

The Effectiveness of TV Promotion and Social Media Applications in Achieving Consumer Brand Loyalty

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Abstract. The research was conducted with the aim of clarifying the effectiveness of television promotion and social networking applications in achieving consumer loyalty to the brand in order to determine the extent of follow-up promotion of products on television and social networking applications, and to determine the most effective means in promoting the brand and achieving consumer loyalty, and to clarify the reasons for consumer loyalty to the brand. And knowing the type of relationship between the audience's follow-up to promote products on television and social networking applications and the most effective way to promote the brand for them, and the questionnaire form was used for this purpose. The most effective way to promote the brand, and the credibility of the company and the reputation of the brand affect consumer loyalty to it, and companies use persuasive methods in presenting their advertisements, and quality has an important impact and motivation that the consumer seeks when buying, and marketers or company owners need to understand consumers with a broader view as TV followers and the reality environment default, and this study can be used as a model to understand consumers' attitude towards the brand.

Keywords: promotion, television, purchasing, communication, brand, consumer.

1. Introduction

Promotion and advertising has become an important place in our daily lives after the spread of social media, in addition to the use of television in promotion, so companies have become dependent on social networks in promoting and advertising their brand and products by creating their pages on these sites, so it was possible to identify the competing companies and to communicate with customers and consumers. In which the competition has become intense between companies due to its increase and the development of promotional and advertising techniques and tools, it has the goal of distinguishing its products and services from others by using its own trademark.

Television is one of the most important means of advertising the product and highlighting the brand and consolidating it with the consumer, especially the advertising and promotion companies that use new and innovative ideas and advanced means in displaying the advertisement to the viewers and use multiple persuasive inducements, including emotional and emotional ones that appeal to the feelings and mind of the consumer and affect his desires and attitudes towards making the decision to purchase a specific product.

Today, the Internet has become a basic necessity for everyone in the digital age. The current digital age has brought about many things, not only the daily activities of people who constantly use electronic devices, but also the preferences of individuals in entertainment content (Anisa& Tjhin,2023).

The research presents the following questions, what is the effectiveness of television promotion and social networking applications in achieving consumer loyalty to the brand?

- What is the role of television promotion and social media applications in achieving consumer loyalty to the brand?
- What is the follow-up to promote products on television and social media applications?
- What is the most effective way to promote the brand and achieve consumer loyalty?
- What are the reasons for consumer loyalty to the brand?
- What is the effectiveness of television promotion and social media applications to promote the brand?

In the current era of technology, social networks have become important for the advantages they possess and provide them to the producer and consumer, the possibility of communication and communication, the ease of obtaining information, buying and selling between the two parties, and in light of the multiplicity of companies and the competition between them, it is possible to build a brand that the consumer can distinguish from others and seeks to obtain it without the other. This is brand loyalty, so companies use more than one of these applications, including Facebook, Instagram, and others. Therefore, companies realize that establishing a commercial identity is not an easy matter, but thanks to technological development, it can have a presence among consumers.

Marketers use social media to create content that can be shared with people about specific aspects of products and brands across platforms that need information services (Tippakoon & Jiang, 2022).

2. Related Works

2.1. Studies that dealt with advertising on television and social networking sites

These studies dealt with the effectiveness of promotion and advertising via television and social networking sites and their role in achieving consumer loyalty to the brand and its preference over other brands (Harries, 2006), and the study (Logan & Bright, 2012) aimed to clarify the ability of social networking sites to spread the corporate brand and its role in attracting consumers to specific products and services that are advertised by means of promotion.

A study (Hassan, 2021) aimed at identifying the role of advertisements provided on social networking sites and the official pages of companies via Facebook and its role in strengthening the brand identity, and the electronic content is a joint dialogue between the customer and the company to

present the brand, and there are positive trends from consumers towards accepting the advertising content Provided by Telecom Egypt, the makers of the electronic advertising content are interested in diversity despite the existence of a weakness in the final form of the advertisement, and that the digital advertisement is one of the most important promotional means that build the brand identity in a wide range of the traditional means of promotion because of its flexibility and speed in following up the promotional offer.

2.2. Brand Loyalty Studies

The studies that dealt with the brand focused on consumer loyalty towards the brand for the products, and the study (Angella, 2018) aimed to know the loyalty to the brand, and the degree of consumer loyalty to the brand increases with the increase in trust, and this is related to the extent of the consumer's attachment to those products and the continuity of using them.

A study (Attia, 2013) aims to know the impact of quality and value perceived by the customer in enhancing loyalty to the brand in a field study in a number of faculties at the University of Damascus. The results of the study showed that females have loyalty compared to males, and quality has a positive effect in enhancing brand loyalty. The perceived value also has a higher impact than the quality, and the consumer will be interested in the benefits he gets in return for the costs of obtaining the brand.

Study (Diaghi, 2017) This study aims to identify the impact of factors related to the consumer, represented in (perceived quality, perceived value, consumer satisfaction, trust, commitment and attachment to the brand), on the level of loyalty to the brand of electronic devices Condor Algeria. A survey form was conducted to collect the primary data for the study, where 620 survey lists were distributed to consumers of the brand, and it concluded that there is a positive effect of the perceived value and quality on consumer loyalty to the brand, as consumer satisfaction with the brand is one of the factors affecting the level of loyalty, perceived value, commitment and attachment, while the effect of perceived quality and trust is low compared to the effect of other factors.

3. Literature Review

Television is one of the most important means of promoting its advantages that it provides in terms of image and sound, the possibility and being a mass medium to reach the largest number of audiences in any place, regardless of their cultural and social level, and the means of influence and persuasion that it provides (Samad, 2011).

Also, television is one of the most common and widespread media for its ability to disseminate political, cultural, economic, social and other knowledge and information, and provides information in various fields to the public (Shaaban, 2018, p. 136).

Promotion is a vital component of the marketing mix that companies and institutions rely on to promote their products and services, and it communicates information to consumers as it is an effective tool in achieving the organization's strategies in promoting its product (Saad, 2016, p. 27).

Television is used as an effective tool in promoting products and contributes to the brand's reputation which is known worldwide.

The trademark is a logo, name, or cover design for the product and distinguishes it from the rest of the products in the market and explains to the consumer the source of the product (Joseph, 2015), and it is also an identity that can distinguish a product from other products. (2010, p228).

The trademark differs from its position in the market. There is the well-known or well-known brand for the consumer, which has a strong and attractive demand for purchase, and there is an unknown brand that does not have a competitive advantage in the market. Usually, well-known brands have consumer loyalty (Hassan, 2007, p. 6). The identity lies the importance of the brand

The goal of the brand is as follows: (Avery, 2017)

1. Build brand awareness.

2. Support or modify consumer attitudes towards the brand
3. Formation of positive attitudes towards the mark.
- 4- Building interaction between the consumer and the brand.

The rapid development of information and communication technology in the field of marketing has given a new perspective to services that have become electronic. Electronic services provide many benefits to customers, from its home to providing better service, user interaction, information management and accessibility 24 hours a day on a wide geographical scale and winning customers. (Iriani & Hendry, 2023).

The advancement of digital technology contributes to the development of virtual digital media and the growth of the smart media industry, providing users with a more realistic environment that cannot distinguish between reality and virtual. Users enter a new new user experience by extending the virtual space into the real space (Shim & Choi, 2018).

And social networking sites were used to promote the brand, as social networking sites or social networks are a way to communicate between people to exchange information and direct messages, and as a result of the development of electronic means, companies and institutions are using them for marketing and to communicate with consumers and customers to promote their products and services (Mubarak, 2012, p. 34).

Social networking sites are characterized by sharing and exchanging content easily with others, and exchanging it between them from one person to another, such as photos and videos, which speeds up the process of spreading and promoting the communication message and promoting the brand through direct contact with consumers, establishing a positive relationship and interacting with them, and providing them with the information they need about goods and services (Lilqvist 2017). Interactivity is the communication of individuals and their interaction with each other through electronic messages via e-mail, and social applications from Facebook, Twitter and Instagram (Shaban, 2016, p. 227).

The Internet makes it easier for consumers to buy products directly from websites. Marketers offer services that allow customers to use portal identifiers such as Google to complete payment requirements (Kim, & Lee, 2022).

It is also characterized by the use of advanced technologies (Mustafa, 2020, p. 49), as well as flexibility, participation, and asynchronous spread outside the boundaries of time, space, and interaction through the exchange of content, information, images, focus, and attention, regardless of people, place, and time (Shaban, 2022).

Promotion ads in virtual reality provide consumers with a new brand experience that goes beyond the traditional advertising provided by traditional means of communication (Han, 2023).

4. Research Methodology

Research problem: The research problem is determined by asking the question: What is the effectiveness of television promotion and social networking applications in achieving consumer loyalty to the brand?

Research importance: The importance of this study comes in the following:

- The importance of the study lies in the search for the contribution and role of television as a tool for advertising and promotion of brands and product marketing and its ability to change consumer trends and interests towards making a purchase decision and its ability to persuade and guide.

- Researching the role of social networking applications, which today have become one of the most important channels of communication, promotion and marketing in the world because of their ability to easily access, use and update marketing and promotional programs, so they have become modern technologies used by institutions to promote their services and brands.

- The contribution of the study to support research and studies within the scope of branding,

consumer loyalty and market studies. It is possible to provide a scientific addition that can be inferred in future studies in this field.

The importance of the field and applied results of the study can provide points and indicators that benefit institutions and companies in promoting the brand and achieving consumer loyalty towards it.

research aims:

Determine the extent to which products are promoted on television and social media applications.

Determining the most effective means of promoting the brand and achieving consumer loyalty.

Clarifying the reasons for consumer loyalty to the brand.

- Determining the effectiveness of television promotion and social media applications to promote the brand.

Clarifying the relationship between demographic variables and the extent to which products are promoted on television and social media applications.

- Determining the differences in the demographic variables of the sample towards the reasons for the consumer's loyalty to a particular brand for the goods he buys.

Determining the type of relationship between the extent to which products are promoted on television and social media applications, and the most effective means of promoting the brand

Hypotheses:

The first: There is a significant correlation between demographic variables and the extent to which products are promoted on television and social networking applications.

Second: There are differences in the demographic variables of the sample towards the reasons for the consumer's loyalty to a particular brand of the goods he buys.

Third: There is a significant correlation between the extent of product follow-up on television and social networking applications and the most effective means of brand promotion.

search variables:

Table 1: Research variables

independent variable	intermediate variable	dependent variable
TV promotion and social media applications	demographic variables	consumer

Research methodology: The survey method was used in this study because the study is a descriptive research that needs to obtain information, describe the phenomenon, analyze and interpret the results.

Research community and sample: The research community is represented in the city of Baghdad, and an intentional sample of (250) males and females were chosen from the educated category and holders of certificates, because the subject needs answers from the educated class that can give us results and achieve the goals of the research.

Research tool: The questionnaire was adopted as a tool for the research, and a Likert scale was used with three weights (agree, neutral, and disagree), and it included the demographic data axis of the respondents, the axis of the extent to which the respondents followed up on television promotion and social networking applications, and the axis for measuring the effectiveness of television and social networking applications in achieving consumer loyalty. for the brand of their choice, and the questionnaire was distributed to 250 individuals who are the sample chosen for the study.

search limits: Spatial boundaries: The spatial boundaries were represented in the city of Baghdad.

Time limits: The time limits for the research extended during the period 1/1/2022- 31/12/2022.

The stability of the analysis: The stability of the statistical analysis of the questionnaire data was tested by using Cronbach's alpha coefficient, and its value is equal to (81.00), which is a good percentage for the stability of the test.

Statistical tools: The data were analyzed using the spss statistical program, statistical tables of frequencies and percentages, the arithmetic mean and standard deviation were extracted, Pearson's correlation coefficient, and the Ca2 test value, and for the stability of the test, Cronbach's alpha test was used.

Definition of terms:

Trademark: It is a specific symbol or form of a good or service that distinguishes it from other products and can be easily recognized by the consumer and gives it a distinctive form among other competitors (Kotler, 2016.p319)

Brand Loyalty: It is a behavior of the consumer towards choosing a brand and buying it repeatedly and it is a positive attitude towards the brand.

5. Results

5.1 Descriptive Analysis

5.1.2 Demographic data

Table 2: Demographic data for the sample

main categories	categories flee	number	%
gender	male	154	%61.6
	female	96	%38.4
Age	30-20	75	%30
	40-31	78	%31.2
	50-41	47	%18.8
	51more	50	%20
Academic achievement	collegiate	125	%50
	diploma	20	%8
	Master's	65	%26
	Ph.D	40	%16

The table describing the sample shows that the percentage of males is (61.6%) and the percentage of females is (38.4%), while the age group (31-40) has the highest percentage (31.2%), followed by the age group (20-30) with (30%), and educational attainment Bachelor's degree (50%) and master's degree holders (26%).

5.1.3 The extent to which products are promoted on television and social networking applications

Table 3: Extent of product promotion follow-up on television and social media applications

The extent to which products are promoted on television and social networking applications	duplicates	%
Always	130	%52
sometimes	112	%44.8
Scarcely	8	%3.2
the total	250	100

The table shows that the majority of the sample constantly follow the promotion of products on television and social networking applications at a rate of (52%). As for those who answered sometimes, their percentage is (44.8%), and a small percentage answered rarely about the extent of follow-up on the promotion of products on television and social networking applications.

3- What is the most effective way to promote the brand and achieve consumer loyalty?

Table 4: The most effective means of promoting the brand and achieving consumer loyalty

The most effective way to promote the brand	duplicates	%
tv	115	%46
Social networking applications	135	%54
the total	250	100

The table shows that the most effective means of promoting the brand is social media applications with a percentage of (54%), followed by television with a percentage of (46%) as a means of promoting the brand.

5.1.4 Reasons for the consumer's loyalty to a particular brand of the goods he buys

Table 5: Reasons why consumers are loyal to a particular brand of the goods they buy

Reasons for consumer loyalty to a brand	duplicates	%
Brand credibility	113	%45.2
The brand's reputation is the reason I prefer it	101	%40.4
Promote it on TV and social media	14	%5.6
The right price for the brand products you buy	7	%2.8
I use the products of this brand because it gives me the result I want	4	%1.6
Colleagues and acquaintances advised me to buy products of a particular brand	5	%2
Brand product packaging	6	%2.4
total	250	100

The results of the table explain the reasons for the consumer's loyalty to a particular brand for the goods he buys. The highest reason is the credibility of the brand with a rate of (45.2%), followed by the reason for the popularity of the brand is a reason for my preference for it with a rate of (40.4%), and promoting it on television and social networking sites is one of the reasons, the consumer of the brand with a rate of (5.6%), and the appropriate price for the brand products that you buy came as one of the reasons with a percentage (the appropriate price for the brand products that you buy).

5.1.5 Measuring the effectiveness of television promotion and social media applications to promote the brand

Table 6: Measuring the effectiveness of TV promotions and social media applications for brand promotion

ferries	Agree	Neutral	Do not agree
Television promotion provides aesthetic connotations that attract audience attention to the brand	%88.8	%12.4	%8
Promotion on television and social networking sites makes it easier to identify the types of brands and choose the best ones	%78.8	%17.2	%10
Television and websites make the brand famous	%76.8	%21.2	%2
Employing social media applications quickly promotes the brand	%74	%24	%2
The attractive design of advertisements for the products of a particular brand contributes to its fame	%78.8	%19.2	%2
Brand promotional advertising uses methods to convince the consumer of it	%81.6	%17.2	%1.2
Your purchase of the product depends on the quality of the brand	%85.6	%14.4	0
She learned about the brand's products from TV ads and social media	%35,2	%63.6	%1.2
TV merchandising and social media provide the information you need about the product	%2.8	%78.4	%18.8

The results of the table explain that there is a high percentage of agreement about the measure of the effectiveness of television and social networking applications for brand promotion, as (88.8%) agree that (television promotion provides aesthetic connotations that attract public interest in the brand), and that the arithmetic mean value is (2.860) and the standard deviation is (2.860). (0.370), and there is agreement on the phrase (facilitating promotion on television and social networking sites in identifying the types of trademarks and choosing the best ones) with a rate of (78.8%) and the value of the arithmetic mean is equal to (2.748) and the standard deviation is (0.519), and the ratio agrees (76.8 %) with the phrase (TV and websites are a reason for the brand’s popularity) with the arithmetic mean value (2.748) and the standard deviation (0.478), and the phrase (employing social media applications to promote the brand quickly) agrees with a percentage of (74%) with the arithmetic mean value (0.478). 2.720) and the standard deviation (0.492), and the results indicate that (74%) agree with the statement (employing social networking applications to promote the brand quickly), and the phrase (the attractive design of advertisements for the products of a particular brand contributes to its popularity). The percentage of those who agreed upon (78.8%) with the value of the arithmetic mean (2.776) and the standard deviation (0.468), and the results show that the percentage (81.6%) agreed with the phrase (brand promotional advertisements use methods to convince the consumer of it) with the value of the arithmetic mean (2.804) and the standard deviation (0.426), and the percentage of agreement on the phrase (your purchase of the product depends on the quality of the brand) is (85.5%), there is high agreement on the phrase (your purchase of the product depends on the quality of the brand) at a rate of (85.6%) with the arithmetic mean value (2.856) and the deviation Standard (0.351), and that (63.6%) are neutral with the statement (I got to know the brand’s products from TV ads and social networking sites), with the value of the arithmetic mean (2.624) and the standard deviation (0.509), and that the statement (TV promotion and social networking sites provide information Which you need about the product) takes the direction of neutrality with a rate of (78.4%) with the value of the arithmetic mean (2.596) and the standard deviation (0.786).

5.1.6 Scale test

Table 7: The arithmetic mean and standard deviation of the measure of the effectiveness of television promotion and social media applications for brand promotion

ferries	mean	standard deviation
Television promotion provides aesthetic connotations that attract audience attention to the brand	2.860	0.370
Promotion on television and social networking sites makes it easier to identify the types of brands and choose the best ones	2.748	0.519
Television and websites make the brand famous	2.748	0.478
Employing social media applications quickly promotes the brand	2.720	0.492
The attractive design of advertisements for the products of a particular brand contributes to its fame	2.760	0.468
Brand promotional advertising uses methods to convince the consumer of it	2.804	0.426
Your purchase of the product depends on the quality of the brand	2.856	0.351
She learned about the brand's products from TV ads and social media	2.624	0.509
TV merchandising and social media provide the information you need about the product	2.596	0.786

5.1.6 Hypothesis Testing

First: There is a significant correlation between demographic variables and the extent of product follow-up on television and social networking applications

The type variable and the extent to which products are promoted on television and social media applications

Table 8: The relationship between the type variable and the extent to which products are promoted on television and social networking applications

Pearson correlation coefficient	Significance value	Moral level	relationship type
0.130	0.04	0.05	function

It is clear from the results of the table that there is a significant correlation between the type variable, the extent of follow-up promotion of products on television and social networking applications, as the value of the Pearson correlation coefficient is equal to (0.130), and the level of significance is (0.04), which is smaller than the level of significance (0.05), which indicates acceptance The hypothesis is that there is a function correlation.

2- There is a significant correlation between the age variable and the extent to which products are promoted on television and social networking applications

Table 9: The relationship between the age variable and the extent to which products are promoted on television and social networking applications

Pearson correlation coefficient	Significance value	Moral level	relationship type
0.090	0.156	0.05	non function

The results of the table explain that the value of the Pearson correlation coefficient is equal to (0.090) at the significance value (0.156), which indicates that the relationship is not a significant function between the age variable and the extent of follow-up promotion of products on television and social networking applications.

3- There is a significant correlation between the variable of educational level and the extent of follow-up promotion of products on television and social networking applications

Table 10: The relationship between the educational level variable and the extent to which products are promoted on television and social networking applications

Pearson correlation coefficient	Significance value	Moral level	relationship type
0.090	0.237	0.05	non function

It is clear from the results of the table that the value of the Pearson correlation coefficient is equal to (0.075) at the value of significance (0.237), which indicates that the relationship is not a significant function between the educational level variable and the extent of follow-up promotion of products on television and social networking applications.

Second: There are differences in the demographic variables of the sample towards the reasons for the consumer's loyalty to a particular brand of the goods he buys.

Table 11: shows differences in the demographic variables of the sample towards the reasons for the consumer's loyalty to a particular brand for the goods he buys

variants	test value ch2	Moral level	degrees of freedom	Significance value	relationship type
Type	13.456	13.456	1	0.000	function
Age	12.688	12.688	3	0.005	function
Educational level	74.600	74.600	2	0.000	function

Table 11 shows the test of the first hypothesis with the presence of differences in the demographic

variables of the sample towards the use of social networking sites. 0.05), and the age variable formed significant differences with a Ca2 test value equal to (12.688) with a degree of freedom (3) and a level of significance (0.005), which is smaller than the significance level (0.05). There are significant differences for the educational level variable with a Ca2 test value equal to (74.600) with a degree of freedom (2) The level of significance (0.00), which is smaller than the level of significance (0.05).

Third: There is a significant correlation between the extent of product follow-up on television and social networking applications, and the most effective means of brand promotion.

Table 12: There is a significant correlation between the extent of follow-up on product promotion on television and social networking applications, and the most effective means of promoting the brand

Pearson correlation coefficient	Significance value	Moral level	relationship type
0.743	0.00	0.05	function

The results of Table 12 explain the existence of a significant correlation between the extent of product follow-up on television and social networking applications and the most effective means of brand promotion with the value of the Pearson correlation coefficient (0.743) at the significance level (0.05).

6. Discussion

The researcher used a scale that included the criterion of follow-up and interest, measuring the effectiveness of brand promotion, and clarifying the extent of companies' interest in gaining consumer loyalty for their products and services. Television contributes through promotional programs to consolidating the brand's image. Especially in light of the multiplicity of applications, their ease of use, and the advantages provided by marketing through social media, this study made a recommendation to companies interested in communicating with their audience by developing and keeping pace with methods of promoting their brand.

More studies are required in this field that can look at other standards and requirements in the field of brand promotion using modern technologies, and there are still aspects that need to be researched.

The research reached results, from which it is clear that the percentage of males is higher than the percentage of females, and the majority is in the age group 31-40, in contrast, the percentage of those with a bachelor's degree increases, and there is a permanent follow-up of the sample to product promotion programs on television and social networking applications, at a rate of (52%), the most effective means of promoting the brand is social media applications with a percentage of (54%), followed by television with a percentage of (46%) as a means of promoting the brand, there are many reasons for the consumer's loyalty to a particular brand for the goods he buys, and the most important of which is the consumer's priority is the brand's credibility. The brand you buy is one of the reasons, and the public agrees on the impact and effectiveness of television and social media applications to promote the brand through the use of attractive elements and eye-catching design for advertisements, as well as explanatory information on products, the television promotion and social media applications contributed to identifying products and providing persuasive methods to buy them, despite the effectiveness of television promotion and social networking applications, the consumer also depends on the quality of the brand he buys. The results of Table 12 explain the existence of a significant correlation between the extent of product follow-up on television and social networking applications and the most effective means of brand promotion with the value of the Pearson correlation coefficient (0.743) at the significance level (0.05).

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