

The Impact of Social Media (Method of Advertising) on Customer Loyalty

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Abstract

This study uses quantitative and qualitative approach to discover the attributes that do not encourage young consumers in Egypt to perceive and be loyal to the American Eagle brand. Determining specific areas that need strategy change gives executives clear guidance of what needs to be done to enhance appeal and sustainable business in the region. To address the research question regarding the effect of social media as the method of advertising this research study uses a quantitative research approach by administering interview questions and surveys through Google Sheets. The results as established there is a correlation between the variables as the independent variable influences the dependent variable. Concerning Egyptian customers' perceived price, quality, and brand prestige for Western brands, prior research has a wealth of literature. Indeed, since the arrival of this author in Egypt, no study was empirical that investigates satisfaction aspects associated with real retention issues and low loyalty for an American brand. Based on a limited number of consumers who are currently interacting with existing American Eagle, this research identifies missed opportunities for engagement and branding in Egypt that have led to decrease in brand loyalty after entering the market. The study thus reveals why wrong strategies in social media and branding do not work in that culture.

Keywords: Customer loyalty, social media advertising, Relevant content



1. Introduction

Apparel products therefore need to receive consumer interest and loyalty in today's world of cutthroat competition in the retail selling sector, for brands to achieve the necessary profitable sales numbers and market share to sustain themselves (Hawkins & Hoon, 2019). To do this, regional implementation and efficient localization methods have emerged as crucial for the clothing businesses that aim at entering a new global market. However, there are several inherent marketing issues, which have fueled the optimistic mood of American apparel brands to find new markets in developing economies because of the growing retail benefit that can be derived from these regions (Elasrag, 2016). Younger generations specifically bring in significant purchasing buying power to markets such as that of Egypt; however, American brands have not effectively capitalized on this interest as they might convert the same into repeat consumption (Ilyas, Rahmi, Tamsah, Munir, & Putra, 2020). In the case of American Eagle, the company's ongoing difficulties in Egypt may be attributed to a lack of research into customer preferences and behavior, especially among Egyptian youth. This study aims to fill this gap by conducting a comprehensive survey of American Eagle's Egyptian customer base, identifying key weaknesses in its localization strategies, and offering insights into how the brand can improve its appeal, patronage, and overall favorability among local consumers. The findings will help American Eagle executives craft more targeted branding and retail strategies tailored specifically to the preferences and cultural nuances of young Egyptian consumers.

Despite ongoing expansion efforts in Egypt, American Eagle has underperformed relative to its competitors in the region. This underperformance is partly due to the broader economic challenges and evolving retail environment, but a crucial factor is the brand's failure to cultivate strong customer relationships and loyalty (Rhéaume & Gardoni, 2015). Previous research suggests that American Eagle's difficulties in engaging the Egyptian youth demographic stem from poorly adapted regional branding, outdated social media strategies, and ineffective promotional campaigns that fail to resonate with local consumers. However, a significant research gap exists regarding customer satisfaction, loyalty, and preferences in this demographic (Schivinski & Dabrowski, 2016).

This descriptive, cross-sectional study seeks to address this gap by surveying American Eagle's current and potential customer base in Egypt. By examining factors such as content relevance, platform use, and the memorability of promotional campaigns, the study aims to identify the specific elements of American Eagle's marketing strategy that fail to engage Egyptian youth. The results will provide actionable recommendations for American Eagle to enhance its localization efforts and improve customer loyalty in the region. This research aims to explain the findings of a survey done with the application of Google Forms in order to investigate the effect of social media (method of advertising) on customer loyalty. This was an online survey in nature to describe the target population of 300 respondents with the intent of getting a response. The survey instrument was developed in Google Forms and comprises of 11 items. Types of questions comprise of multiple choice questions, and Likert scale rating questions. When the survey hits the desired number of responses the raw data will be downloaded from Google Forms for processing. By adopting quantitative approach, the research seeks to create comprehensive and coherent account from the raw survey data set that answers the research questions. The findings will be captured in a final report of the study with some recommendations made on the fundamental conclusions arrived at.

2. Literature review

2.1 Social media (method of advertising)

Nowadays, advertising on social media pages is usual and is illustrating a huge pressure on the internet. The current high number of users in social sites such as face book, instagram, twitter and Linkden have given marketers another platform through which they can access their customers. According to (Nikou & Bouwman, 2014), one major perk of social media ads is that they may provide very specific and tailored material. Ads can be more relevant by targeting certain demographics, interests, and behaviours through the use of complex algorithms and data analysis on user behaviour (Soni, 2022). The use of social media is also advantageous to both organization and target market because it has interactive features due to its dynamic nature. It is the prerogative of business to begin discussions, reply to the inquiries and build a sense of inclusion while marketing their products and services. Besides, enhancing the customer retention with the brand, this kind of the direct

communication also provides useful data of customers' preferences and opinions (Rohm, D. Kaltcheva, & R. Milne, 2013). The use of the ads on the sites, like Instagram and Pinterest strengthens the aspect of the storytelling element. Based on this context, it is easier for companies to present their products in exciting ways that allow for the telling of their stories and the resulting creation of the all-important emotional response among potential customers. Further, given the content of social media is easily shareable, followers become influencers promoting the brand on their own by sharing their experience with others in their network when they are satisfied with our product (Tsai et al., 2019). However, there are certain imperatives that one must know about this particular social media advertising. The reality of content abundance, and the bands that are always changing are challenges for the brands intending to remain relevant. It is vital for enterprises to be able to respond to these changes while comprehending the nature of every network (Lupo, 2018).

2.2 Advantageous campaigns

Positive attitude towards the advert, consistent and memorable messages can be created by campaigns across the various media. Favourable campaigns can also increase audience involvement (Smith & Hanover, 2016). As a result, interactive content, participation via social media or experiential marketing can be seen as part of participation-based campaigns that establish an open feedback channel. This involvement promotes brand-audience relationships and reveals customer preferences and behaviours (Pansari & Kumar, 2017).

Advantageous promotions can boost sales and conversions. By properly connecting promotional activities with consumer requirements and market trends, campaigns can create urgency or exclusivity, encouraging purchases. Sales and revenue can increase from campaign promotions, temporary offers or sales, and customer rewards. There are also the advantages of raising brand image through the useful advertisements. Those communication activities that proclaim a firm's values, its mission, and customer satisfaction constitute brand image. It also attracts new clients and retains the customer base and consequently instils a memorable impression of a business (Wallace, Lings, Cameron, & Sheldon, 2014). It is a functional imperative that organisations assess and quantify the relevance and utility of advertising. Specific key performance indicators can be used to

monitor ROI and make informed campaign adjustments as necessary since KPI and analytics tools are available to companies (Deshpande & Ruhe, 2020).

2.3 Relevant contents

Relevant content is essential for digital communication and helps firms connect with their audience. Relevant material can attract a certain audience. Brands may break through information overload and engage with their audience by personalising content to their interests, needs, and preferences (Lipiäinen & Karjaluoto, 2015). More importantly, it is possible to cultivate significant more trust and credibility through the delivery of relevant content. Brands over time build credibility in the industry by constantly giving out value, content that is qualitative in terms of being relevant and absorbing to the intended audience. It is possible only with brand trust since people would rather follow the trustworthy and reliable brand which know more about them and their needs (Key, Keel, Czaplewski, & Olson, 2021).

Relevant content is also the key to enhancing user experience. Sharing content that interests audiences in form of blog articles, social media updates, videos, or in any other form also builds brand equity. This not only enhances the image of the brand but also the satisfaction of the consumer (Shahbaznezhad, Dolan, & Rashidirad, 2021). This is where SEO depends on the quality of correct materials generated and the changing search engine environment. Search engines favour information that answers questions and provides insights. Relevant content boosts search rankings and organic traffic for brands (Giomelakis & Veglis, 2015). Relevance changes with trends, consumer behaviours, and industry advances, so staying current is essential. To meet consumer demands, brands must constantly review their content strategy (Kamal & Himel, 2023).

2.4 Contents updates

The investigation of updating contents plays an important role in the online presence and performance of a brand (Park & Kim, 2014). Enhancing and updating content makes it more appealing to the target clientele and ranks it higher on the SERPs. Daily changes allow for changes in the industry, changes in consumer trends, and new subjects. According to (Teece, 2017), these changes mean that brands can stay fresh, and that they must keep

updating themselves. Content upgrades provide the watchers with new and relevant information to the topic provided. This makes an audience updated and will always check on a brand's channels for the updates, boosting loyalty. New posts to the blog, articles, or any multimedia content serve the audience to show that the brand cares about your needs (Baer, 2021).

Keep in mind that SEO needs content change to cater to the need of preserving and extending search engine result standards. The material is updated and relevant, and this makes a site to have a strong and authoritative online presence, which is what the search engines look for. These are new keywords, meta tag optimisation, and multimedia each to enhance on the ranking within the search engine (Alfiana, et al., 2023). Even the content that updates in social media are key in the social media campaigns. The use of Facebook, Twitter, and Instagram increases awareness for constant relevant content sharing. As Macarthy noted, brands that post constantly and in an interesting manner are likely to get their community's attention. There is a danger of exhausting the audience and a brand has to strive to be consistent while maintaining the quality of content. Quantity should not affect content value and relevancy. Upgradation frequently can retain content's overall quality while a well-planned content calendar can help keep track of the content (Holliman & Rowley, 2014).

2.5 Popular contents

Popular content occupies an important niche in the sphere of digital marketing since it is able to attract people's attention, seize their interest, and improve the brand image. The third notable feature of shared material is its compatibility with the interests and the choice of a wide audience. As best evidenced by a popularly shared video, a post on any social media platform, or a widely read blog article, content that appeals to the current culture and trends in societies generally enjoys more traffic (Bhoomika, 2023).

On many sites, aesthetics cues play the key role, especially if the content mostly includes images or clips. If it is possible, eye-grabbing graphic or gorgeous looking video will go a long way in determining how far the content will go. Instagram, TikTok and

YouTube are perfect examples of a viscous platform, and where brands position themselves on these platforms the overall effectiveness is increased (Swani & Milne, 2017).

The fourth feature for popular content is that it is able to stir the emotions. The categories of posts that receive greater attention, are shared, commented on, and liked, are those that bring happiness, surprise or call for empathy. For instance, specific brands that incorporate the emotional aspect of storying have an enhanced opportunity to associate the brand more closelier to the people and its positive connotations (Schreiner, Fischer, & Riedl, 2021).

Relevance is currently a key ingredient in the success of content. Issues that are hot or that growing cultures are concerned with seem to grab more attention. The long-term trust of the audience is maintained with the help of the content's authenticity, and thus, if the content produced is genuine and corresponding to the brand voice, it will be effective (Ibrahim & Wang, 2019).

2.6 Various platforms and Offers applications

They have differed various platforms and apps to the touch of digital marketing changing the methods which firms utilize in reaching out to the customers and building loyalty among them. Facebook, Instagram, tweets, and linked are some of the several marketing strategies available to marketers. Every offered network presupposes various types of communication to make brands more diverse in their contentiations (Love, 2015). Instagram has an aspect of displaying vibrant graphics, while Twitter has short lively messages or tweets.

He added that companies that intend to sell online to global clients engage Amazon, eBay, and Shopify (Dartnell & Kish, 2021). These platforms assist firms in presenting their products effectively; are easy to use; and allow for secure payment. The author (Taherdoost, 2023) proved in a study conducted in the year 2023 that through use of mobile apps, marketers were able to enhance customer experience. This is achieved by allowing customisation and ease.

Offer apps enables businesses to execute the loyalty program, discount, and a promotion. This hampers consumer advocacy which can be achieved through provision of

complicated discounts or accumulating points in particular mobile applications. These apps also assist brands to get data of the users concerning their behaviour and preferences for marketing, as noted by (Conaway & Garay, 2014). Canva as well as Adobe Spark are two tools assisting organisational entities in developing appealing images and multimedia for marketing campaigns. They help make professional and fancy websites that small and large businesses can acquire at cheap prices. Mailchimp and Constant Contact, which are popular forms of email marketing, are still effective for direct marketing. Such platforms assist firms in enhancing the communication strategy and evaluating the campaign with automated campaigners, personalisation and integrated analytics (Deligiannis, Argyriou, & Kourtesis, 2020).

2.7. The relationship between social media (method of advertising) and customer loyalty

Today society where advertising and client loyalty are specialties of social media. That is why social networks can be considered as an exceptional opportunity to engage with customers and forge a community. Switching consumer loyalty through social networking is possible if only social networking is done correctly. This relationship utilises the feature of social media brand-customer engagement which is in real-time. Whether answering questions, addressing issues, or sharing information, quick connection fosters accessibility and responsiveness, which boosts customer satisfaction and loyalty (Nisar & Whitehead, 2016).

Brand storytelling on social media boosts client loyalty. Instagram and Facebook give businesses an opportunity to inform about their values, mission, and some stories going on behind the scenes that make a good story. Consumers feel they are involved in a brand's story so they are creating a brand connection with the business. The first effectiveness is the opportunity to develop an individual connection by using social networks. Users can be engaged and targeted with content and promotions because the data from their usage can be analyzed for relevancy. When pulled off correctly, segmentation gives customers the impression that they are valued, hence improving customer goodwill (Mueller, 2022).

Surprisingly, social media advertising rewards customers for repeat business through the use of loyalty programme, special offers and promotions (NastasoIU &

Vandenbosch, *Business Horizons*, 62(2)). Special offers and exclusive access to goods create brandcustomer loyalty through. Social media advertising increases client retention, but it has to be strategic and genuine. When it comes to the Social media, where change is almost constant, and being truthful, ethical about data, and engaging regularly helps create and sustain the loyalty (Smith, 2015). Real time communication, branding stories, one on one selling, and promotions in social media advertising contribute to customer loyalty. Organisations that engage in correct manner in social media can create dedicated customer following that actively interacts with the organisational brand and shares its interactions on social media (Batra & Keller, 2016). Therefore, the suggested Theoretical framework and research Hypotheses as follows:

H1: The social media has a positive significant impact on customer loyalty

H2: The brand advantageous campaigns have a positive impact on customer loyalty

H3: The brand relevant contents have a positive significant impact on customer loyalty

H4: The brand contents updates have a positive significant impact on customer loyalty

H5: The brand popular contents have a positive significant impact on customer loyalty

H6: The brand various platforms and offers applications have a positive significant impact on customer loyalty

2.8 Theoretical Framework

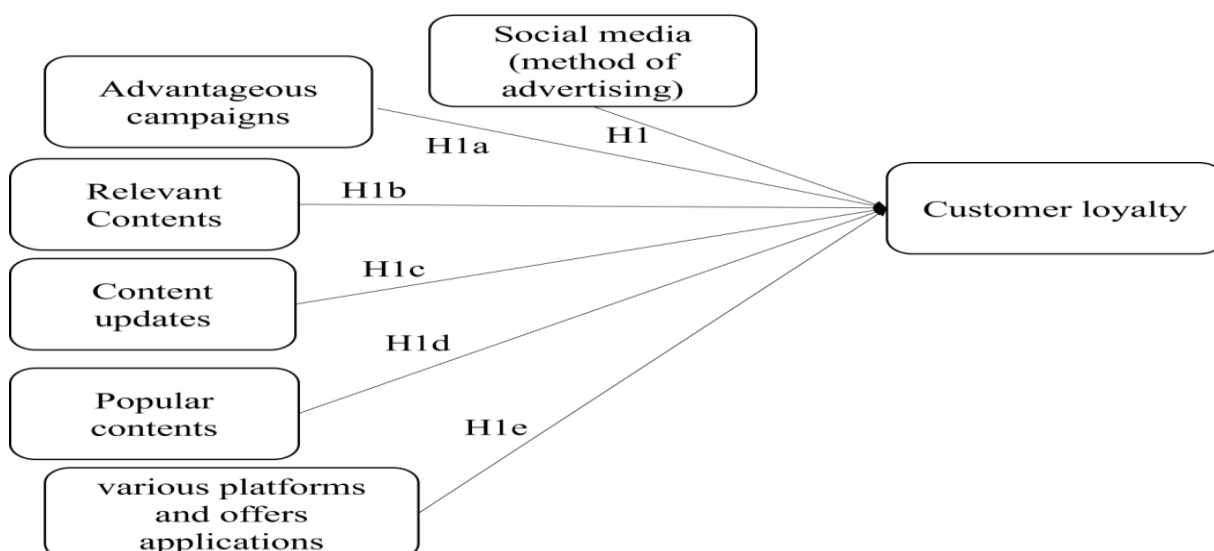


Figure 1: Conceptual framework

Source: Based by the authors

3. Materials and Methods

3.1 Research Type

The objective of this study was to conduct exploratory research aimed at gaining a deeper understanding of cobranding, its characteristics, and its impact on consumers' perceptions of value. The nature of this research is descriptive, as it focuses on carefully examining and reporting specific instances and qualities of cobranding practices. The findings of the study are pragmatic implying that the results of cobranding study can be readily applied by intended firms seeking to undertake cobranding strategies. An efficiency approach was adopted whereby hypotheses were developed experimentally from existing models and theories. The study therefore used a mixed method approach in its implementation through the use of both qualitative and quantitative research methods. The quantitative data were collected using the cross-sectional study design; data were collected at one time point.

3.2 Primary Data Collection

Secondary research data collected during the secondary survey was supplemented by primary research involving surveying young Egyptians as well as industry specialist to get a fuller understanding of the company's branding and expansion strategies in Egypt. Questionnaires and interviews as well as statistical analysis were used to provide a comprehensive view of branding issues and prospects. For the qualitative part, two primary approaches were used. To begin with, a series of one-to-one interviews was organized with three marketing specialists with more than 5 years of experience in the Egyptian market and in marketing foreign fashion brands in this country. The nature of these interviews allowed for detailed insights into certain aspects of localization and customer behaviour. Second, face-to-face interviews were conducted with eight participants; all of them are part of the Egyptian young fashion elites, the population commonly known in Egypt as 'the technology generation'. These were real and face-to-face based discussions that provide account of how people perceive, prefer and recommend concerning market entry of American Eagle in Egypt.

Regarding the quantitative part of the research, an online questionnaire was posted through social media to 250 Egyptian youth in the age of 18-30. This survey gathered numerical data on current brand awareness, attitudes, purchasing behaviors, and preferences, helping to identify opportunities for American Eagle to strengthen its connection with the target audience. By blending these qualitative and quantitative techniques, the study provides a rich, multifaceted understanding of consumer perspectives, enhanced by expert insights, to inform American Eagle's approach to localized branding and retail strategies in Egypt.

3.3 Data Collection and Analysis Methods

All the tests carried out involved both qualitative as well as quantitative methods of data collection. To analyse qualitatively the information that was gathered, an interview guide and focus group guide were designed and employed. Survey data were collected by developing an online survey using Google Forms. The questionnaire was made available online, and the research team was thus able to collect diverse responses from people. Also, the findings from the focus group and in-depth interviews conducted supported and extended the survey results quantitatively obtained. In total, both approaches allowed for greater data considerations in the assessment of American Eagle's growth prospects in Egypt.

3.4 Target Population and Sampling Method

The target population of this study was comprised of males and females of between 18 and 45 years. This sampling unit was population in this demographic bracket of aged 18 and above. Consequently, non-probability sampling method was used because it was cheaper, timesaving, and there was no probability sampling frame available. In details, the researchers used convenience and snowball sampling technique. convenience sampling was employed which involved using friends and families who tested positively for the independent variable while snowballing helped in extending the sample by asking the first respondents to recommend other respondents with the characteristics as those originally required. A total number of 250 males and females were selected and approached as respondents for the survey towards a diverse subject within Egypt market.

3.5 Reliability and Validity

While conducting this research, a highly paramount consideration was given to its reliability as well as validity in order to warrant quality, precise and credible findings. Validity means how near the data collection techniques used measures the variables intended to be measured. This study relied on content validity which checked the consistency of the survey with the subject matter content. Content validity was used in a pilot study whereby experts in the field considered the data collection tools suitable to address the research questions. Furthermore, reliability was upheld by employing valid, recognized tools from prior research without which the measurements of the quantitative data would be precise for accumulation of facts.

3.6 Research Limitations

Some limitations were recognised in the completion of the work. First, the research was carried out among only the upper and upper-middle-class (B+) consumers only excluding lower-class consumers. Second, the response to the survey was confined only to the participants within the age group 18-45 years; thus, the results can only be generalized up to this group. However, that is why this study is important as it attempts to give an understanding of the branding process of American Eagle and its suitability for the Egyptian market.

4. Results

4.1. Survey answers

Choose your gender
250 responses

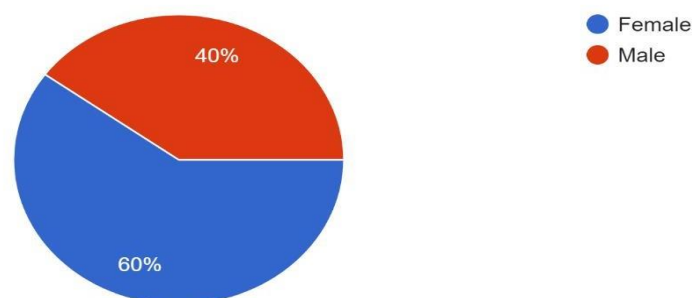


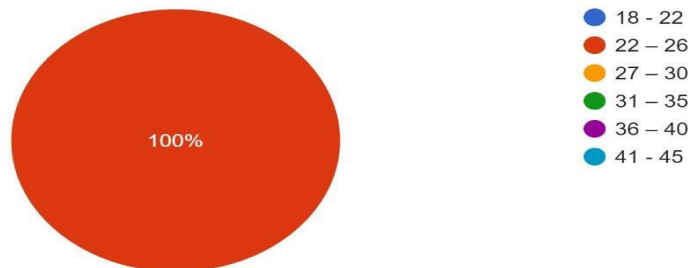
Figure 2: Gender

Source: Based on google form survey

It is observable that the majority of the sample are Females while the minority are Males by 60% and

What is your Age?

250 responses



40%.

Figure 3: Age

Source: Based on google form survey

At figure 3 all the samples aged between 22 - 26.

Educational level completed

250 responses

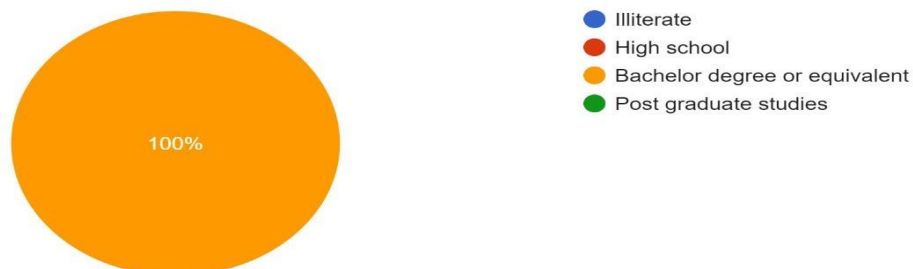


Figure 4: Education

Source: Based on google form survey

It is observable that the respondents are bachelor degree holders.

Employment

250 responses

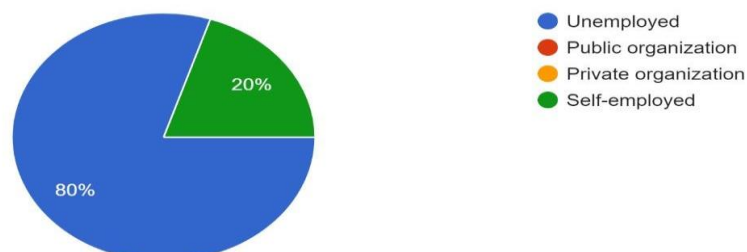


Figure 5: Employment

Source: Based on google form survey

At figure 5 the majority of the sample are unemployed by 80% while the minority of the sample are Self-employed.

There are advantageous campaigns in social media

250 responses

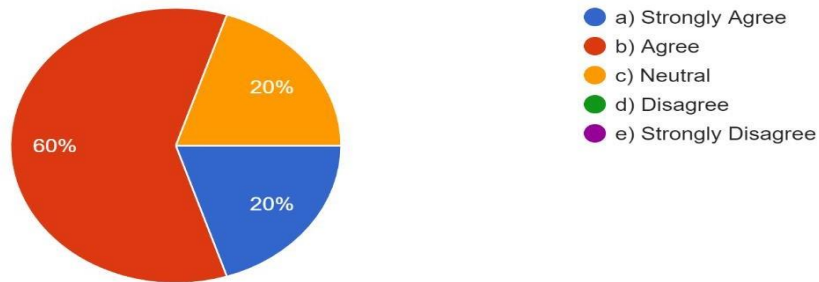


Figure 6: Social media Campaigns

Source: Based on google form survey

Observing figure 6 the majority of respondents agrees that American eagle have an advantageous campaigns in social media by 60% while the minority are equally neutral and strongly agree by 20%.

The content is relevant to me

250 responses

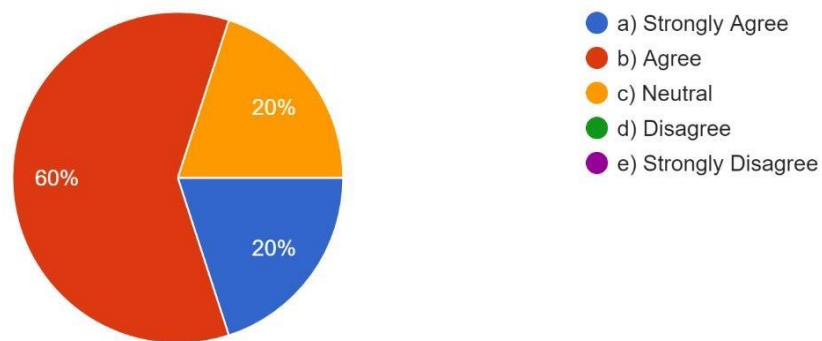


Figure 7: Content relevance

Source: Based on google form survey

At figure 7 the majority of respondents agrees that American eagle content are relevant to the respondents by 60% while the minority are equally neutral and strongly agree by 20%.

The brand frequently updating it`s content (new product images, store photos, promotions, etc.)
250 responses

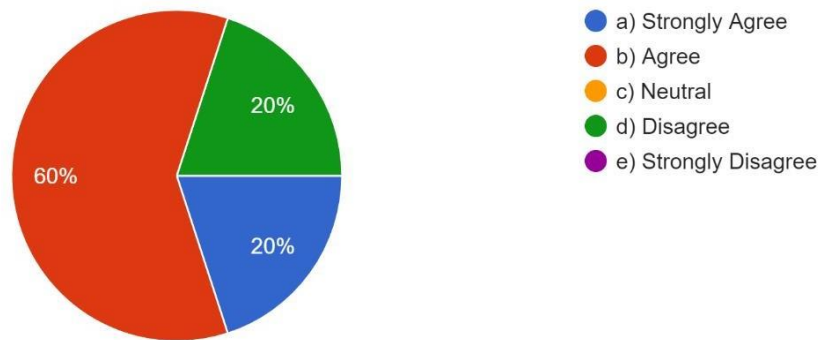


Figure 8: Brand updates

Source: Based on google form survey

At figure 8 the majority of respondents agrees that American eagle brand frequently updating its content by 60% while the minority are equally disagree and strongly agree by 20%.

The content is popular among other users or friends

250 responses

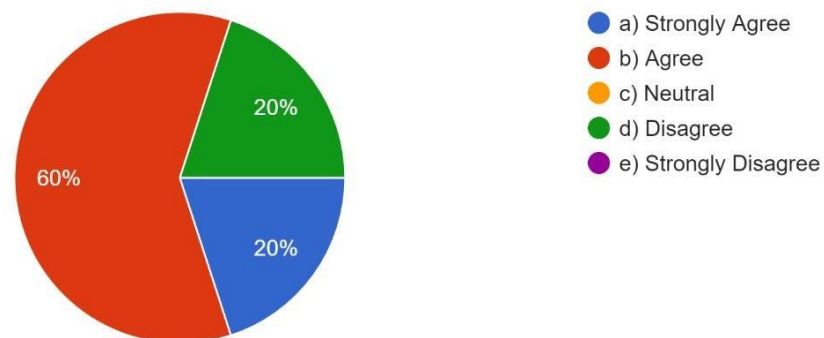


Figure 9: Content popularity

Source: Based on google form survey

At figure 9 the majority of respondents agrees that American eagle content is popular among other users or friends by 60% while the minority are equally disagree and strongly agree by 20%.

Figure 10: Application platforms

There are applications and different platforms provided by the company

250 responses

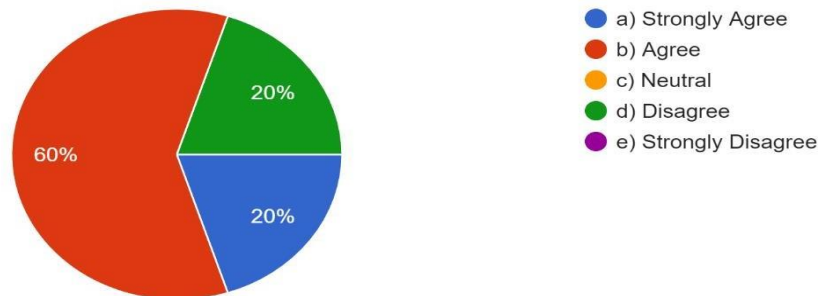


Figure 10: Application platforms

Source: Based on google form survey

At figure 10 the majority of respondents agrees that American eagle provide different applications and platforms by 60% while the minority are equally disagree and strongly agree by 20%.

I intend to keep purchasing the products offered by this company

250 responses

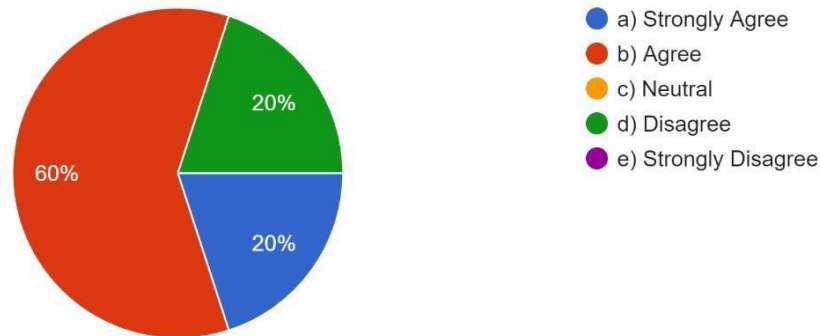


Figure 11: Product offers

Source: Based on google form survey

At figure 11 the majority of respondents agrees that the users intend to keep purchasing the products offered of American eagle by 60% while the minority are equally disagree and strongly agree by 20%.

I consider myself to be loyal to this company

250 responses

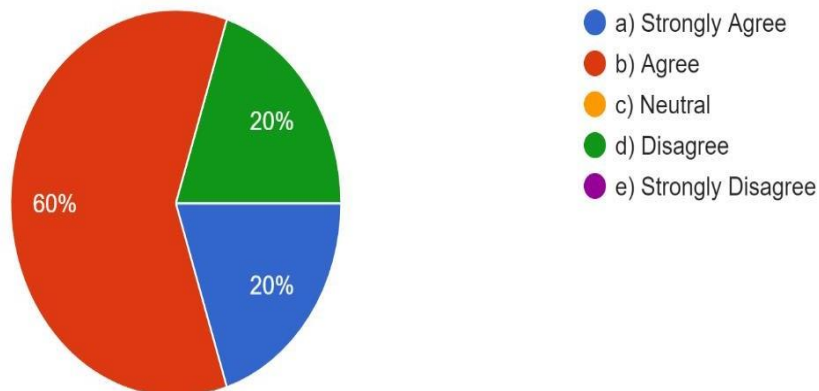


Figure 12: Company loyalty

Source: Based on google form survey

At figure 12 the majority of respondents agrees that the users consider themselves loyal to American eagle brand by 60% while the minority are equally disagree and strongly agree by 20%.

4.2 Summary

The survey provided valuable insights into the demographics and perceptions of American Eagle's customer base in Egypt, particularly among the younger generation. Many respondents (60%) were female, with all participants aged between 22 and 26 years old. Every respondent held a bachelor's degree, and a notable 80% were currently unemployed, reflecting the educational background but limited employment within this group. Regarding American Eagle's marketing efforts, most respondents (60%) felt positively about the brand's social media campaigns, agreeing that they were advantageous. Similarly, 60% of participants agreed that the content shared by American Eagle was relevant to them personally, with the same percentage acknowledging that the brand frequently updates its content. Furthermore, 60% of respondents noted that American Eagle's content was popular among their friends, indicating a strong peer influence. In terms of platform accessibility, the majority also agreed that American Eagle provides different platforms and applications, enhancing the brand's digital presence and accessibility.

When asked questions regarding brand loyalty and purchase intention, 60% stated their willingness to continue patronizing products with the American Eagle brand in the future. Similarly, a similar number (60%) said they were loyal customers of the brand or a customer of the brand. All in all, this survey presents American Eagle in a good light regarding their social media usage and content among this group of individuals; not to mention the fact that this indicates recurrent loyalty and purchase intent.

4.3 Qualitative approach

An expert with over 10 years of expertise marketing American companies to Egyptian adolescents was interviewed to supplement the poll findings. This marketing executive understands Egyptian customer behaviour and brand localisation techniques. The expert was asked five important questions to help American Eagle alter its brand and retail expansion strategy to reach young Egyptian consumers. For the American fashion firm venturing into the Egyptian market, these questions addressed cultural branding, localisation, shopper, channel relationships, and eCommerce.

I was able to watch the agency's expert mention the following as the priorities of Egyptian youth that should be the focus of American Eagle: family, quality, status and individuality. American Eagle can boost its appeal by showing how it supports these cultural pillars. The expert also suggested emphasizing exclusivity to attract this population.

The expert said product and brand localization were the most essential localisation methods for American Eagle's launch into Egypt. This includes employing culturally preferred colors and customising shapes and textiles to regional climate and body types. Egyptian influencers may also add cultural context to marketing projects and connect with local consumers.

The expert advised making stores more interactive and experiential for Egyptian youngsters. This may include fashionable music, technology integrations, and social media purchasing. Status and prizes for loyal clients would likewise appeal to status-conscious cultures. American Eagle might partner with luxury malls like Cairo Festival City and Mall of Egypt, which attract fashion-forward youngsters, according to the expert. Co-locating in local multi-brand stores like Godiva could boost foot traffic and brand awareness.

The expert concluded that while online buying is rising, brick-and-mortar retail still dominates Egyptian trade. Blending both channels facilitates digital discovery and in-store purchasing. The expert stressed the need of visually appealing stores that stimulate social media participation, optimising delivery logistics, and giving cash-on-delivery to improve eCommerce. These insightful recommendations based on cultural and consumer insights might help American Eagle connect with status-conscious Egyptian youngsters and build loyalty.

Confirmatory factor analysis

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)

Customer Loyalty	0.888	0.947	0.899
Social media (method of advertising)	0.880	0.906	0.580

Source: Based on calculations using Smart PLS

The study's constructs' reliability and validity are generally good, with some areas for improvement. The Customer Loyalty construct shows good internal consistency with a Cronbach's alpha of 0.888, beyond the optimal criterion of 0.7. The composite reliability score of 0.947 is also above the allowed limit, confirming this construct's reliability. Customer Loyalty has the highest AVE of 0.899 meeting the convergent validity test of above 0.5. These data suggest that the Customer Loyalty construct is reliable and valid.

However, more guaranteeing is the internal consistency of the Social Media construct, which in this study had a Cronbach alpha coefficient of 0.880. This build has medium composite internal reliability with a coefficient of 0.906. However, from Table 7, it is clear that Social Media enjoys a moderate convergent validity measure of exactly 0.5, albeit in the AVE. To achieve more validity, according to some researchers, values closer to 0.7 should be adopted. Therefore, a removal of any weaker indicators or elements defined the construct of Social Media. Customer Loyalty has very high credibility while for the criterion of reliability Social Media meets the minimum requirement. In future research, enhancing the Social Media construct can be done to enhance the measurement process.

4.4 Structural Equational modeling (SEM)

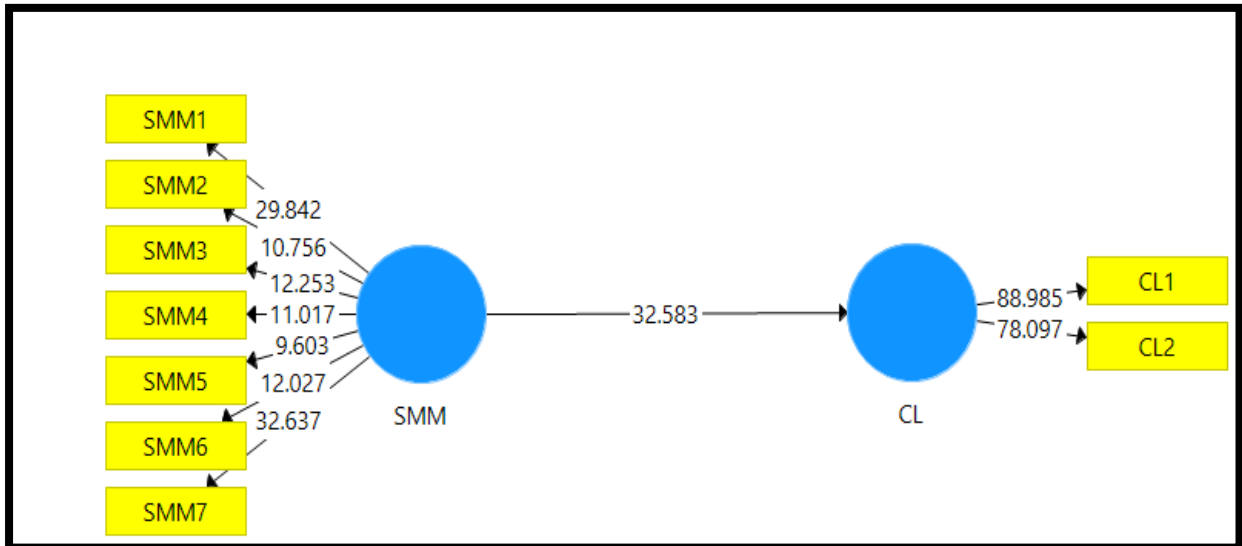


Figure 13: SEM Confirmatory Factor Analysis of Marketing Using Structural Equation Modeling. Source: Based on calculations using Smart PLS

4.5 Path Coefficients

	Original Sample (O)	Standard Error	P Values
SMM -> CL	0.831***	0.026	0.000

**p-value<0.01, * p-value<0.05, "." p-value>0.05

Source: Based on calculations using Smart PLS

The table displays the path coefficient result of SMM construct moving to the CL construct, with an established positive association. The initial sample estimate for this path is 0.831 showing a positive and relatively large correlation between SMM and CL. The result corroborates the hypothesis of the investigation to indicate that appropriate SMM can improve levels of customer loyalty. There is a relatively low standard error of 0.027 for the path coefficient hence meaning that path estimate is accurate. In addition, the obtained p-

value is equal to 0.000, which supports the hypothesis noting that there was a positive and significant relationship between SM marketing and customer loyalty. As a result, the hypothesis (H1) is accepted, along with its sub-hypotheses (H1a, H1b, H1c, H1d, and H1e).

Given the large original sample coefficient of 0.831 and the highly significant p-value, the findings provide compelling evidence that social media marketing has a substantial positive effect on customer loyalty. The following therefore validates the research hypothesis, as the correlation between SMM and customer loyalty is rather high. On balance, the results also uncover a large, highly precise, and statistically significant path coefficient proving that social media marketing is a significant positive driver for customer loyalty within the structural model. This is a major empirical contribution of the paper and underlines the value of social media marketing for customer loyalty.

4.6 Correlation Spearman

Constructs	Customer Loyalty	Advantageous Campaign	Relevant Contents	Contents Updates	Popular Content	Various Platforms
Customer Loyalty	1.000					
Advantageous Campaign	0.618**	1.000				
Relevant Contents	0.477**	0.649**	1.000			
Contents Updates	0.867**	0.617**	0.498**	1.000		
Popular Content	0.847**	0.565**	0.569**	0.849**	1.000	
Various Platforms	0.667**	0.564**	0.597**	0.676**	0.847**	1.000

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

Source: Based on calculations using SPSS

There is a significant strong positive relationship between Customer Loyalty and Advantageous campaigns rate at 99% confidence level. On the other hand, there is a significant moderate positive relationship between Customer Loyalty and Relevant Contents rate at 99% confidence level. While there is a significant strong positive relationship between Customer Loyalty and Contents updates at 99% confidence level. In addition to that, there is a significant positive relationship between Customer Loyalty and Popular contents at 99% confidence level. Also, there is a significant positive relationship between Customer Loyalty and Various Platforms and offers applications 99% confidence level.

5. Conclusion

Previous studies have demonstrated a clear connection between a company's social media advertising methods and the loyalty of its potential customers. Brands that effectively utilize social media to tell captivating stories, build personalized connections, offer special incentives, and promote real-time interaction are more likely to cultivate an engaged and dedicated customer base. As suggested by the literature review undertaken in this paper, the process of branding needs to be localized in international markets where brands from different countries are expected to do business, for instance, American Eagle.

From previous literature, it can be understood that consumption patterns of customers in a particular market depend on factors such as culture, existing socio-economic conditions and demographic differences. Thus, brands need to get a full picture about the thus required foreign buyers to fine-tune the branding and retail strategies. In the case of American Eagles new ventures into Egypt, more survey research among young Egyptian consumers is required to uncover deficiencies in the current degree of localization.

By collecting data on the preferences, perceptions, and buying behaviors of Egyptian youth, American Eagle can develop more tailored and culturally relevant initiatives to increase appeal and establish long-term loyalty. Addressing areas of dissatisfaction or disconnect in the customer experience will be key to transforming curiosity and awareness into devoted, repeat consumers. Generally, businesses that strategically employ social media advertising in conjunction with intelligent localization have the highest odds of engaging

with customers in new countries. Aligning these objectives is likely to result in increased consumer engagement and loyalty.

5.1 Practical Recommendations

To improve the understanding of the American Eagle the company should conduct market research about Egyptian youth consumer's values, interests, decision makers and preferences. It should be implemented in branding and product development, as the information presented above. All contents of social media, as well as all campaigns should be adapted to the Egyptian context, which may be done in partnership with well-known brands and influencers. The brand should focus on values that are close to the Egyptian values of family, quality, status, and personal image.

The clothing designs should be fit for the regional developed body structures and climatic conditions, the local culture on the fabrics and colours. POS should be engaging and appropriate to appeal to the target market, the music played, interactive features and even giveaways. For the brand to be easily accessible to target consumers in Egypt, cooperation with the most famous shopping centers and multi-brand store chains is effective.

5.2 Recommendations for Future Academic Research

Several suggestions for future research, which will build on this investigation, are suggested as follows. Janming borehole surveys would provide wider quantitative data on consumers behavior, attitude and brand perception among the youths of Egyptian multiple governorates. Egyptian youth preference study in comparison to American Eagle's typical target market the American youths could be useful. The appropriate approach to determining the efficiency of certain localization approaches for American Eagle Egypt should be based on experimental design structures and measurement of consumers' response.

Further, knowing the prospects and issue of eCommerce enlargement among Egyptian youth, the willingness of young Egyptians to purchase American brands through online shopping, etc., would be useful. Future research should assess the effect of long-term localized social media relationship and effective social media relationship on brand loyalty

of Egyptian youths by employing longitudinal-cohort evaluation strategies. Such academic research activities will further tailor insights on Egyptian consumer behaviour and expansion strategies that will be well understood.

5.3 Limitations and Implications

Although, this study provides so many insights, the following limitations might be taken into consideration. The survey sample was small and all the participants came from one location which would reduce the generalization of the results. The employment of subjective data may result in response bias effects. Since the study is in the form of an exploratory survey, the identified information insights into the research issues are qualitative rather than conclusive quantitative, further empirical research analysis of the identified information would be necessary for hypothesis testing.

However, based on these limitations, the following important implications are derived. Localization became the primary concern when bringing such an inherently 'American' brand to fit Egyptian youth consumers' cultural tastes when branding and retailing. Despite being associated with America imagery should relate to cultures that the targeted consumers cherish. Stores should be made into destinations through engaging touch points and immersive environments converting physical stores into an omni location. Establishing partnerships with local brands that are considered trendy among youths and outlet malls would ensure that American Eagle fits into youths' lifestyle across the country more easily.

5.4 Future Research

Therefore, future research should aim at enlarging the subject sample to incorporate other members of the vast Egyptian youth consumption bracket. Ideally, it would be even more useful to gather data on brand images and loyalty over time through survey follow-ups. Notably for future research, there is a gap concerning the Egyptian youth and their perception and shopping attitude of competitive American clothing brands. Comparing data across brands with similar customer loyalty issues may reveal store-specific import retail

sector consumer trends and other thematic shortcomings to American branding strategies to target the Egyptian market.

These are areas in which future research will help American Eagle and other Western brands fine tune the shopping experiences aligned more closely with Egyptian ethos. This can also extend this research to affirm which of these specialised forms of engagement and loyalty marketing is useful for these retailers in the evergrowing Egypt's and lucrative fashion market?

5. Conclusions

The research shows that customer buying decision is highly likely to be influenced by social media influencers. Majority of the poll participants stated their influencers guide their choices, believe in influencer input, and consider them better than other types of promotion. Marketing specialists can use influencers to reach and capture certain groups of consumers. Influencers must act properly and be upfront about their products to keep following confidence. The data suggests that social media influencers impact customer behaviour and purchases. At the recommendations, it is suggested that more research is needed to determine what elements affect social media influencers and customer behaviour. For the improvement of understanding, the future research may have to incorporate surveys, focus group or experimental designs. The data available today avers a powerful influence. Secondly companies should develop an influencer marketing strategy. This involves identification of opinion leaders, building good relationship and partnering on product or service promotion. A targeted approach in advertising ensures that the business gets to the right group of consumers and improves its marketing.

It is also necessary to remain honest as the followers will remain loyal in the event where an influencer is honest concerning a position held. There exist certain guidelines that should be followed by these celebrities, especially to disclose sponsored agreements as well as the product endorsement agreements that are in line with their brand conformity and working belief. Sound advice constructs lasting followership. Finally, firms must evaluate influencer marketing results. Companies may measure the impact of influencer marketing



on sales and brand visibility by analyzing website traffic, social media engagement, and sales conversions.

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