

SOCIAL MEDIA MARKETING AND ITS EFFECT ON CONSUMER BUYING BEHAVIOR, BRAND LOYALTY, AND BRAND RELATIONSHIPS: A STUDY OF THE MEDIA INDUSTRY

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ABSTRACT

Consumer behavior is a concept that has drawn attention from academics, and it is undeniable that it has a significant impact on marketing strategy and planning. It is evidently essential to understand consumers in the ever-evolving corporate environment and rising consumer expectations with regard to technological advancements as well as the ease of information flow between organizations and their customers as well as customers to other customers. Due to social media marketing's contributions to the marketing sector, this study compelled to inquire as to how social media marketing affects consumer purchasing patterns, brand loyalty, and relationships within the Bangladeshi media industry. The study aims to investigate the attitudes, use, opinions, and demographics of the population in relation to social media marketing and their behavior in the media industry. The target population of the study was social media users in Chattagram region who follows top ten media brands or media group in Bangladesh. Data analysis revealed a substantial influence and relationship between social media marketing, consumer behavior, and brand loyalty in Bangladesh's media industry. The study faced challenges from non-cooperative individuals and illiterate people who have no knowledge about social media. The study recommended building relationships through social media since it is one of the most crucial elements of social media marketing success. The study was motivated by a general observation of how small and multinational organizations, both for-profit and nonprofit, used social media to improve their marketing efforts, worldwide consumer interactions, and consumer research.

Keywords: Social Media, Consumer Behavior, Brand Relationships, Brand Loyalty.

INTRODUCTION

Every business organization has needed marketing to sell, promote and relation with their consumers that's why company should use different media to further its objectives. As a result, it is important to comprehend the marketing channels and the target market for each brand. The actions people take to purchase, use, and discard goods and services are referred to as consumer behavior (Blackwell, Miniard and Engel, 2006). It is well acknowledged that consumer behavior plays a significant role in the formulation and execution of marketing strategies. Assael (2001) emphasizes the significance of knowing one's customers by asserting that customer needs directly influence an organization's profitability. The better an organization understands its customers' behavior, the better able it is to create effective marketing strategies to meet customers' needs, which translate into sales of goods and services. Consumer behavior is the

study of the actions people or groups take while choosing, acquiring, utilizing, or discarding goods, services, concepts, or experiences in order to fulfill their wants and requirements (Solomon, Bamossy, 2006). Consumer behavior is the conduct that consumers show when they look for, buy, use, assess, and dispose goods and services that they believe will meet their requirements (Schiffman & Kanuk, 2007). Five key approaches—behavioral, psychodynamic, cognitive, humanistic, and economic theoretic—were examined in this study because of the importance of consumer behavior to marketing decisions (Foxall, 1990). Researchers from the past and the present have both studied these strategies. Selling is different from marketing because, according to Levitt (1960), selling is concerned with the strategies and tactics for persuading people to part with their money in exchange for your product. Selling is not concerned with the values involved in the exchange, and it does not view the entire business process as involving a tightly integrated effort to identify, create, pique, and satisfy customers' needs.

Social media marketing is the technique of increasing website traffic or attention via social media platforms (Neilson, 2009). One of the newest forms of marketing that has developed significantly and is still growing is social media marketing. Research on consumer behavior has tremendously contributed to the rise of social media marketing, as more and more people utilize the site to look for brands. Researchers and marketers are starting to recognize the value of this relatively new marketing medium to promote or communicate their goods or services or brands. The development of the media is mostly dependent on the level of interest that its material produces among the general people. The content's uniqueness, proximity, prominence, and timeliness all are affected by the Interest. Technology has developed into a crucial marketing tactic that gives businesses a competitive edge and helps a brand succeed. The importance of technology in today's marketplace cannot be disputed, which is why media companies are using social media to stay competitive and build client loyalty. The competitiveness of media brands is greatly aided by social media marketing.

There were 66.94 million internet users in Bangladesh at the start of 2023, when internet penetration stood at 38.9 percent. Now Bangladesh government tries to create memorandum for online news portal. Therefore, almost every media company or brands have a connection with social media like Facebook, Youtube, Twitter, Instagram etc. by which followers are regularly updated with media brands through social media. Over 179.9 million people in the country use mobile phones, while over 66.94 million people use the internet. New communication technologies like the internet and mobile phones are also growing (BTRC, 2023).

Research Objectives

On the basis of significance of this study, the researchers are stimulated to set up the following objectives:

- To clarify how social media marketing impacts on the consumers buying behavior.
- To evaluate how social media marketing influences the consumers brand loyalty.
- To assess how social media marketing influences the consumers brand relationship.

REVIEW OF LITERATURE AND HYPOTHESIS BUILDING

Social Media Marketing: Social media marketing has created a convenient, affordable, interactive, and enjoyable way for consumers to communicate with brands. The idea of social media marketing may be traced back to social marketing, which was established as a discipline by (Kotler and Zaltman in 1971) after realizing that the same marketing strategies that were used to persuade consumers to buy items could also be used to influence their ideas, attitudes, and behaviors. In terms of the goals of the marketer and his or her organization, social marketing is merely different from other forms of marketing (Andreasen, 2002). In order to benefit the target audience and society as a whole, social marketing aims to change societal habits, not for the marketer's own gain.

In social media, people interact with one another through creating, sharing, and/or exchanging knowledge and concepts in online groups and networks (Kaplan and Haenlein, 2010). It is dependent on web-based and mobile technology. Quality, reach, frequency, usefulness, immediacy, affordability, and permanence are a few of the ways that social media differs from traditional media. Magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, images or pictures, videos, ratings, and social bookmarking are just a few examples of the many varied shapes that social media technologies can take. Twitter, Facebook, LinkedIn, Instagram, and YouTube are the most popular social media platforms in Bangladesh. So, at the current situation consumers are very versatile and require a very dynamic approach to reach and influence their behaviors. Social media in business enables everyone to express and share an opinion or an idea along the business's road to the market.

Consumer Behavior: Modern marketing theories are the concepts that value the consumer as the focal point of marketing efforts value. According to Hawkins & Mothersbaugh (2009), consumer behavior is the study of how people, groups, or organizations choose, acquire, use, and discard goods, experiences, ideas, or services to meet their needs as well as the effects these actions have on the consumer and society. There are many similarities between the two definitions given above, with consumer activity being the most important.

Consumer behavior has significantly influenced how marketers design their marketing strategies and makes it possible for them to forge long-lasting relationships with their clients. Perner (1997) asserts that comprehending problems and describing the psychology of how consumers think, feel, reason, and choose amongst many options aids businesses and organizations in improving their marketing tactics. Customer perceptions relate to relationship marketing, with a particular focus on the customer's relationship with retailers and how that relationship influences the retailer's relationship with customers (Azmat et al, 2021). It is important to know how to use the data collected from customer behavior so that marketers may concentrate on creating goods and services that target markets are truly interested in. According to (Perner, 1997), there are several areas of decision-making where consumer behavior has made a significant contribution. The first is marketing strategies, which deal with identifying the right moment to launch a campaign, using powerful advertising, and winning over customers. Second, learning about public policy and how products can affect the public, or rather how products can have side effects. Thirdly, there is social marketing, which focuses on spreading ideas to customers rather than making pushy sales. Customer satisfaction is a measurement of how well a

company's goods and services meet or exceed a customer's expectations. Therefore, it is positive impact on consumer behavior and stimulated the buyers to purchase products and services constantly.

Marketing on Social Media and Consumer Behavior: The practice of increasing website traffic or attention using social media platforms is known as social media marketing (Nielsen, 2013). Nielsen (2013) reports that people spend more of their spare time online than they do watching TV, reading newspapers, or listening to the radio. Social networking websites target their users through profiling their users, which makes it simpler to comprehend consumers. Because social media sites have more information about a user's personality, likes, and associations than any other kind of advertising, social media marketers can more precisely deploy marketing messages that effectively address the demands of their target audience. So, hypothesis can be presented under as follows:

H₁: Social media marketing can positively impact consumer buying behavior.

Brand Loyalty: Loyalty refers to the repurchase and re-patronizes same products from the same outlet with same manner. It is challenging to find loyal clients because of the rise in internet usage, but at the same time, brand loyalty is crucial to this generation's existence (Mehrabi et al., 2014). And brand loyalty indicates the customer's preferences to acquire a specific brand in a product items. Brand loyalty is the biased, behavioral response that some decision-making unit exhibits over time toward one or more competing brands out of a group of such brands. This response is a result of psychological decision-making and evaluative processes (Jacoby and Chestnut, 1978). The perceived performance of a brand's intrinsic and extrinsic qualities that a consumer associates with a particular brand is known as brand image (Ullah et al., 2022). Brand equity includes elements such as brand loyalty. Brand loyalty, name recognition, quality, brand association, and various brand assets, such as patents and trademarks, are the five areas of brand equity (Aaker et al, 2001). Customer loyalty will increase when a firm runs effective marketing efforts and produces well-liked content (Laroche et al., 2012). Brand loyalty is a preference for a brand demonstrated by frequent purchases (Assael, 1998). Therefore, brand loyalty implies the biasness of consumers to a identical products, brands or ideas and favorable action to stimulate the prospect customers so that they make right decision for purchasing the right brand from the right organization.

Social Media Marketing and Brand Loyalty: In the competitive market situation social media marketing is required for every company try to enlarge, fast moving and go ahead to achieve its goals or objectives. Social media was once primarily used by people to stay in touch with their family and friends, but it has since been utilized as a tool for business publicity and disseminating information about various businesses around the world (Ismail, 2017). Okazaki et al. (2015) noted that numerous organizations had recently embraced social media to link consumers with businesses. In the modern era, social media marketing is essential for helping businesses retain their current customers by providing them with reliable information about the product or brand (Zarantonello & Schmitt, 2010). Company employed some technique to retain its customer and social media marketing is one of the methods to maintain customer brand loyalty. Marketers employ a variety of strategies to preserve customer brand loyalty (Castronovo

& Huang, 2012). To decide on the content and features of their offers and activities in social media settings, businesses engage with social media specialists and consultants in order to win over consumers' hearts and minds and engender brand loyalty (Coon, 2010).

Social media platforms are seen by customers as a service channel where they may interact with companies in real time (Leggat, 2010). Therefore, consumers want to view fresh material on social media. Every firm needs to communicate with its clients and interact with them (Balakrishnan et al., 2014). Thus, in order to attract and keep more devoted customers, many businesses are adopting social media marketing. Companies are establishing a clear understanding of their target markets and basing their product development on the lifestyles of their clients (Zhu et al., 2009). Therefore, the social media marketing is great contribution to retain the customers and convert loyal customers to their brand. So, social media marketing can affect the brand loyalty of an organization. Hence this study hypothesizes that.

H₂: Social media marketing can positively impact the brand loyalty of customers.

Brand Relationship: A virtual brand relationship/community is a group of people who buy things from a certain brand. In addition to providing opportunities for activities that raise brand awareness, social media marketing effectively promotes conversations between consumers and marketers (Hafez, 2021). Consumer brand relationships, sometimes known as just brand relationships, are the connections that can develop between consumers and brands when they interact as separate parties (Fournier, 1998; Veloutsou, 2007). Consumers frequently form close links with brands in relationships with them (Alvarez & Fournier, 2016). In conclusion, brand transactions and experiences are produced by the attitudes, connections, and behaviors of customers.

Customers are interested in building strong relationships with other customers, brands and professionals as well as in purchasing goods and services. Due to the internet's development of numerous apps and tools over time, new channels of communication have been established, and there have been significant changes in how people communicate (Tarsakoo and Charoensukmongkol, 2020). Brand communities are specific groups established as a result of interactions amongst brand customers that are not constrained by geographic boundaries (Chen and Lin, 2019). Therefore, brand relationship is a critical factor to build and maintain positive relationship with customers and social media can help to create strong brand relationship with targeted customers.

RESEARCH METHODOLOGY

This study used a descriptive research approach. The study's target audience consisted of Chattogram region residents who follow Bangladesh's top 10 media brands or media groups on social media. The survey was deliberately distributed. Both primary and secondary data were gathered for the investigation. The main means of gathering data were questionnaires, which contained both closed-ended and open-ended questions, allowing respondents to express their opinions but limiting them in what they could say. On a five-point Likert scale, respondents were asked to indicate how much they agreed or disagreed with several assertions regarding how social media marketing affects consumer buying behavior, brand loyalty, and consumer-brand relationships in the media sector. Strongly concurring was represented by five, while strongly

disagreeing was represented by one. The variables strongly agree=5; agree=4; neutral=3; disagree=2; strongly disagree=1. The study aims to have at least a total of a 110 respondents who are users of social media. From whom 88 respondents were given to fill up the data and give back the questionnaires to research administrator. Secondary data was sourced from published reports, website, books, journals, and newspaper.

Statistical Package for Social Science (SPSS) was used to clear, clean, and analyze the field data gathered. The data were analyzed using descriptive statistics, which uses measures of central tendency like mean and measures of dispersion like standard deviation. In order to make the outcomes of the research findings plain and understandable, a frequency distribution Table 1 was used to illustrate the data.

RESULTS AND DISCUSSION

Response Rate

Response	Frequency	Percentage
Total successful respondents number	88	80%
Non successful respondents	22	20%
Total questionnaires distributed	110	100%

Total number of 110 questionnaires was distributed to social media users in the Chattogram region in order to collect data, and 88 of them were completed and returned. This amounted to an 80% response rate, which is thought to be adequate for drawing conclusions about the study. (Mugenda & Mugenda, 2003) cites a 50% response rate as adequate, a 60% response rate as good, and a 70% response rate as very good. This supports (Bailey, 2000) claim that a response rate of 50% is sufficient and a rate of more than 70% is extremely good. This suggests that the 80% response rate in this instance is quite good based on this claim Table 2.

Demographic Information

Demographic Factors		Frequency	Percentage
Gender	Male	50	56.82
	Female	38	43.18
	Total	88	100
Age of the respondents	21 to 30 years	56	63.64
	31 to 40 years	20	22.75
	41 to 50 years	7	7.95
	Over 50 years	5	5.68
	Total	88	100
Level of education	Secondary level (certificate)	15	17.05
	Diploma (college)	25	28.41
	University (Degree)	37	42.05
	Post graduate	11	12.5
	Total	88	100
Years of interaction	1 to 3 years	20	22.73

	4 to 6 years	46	52.27
	7 to 10 years	12	13.64
	Above 10 years	10	11.36
	Total	88	100

The Respondent's Demographical Information

The purpose of the study was to identify any gender disparities among the respondents. According to the results shown in figure and Table-2, respondents were mostly male (56.82%) and female (43.18%), respectively. This suggests that there were more men than women using social media platforms. This suggests that more males than women are utilizing social media.

According to the results, the majority of respondents (63.54%) were between the ages of 21 and 30. There were 56 respondents to this frequency. The study also reported that 20 respondents, or 22.73% of all respondents, identified as being between the ages of 31 and 40. The frequency of 7 respondents, or 7.95% of all respondents, was reported for people between the ages of 41 and 50. The respondents who were above 50 years old made up the last age group. It was computed that this had 5.68% of the total responses and had a frequency of 5 respondents.

41% of those surveyed had completed an undergraduate program at a university. A total of 35 people reported seeing this. The percentage of respondents who claimed they had completed at least a bachelor's degree in college (29%), came in second place. There were 25 respondents at this frequency. The next group of respondents, who made up 17% of all respondents overall, only held a secondary school diploma. The respondents with a postgraduate degree had the lowest proportion (13%) and the lowest frequency (11 respondents).

According to Table 2, the majority of respondents interacted on social media for 4 to 6 years. This was reported to have a frequency of 46 respondents, or roughly 52.27% of the respondents, according to calculations. Respondents who said their interactions with social media platforms lasted between one and three years came in close succession to this. This was expected to have a frequency of 20 responders, or 22.73% of all respondents. The next group of respondents—those who claimed to have interacted with the media for seven to ten years—came in at a frequency of twelve. This was estimated to represent 12.5% of all responses.

Descriptive Statistics Information

Consumer Buying Behavior: The respondents were asked to rank the degree of agreement or disagreement with a number of assertions regarding the impact of social media marketing on customers' purchasing decisions in Bangladesh's media market. A standard deviation of >1.5 indicates that the variation from the mean value of the variable across respondents is not statistically significant Table 3.

S. L	Items	Mea n	Standar d Deviati on

1.	Consumer purchasing decisions in the media sector are significantly influenced by social media marketing.	4.9783	1.41146
2.	I consistently follow different media brands on social media.	4.9364	1.32106
3.	Social media marketing is improved by using social media channels in the way that customers want to use them.	4.9130	.83253
4.	Social media marketing is significantly influenced by how consumers of social media engage in conversation and build connections.	4.0870	1.35344
5.	Social media marketing is greatly benefited by creating emotional ties with customers through excellent customer service, happy customer experiences etc.	4.1957	1.14728
6.	Social media marketing is greatly benefited by concentrating on topics that are extremely personal and practically close to the customers rather than promoting their product.	4.9391	1.36567

From the study it was noted that consumer purchasing decisions are significantly influenced by social media marketing. This was indicated by the high mean values of 4.9783. The study's standard deviation of 1.41146 showed a slight departure from the mean value. The study also showed that customers are consistently follow different media brands on social media indicated by the high mean values of 4.9364 and standard deviation calculated from the study of 1.32106 which indicated a small variance from the mean mark. The study also showed that social media marketing is improved by using social media channels in the way that customers want to use them, this was inferred due to the high mean values calculated of 4.9130. This suggested that most respondents strongly agreed to the sub variable. The standard deviation indicated a small variance from the mean. The study also noted that social media marketing is greatly benefited by creating emotional ties with customers through excellent customer service, happy customer experiences etc. The high calculated mean values of 4.1957 demonstrated this. This indicated that the majority of respondents agreed with the statement because it was rated "agree" on the Likert scale. The standard deviation calculated from the SPSS analysis was 1.14728 which indicated a small variance from the mean mark. From the study it was also noted that focusing on issues that social media marketing is greatly benefited by concentrating on topics that are extremely personal and practically close to the customers rather than promoting their product. This was demonstrated by the computed mean value of 4.9391 from the SPSS data analysis. This analysis's standard deviation of 1.36567 showed a slight departure from the mean value.

Brand Loyalty: The respondents were asked to rank their agreement or disagreement with a number of assertions regarding the impact of social media marketing on consumer brand loyalty in Bangladesh's media sector. An insignificantly minor departure from the mean mark of the variable among respondents is indicated by a standard deviation of >1.5 Table 4.

Table 4			
BRAND LOYALTY			
S.L	Variables	Mean	Standard Deviation
1.	Brand loyalty of items is increasingly and more dependent on social media marketing.	4.2391	1.15802
2.	Social media is the best way for businesses to increase brand loyalty and affect perception among their target customers.	4.8261	1.22572

3.	Today's social media consumers expect brands to use social networks as more than just new channels for advertising; they want interaction, access to special offers, and timely content.	4.0652	1.33020
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The study noted that Brand loyalty of items is increasingly and more dependent on social media marketing. This was demonstrated by the high mean value calculated as 4.2391 (agree), which showed that the majority of respondents believed that social media marketing had a significant and positive impact on consumers' loyalty to particular brands of goods. The study's 1.15802 standard deviation calculation revealed a little departure from the mean value. The study also showed that Social media is the best way for businesses to increase brand loyalty and affect perception among their target customers. This was demonstrated by the mean calculated value of 4.8261, which denotes highly agree; as a result, the majority of respondents to the survey strongly agree that the Today's social media consumers expect brands to use social networks as more than just new channels for advertising; they want interaction, access to special offers, and timely content. The study's modest 1.22572 standard deviation calculation showed a slight departure from the mean value. According to the SPSS data research, social media users today demand more from brands than just extra channels for advertising. They want engagement, access to special offers, and timely content. The high mean of 4.0652 determined during the analysis served as proof of this. There was a relatively tiny amount of fluctuation in the respondents' responses, as indicated by the study's 1.33020 standard deviation.

Social Media Marketing and Customer Brand Relationship: The respondents were asked to rank the degree of agreement or disagreement with a number of assertions regarding the impact of social media marketing and the interaction between customers and brands in the Bangladeshi media business. A standard deviation is higher than 1.5 denotes a minimal departure from the mean value of the variable among respondents Table 5.

S.L	Items	Mean	Standard Deviation
1.	Social media can be utilized to improve brand relationships with consumers.	3.9763	1.42146
2.	Social media helps businesses develop and maintain relationships with customers.	4.5130	.8753
3.	The goal of social media marketing is to advance open and trustworthy brand interactions.	3.5435	1.06173

From the study it was noted that Social media can be utilized to improve brand relationships with consumers. The high mean values of 3.9763 pointed to this. The study's determined standard deviation of 1.42146 showed a slight departure from the mean value. The study also showed that Social media helps businesses develop and maintain relationships with customers. The high mean values calculated of 4.5130 served as proof of this. This showed that the majority of respondents had a solid consensus that social media helps brands develop and maintain relationships with customers. A slight departure from the mean was shown by the standard deviation. The study also found out that the goal of social media marketing is to

advance open and trustworthy brand interactions. The high mean values calculated of 3.5435 served as proof of this. The computed standard deviation of 1.06173 revealed a slight deviation from the mean value.

CONCLUSION AND RECOMMENDATIONS

The study came to the conclusion that the social media marketing had a significant impact on consumer purchasing behavior, brand loyalty, and brand relationships. Since the standard deviation estimated was less than 1.5 and the subvariables given to each of the factors had high mean values, it was determined that there was only a small variance from the mean in the responses. According to the study's findings, a corresponding rise in a company's social media marketing would have an impact on a consumer's brand loyalty. As a result, businesses would need to spend a lot of money on social media marketing to enhance consumer brand loyalty. The study also deduced from the investigation that social media marketing in the media industry had an impact on brand relationships with their customers. The high mean values given to the variables working with the relationships between brand relationship and social media marketing served as evidence of this study. Additionally, the study came to the conclusion that social media marketing had a favorable impact on consumers purchasing habits as well as media brand relationship and brand loyalty. This was evidenced by the high mean values calculated in the analysis. The high means suggested that there was widespread agreement regarding the relationship between consumer buying behavior, brand loyalty, brand relationship and social media marketing.

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