THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND LOYALTY: THE CASE OF DIGITAL PRODUCTS IN VIETNAM

Le Thanh Tung, Nguyen Thanh Dung, Nguyen Hong Thai

Abstract

This study aims at researching and analyzing the effects of social media marketing on brand loyalty of customers. The data were collected through surveys of 230 customers of digital products in Ho Chi Minh City, Vietnam. The research results show 05 elements of social media marketing have a positive impact on customer's brand loyalty. Five factors include: (1) offers advantageous campaigns of digital brands; (2) offers relevant content to consumer's concern; (3) brand contents are frequently updated; (4) offers popular contents shared between friends and (5) appears on various devices and offers applications on social media. Based on research results, this study also proposes a number of implications for management at enterprises.

Keywords: social media marketing; brand loyalty; brand; digital products, Vietnam market.

JEL Classification: M10, M31

1.INTRODUCTION

Following the theories of business management, the building and maintaining brand loyalty is one of the important topics which the researchers done in a very long time (Oliver, 1997; Chaudhuri & Halbrook, 2001; Bennett & Rundle-Thiele, 2002). Nowadays, marketers have used a lot of different marketing tools to maintain the brand loyalty of the customer. They used the elements of the brand, the classic marketing strategy, as well as new methods of marketing such as events, sponsorships, marketing communications or internet marketing tools which are social media marketing (Keller, 2008; Kotler & Keller, 2007).

The context of this study is chosen in the digital products market in Vietnam. By the end of 2015, the number of internet users in Vietnam reached about 45.2% of the population (the Vietnam's population is 90.7 million) and there are about 30 million people using social media. In Vietnam's mobile market there were 128 million smartphones are activated (approximately 1.41 times the population), 26 million of which use social media on the smartphone. Also in 2015, the growth rate of Internet users in Vietnam was 13%, significant high in Asia; also for social media users, the growth rate is 50%, therein who use social networks on the phone is 53% (Nielsen, 2014; We are Social, 2015). This report shows that Vietnamese tend to use mobile phones to access the social network.

Therefore, in recent years, social media marketing is becoming an effective tool to enhance the effectiveness of marketing activities for the company as well as it promotes commercial activities on Vietnam market. Many enterprises have been strongly investing for the advertising campaign on Facebook, YouTube or Zalo,... However, the real impact of social media marketing to brand loyalty, as well as sales and customer service is still a matter of debate in Vietnam. So this study identifies elements of the marketing social media impacting to brand loyalty of consumers is necessary, this also helps the managers know how to invest in elements social media marketing. Finally, the research results conclude some recommendations in order to enhance the loyalty of consumers to brands through social media marketing.

2.LITERATURE REVIEW

Social media

Social media platforms are online portals driven by technology and enhance the use, streaming and sharing of multimedia content (data, voice, and video). These platforms have become the fast growing 'virtual communities' in the emerging global village (Nielsen, 2014). The easy accessibility to anyone anywhere across the world with internet access makes it a potential marketplace where brands also come to promote their products and engage the target audience. Increased communication on social media platforms for organizations fosters brand awareness and often, improved customer service. Social media is comprised of a variety of platforms in which information is created and exchanged by individuals online (Mangold & Faulds, 2009). Social media platforms popular now (6 group) in Vietnam. Some examples of these include - (i) Blogs: WordPress, Blogger/Blog Spot,... (ii) Social Networks: Facebook, Google Plus, MySpace, LinkedIn,... (iii) Group news/Forum: Vozforums, 5giay,... (iv) Community share multimedia content: Youtube, Itunes,... (v) Community share personal information: Twitter, Friendfeed,... (vi) Community share a message via Skype, Whatsapp, Google chat, Facebook Messengers, Viber, Zalo,... (We are Social, 2015).

Social media marketing

Building brand loyalty by social media marketing is defined as the process of empowering individuals to maintain and develop the site, the products and services of enterprises through social channel online; thereby exploiting the larger community on the internet that is not available through traditional channels marketing (Weinberg, 2009).

Social media marketing is more different than traditional marketing methods. Therefore, it requires special attention and strategy building to achieve brand image and loyalty. Social media marketing always directly impacts to the consumer; thus enterprises need to inculcate the brand image and loyalty to its each customer. Social media marketing tool is the best tool to create connections with customers (Gordhamer, 2009).

Social media marketing helps brand represent more sincerity in communicating with consumers; trying to show what the brand is rather than trying to control its image. Nowadays, customers have more influence in decisions to buy products and busy. Therefore, enterprises should be reachable and available on every social media communication channel such as Facebook, youtube, Blogs, Forums at any time (Gordhamer, 2009).

Today, enterprises in Vietnam tend to focus on social media marketing. Marketers are very steep to achieve, tomorrow they may become meaningless. Day by day, the new algorithm, new tool are changed or created. Google changes search algorithm priority on the mobile device, which has made many companies's website in Vietnam are relegated in search results. Facebook has the video feed automatically turned on the users, growth rate video views on Facebook which in a short time increasing to 50%, it's a fertile ground for social media marketing. The mobile device will become the main trend on future, Google is leading this playground; websites will be relegated if it unfriendly with mobile devices in past year, and focus on developing programs for equipment mobile led to a series of companies's website in Vietnam relegated in searching term.

Brand loyalty

Brand loyalty can be conceptualized as the final dimension of consumer brand resonance symbolizing the consumer's ultimate relationship and level of identification with a brand (Keller, 2008). As brands gain exclusive, positive, and prominent meaning in mind of a large number of consumers. Brand having loyal customers will increase its sales, market share, profits

for enterprises and helps enterprises grow or at least maintain its position in the market (Keller, 2008; Aaker, 1991; Kapferer, 1997).

Brand awareness, brand recognition and brand loyalty are through marketing social media. It can be said that enterprises have used social media marketing to generate brand loyalty by voice, text, images, videos posted on social media (Coon, 2010). Attracting the loyalty of customers and maintaining brand loyalty are considered as a challenge in business. Due to increasing internet penetration rate in the world and the general use of these tools, especially among the new generation, as well as social network growth in cyberspace with regard to its functions and individuals impressibility from the same group in this space, the necessity of noticing social media marketing and planning for it is undeniable. Many marketing researchers, such as marketing performers, have emphasized on the main role of interpersonal relationships effect on creating a positive attitude toward desired brand and strong connection between customers and brand (Brexendorf et al, 2009).

In trendy of the world economy, Vietnamese enterprises have been recognizing the importance of brand, they have been focusing on the development of brand rather than their less interesting last year. Currently, social media marketing is very important in Vietnam, where the competition is so fierce. The era of online advertising and marketing to serve purely increase brand awareness and increase site visits without regard to efficiency to achieve the real goal (potential customer list, sales) was over. Now, enterprises need to anticipate and implement marketing strategy in an effective way for their brand, and to save costs; social media marketing ensures it.

The relationship between social media marketing and brand loyalty

Irem and Mesut (2012) has conducted research in Turkey, they have studied how is the impact of social media marketing on brand loyalty. The results of the study showed that brand loyalty of customers are positively affected by social media marketing (1) offers advantageous campaigns, (2) offers relevant content, (3) offers popular contents, (4) appears on various platforms and offers applications on social media.

Research by Michel et al (2012) in Canada showed that brand loyalty is measured through the trust of customers. Taking the perspective of the brand community building plus the brand trust and loyalty literatures, research's goal is to show how brand communities based on social media influence elements of the customer-centric model (i.e., the relationships among focal customer and brand, product, company, and other customers) and brand loyalty by McAlexander (2002). The results of structural equation modeling show that brand communities established on social media have positive effects on customer-product, customer-brand, customer-company and customer-other customer relationships, which in turn have positive effects on brand trust, and trust has positive effects on brand loyalty. They find that brand trust has a fully mediating role in converting the effects of enhanced relationships in brand community to brand loyalty. Their model and results show that with creating and enhancing brand communities based on social media, and by facilitating feelings of community, usefulness, information sharing, and strengthening the social bonds among members and other elements of the brand, marketers can increase brand trust and loyalty.

Elissar et al (2012) has an overview of the theory in the study of loyalty online (e-loyalty). They found that: the growing number of academic studies about online customer loyalty shows that diversity, if not divergence, exists regarding the measurement and conceptualization of online loyalty. Considering this theoretical and conceptual diversity. The goal is to realize a descriptive meta-analysis of the empirical literature focusing on the conceptualization, measurement, antecedents, and consequences of e-loyalty, and to provide an integrative model for these antecedents and consequences. The study proposes an integrative framework to better understand existing studies and explore research omitted in this field. Future research will be

able to use the suggested model in this article as a foundation to explore the factors affecting online customer loyalty as well as its consequences. Finally, with the growth of social media, forums, virtual communities, and P2P exchange, researchers of online customer loyalty should adopt a new perspective and try to understand loyalty not only by achieving customer satisfaction but also through the creation of strong ties, sense of commitment and a sense of belonging to a community. Research should study online customer loyalty from the perspective of a community of loyalty where the customer integrates socially into a village, with ties that envelop and direct his choices in a convincing way.

Research model

The research model is based on the theoretical framework and the scale of Irem and Mesut (2012). The hypothesis H1 to H5 are the independent variables impact to the dependent variable the brand loyalty of customers on social media.

Fig. 1 – Theoretical model. Source: Research results by authors

The hypothesis of the research model is presented as follows:

Hypothesis H1: Brand loyalty of customers is positively affected when the brand offers advertising campaigns on social media.

Hypothesis H2: Brand loyalty of customers is positively affected when the brands offers relevant contents on social media.

Hypothesis H3: Brand loyalty of customers is positively affected when the brand offers updated contents on social media.

Hypothesis H4: Brand loyalty of customers is positively affected when the brand offers contents that are popular among friends on social media.

Hypothesis H5: Brand loyalty of customers is positively affected when the brand appeared on various devices and provides applications on social media.

3.DATA COLLECTION

Research's data was collected through the questionnaire and internet survey with a sample of 300 people who are social media users and following digital brand. Hypotheses are analyzed through descriptive and inferential statistics using SPSS 20.0 software. Results of descriptive statistics are presented below (Table 1).

Tab. 1 – Description statistic of the research sample. Source: Calculated from the research data

Characteristic		Frequency (n = 230)	Percentage (%)
Gender	Female	109	47.4
	Male	121	52.6
Age	< 19	43	18.7
	≤ 19 to 40	125	54.3
	> 40	62	27.0
Education	Vocational school	83	36.1
	Under graduate	107	46.5
	Graduate	40	17.4
Occupation	Business employee	55	23.9
	Technical staff	35	15.2
	Entrepreneur	32	13.9
	Homemaker	28	12.2
	Others	80	34.8
Social network	Facebook	209	91
	Youtube	153	67
	Zalo	143	62
	Google+	119	52
	Viber	78	34
	Skype	67	29
	Others	33	14
Subscribe to at least one brand on social networks	Samsung	142	62
	Apple	118	51
	Microsoft	93	40
	Asus	53	23
	Others	30	13
Usually use of digital devices	Smartphone	180	78
	PC/Laptop	168	73
	Tablet	79	34
	Others	56	24

Quantitative research methods are used in this study. Theoretical models have five independent concepts measured by 23 observed concepts and one dependent concept measured by 5 observed concepts. Scale concepts studied in theoretical models are multivariate scale. The observed concepts are measured on a 5-points Likert scale (1: strongly disagree to 5: strongly agree). It is divided into 2 parts. Part 1 includes the question about personal information such as gender, age, education level, use digital devices, using social networks. Part 2 is the question which measures factors social media marketing and brand loyalty.

The questions to measure reasons to engage brands on social media were drawn from the literature review (Lau & Lee, 1999; Gruen, 2006; Mangold & Faulds, 2009; Leggat, 2010; Freidman, 2011; Brito, 2011; Kim & Adler, 2011). The items included advantageous campaigns, relevancy of the content, frequent update of the contents, the popularity of the content among other users and friends, appears on various devices and offers application

provided on social media. In addition, the content categories scale was formed based on the Media, Digital, social, and mobile Report (Smith, 2009; Nielsen, 2014; We are Social, 2015) and the category types of the video, picture, and document of digital produce sharing websites.

4.RESULTS AND DISCUSSION

The first, statistical analysis to calculate both the factor analysis and the scale reliability analysis, before carrying out factor analyses, a reliability analysis for the scale was run through Cronbach's Alpha. The reliability of the questionnaire was 0.708~0.854 which is in the acceptable range, so scales of this study have a rather high level of internal consistency and are reliable (Table 2). The correlation coefficients of the variables total are greater than 0.3, so all the scales are reached reliability (Hair et al, 1998).

Tab. 2 – Results of testing the scales. Source: Calculated from the research data

Variable	Symbol	Observation	Cronbach's Alpha	Minimum value of Corrected Item-Total Correlations
Advantageous campaigns	AC	6	0.833	0.539
Relevant contents	RC	3	0.708	0.470
Updated contents	UC	3	0.845	0.649
Popular contents	PC	4	0.854	0.652
Appears on various devices	VD	3	0.820	0.655
Brand loyalty	BL	5	0.837	0.523

The second, Explore factor analysis technique (EFA) is done with Extraction method (Principal Component Analysis) and Rotation method (Varimax with Kaiser Normalization). Factor analysis results for the independent variables are shown in Table 3; the load factor of 19 variables are greater than 0.5 (Hair et al, 1998), Eigenvalue values are greater than 1, and the Rotation Sums of Squared Loadings is 66.969%. Thus, the observed concepts are correlated with each other considering the overall scope. The variables are used to analyze the model using multiple linear regression.

Tab. 3 – Analysis of factors for the independent variables. Source: Calculated from the research data

Item	Factor				
	1	2	3	4	5
Provide brand content on multiple social media .	0.719				
Use blogs and other social media tools to engage customers.	0.612				
Use Internetbased promotional tools to engage customers.	0.752				
Provide outrageous information of brand.	0.744				
Provide Information important to that interest consumers.	0.738				
Utilize the power of stories to advertise products .	0.684				
The content is an important source of information among your friends.		0.753			
The content of the shared brand to enhance knowledge among your friends.		0.774			
Use the content of the brand to provide answers to questions of friends.		0.881			

Trust this proposal opinions.		0.855			
Ensure brand content is current and up to date.			0.849		
Brands content provide and share on social media.			0.861		
Brands content really provide on various social media.			0.874		
Using mobile devices to increase Brand Awareness.				0.884	
Use of mobile devices increase Customer Engagement.				0.866	
Use of mobile devices increase Brand commitment.				0.841	
Relevant content adds value to the conversation.					0.792
Relevant content positions the brand as a trusted advisor.					0.753
Relevant content is authentic but more importantly, believable.					0.647
% of Variance	17.617	32.410	44.510	56.570	66.969
Eigenvalues	4.840	2.650	2.132	2.057	1.046
KMO = 0.810	Sig. = 0.00				

The result of analysis of the dependent variable factors has KMO coefficient = 0.734 and test Barlett has Sig = 0.000 (Table 4). Load factor coefficient is greater than 0.5 and % of Variance of Initial Eigenvalues reached 60.94%, hence there are no variables were excluded.

Tab. 4 – Analysis of factors for the dependent variables. Source: Calculated from the research data

Item	Component
Intention to interact more with the brand on a social media	0.845
Intention buy to increase sales from the brand	0.820
Trust towards the brand	0.797
Intention to get interactive with other brands through social media	0.759
Intention to recommend the brand to friends	0.672
% of Variance	60.940
Eigenvalues	3.047
KMO = 0.734	Sig. = 0.0000

The first step of conducting linear regression analysis is to consider the linear correlation between all the concepts. That means to consider the overall relationship between each independent variable with the dependent variable, and between the independent concepts.

Tab. 5 – Pearson correlation matrix results. Source: Calculated from the research data

Variable	Correlation					
	AC	PC	UC	VD	RC	BL
AC	1					
PC	0.312**	1				
UC	-0.005	0.068	1			
VD	-0.003	0.100	0.061	1		
RC	0.572**	0.231**	-0.015	-0.017	1	
BL	0.634**	0.498**	0.383**	0.248**	0.511**	1

Notes: ** Pearson correlation at significance 5% level

Results of correlation matrix (Table 5) shows the dependent variable correlates quite closely linear between 5 independent variables. The correlation coefficient between these variables ranged from 0.248 to 0.634 with the statistical significance level is 5%.

Tab. 6 – Model Summary. Source: Calculated from the research data

Model	R	R ²	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.839	0.704	0.697	0.201	1.960

Tab. 7 – Coefficients. Source: Calculated from the research data

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
	0.515	0.130		3.972	.000		
AC	0.227	0.024	0.433	9.502	.000	0.638	1.567
PC	0.109	0.016	0.269	6.965	.000	0.884	1.131
UC	0.149	0.015	0.357	9.785	.000	0.991	1.009
VD	0.123	0.022	0.204	5.579	.000	0.985	1.015
RC	0.119	0.025	0.210	4.713	.000	0.668	1.496

Notes: The dependent variable is BL

The estimated results of the multiple regression model indicate a good fit with the data ($F = 106.33$, $p < 0.001$; $R^2 = 70.4\%$; all VIFs < 2.0). The results of the impact of social media marketing on brand loyalty of customers are shown in Table 7. The Advertising campaign (AC) has the greatest impact on the brand loyalty of customers, follow the Update content (UP), Popular content (PC), Related content (RC) and Various mobile devices (VD).

The study results showed that:

- + (1) The Advertising campaign on social media has a huge influence on brand loyalty in Vietnam. advertising on social media has convenience, the fastest access to consumers; as well as providing the information or stories appealing to consumers. The results are consistent with research by Mangold & Faulds (2009).
- + (2) Relevance content have 4th to influence brand loyalty in Vietnam. This is reasonable for consumers in Vietnam, when the brand has just started doing advertisements, or organize programs on social media; brand's information on social media provide to consumers isn't much.
- + (3) Updating content of the brand is an important after advertising in the present; the future as well as consumers will need more the information. They want the brand update more information about the digital product, that they love and are interested to share or exchange content with friends.
- + (4) Social media have in the most advantageous means of WOM. Today, consumers require the exchange of information with friends, lover. When they have a new information, they will need sharing information in the internet community about especially informations and sensitive (Gruen, 2006). it is also reasonable to consumers in Vietnam. They need to share digital product informations so much with friends, people with similar interests; it is also consistent with the characteristics of Vietnamese.
- + (5) Various mobile devices do not achieve the desired expectations. Because people's income is not high; It leading to the number of people owning multiple devices or multiple brands is not much.

5.CONCLUSION AND IMPLICATIONS

This research aims to study the impact of social media marketing on brand loyalty in the case of digital products in Vietnam; specific factors: advertising campaigns on social media, updated

contents on social media, popular contents among friends on social media, relevant contents on social media, various devices and provides applications on social media; and to find meaningful factors affecting brand loyalty of customer. The study based on the model of Irem and Mesut (2012) to build research model fidelizing digital brand in Ho Chi Minh city, Vietnam. The sample size of the study was $n = 230$ observations. Results confirmed the 5 factors including: (1) advertising campaigns, (2) updated contents, (3) popular contents, (4) relevant contents, (5) various devices have the positive impact on the brand loyalty of consumer with significance of 5%.

According to the results of this research, for the purpose of enhancing the brand loyalty of the customer, the managers who want to use marketing social media, need to pay attention to following five factors:

The first, needing to boost advertising campaigns on social media, especially video ads. Using video advertising will be the emerging trend in future because the video advertisements meet strong demand for information in the content transmission that consumers require. In recent two years, Vietnamese consumers have gradually accustomed to view advertising content in video format. The rate of consumer internet access to view video in advertising significant is increasing. Watching videos is also frequently online habit of consumers in Vietnam.

The second, increasing investment in the quality of advertising content. The era of social media, social media help the brand to "talk" freely; of course, the brand must active talkers; not advertisers and contents decide whether the brand can lure customers or not. The brand is favorited, brand loyalty is more or less, which is largely dependent on the quality of brand content posted. There is a saying another: "Good content is not how to talk lie, which is told to be a true story with compelling way." That's enterprises's goal. Enterprises need to tell enterprises's story is an intriguing way. That is to invest in quality advertising contents.

The third, the advertising content must be constantly updated as fast as possible. Today, information of customers is too much; to update from time to time contents, as well as to follow up to each specific customer behavior; enterprises have a policy or strategy for each specific customer groups, in order to provide relevant content to its consumers, which is recommended as marketing automation. The most important point is that enterprises have to treat each customer on an individual level as possible, and enterprises reach them entirely based on the analysis of their interaction behavior for advertising content.

The fourth, social influencer marketing is the most effective way on social media. These are people who have an impact on the social media. It can be a Blogger, Vlogger, a user of any content that they share with a radial, or a celebrity with social network accounts active and influential. Nowadays, young people believe in the "Social media star" rather than the "TV star", corresponding to the proportion of young people spend time using social networks more time watching television. Ex: OPPO has used Sơn Tùng –the famous singer - to represent their brand on Youtube, it succeeded on 2016 which song's name is 'Lạc trôi'.

The fifth, mobile becoming main trend. Almost all activities of online users are now made through mobile devices: sending messages, reading newspapers, shopping, booking, money transferring, finding customers, partners, study, investigation, ... therefore enterprises must focus on advertising investment on mobile devices in the future.

REFERENCES:

1. Aaker, D.A. (1991). *Managing Brand Equity*. New York: The Free Press.
2. Bennett., & Rundle-Thiele. (2002). A comparison of attitudinal loyalty measurement approaches. *Journal of Brand Management*, 9 (3), 193-209.
<http://dx.doi.org/10.1057/palgrave.bm.2540069>
3. Brexendorf, Z., Sharp, J.M., & Kagioglou, M., (2009). Improving business performance through developing a corporate culture. *The TQM Magazine*, 9, 206–216.
<http://dx.doi.org/10.1108/09544789710168993>
4. Brito, M. (2011). 3 Reasons Why Relevant Content Matters. Retrieved from <http://www.socialmediaexplorer.com/social-mediemarketing/3-reasons-why-relevant-content-matters/>
5. Chaudhuri, A., & Holbrook. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65, 81-93.
<http://dx.doi.org/10.1509/jmkg.65.2.81.18255>
6. Coon, M. (2010). Social Media Marketing: Successful Case Studies of Businesses Using Facebook and YouTube With An In-Depth look in the Business Use of Twitter, Communication M.A. Project 6/2010. Retrieved from <http://comm.stanford.edu/coterm/projects/2010/maddy%20coon.pdf>
7. Elissar, T., Nine, R., & Jean, P. (2012). Customer loyalty to a commercial website: Descriptive meta-analysis of the empirical literature and proposal of an integrative model. *Journal of Business Research*, 1436-1447.
<http://dx.doi.org/10.1016/j.jbusres.2012.05.011>
8. Freidman, A. (2011). Freshness Update + Social Media = Happy Users. Retrieved from <http://searchengineland.com/freshnessupdate-social-media-happy-users-102880>
9. Gordhamer, S. (2009). 4 Way Social Media is Changing Business. Retrieved from <http://Mashable.com/2009/09/22/Social-Media-Business/>
10. Gruen, W., Osmanbekov., & Czaplewski. (2006). eWOM: The Impact of Customer-to-Customer Online Know-how eExchange on Customer Value and Loyalty. *Journal of Business Research*, 59, 449-456.
<http://dx.doi.org/10.1016/j.jbusres.2005.10.004>
11. Hair, J.F. Jr., Anderson, R.E., Tatham, R.L., & Black, W.C. (1998). *Multivariate Data Analysis, (5th Edition)*. Upper Saddle River, NJ: Prentice Hall.
12. Irem, E.E., & Mesut, C. (2012). The impact of social media marketing on brand loyalty. *Social and Behavioral Sciences*, 58, 1353-1360.
<http://dx.doi.org/10.1016/j.sbspro.2012.09.1119>
13. Kapferer, J. N. (1997). *Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*. UK: Kogan Page.
14. Keller, K.L. (2008). *Strategic Brand Management: Building, Measuring and Managing Brand Equity*, Third Edition. New Jersey: Pearson Prentice Hall.

15. Kim, D., & Adler, H. (2011). Student's use of the Hotel Mobile App: Their Affect of Brand Loyalty. Retrieved from http://www.scholarworks.umass.edu/cgi/viewcontent.cgi?article=1242&context=gradconf_hospitality
16. Kotler, P., & Keller, K.L. (2007). *A Framework For Marketing Management*, 3rd. New Jersey: Pearson Prentice Hall.
17. Lau, G.T., & Lee, S.H. (1999). Consumer's Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 4, 341-370.
<http://dx.doi.org/10.1023/A:1009886520142>
18. Leggatt, H. (2010). Rebuild Brand Loyalty with Social Media. Retrieved from <http://www.bizreport.com/2010/08/price-sensitiveshoppers-still-seeking-out-deals.html>
19. Mangold, W.G., Faulds D.J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357-365.
<http://dx.doi.org/10.1016/j.bushor.2009.03.002>
20. McAlexander, H., Schouten, J., & Koenig, H. (2002). Building brand community. *Journal of Marketing*, 66 (1), 38-54.
<http://dx.doi.org/10.1509/jmkg.66.1.38.18451>
21. Michel, L., Mohammad, R.H., & Marie-Odile, R. (2012). To be or not to be in social media: How brand loyalty is affected by social media? *International Journal of Information Management*, 33, 76-82.
<http://dx.doi.org/10.1016/j.ijinfomgt.2012.07.003>
22. Nielsen, (2014). The digital consumer report 2014. Retrieved from <http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2014%20Reports/the-digital-consumer-report-feb-2014.pdf>
23. Oliver, R. (1997). *Satisfaction a behavioral perspective on the consumer*. New York: Irwin/McGraw-Hill.
24. Smith, T. (2009). Social Media: Key trends. *Impacts and Role for Brands*. Retrieved from <http://www.slideshare.net/globalwebindex/social-media-key-trends-impacts-and-role-for-brands-iab-europe-interact-june-2009>
25. Weinberg, T. (2009). *The New Community Rules: Marketing on the Social Web*, 1st Edition. California: O'Reilly.
26. We are Social, (2015). Digital, social, and mobile in apac 2015. Retrieved from <http://wearesocial.com/sg/special-reports/digital-social-mobile-in-apac-in-2015>

Contact information

Le Thanh Tung, PhD.

Faculty of Business Administration, Ton Duc Thang University

Address: No. 19, Nguyen Huu Tho street, Tan Phong ward, district 7, Ho Chi Minh City, Vietnam

Email: lethanhtung@tdt.edu.vn

Nguyen Thanh Dung, MBA.

Faculty of Business Administration, Ton Duc Thang University

Address: No. 19, Nguyen Huu Tho street, Tan Phong ward, district 7, Ho Chi Minh City, Vietnam

Email: 810540q@student.tdt.edu.vn

Assoc. Prof. Nguyen Hong Thai, PhD.

Faculty of Communications and Economics, University of Transport and Communications

Address: No 03, Cau Giay street, Lang Thuong ward, district Dong Da, Ha Noi, Vietnam.

Email: thaidthgt@yahoo.com