and reinforcing brand loyalty through targeted promotions and interactive feedback (Institute of Chartered Accountants of Scotland, 2021; Ezeife, 2017). This focus on social media not only amplifies Tesco's brand presence but also

strengthens the connection with university students, aligning with their preferences and contributing to sustained brand loyalty.

2.4 Theoretical Review

2.4.1 Uses and Gratifications Theory (UGT) – Social Media Marketing Theory

Uses and Gratifications Theory (UGT), introduced by Katz et al. (1974), explores why individuals select and use specific media to meet their needs. UGT categorises these needs into cognitive, affective, social integrative, and escape categories, highlighting that media choices are driven by goal-oriented motivations (Katz et al., 1974). Although initially developed in the pre-digital era, UGT has been effectively adapted to study consumer behaviour in the context of emerging technologies, including social media and mobile applications (Carpentier et al., 2019; Liu et al., 2020; Ray et al., 2019). In the realm of social media marketing (SMM), UGT provides insight into why users engage with brands on social media by addressing their psychological and personal needs (Lo and Leung, 2009; Eginli and Tas, 2018). This theory helps in understanding the motivations behind sustained media use and informs the development of models to enhance marketing strategies (Kaur et al., 2020; Wang et al., 2019). By applying UGT to SMM, researchers and practitioners can better comprehend how social media strategies satisfy user needs, thereby fostering stronger brand loyalty and engagement.

2.4.2 Theory of Reasoned Action (TRA) – Brand Loyalty

The Theory of Reasoned Action (TRA) posits that an individual's behaviour is guided by their intention to perform it, which is influenced by their attitudes and subjective norms (Fishbein and Ajzen, 1975). Attitudes are formed based on beliefs about the outcomes of the behaviour and evaluations of those outcomes, while subjective norms reflect perceived social pressures to engage in or refrain from the behaviour (Liong Ha, 1998). In the context of brand loyalty, TRA helps to explain how university students' intentions to repurchase a brand like Tesco are influenced by their attitudes towards the brand and perceived social expectations. For instance, if students believe that repurchasing from

Tesco will lead to positive outcomes and feel that their peers support this behaviour, their loyalty to the brand is strengthened. This theory links to the theoretical framework by illustrating how attitudes and social influences shape brand loyalty, providing a basis for understanding how social media strategies can enhance consumer attachment to brands.

2.5 Gaps in Literature

While existing literature highlights the importance of social media marketing in fostering brand loyalty, there is a notable gap in understanding how specific social media strategies impact brand loyalty among university students, particularly for retail brands like Tesco. Current studies emphasize the general influence of social media on consumer behaviour but lack detailed insights into how different social media platforms and strategies affect brand loyalty within this demographic. Moreover, although research has acknowledged the shift from traditional media to social media, there is limited investigation into how this transition specifically influences loyalty among university students, a crucial and distinct consumer segment. This research aims to address this gap by providing a focused analysis of Tesco's social media marketing strategies and their direct impact on university students' brand loyalty. This approach will offer nuanced insights into effective social media practices tailored to this target audience, which has not been thoroughly explored in the existing literature.

2.6 Conceptual Framework/Hypothesis Development

Advantageous Campaigns

Advantageous campaigns are marketing efforts that highlight specific benefits and advantages that a product or brand offers to consumers. These campaigns are designed to showcase the unique selling points of a brand and align with consumer values and needs (Khan and Jan, 2019). Effective social media campaigns that emphasize advantages can enhance brand loyalty by demonstrating clear value to consumers. Erdogmus and Cicek (2012) found that campaigns focusing on consumer benefits

positively influence brand loyalty. This leads to Hypothesis 1 (H1): *The advantageous campaigns of Tesco brands posted on social media positively impact brand loyalty among university students.*

Relevance

Relevance in social media content refers to the degree to which the content aligns with the interests, needs, and preferences of the target audience. Relevant content is designed to engage users by addressing topics that matter to them (Babbie, 2020). Al-Dmour et al. (2023) highlight that relevant content is crucial for building brand loyalty because it ensures that the information is meaningful and engaging to the audience. Hossain and Sakib (2016) further emphasize that delivering content that resonates with the audience strengthens the connection between the brand and its consumers. This forms Hypothesis 2 (H2): *The relevancy of Tesco brand content posted on social media positively impacts brand loyalty among university students.*

Popular Content

Popular content refers to social media materials that gain widespread attention and engagement, often influenced by trends and peer sharing. Popularity can enhance the visibility and appeal of a brand's message (Ajayi, 2017). Content that is popular among peers can enhance brand loyalty by increasing the perceived value and trustworthiness of the brand. According to Erdogmus and Cicek (2012), popularity among friends can reinforce customer loyalty. This leads to Hypothesis 3 (H3): *The popularity of Tesco brand content posted on social media positively impacts brand loyalty among university students.*

Updated Content

Updated content involves providing recent and timely information about a brand, ensuring that consumers receive current and relevant details (Cuong, 2021)). Regularly updated

content is crucial for maintaining consumer interest and engagement. Alharahsheh and Pius (2019) and Hossain and Sakib (2016) assert that up-to-date content plays a significant role in shaping brand loyalty by keeping the brand relevant and top-of-mind. Thus, Hypothesis 4 (H4) is: *The updated Tesco content posted on social media positively impacts brand loyalty among university students.*

Online Community

Online communities are virtual spaces where users with shared interests interact and engage with each other and the brand. These communities facilitate discussions and foster a sense of belonging among members ((Dwivedi et al., 2021). Online communities enhance brand loyalty by creating a supportive environment where users feel connected to the brand and other members. Balakrishnan et al. (2014) find that community engagement contributes to increased brand loyalty. This leads to Hypothesis 5 (H5): *The online communities of the Tesco brand on social media positively impact brand loyalty among university students.*

Electronic Word of Mouth (E-WOM)

Electronic word of mouth (E-WOM) refers to the online sharing of opinions and recommendations about a brand by consumers. It includes reviews, ratings, and personal experiences shared on social media platforms and other online channels (Chae, 2015). E-WOM can significantly influence brand loyalty by shaping consumer perceptions and behaviors through peer recommendations. Chae (2015) demonstrate that E-WOM has a substantial impact on brand loyalty, making it a critical factor in social media marketing. Hypothesis 6 (H6) is: *The E-WOM of Tesco content posted on social media positively impacts brand loyalty among university students.*

These hypotheses are underpinned by the Uses and Gratifications Theory (UGT) and the Theory of Reasoned Action (TRA). UGT explains how consumers seek content that fulfills their needs and preferences, which links to hypotheses on advantageous campaigns,

relevance, and updated content. TRA elucidates how attitudes and subjective norms influence behavior, which connects to hypotheses on popular content, online communities, and E-WOM. These theoretical frameworks support the understanding of how social media strategies impact brand loyalty.

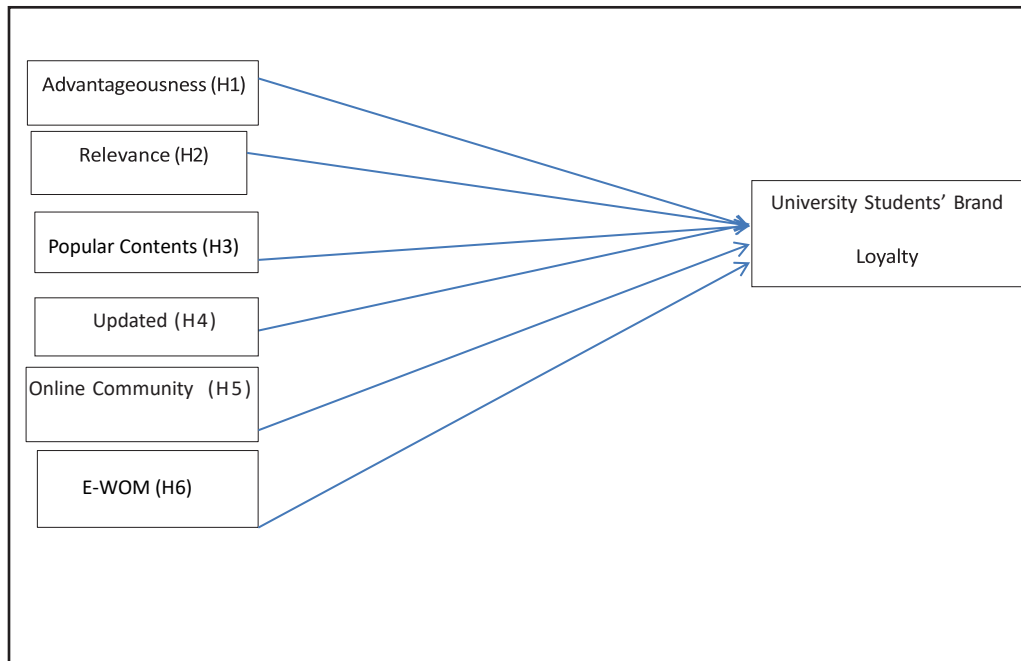


Figure 2.1: Conceptual Framework of the Study

Source: Houssain and Sakib (2016) and Author's Conceptualisation

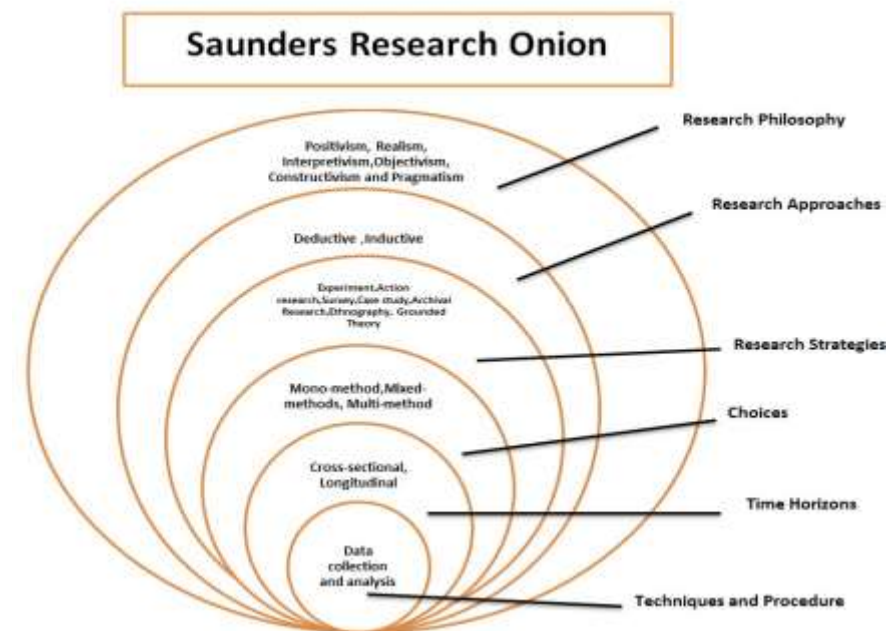
CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

Primarily, research methodology consists of an array of processes for data collection, analysis, and interpretation (Elbardan and Kholeif, 2017). For this study, the methodology will be explained through the lens of positivist research philosophy, a deductive approach, mono-strategy, primary ethical considerations, and a time horizon highlighting the time frame within which the research would be conducted.

3.1 Research Design

This study aligns its research design according to Saunders et al., (2019) 'Research Onion'. In simple terms, the research design comprises the strategy for the research, the philosophy, data collection, and analytical tools (Saunders et al., 2019). While a study's research philosophy presents the assumptions and beliefs at the core of the phenomenon of study, it could take several models, ranging from positivism, interpretivism, or



pragmatism (Blackwell, 2018).

Figure 3.1: The Research Onion Source: Saunders et al. (2019)

3.2 Research Philosophy

Positivism is the research philosophy adopted for this dissertation because it supports a structured, objective approach to analyzing quantifiable data. This philosophy is particularly effective in addressing the research aim and objectives by providing a framework to systematically measure the impact of social media marketing on brand loyalty among university students. Alharahsheh and Pius (2019) highlight that positivism facilitates clear interpretation of empirical results, which aligns with Bilgin's (2018) assertion that it is ideal for analyzing measurable phenomena. By employing positivism, the study can generate reliable, generalizable findings on how various social media strategies influence brand loyalty, thereby directly addressing the research objectives through empirical evidence.

3.3 Research Approach

The deductive approach will be employed for this study to test existing theories and hypotheses related to social media marketing and brand loyalty. According to Burney and Salem (2008), deductive reasoning allows researchers to start with established theories and generalizations, and then test these through empirical data collection. This approach enables a rigorous examination of specific hypotheses derived from prior research (Sari et al., 2023). By using this method, the study aims to validate or refute established theories and understand their applicability in the context of social media marketing's influence on brand loyalty among university students. Alharahsheh and Pius (2019) emphasize that this approach ensures the research remains grounded in theoretical frameworks, providing insights into how well existing theories hold in new contexts and contributing to the broader understanding of the subject matter (Agbaimoni and Bullock, 2013).

3.4 Research Choice and Strategy

The research employs Tesco as a case study due to its significant market presence and extensive social media engagement in the UK, making it an ideal candidate for exploring

the impact of social media marketing on brand loyalty among university students. Tesco's large and diverse customer base offers a comprehensive context for evaluating the effectiveness of social media marketing strategies.

A mono-strategy approach using quantitative data will be adopted, focusing on semi-structured questionnaires. This method emphasizes objectivity and allows for statistical analysis, hypothesis testing, and generalizability of findings (Babbie, 2020; Ranganathan and Caduff, 2023). The use of quantitative data through structured questionnaires facilitates the collection of measurable and comparable data, which is essential for validating theoretical claims and analyzing relationships between variables. This approach ensures that the research findings are grounded in empirical evidence and applicable to a broader context beyond the study sample.

3.5 Time Horizon

The time horizon outlines the planned schedule for the completion of this research, spanning a period of 12 weeks. This cross-sectional study will be executed within this time frame, with each phase of the research process clearly defined and allocated specific weeks for completion. Weeks 1 and 2 focus on formulating the research questions, completing Chapter 1 (Introduction), and Chapter 2 (Literature Review) to establish a solid foundation for the research. In Weeks 3 and 4, the methodology chapter will be developed, the ethics form will be filled out, and the questionnaire will be designed and uploaded to Qualtrics, ensuring a robust research methodology and ethical standards are met. Weeks 5 and 6 will involve distributing the online questionnaire to the target population to achieve a sample size of 153 respondents, thereby collecting data for analysis. Data gathering and the initial transfer of data from Qualtrics to SPSS v27 for analysis will occur in Weeks 7 and 8, preparing the data for detailed examination. Weeks 9 and 10 will be dedicated to conducting data analysis using SPSS v27, interpreting the results, and preparing visual presentations of the findings. Finally, in Weeks 11 and 12, the dissertation report will be finalized by discussing the findings and providing

conclusions and recommendations, ensuring a comprehensive and well-supported dissertation.

3.6 Method of Data Collection

This research employs primary data collection to ensure findings are directly relevant to university students' perceptions of Tesco's social media marketing and its impact on brand loyalty. Primary data collection is preferred for its ability to provide specific, tailored insights into the research question, as it captures current and directly applicable information from the target population (Creswell and Creswell, 2017).

Semi-structured questionnaires will be used to gather quantitative data due to their flexibility in accommodating a range of responses while allowing for statistical analysis (Bryman, 2016). Online surveys via Qualtrics, a reliable platform, will facilitate efficient data collection and management (Leung et al., 2021). Online surveys are advantageous for reaching a broad, diverse sample of university students and for their convenience and scalability.

A sample size of 150 respondents is targeted, based on recommendations for sufficient power in quantitative research, ensuring robustness and representativeness of the data (Fink, 2017). This sample size is aligned with general guidelines suggesting a minimum of 150 responses for reliable statistical analysis. The anticipated response rate will be monitored and adjusted as necessary to meet this target.

3.7 Target Population and Sampling Technique

The target population for this study consists of university students who have shopped at Tesco supermarkets. To ensure that respondents are indeed Tesco customers, the questionnaire will include a screening question to confirm recent purchases at Tesco. This step will filter out participants who do not meet the criteria, ensuring data relevance and accuracy.

A combination of snowball and random sampling techniques is used. Snowball sampling helps identify participants within existing networks, which is useful in reaching university students who may be part of specific social groups or networks (Naderifar, Goli, and Ghaljaie, 2017). This approach is justified as it leverages peer connections to access a diverse participant pool. Random sampling, on the other hand, ensures that every member of the target population has an equal chance of being selected, enhancing the representativeness of the sample and reducing selection bias (Bhardwaj, 2019).

3.8 Structured Questionnaire Design

For this research, quantitative data will be collected via structured questionnaires administered online through Qualtrics, a platform known for its efficiency in data collection and management (Leung et al., 2021). The questionnaire will be designed using a 5-point Likert scale, which balances reliability and validity effectively compared to a 7-point scale (Joshi et al., 2015). The questionnaire will be divided into sections to cover the following areas: socio-demographic background of respondents, brand awareness of Tesco, social media platforms used, reasons for platform choices, Tesco's engagement with university students via social media, and suggestions for enhancing Tesco's customer service to boost brand loyalty. This structure aims to provide comprehensive insights into the impact of Tesco's social media marketing on university students' brand loyalty.

The questionnaire items in Table 3.1 below are designed to measure various constructs related to social media marketing and brand loyalty among university students shopping at Tesco.

Table 3.1: Questionnaire Items Measurement Summary

Section	Items	Variables	Scale	Sources
Demographics	5 items	Age, Gender, Level of Education, Supermarkets Frequently Used, Amount Spent on Groceries per month	Categorical and Ordinal Scales	Hossain and Sakib (2016)
Brand Loyalty	5 (BL1- BL5)	Preferred choice, satisfaction with the company's online activities	5-point Likert Scale	Al-Dmour et al. (2023); Khan and Jan (2019); Cuong (2021)
Advantageous Campaigns	3 (AC1- AC3)	Preferred social media platforms, interest in online campaigns	5-point Likert Scale	Al-Dmour et al. (2023)
Relevant and Popular Content	5 (RC1- RC3; PC1- PC2)	The usefulness of information, updates, and engagements received on social media platforms	5-point Likert Scale	Al-Dmour et al. (2023)
Updated Content	3 (UC1- UC3)	Frequency of online updates and information on social media platforms	5-point Likert Scale	Khan and Jan (2019)
Online Community	3 (OC1- OC3)	Personalized connection, level of participation, and engagement on social media platforms	5-point Likert Scale	Khan and Jan (2019)
E-Word of Mouth	3 (e-WOM1-e-WOM3)	Easy online communication, customer service, and feedback	5-point Likert Scale	Cuong (2021)

3.9 Data Analysis

The data collected from the online questionnaire will be analyzed using SPSS v27, a widely recognized statistical software for data manipulation, analysis, and visualization (IBM, 2020). SPSS v27 provides a robust set of tools for both descriptive and inferential statistical analyses, making it ideal for handling complex datasets and generating detailed reports (Field, 2018).

Descriptive statistics will be used to summarize and present the characteristics of the sample population. This includes frequencies, percentages, and graphical representations to provide a clear overview of the data distribution and patterns (Parveen and Showkat, 2017). These descriptive measures are essential for understanding the basic features of the dataset and presenting the data in a comprehensible manner (Creswell and Creswell, 2017).

For inferential statistics, techniques such as correlation analysis and regression analysis will be employed to explore relationships between variables and test hypotheses regarding the impact of social media marketing strategies on brand loyalty among university students shopping at Tesco. These methods enable the study to make predictions and draw conclusions about the broader population based on the sample data, allowing for deeper insights into the factors influencing brand loyalty (Hair et al., 2019; Pallant, 2020). This analytical approach ensures that findings are statistically significant and contribute to a robust understanding of the impact of social media marketing on consumer behavior (Parveen and Showkat, 2017).

3.10 Ethical Considerations

This study adhered to rigorous ethical standards to ensure the reliability and validity of the research findings. Ethical approval was obtained from my university, confirming that the study complied with established ethical guidelines and protocols. Informed consent was obtained from all respondents before administering the questionnaires. Participants

were fully briefed on their rights and the purpose of the study, and they were assured of the confidentiality of their responses, which were used exclusively for research purposes in accordance with data protection laws.

To ensure validity and reliability, the questionnaire items were meticulously developed based on established scales and prior research (Hossain and Sakib, 2016; Al-Dmour et al., 2023; Khan and Jan, 2019; Cuong, 2021). These established scales helped ensure that the questions effectively captured constructs such as brand loyalty, social media engagement, and online community interactions.

Statistical methods were employed to assess the reliability and validity of the data. For reliability, Cronbach's alpha was calculated to determine the internal consistency of the questionnaire items (Naderifar, Goli, and Ghaljaie, 2017). For validity, factor analysis was conducted to confirm that the questionnaire items accurately measured the intended constructs (Hair et al., 2019). This approach ensured that the conclusions drawn from the data were robust and credible.

CHAPTER FOUR: DATA ANALYSIS AND RESULTS

4.0 Introduction

This chapter presents the data analysis and results of the study on the impact of social media marketing on brand loyalty among university students, using Tesco as a case study. The purpose of this chapter is to provide a detailed examination of the collected data, test the research hypotheses, and address the research questions. The chapter is structured into several sections, including descriptive statistics, variable coding, correlation analysis, regression analysis, hypothesis testing, and reliability and validity. Each section includes relevant tables and interpretations to support the analysis.

4.1 Descriptive Statistics

4.1.1 Demographic Characteristics

The demographic characteristics of the respondents are presented in Table 4.1. The data includes information on age, gender, and monthly grocery spending.

Table 4.1: Demographic characteristics

Socio Demographic Characteristics of Participants	Categories	No. of respondents	of Respondent (%)
Age	18 – 25	23	15.0
	26 – 35	76	49.7
	36 – 45	48	31.4
	46 – 55	6	3.9
	Total	153	100.0
Gender	Female	82	53.6
	Male	53	34.6
	Non-binary	8	5.2
	Prefer not to say	10	6.5

<i>Monthly Grocery Spending</i>	Total	153	100.00
	£200 - £299	43	28.1
	£300 - £399	19	12.4
	£400 or more	6	3.9
	£50 - £199	76	49.7
	Less than 50	9	5.9
	Total	153	100.00

Source: The Author's Analysis

Age Distribution: The majority of respondents fall within the 26–35 age range, comprising 49.7% of the sample. This is followed by the 36–45 age group at 31.4%. Younger respondents aged 18–25 represent 15.0% of the sample, while those aged 46–55 constitute 3.9%. This distribution indicates a predominance of respondents in their late twenties to mid-thirties, which could reflect the age demographic more actively engaged with social media and brand loyalty studies.

Gender: The gender distribution shows a higher proportion of female respondents (53.6%) compared to male respondents (34.6%). Non-binary respondents and those who preferred not to disclose their gender make up 5.2% and 6.5% of the sample, respectively. This indicates a relatively balanced gender representation, though slightly skewed towards female respondents.

Monthly Grocery Spending: The majority of respondents (49.7%) reported monthly grocery spending between £50 and £199. A smaller proportion spent £200–£299 (28.1%), while even fewer spent £300–£399 (12.4%) or £400 or more (3.9%). A small percentage of respondents (5.9%) spent less than £50. This spending distribution suggests a concentration of respondents with relatively modest grocery budgets, which may influence their brand loyalty and perceptions of social media marketing.

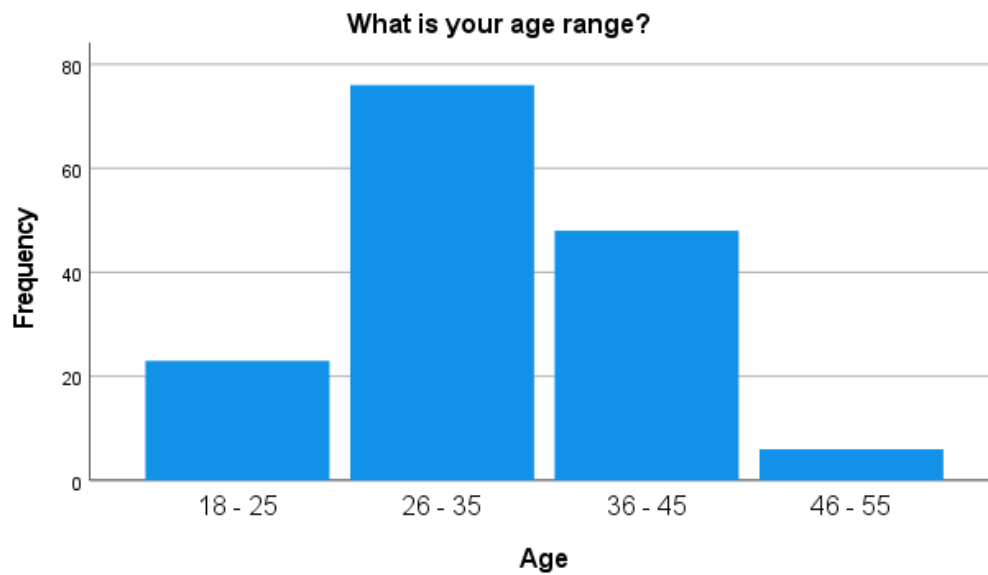


Figure 4.1: Age distribution chart

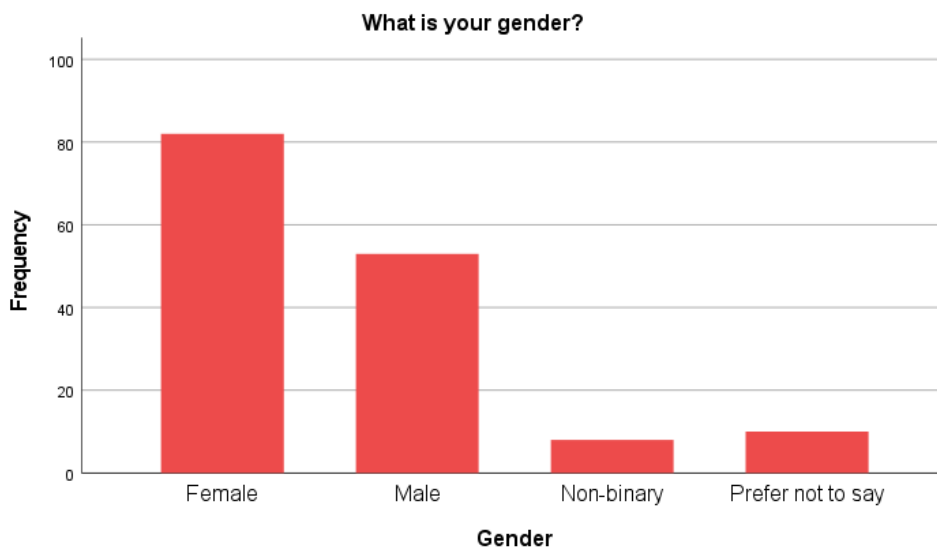


Figure 4.2: Gender distribution chart



Figure 4.3: Monthly grocery spending

4.2 Variable Coding

Variable coding was employed to streamline and analyze the dataset effectively by aggregating responses into composite variables. This approach allowed for the synthesis of related questions into meaningful constructs, enhancing the clarity and manageability of the data. According to Field (2013), variable coding simplifies data analysis by grouping related items, thereby improving the accuracy of statistical assessments and interpretations. By consolidating responses into key variables, the analysis could better identify patterns and relationships relevant to social media marketing strategies and brand loyalty. This method ensures a structured analysis, providing clearer insights into the impact of social media marketing on brand loyalty among university students.

Table 4.2: Coding Scheme for Variables

Variable	Questions	Items	Survey Questions
BL	6-10	BL1-BL5	Q6: I consistently choose Tesco over other grocery stores. Q7: I recommend Tesco to my friends and family. Q8: I prefer shopping at Tesco even when there are alternatives. Q9: I trust Tesco to always provide quality product and service delivery. Q10: I see myself remaining a customer of Tesco in the nearest future.
AC	11-13	AC1-AC3	Q11: Tesco's provides content about its brand on various social media (e.g., Facebook, Twitter, Pinterest, and YouTube). Q12: Tesco employs the use of blogs and other social media platforms in engaging its customers. Q13: Tesco's online campaign effectively advertises its offers.
RC	14-16	RC1-RC3	Q14: Tesco's social media contents are in most cases useful to me. Q15: I find the information Tesco shares online across its social media platforms engaging. Q16: Tesco ensures that the information provided on social media matches the interest and needs of its audience.
PC	17-19	PC1-PC3	Q17: Tesco's social media content receives a lot of likes and shares from customers.

			Q18: Many people engage with Tesco's posts on social media. Q19: The content shared by Tesco on social media attracts a lot of attention from its customers.
UC	20-22	UC1-UC3	Q20: Tesco regularly updates its social media content. Q21: Tesco provides timely information about promotions and offers on social media. Q22: Tesco frequently posts new content on its social media platforms.
OC	23-25	OC1-OC3	Q23: I feel like a part of Tesco's online community on social media. Q24: I enjoy participating in discussions revolving around social media posts from Tesco. Q25: Tesco values and engages well with social media posts and reactions from its audiences.
EWOM	26-28	EWOM1- EWOM3	Q26: Tesco responds actively to customer feedback and reviews on its social media platforms (e.g., Instagram, Facebook, Pinterest, YouTube, and Twitter). Q27: Contacting Tesco through its social media platform is easy and accessible whenever required. Q28: Tesco makes available numerous social media platforms through which they can be reached.

This coding process ensured that each composite variable accurately represents the underlying construct it was designed to measure. These variables were then used in the subsequent statistical analyses to examine their relationships with brand loyalty.

4.3 Correlation Analysis

The correlation matrix is presented in Figure 4.4, showing the relationships between brand loyalty (BL) and various social media marketing factors including Advantageous Campaigns (AC), Relevant Content (RC), Popular Content (PC), Updated Content (UC), Online Community (OC), and Electronic Word of Mouth (EWOM).

		Correlations						
		BL	AC	RC	PC	UC	OC	EWOM
BL	Pearson Correlation	1	.228**	.352**	.249**	.185*	-.009	.034
	Sig. (2-tailed)		.005	<.001	.002	.022	.908	.674
	N	153	153	153	153	153	153	153
AC	Pearson Correlation	.228**	1	.279**	.400**	.160*	.270**	.218**
	Sig. (2-tailed)	.005		<.001	<.001	.048	<.001	.007
	N	153	153	153	153	153	153	153
RC	Pearson Correlation	.352**	.279**	1	.295**	.425**	.230**	.259**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	.004	.001
	N	153	153	153	153	153	153	153
PC	Pearson Correlation	.249**	.400**	.295**	1	.327**	.309**	.317**
	Sig. (2-tailed)	.002	<.001	<.001		<.001	<.001	<.001
	N	153	153	153	153	153	153	153
UC	Pearson Correlation	.185*	.160*	.425**	.327**	1	.441**	.327**
	Sig. (2-tailed)	.022	.048	<.001	<.001		<.001	<.001
	N	153	153	153	153	153	153	153
OC	Pearson Correlation	-.009	.270**	.230**	.309**	.441**	1	.456**
	Sig. (2-tailed)	.908	<.001	.004	<.001	<.001		<.001
	N	153	153	153	153	153	153	153
EWOM	Pearson Correlation	.034	.218**	.259**	.317**	.327**	.456**	1
	Sig. (2-tailed)	.674	.007	.001	<.001	<.001	<.001	
	N	153	153	153	153	153	153	153

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 4.4: Correlation Matrix

Source: The Author's Analysis

In conducting this analysis correlations significant at two levels were considered: $p < 0.01$, indicating a very weak level of significance with a likelihood of the observed correlation occurring by chance being less than 1%, and $p < 0.05$, indicating a strong level of significance with a likelihood of the observed correlation occurring by chance being less than 5% as cited by Veloutsou, (2015).

The strength of the correlation can be categorized based on the value of the Pearson correlation coefficient (r) as follows (Saleem, Rahman and Omar, 2015)

Table 4.3: Pearson Correlation Coefficient strength

Pearson Correlation Coefficient (r)	Strength of Correlation
0.10 to 0.29	Weak
0.30 to 0.49	Moderate
0.50 to 1.00	Strong

This table illustrates how the correlation strength is determined based on the magnitude of the Pearson correlation coefficient values.

A positive value of r indicates that as one variable increases, the other variable also increases, while a negative value of r indicates that as one variable increases, the other variable decreases (Bairrada, Coelho and Coelho, 2018). Advertising content (AC) shows a significant, weak positive correlation with brand loyalty ($r = 0.228$, $p = 0.005$). This indicates that effective advertising content enhances brand loyalty among university students as demonstrated by Sumitha and Beegam, (2012). The relevance of content (RC) has a significant, moderate positive correlation with brand loyalty ($r = 0.352$, $p < 0.001$), suggesting that content perceived as relevant significantly boosts brand loyalty. Popularity of content (PC) also shows a significant, weak positive correlation with brand loyalty ($r = 0.249$, $p = 0.002$), demonstrating that popular content positively impacts students' loyalty to the brand. Usefulness of content (UC) has a significant, weak positive correlation with brand loyalty ($r = 0.185$, $p = 0.022$), indicating that useful content can

slightly enhance brand loyalty. However, online communities (OC) show no significant correlation with brand loyalty ($r = -0.009$, $p = 0.908$), indicating that participation in online communities does not impact brand loyalty just as argued by Chi, Harrigan and Xu (2021). Similarly, electronic word of mouth (EWOM) also shows no significant correlation with brand loyalty ($r = 0.034$, $p = 0.674$), suggesting that electronic word of mouth does not significantly influence brand loyalty.

4.4 Regression Analysis

Regression analysis is a powerful statistical method used to explore the relationships between a dependent variable and one or more independent variables (Takahashi and Kurosawa, 2016). It helps in understanding how the value of the dependent variable changes when any one of the independent variables is varied while keeping the others constant. In this study, regression analysis is applied to determine how different social media marketing strategies (EWOM, AC, UC, RC, PC, OC) impact brand loyalty among university students. This analysis provides insights into which strategies significantly predict brand loyalty and the strength of these relationships (Ong, Lee and Ramayah, 2018).

Table 4.4: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.431	.185	.152	.85556

Source: The Author's Analysis

The model summary indicates that the multiple correlation coefficient (R) between the predictors (EWOM, AC, UC, RC, PC, OC) and the dependent variable (brand loyalty) is 0.431, demonstrating a moderate positive relationship. The R-squared value is 0.185, meaning that approximately 18.5% of the variance in brand loyalty is explained by these predictors. After adjusting for the number of predictors, the adjusted R-squared value is 0.152, indicating that 15.2% of the variance in brand loyalty is explained by the predictors. In social sciences, an R-squared value between 0.13 and 0.26 is often considered a

medium effect size, as suggested by Lakens (2013). Therefore, an R-squared value of 0.185 can be interpreted as indicating a moderate level of explanatory power. However, this does imply that a significant portion of the variance in brand loyalty is influenced by other factors not included in the model.

Table 4.5: Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	24.338	6	4.056	5.542	.000b
	Residual	106.869	146	.732		
	Total	131.207	152			

The ANOVA table (Table 4.5) presents the results of the analysis of variance for the regression model. The F-test result ($F = 5.542$, $p < 0.001$) indicates that the overall regression model is statistically significant. This means that at least one of the predictors is significantly related to the dependent variable, brand loyalty (Sari et al., 2023).

The statistical significance of the F-test implies that the regression model provides a better fit to the data than a model with no predictors. In other words, the inclusion of the independent variables (EWOM, AC, UC, RC, PC, OC) explains a significant portion of the variability in brand loyalty. This significance is evident from the p-value being less than 0.001, which is below the commonly accepted alpha level of 0.05. The significant F-test confirms that the model is valid and that the predictors collectively have a meaningful impact on brand loyalty. This validates the use of the chosen predictors (EWOM, AC, UC, RC, PC, OC) in understanding brand loyalty among university students.

Table 4.6: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.595	.340		4.695	.000
	AC	.122	.079	.131	1.554	.122
	RC	.289	.086	.288	3.363	.001
	PC	.161	.089	.157	1.802	.074
	UC	.086	.091	.087	.950	.344
	OC	-.157	.087	-.165	-1.808	.073
	EWOM	-.067	.081	-.072	-.829	.408

Source: The Author's Analysis

The regression analysis reveals the relationships between various predictors (EWOM, AC, UC, RC, PC, OC) and the dependent variable, brand loyalty (BL). The model indicates that the intercept (constant) is 1.595, representing the expected value of brand loyalty when all predictors are zero. According to Field (2013), a p-value below 0.05 suggests that the results are unlikely to have occurred by chance, thereby indicating a significant relationship between the variables being analysed. Relevant Content (RC) is a significant predictor with a coefficient (B) of 0.289 and a p-value of 0.001, suggesting that increased relevant content is associated with higher brand loyalty among university students. Other predictors, such as Advantageous Campaigns (AC) with a coefficient of 0.122 ($p = 0.122$), Popular Content (PC) with a coefficient of 0.161 ($p = 0.074$), Updated Content (UC) with a coefficient of 0.086 ($p = 0.344$), Online Community (OC) with a coefficient of -0.157 ($p = 0.073$), and Electronic Word of Mouth (EWOM) with a coefficient of -0.067 ($p = 0.408$), are not statistically significant. The analysis highlights the critical role of RC, aligning with literature emphasizing content relevance in digital marketing (Qurtubi et al., 2022). Potential reasons for insignificant predictors include the short-term

nature of AC's impact on loyalty (Rane, Achari and Choudhary , 2023) the temporary interest generated by PC lacking depth, the need for UC to add strategic value, ineffective community strategies indicated by OC (Barnet and Ferris, 2016), and the quality and authenticity concerns of EWOM . The R-squared value of 0.185, considered moderate according to Lakens (2013), suggests that the model has moderate explanatory power in the context of brand loyalty.

4.5 Hypothesis Testing

The hypotheses formulated in the conceptual framework were tested using regression analysis. The dependent variable is brand loyalty (BL), and the predictors are advantageous campaigns (AC), relevant content (RC), popular content (PC), updated content (UC), online community (OC), and electronic word of mouth (EWOM).

Table 4.7: Hypothesis test summary

Hypothesis	Statement	Coefficient (B)	p-value	Supported/Not Supported
H1	The advantageous campaigns of Tesco brands posted on social media positively impact brand loyalty among university students.	0.122	0.122	Not Supported
H2	The relevancy of Tesco brand content posted on social media positively impacts brand loyalty among university students.	0.289	0.001	Supported
H3	The popularity of Tesco brand content posted on social media positively impacts brand loyalty among university students.	0.161	0.074	Not Supported

H4	The updated Tesco content posted on social media positively impacts brand loyalty among university students.	0.086	0.344	Not Supported
H5	The online communities of the Tesco brand on social media positively impact brand loyalty among university students.	-0.157	0.073	Not Supported
H6	The E-WOM (Electronic Word of Mouth) of Tesco content positively impacts brand loyalty among university students.	-0.067	0.408	Not Supported

A hypothesis is supported or rejected based on the statistical significance of the test results. Specifically, if the p-value of a predictor variable is less than the chosen significance level (commonly 0.05), the null hypothesis can be rejected, indicating that the variable has a statistically significant impact on the outcome. Conversely, if the p-value is greater than 0.05, the null hypothesis cannot be rejected, meaning the effect is not statistically significant (Saleem et al., 2015).

4.6 Reliability and Validity

Table 4.8: Reliability test

Construct	Item	Coding	Cronbach's Alpha
Brand loyalty	5	BL	.775
Advantageous campaign	3	AC	.650
Relevant content	3	RC	.499
Popular content	3	PC	.445
Updated content	3	UC	.501
Online community	3	OC	.573

Electronic word of mouth	3	EWOM	.588
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Source: The Author's Analysis

The reliability analysis assesses the internal consistency of survey constructs using Cronbach's alpha. The results indicate that brand loyalty (BL) has good reliability ($\alpha = 0.775$), suggesting strong internal consistency among its items. However, advantageous campaign (AC) shows moderate reliability ($\alpha = 0.650$), and relevant content (RC), popular content (PC), updated content (UC), online community (OC), and electronic word of mouth (EWOM) exhibit poor reliability (α values of 0.499, 0.445, 0.501, 0.573, and 0.588, respectively). Constructs with lower reliability indicate that the items may not consistently measure the intended constructs, suggesting a need for item revision or replacement to enhance consistency and reliability (Mohajan, 2017).

Table 4.9: Validity test

KMO and Bartlett's Test			
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.742
Bartlett's Test of Sphericity	Approx. Chi-Square		200.295
	Df		21
	Sig.		.000

Source: The Author's Analysis

The validity test results indicate that the data is appropriate for factor analysis, as evidenced by the KMO measure of sampling adequacy (0.742) and Bartlett's test of sphericity ($p < 0.001$), which align with the recommendations of Ul-Hadia, Abdullahi and Sentosa (2016). Notably, Brand Loyalty (BL) loads highly on a distinct component, affirming its unique role in the theoretical framework, while constructs such as Relevant Content (RC), Popular Content (PC), and Updated Content (UC) cluster together, reflecting their interconnectedness in influencing consumer engagement, as posited by the Uses and Gratifications Theory (Palmgreen, 1984; Dwivedi, 2015).

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents a comprehensive discussion of the findings from the data analysis conducted in the previous chapter. The aim is to interpret the results in relation to the research questions and objectives of the study, while also drawing connections to existing literature. In addition, the implications of the findings are discussed from both theoretical and practical perspectives, providing actionable recommendations for businesses like Tesco seeking to enhance brand loyalty through social media marketing. Lastly, the limitations of the study are addressed, offering insights for future research.

5.2 Discussion

Research Question 1: What are the common social media marketing strategies adopted by Tesco?

The analysis identified several common social media marketing strategies employed by Tesco, including the creation of relevant content (RC), advantageous campaigns (AC), and engagement with popular content (PC) areas. This aligns with findings from Lou, Taylor, and Zhou (2020) and Rijitha (2019), who highlighted Tesco's active use of platforms such as Facebook and Instagram to connect with audiences. However, this research provides additional insights by showing that RC significantly enhances brand loyalty among university students, while AC and PC exhibit less statistical significance.

The lower significance of AC and PC could be attributed to their transient nature; campaigns and content driven by popularity might not foster lasting connections with customers compared to the continuous engagement provided by relevant content. Temporary campaigns may not consistently resonate with or add value to the target audience, leading to diminished long-term loyalty (Zheng et al., 2015).

Research Question 2: What are the impacts (positive/negative) of these social media marketing strategies adopted by Tesco on brand loyalty among university students?

The regression analysis revealed that relevant content (RC) had a significant positive impact on brand loyalty, aligning with Vu et al. (2021), who emphasized that tailored content strengthens customer loyalty. This reinforces the literature by highlighting the crucial role of content relevance in engaging university students. However, while advantageous campaigns (AC) and popular content (PC) were positively associated with brand loyalty, their effects were not statistically significant. This finding challenges Jibril et al. (2019), who posited that campaigns and viral content alone could drive loyalty.

The limited impact of AC and PC may stem from their inherently short-lived nature, which may not sustain long-term engagement and loyalty. University students might view these strategies as ephemeral rather than integral to their brand relationship. Furthermore, the lack of significance in electronic word of mouth (EWOM) and online communities (OC) highlights potential deficiencies in Tesco's engagement strategies. Despite earlier research by Zhang et al. (2015) suggesting benefits from online communities, this study indicates that merely having an online presence is insufficient for ensuring lasting brand loyalty.

Research Question 3: What are the factors influencing Tesco's social media marketing to achieve brand loyalty among university students?

The analysis identifies relevant content (RC) as the most significant predictor of brand loyalty, consistent with Jibril et al. (2019), who argue that content tailored to students' interests fosters enduring loyalty. RC creates a deeper emotional connection with the brand, enhancing engagement and loyalty (Vu et al., 2021). While advantageous campaigns (AC) and popular content (PC) also show positive correlations with brand loyalty, their impact is less significant compared to RC. AC and PC capture attention and

drive engagement but may not maintain long-term loyalty due to their transient nature, as noted by AL-Mashrafi and Khan (2022).

The study found that online communities (OC) and electronic word of mouth (EWOM) were not significant predictors of brand loyalty. This contrasts with Zhang et al. (2015), who highlighted their importance. The discrepancy may arise from insufficient engagement or authenticity in Tesco's approach to these strategies. This study contributes by emphasizing the need for more robust strategies to enhance the effectiveness of OC and EWOM in fostering long-term brand loyalty.

Research Question 4: What are the challenges faced in ensuring brand loyalty among university students as a result of implementing Tesco's social media activities?

The analysis indicates that Tesco faces challenges in utilizing electronic word of mouth (EWOM) and online communities (OC) effectively to build brand loyalty. These challenges are inferred from the data showing the insignificant impact of EWOM and OC on brand loyalty among university students. This insignificance may point to potential issues such as insufficient engagement or a lack of authenticity in interactions, which align with the observations by Zhang et al. (2015) regarding the need for more genuine and personalized interactions within online communities.

Additionally, the lower impact of advantageous campaigns (AC) and popular content (PC) compared to relevant content (RC) suggests that while AC and PC may drive short-term engagement, they do not foster sustained loyalty. Al-Mashrafi and Khan (2022) highlight that emotional resonance in campaigns is crucial for long-term loyalty, suggesting that Tesco's current strategies may lack this depth. These insights suggest that enhancing the authenticity and emotional engagement of social media activities could address these challenges and improve brand loyalty.

5.3 Conclusion

Implications of Findings

The findings from this study have several important implications for theory, practice, and future research. The analysis has shown that relevant content (RC) is a significant predictor of brand loyalty among university students, while other factors like advantageous campaigns (AC), popular content (PC), updated content (UC), online community (OC), and electronic word of mouth (EWOM) did not show statistically significant relationships (Qurtubi et al., 2022).

Theoretical Implications

This study significantly advances the understanding of digital marketing within the retail sector by highlighting the paramount importance of relevant content (RC) in cultivating brand loyalty, especially among university students. This finding aligns with Barnett and Ferris (2016), who emphasize the role of content relevance in customer engagement and loyalty. However, the study adds nuance by demonstrating that traditional digital marketing elements such as advantageous campaigns (AC) and electronic word of mouth (EWOM) may have limited or insignificant effects on long-term brand loyalty in the retail context. This challenges existing assumptions that prioritize these strategies for building customer loyalty.

The study's findings contribute to the theoretical framework proposed in Chapter 2 by reinforcing the need for a shift towards more sustainable and relevant content creation. While previous research by Anggraini and Hananto (2020) supports the significance of RC, the limited impact of AC and EWOM in this study suggests a need for a reevaluation of these elements. This insight underscores that the retail sector, and specifically Tesco, might benefit from focusing more on long-term content relevance rather than short-term promotional tactics. This aligns with Dwivedi et al. (2021), who argue for a tailored approach in retail marketing that prioritizes sustained content relevance over transient promotional strategies. This study, therefore, contributes to refining theoretical

frameworks in digital marketing by highlighting the evolving importance of content relevance and suggesting a more strategic approach to digital marketing in the retail sector.

Practical Implications

From a practical perspective, the study's findings specifically suggest that Tesco, especially in targeting university students, should prioritize creating and distributing relevant content on social media. Tesco should focus on understanding their target audience's preferences and interests to tailor content that resonates with them (Sari et al., 2023). This approach is crucial because university students are highly responsive to content that aligns with their values, lifestyle, and current trends, as supported by Zhang (2023).

Investing in research to identify the most relevant topics and types of content for university students is essential. According to Rosário and Dias (2023), ensuring that social media posts align with these insights can significantly enhance engagement and loyalty among this demographic.

Moreover, Tesco should not overly rely on short-term promotional campaigns or viral content, as these strategies may attract attention but do not significantly contribute to long-term brand loyalty (Erdoğan and Çiçek, 2012). This is because such campaigns often result in temporary spikes in engagement but fail to create a sustained emotional connection with the brand. Long-term loyalty is built through consistent, relevant content that continuously adds value to the consumer's life, fostering a deeper relationship over time (Dwivedi et al., 2021).

Instead, a consistent strategy centered around relevant content can build stronger, long-lasting relationships with consumers. By consistently delivering content that is meaningful and aligned with students' needs, Tesco can cultivate a loyal customer base that values the brand beyond just promotional offers (Anggraini and Hananto, 2020).

5.4 Limitations and Recommendations

This study presents several limitations that future research should address to enhance the robustness and applicability of findings.

First, the sample size of 150, while adequate for preliminary insights, is relatively small for generalizing results across broader populations. A larger sample size, such as 200 or 500, would provide greater statistical power and more reliable generalizability (Cohen, 1992; Hair et al., 2014). Second, focusing exclusively on university students may limit the applicability of the findings to other demographics. This cohort was selected due to their significant social media interaction, but future studies should include diverse demographic groups to validate findings across different age ranges and social contexts (Bryman, 2016). Third, the study's geographic focus on a specific cultural and economic context may affect the results. Cultural and economic factors play a crucial role in consumer behavior and brand loyalty. Future research should expand to include various geographic regions to assess how these factors influence the relationship between social media marketing and brand loyalty (Hofstede, 2001). Fourth, the cross-sectional design restricts the ability to establish causal relationships. Longitudinal studies would better determine causality by capturing data over time, which could provide deeper insights into how social media marketing impacts brand loyalty (Menard, 2002). Fifth, reliance on self-reported data introduces potential biases, such as social desirability bias. Future research should incorporate objective measures and refine measurement instruments to enhance reliability and minimize bias (Podsakoff et al., 2003).

PERSONAL REFLECTIONS

Introduction

This chapter presents a personal reflection on the research process and experiences using Gibbs' Reflective Cycle. Gibbs' model is a systematic approach to reflection that encourages a thorough examination of experiences through a structured process comprising six stages: Description, Feelings, Evaluation, Analysis, Conclusion, and Action Plan (Gibbs, 1988). The research focused on investigating the impact of social media marketing strategies on brand loyalty among university students, a topic that necessitated comprehensive data collection and rigorous statistical analysis. Reflecting on this project offers valuable insights into the challenges encountered, the learning experiences gained, and the strategies for future improvement. By engaging in reflective practice, I aim to enhance my research skills and professional development, ensuring continuous growth and improvement in my academic and practical endeavors.

Description

The research project focused on the impact of social media marketing strategies on brand loyalty among university students. The process involved several stages, including exploring the literature to identify gaps, developing the study's aim and objectives, and formulating hypotheses. Following this, I designed the study, collected data through surveys, conducted statistical analysis, and interpreted the results. The key constructs examined were Advantageous Campaigns (AC), Relevant Content (RC), Popular Content (PC), Updated Content (UC), Online Community (OC), and Electronic Word of Mouth (EWOM).

Feelings

At the outset, I felt a blend of excitement and nervousness. The prospect of investigating a pertinent topic within digital marketing was intriguing, yet I was aware of potential challenges, especially in data collection and analysis. As I engaged with the project, my

feelings oscillated between satisfaction upon reaching significant milestones and frustration when facing setbacks, such as issues with data reliability and sample size.

To address these challenges, I took several actions: I reviewed literature to refine my research questions, consulted with my supervisor for guidance on data collection, and adjusted the sample size to ensure robustness. I also implemented additional quality checks for data reliability and used SPSS to conduct thorough analyses. These actions helped mitigate some issues and led to valuable insights.

Reflecting on this experience, I recognize that my initial nervousness was justified, but proactive problem-solving and seeking support allowed me to navigate the challenges effectively. The satisfaction of overcoming obstacles and achieving meaningful results reinforced my confidence in handling complex research projects.

Evaluation

The research project provided valuable insights and challenges. On the positive side, I gained a deeper understanding of statistical analysis, particularly regression analysis, and validated the significance of relevant content (RC) in predicting brand loyalty, aligning with existing literature. However, the project also highlighted several challenges, such as low reliability scores for some constructs and limitations due to sample size and demographic focus. To address these issues, I revisited the literature, refined my constructs, and sought feedback to improve the study's methodology. These experiences underscored the importance of robust measurement tools and adaptability in research, providing essential lessons for future projects and enhancing my skills as a researcher.

Analysis

Reflecting on the project, I recognized that meticulous planning and effective time management were crucial for overcoming the challenges I faced, particularly with data reliability. The difficulties I encountered emphasized the need for reliable measurement

tools and the value of psychometrics in research. By engaging in reflective practice, as emphasized by Schön (1983), I learned that improving my understanding of psychometric principles and expanding sample diversity are critical for robust research outcomes. This experience highlighted the need for continuous professional development and adaptability, which will guide my approach in future research endeavors.

Conclusion

This research project was a significant learning experience. It provided me with practical skills in data analysis and a deeper appreciation for the intricacies of academic research. The project's limitations, such as the low reliability of some constructs and the restricted generalizability of the findings, highlighted areas where I need to improve. These insights are valuable for my future research endeavors and professional development.

Action Plan

To build on this experience, I plan to undertake further training in advanced statistical techniques and psychometrics by enrolling in specialized courses or workshops, such as those offered by institutions like Coursera or the American Psychological Association. This training will help me develop and utilize more robust measurement tools. Additionally, I aim to engage in research projects with larger and more diverse samples, such as participating in multi-site studies or collaborating with researchers in different regions. For example, I could join research networks or consortia that focus on broadening sample diversity. By continuously engaging in reflective practice, as suggested by Gibbs (1988), I will regularly assess my research methods and adapt my approach based on feedback and emerging best practices, ensuring ongoing improvement and professional.

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APPENDIX 1: ETHICS APPROVAL



University of Hertfordshire
Higher Education Corporation
Hatfield, Hertfordshire, AL10 9AB

+44 (0) 1707 284000
herts.ac.uk

Ethics approval (primary research) notification letter

Dear Angela,

This letter is to confirm that you have completed the additional ethics requirements of the class protocol established on the **7BUS2075 Marketing Dissertation** module. You must now quote the following protocol number in all the ethics documentation that goes to your participants: ~~cBUS~~ **CL UH 05193**.

You now have clearance to proceed to data collection. Please ensure you follow the ethics practice for each method you have been given approval for, as outlined below:

- Questionnaires: To be administered online through **Qualtrics**. Information about informing the participants and gathering consent **must** be at the front of the questionnaire, as approved by your supervisor.

Copies of these ethics documents, and a sample of your raw data, must be submitted as part of your coursework through ~~StudyNet~~. The ethics documents can be included as appendices in your final submission, and the raw data can be included as a supplementary upload/submission.

You must follow all guidance delivered in the HBS and subject-specific ethics training sessions, as well as additional advice from your supervisor, to ensure that data is collected, kept confidential, and stored appropriately. You must not change any aspect of your data collection from this point without agreement from me (your supervisor) in consultation with the Module Leader of **7BUS2075 Marketing Dissertation**. Please note that any unagreed changes could put you in breach of the class ethics protocol and may result in an ethics misconduct case, potentially impacting your grade.

If you have any concerns during the period of the research, please contact me as your supervisor.

Yours faithfully

<Dr. Ariva Nithikulsak>

Supervisor – Hertfordshire Business School

APPENDIX 2: ASSIGNMENT SUBMISSION

DECLARATION

✓	I declare the assignment is my own work and is written by myself. I understand any forms of cheating, e.g., outsourcing and collusion will result in academic misconduct allegation and consequent fail of the module and record on my student file.		
✓	I declare that my Assignment involves ONLY non-plagiarised primary and secondary sources that any member of the public is legitimately free to access and use without obtaining permission.		
✓	I declare that I did NOT carry out any primary research without the University's ethics approval, and the work does NOT include any first-hand data in breach of the University's ethics protocol.		
✓	I declare that I understand what plagiarism means, its practical application and have read the guidelines and regulations relating to this. I have also attended the AEB sessions and/or CASE support understanding and avoiding plagiarism.		
✓	I declare I have submitted my Assignment to Turnitin, checked the similarity score of my Assignment and where it falls within the unacceptable similarity score bands have reviewed the Assignment to ensure it is within the required bands. Furthermore, that despite an acceptable similarity score, high single sections of text have also been corrected.		
✓	I declare that I understand contract cheating/ essay milling is a form of academic misconduct and is illegal in the UK . Any form of academic misconduct will be investigated by the University. Once found, the module grade will be penalised, and the misconduct will also be recorded on the Student Record. It may also lead to scams and other adverse consequences.		
✓	I declare I understand the deadline of the submission and the penalty it may occur for any unauthorised late submission.		
✓	I understand that failure to comply with the University of Hertfordshire Regulations on academic integrity and programme requirements will result in the application of penalties with repeated offence leading to disciplinary action. The ultimate penalty will be expulsion from the programme.		
Module Code and : 7BUS2075 Module Leader's Name: Dr. Derek Ong			
Student's Name : Ajirioghene Angela Obokia		Student's Signature : 	
Student ID : 22103684		Date : 26 th August 2024	

APPENDIX 3: EC3 CONSENT FORM

UNIVERSITY OF HERTFORDSHIRE

ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN PARTICIPANTS

(‘ETHICS COMMITTEE’)

FORM EC3

CONSENT FORM FOR STUDIES INVOLVING HUMAN PARTICIPANTS

I, the undersigned

AJIRIOGHENE ANGELA OBOKIA

.....

of

Ao23add@herts.ac.uk

.....

hereby freely agree to take part in the study entitled

An investigation of the impact of social media marketing on brand loyalty among university students: a case study of tesco

.....

(UH Protocol number: cBUS CL UH 05193)

1 I confirm that I have been given a Participant Information Sheet (a copy of which is attached to this form) giving particulars of the study, including its aim(s), methods and design, the names and contact details of key people and, as appropriate, the risks and potential benefits, how the information collected will be stored and for how long, and any plans for follow-up studies that might involve further approaches to participants. I have also been informed of how my personal information on this form will be stored and for how long. I have been given details of my involvement in the study. I have been told that in the event of any significant change to the aim(s) or design of the study I will be informed, and asked to renew my consent to participate in it.

2 I have been assured that I may withdraw from the study at any time without disadvantage or having to give a reason.

3 I have been told how information relating to me (data obtained in the course of the study, and data provided by me about myself) will be handled: how it will be kept secure, who will have access to it, and how it will or may be used, including the possibility of anonymised data being deposited in a repository with open access (freely available).

4 I understand that if there is any revelation of unlawful activity or any indication of non-medical circumstances that would or has put others at risk, the University may refer the matter to the appropriate authorities.

5 I have been told that I may at some time in the future be contacted again in connection with this or another study.

Signature of participant..........Date.....

Signature of (principal) investigator.....Date.....

Name of (principal) investigator

.....

APPENDIX 4: EC6 INFORMATION SHEET
UNIVERSITY OF HERTFORDSHIRE
ETHICS COMMITTEE FOR STUDIES INVOLVING THE USE OF HUMAN
PARTICIPANTS
(‘ETHICS COMMITTEE’)

FORM EC6: PARTICIPANT INFORMATION SHEET

TITLE: AN INVESTIGATION OF THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY AMONG UNIVERSITY STUDENTS: A CASE STUDY OF TESCO.

Introduction

You are being invited to complete an online survey as part of a Master’s course being undertaken by Ajirioghene Angela Obokia, a Strategic Marketing with Brand Leadership student at the University of Hertfordshire, UK.

The University’s regulation, UPR RE01, 'Studies Involving the Use of Human Participants' can be accessed via this link:<https://www.herts.ac.uk/about-us/governance/university-policies-and-regulations-uprs/uprs>
(after accessing this website, scroll down to Letter S where you will find the regulation)
Please read the following information carefully before deciding whether to take part.
Please ask if there is anything that is not clear or if you would like more information.

You are eligible to take part in this study if you are 18 or over.

The Study

The purpose of the study is to investigate the impact of social media marketing on brand loyalty among university students using Tesco as a case study. The specific objectives are identifying the common social media marketing types/strategies adopted by Tesco, evaluating the impacts (positive/negative) of Tesco's social media marketing strategies on brand loyalty among university students, examining the factors that influence Tesco's social media marketing to achieve brand loyalty among university students, assessing the challenges faced in ensuring brand loyalty among university students as a result of implementing Tesco's social media activities.

What does taking part involve?

If you agree to take part in this study, you will be asked to complete an online survey/questionnaire. This survey/questionnaire will ask about the socio-demographic backgrounds of respondents, levels of brand awareness about Tesco, types of social media platforms respondents use and reasons for their choice, information about how Tesco has made efforts at connecting with them through social media, and suggestions of how Tesco's customer service and quality can build brand loyalty among university students and it will take you approximately 6 minutes to complete.

Do I have to take part?

No. It is up to you to decide whether or not to take part. You are free to withdraw from the study at any time and without giving a reason. If you choose not to take part, you do not need to do anything further.

Are there any benefits or risks for me if I take part?

You may not directly benefit from this research; however, we hope that your participation in the study may help identify what retailers are doing right, the gaps in social media marketing, and how well retail markets capture university students' intention to purchase Tesco products on social media platforms.

There are no expected risks for participants. Any data that you provide will be treated as confidential and the questionnaire is anonymous.

All data from the study will be stored securely on my university One Drive cloud storage system which only I have access to and will be deleted on 15th May 2025.

What will happen to the findings of this study?

The findings will be used to produce data to answer my research questions and achieve my stated objectives.

Has this study received ethical approval?

This study has been approved by the University of Hertfordshire Social Sciences, Arts and Humanities, Ethics Committee with Delegated Authority (SSAH ECDA). The Ethics Protocol number for this study is (cBUS CL UH 05193)

If you would like to receive more information and for any other queries about this project you can contact me by email (Ao23add@herts.ac.uk) or my Supervisor, Dr Ariya Nithikulask (a.nithikulsak@herts.ac.uk)

If you do not wish to participate in this survey, just close your browser.

If you are interested in taking part, please read the statements below and then click 'yes' to record your consent to participate.

- I confirm that I have read the study information.
- I have had the opportunity to consider the information and ask questions.
- Any questions have been answered satisfactorily

- I understand that my participation is voluntary, and I am free to withdraw from the study at any time without giving a reason
- I am 18 or over

Although we hope it is not the case, if you have any complaints or concerns about any aspect of the way you have been approached or treated during the course of this study, please write to the University's Secretary and Registrar at the following address:

Secretary and Registrar
University of Hertfordshire
College Lane
Hatfield
Herts
AL10 9AB

Thank you very much for reading this information and giving consideration to taking part in this study.

SURVEY QUESTIONNAIRE DESIGN

1. To identify the common social media marketing types/strategies adopted by Tesco.
2. To evaluate the impacts (positive/negative) of Tesco's social media marketing strategies on brand loyalty among university students.
3. To examine the factors that influence Tesco's social media marketing to achieve brand loyalty among university students.
4. To assess the challenges faced in ensuring brand loyalty among university students as a result of implementing Tesco's social media activities.

Section A: Impacts of Tesco's Social Media Marketing Strategies on Brand Loyalty among University Students

	Items	SA	A	N	D	SD
	Advantageous Campaigns					
1	Tesco's provide content about its brand on various social media (e.g. Facebook, Twitter, Pinterest and YouTube)					

2	Tesco employs the use of blogs and other social media platforms to engage its customers.					
3	Tesco's online campaign effectively advertises its offers.					
	Relevant Content					
1	Tesco's social media content is in most cases useful to me.					
2	I find the information Tesco share online across its social media platform engaging					
3	The brand ensures that the information provided matches the interests and needs of its audience.					
	Popular Content					
1	Tesco's social media content received a lot of likes and shares from customers.					
2	Many people engage with Tesco's posts on social media.					
3	The content shared by Tesco on social media attracts a lot of attention from its customers.					
	Updated Content					
1	Tesco's ensures that its social media content always provide the latest information to customers.					
2	I can rely on Tesco to provide me with latest updates on social media about the products and services					
3	Tesco's shares update and timely contents on social media.					
	Online Community					
1	I feel like a part of Tesco's online community on social media					
2	I enjoy participation in discussion revolving around social media post from Tesco					
3	Tesco values and engages well with social media posts and reactions from its audiences.					
	E-WOM					
1.	Tesco's responds actively to customer feedback and reviews on its social media platform. (e.g. Instagram, Facebook, Pin interest, You tube and twitter).					
2.	Contacting Tesco's through its social media platform is easy and accessible whenever required.					
3.	Tesco makes available numerous electronic means through which they can be reached.					

Section B: The factors that influence Tesco's social media marketing to achieve brand loyalty among university students.

	Items	SA	A	N	D	SD
	Brand Loyalty					
1.	I consistently choose Tesco over other grocery stores.					
2.	I recommend Tesco to my friends and families.					
3.	I prefer shopping at Tesco even when there are alternatives.					
4.	I trust Tesco to always provide quality product and service delivery.					
5.	I see myself remaining a customer of Tesco in the nearest future.					

To what extent does any of the following influences Tesco Social Media Marketing Strategies

Factors	0	1	2	3	4	5	6	7	8	9	10
The Objective of marketing.											
The Target Audience.											
The nature of the marketing platform.											
The nature of the marketing content.											
The strength of followers or subscribers.											

Section C: The challenges faced in ensuring brand loyalty among university students as a result of implementing Tesco's social media activities.

In your opinion, what are the challenges faced by Tesco in building their brand loyalty?

Appendix 5: HBS Research-Based Project Log 2023 – 24

This is an important document, which will need to be attached to your research-based project. This log will be taken into consideration when awarding the final mark for the research-based project.

Student's Full Name:	AJIRIOGHENE ANGELA OBOKIA	Student ID:	22103684
Supervisor's Name:	DR. ARIYA NITHIKULSAK	Module Leader's Name:	Dr. Derek Ong
Research-based Project Topic: An investigation of the impact of social media marketing on brand loyalty among university students: a case study of tesco.			

SECTION A: MONITORING STUDENT RESEARCH-BASED PROJECT PROCESS

The below date plan is to be agreed between the student and supervisor and will be monitored against progress made at each session.

Activity	Milestone/Deliverable Date							
Final details of proposal to be agreed between student and supervisor								
Suggest milestones are:								
1 Refine initial proposal								
2 Complete literature review								
3 Complete methodology section								
4 Complete data collection								
5 Complete data analysis								
6 Complete conclusions and recommendations								
7 Submit draft for feedback								

SECTION B: ETHICS

Ethics form protocol number (Primary Research Only): cBUS CL UH 05193

SECTION C: RECORD OF MEETINGS

You have the opportunity to meet your supervisor SEVEN times ONLINE OR FACE-TO-FACE (to be discussed with your supervisor) (for up to 45 minutes each). Record the outcomes on this form to help you to monitor your progress

Meeting 1

Date of Meeting	11/04/2024
Progress Made	Planned timeline of the project discussed and agreed by my supervisor. My introduction need further improvement and topic was discussed and change to meet my framework I want to analyse. Sampling method was identified and the term of use of this research was discussed. Channel of communication was discussed and identify the various means of social platform to use for this study.
Agreed Action	Key journal picked for this project was identified and I was able to get my theoretical framework for the project. Focused mainly on identifying my research gap in existing literature. Aim and objective of the research should align with the topic am investigating. Grocery retail industry to be use as term instead of Tesco in my chapter one. Ensure using the right method of referencing and in text citation for examples and using recent academic books for this research
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Meeting 2

Date of Meeting	09/05/2024
Progress Made	Literature review of the research discussed by my supervisor. Case study of the topic and its impact among university student identify. Social media strategies discussed in retail industry. Conceptual framework /hypothesis development identify. Gaps in literature Analysed. Factors influencing brand loyalty among university students discussed.
Agreed Action	Using the right theoretical framework for the research has been discussed and agreed by my supervisor. Restructure of the literature review discussed and agreed. Using the right references method and picking the right sources of journal to cite. Reduced repetition of sources cited in the body of the work. Measurement instrument for the theoretical framework for the research topic. Methodology and data collections. Understanding Qualtrics and using Mendeley for referencing. Defined new terms introduced in the work to let the reader understand when incorporated in the research. Use the feedback given to adjust chapter one and two. Start working on my chapter 3.
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Meeting 3

Date of Meeting	16/05/2024
Progress Made	We had discussion on the theoretical framework of the research. Identify the measurement items for the research to develop questionnaire.
Agreed Action	Develop Questionnaire on Qualtrics to enable me to proceed for ethics approval. Agreed on the time frame for each chapter of the research.
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Meeting 4

Date of Meeting	23/05/2024
Progress Made	Measurements items for preparation of questionnaire identify for constructs. Qualtrics survey design and was able to prepare questions. Method of distributing the questionnaire through online survey discussed by my supervisor.
Agreed Action	Methodology and ethics approval discussed. I worked on my chapter 3 and visit study material on the module site to have an insight on how to progress with the methodology. Revision of the questionnaire before next meeting.
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Meeting 5

Date of Meeting	10/06/2024
Progress Made	Questionnaire approved by my supervisor. Discussion on the EC3 consent form and methodology of the research work. Start collecting data after the protocol letter.
Agreed Action	Re-address the guideline on the dissertation. Adjust the sample size of the research. Revised the feedback on chapter 3 and further develop the research philosophy. Explain and be in-depth of the research philosophy. Distribute the questionnaire after ethics approval. Improve and understand how to use results obtained from the survey for data analysis.
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Meeting 6

Date of Meeting	08/07/2024
Progress Made	Data collected and analysed. Identify the objective of my research and using the right method to address the research questions. Understanding the relationship between variables in the literature review.
Agreed Action	Submission of chapter 4 and 5 before next meeting. Working on my findings to achieve the hypothesis developed in the research. Linking my data analysis developed in previous chapters to analyse the findings.
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Meeting 7

Date of Meeting	06/08/2024
Progress Made	Revision on chapter 5, and discussion on the feedback given.
Agreed Action	Agreed on improving my other chapters and do a final review before submitting all chapters on due date. I need to work on my appendices and go through the dissertation project handbook before submitting final work.
Student Signature	Ajirioghene Angela Obokia
Supervisor's Signature	Dr. Ariya Nithikulsak

Gantt Chart showing Workplan of Activities

	w/c 8 th Apr	w/c 15 th Apr	w/c 22 nd Apr	w/c 29 th Apr	w/c 6 th May	w/c 13 th May	w/c 20 th May	w/c 27 th May	w/c 3 rd Jun	w/c 10 th Jun	w/c 17 th Jun	w/c 24 th Jun	w/c 1 st Jul	w/c 8 th Jul	w/c 15 th Jul	w/c 22 nd Jul	w/c 29 th Jul	w/c 5 th Aug	w/c 12 th Aug	w/c 19 th Aug	w/c 26 th Aug	w/c 2 nd Sept	w/c 9 th Sept
Submission (Introduction)																							
1 st meeting																							
Revision of Introduction																							
Preparation of Literature review * Supervisor on leave																							
Submission (Literature review)																							
2 nd meeting																							
Revision of literature review																							
Preparation of methodolo gy																							
3 rd meeting (Methodolo gy)																							
4 th meeting (Ethic approval)																							
Submission (Methodolo gy)																							
Data collection																							
5 th meeting.																							

