

**Influence of Social Media Engagement on Brand
Loyalty: A study of how news channels build Brand
Loyalty through Facebook**

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Abstract

This study seeks to identify the Influence of Social Media Engagement on brand loyalty in a study of how News Channels build brand loyalty through Facebook. Data was obtained through a questionnaire distributed to 250 participant and 207 usable responses were collected with a response rate of 80%. This research collected data from University friends and peoples, office friends and others, family, neighbors without age limit .The research instrument was subject to pilot testing, reliability, validity tests to ensure consistency of the findings. Findings revealed a positive relationship between the influence of social media engagement on brand loyalty. Pearson correlation between Brand Loyalty and Social Media engagement in value co creation shows that there is a medium positive significant relationship between social media engagement and brand loyalty. Quantitative analysis using SPSS version 26 was used to carry out sample test, correlation and regression analysis, hypothesis testing and factor analysis.

Keywords: Social Media Engagement, Brand Loyalty