



The Influence Of Social Media Marketing On Brand Loyalty: A Study Of Roban Retail Store, Nigeria

Thanh Huyen Pham¹, Xuan Hoa Nghiem², Thi Thu Huyen Nguyen³, Adepoju Emmanuel Ifeoluwaleke^{4,*}, Ngoc Hai Anh Le⁵, Tuan Minh Nguyen⁶, Quy Duong Nguyen⁷, Thi Huyen Nguyen^{8,*}

¹ Faculty of Economics and Management, International School, Vietnam National University, Hanoi, Vietnam. Email: huyenpt@vnuis.edu.vn

² Faculty of Economics and Management, International School, Vietnam National University, Hanoi, Vietnam. Email: hoanx@vnu.edu

³ International School, Vietnam National University, Hanoi, Vietnam & Vietinbank Hanoi Branch, 02 Ngo Quyen street, Hoan Kiem district, Hanoi, Vietnam. Email: huyenntt11@vietinbank.vn; huyenhoahunganh@gmail.com.

⁴ International School, Vietnam National University, Hanoi, Vietnam. Email: adepojuleke@gmail.com

⁵ Foreign Language Specialized School, University of Languages and International Studies, Vietnam National University, Hanoi, Vietnam. Email: lngochaianh@gmail.com

⁶ High School of Education Sciences, University of Education, Vietnam National University, Hanoi, Vietnam. Email: nguyentuanminh130107@gmail.com

⁷ International School, Vietnam National University, Hanoi, Vietnam & Viettel Distributions, No.1, Lane 11, Duy Tan street, Cau Giay district, Hanoi, Vietnam. Email: quyduong220799@gmail.com

⁸ Faculty of Economics and Management, International School, Vietnam National University, Hanoi, Vietnam. Email: huyennt@vnuis.edu.vn

*Corresponding author's email: adepojuleke@gmail.com (Adepoju Emmanuel Ifeoluwaleke) & huyennt@vnuis.edu.vn (Thi Huyen Nguyen)

ABSTRACT

Research Purpose: This study investigates the influence of social media marketing on brand loyalty, focusing on Roban Retail Store in Nigeria, to understand the effects of digital engagement strategies on customer loyalty in the retail sector.

Research Motivation: In the context of an increasingly digital marketplace, understanding how social media marketing can foster customer loyalty provides valuable insights for retail businesses. This research aims to address gaps in the literature on social media's role in enhancing brand loyalty in emerging markets.

Research Design, Approach, and Method: A quantitative research design was employed, utilizing a Google Form questionnaire distributed to customers of Roban Retail Store. The survey captured various dimensions of social media marketing, such as content quality, engagement strategies, and customer interaction. Data were analysed using descriptive and inferential statistics to identify significant relationships between social media practices and brand loyalty.

Main Findings: The findings reveal that social media marketing strategies that focus on high-quality content and active customer engagement significantly enhance brand loyalty. Customers who frequently interact with brands on social media platforms and perceive the content as valuable are more likely to remain loyal to the brand, indicating a strong link between effective social media use and customer retention in the retail sector.

Practical/Managerial Implications: Retailers like Roban Retail Store should invest in robust social media strategies to foster customer loyalty. Emphasis should be placed on creating engaging, high-quality content and maintaining consistent communication with customers. By doing so, brands can build stronger relationships and enhance customer retention, ultimately driving sustained business growth in competitive markets.

Keywords: Social Media Marketing, Brand Loyalty, Retail Sector, Customer Engagement, Digital Marketing, Consumer Behaviour.

© The Author(s) 2025

D. Nguyen Van et al. (eds.), *Proceedings of the International Conference on Emerging Challenges: Sustainable Strategies in the Data-driven Economy (ICECH 2024)*, Advances in Economics, Business and Management Research 320,

https://doi.org/10.2991/978-94-6463-694-9_16

1. INTRODUCTION

In the contemporary digital landscape, brand loyalty extends beyond the conventional definition of repeat purchases; it encompasses emotional connections, trust, and active consumer engagement, particularly facilitated through social media platforms. The advent of social media has fundamentally transformed the dynamics of brand-consumer interactions, shifting the emphasis from traditional marketing approaches to more interactive, customer-centric strategies (Alalwan et al., 2017; Kapoor et al., 2018). Social media marketing (SMM) has emerged as a crucial mechanism for cultivating brand loyalty, enhancing customer retention, and driving sustained profitability (Fetais et al., 2023). In Nigeria, a market characterized by rapid digital adoption and demographic diversity, understanding the role of SMM in shaping brand loyalty is essential for devising effective marketing strategies for companies such as Roban Retail Store.

The efficacy of social media in marketing lies in its ability to engage consumers through timely and relevant content, which plays a pivotal role in fostering brand loyalty. Research indicates that culturally relevant, high-quality content resonates deeply with local audiences, thereby enhancing brand recognition and strengthening consumer commitment (Balakrishnan et al., 2014; Bilgin, 2018). Furthermore, trust—an essential component of brand-consumer relationships—can be cultivated through consistent and authentic interactions on social media platforms (Ebrahim, 2020; Hafez, 2021). In Nigeria, where consumer skepticism is frequently influenced by diverse experiences regarding product quality and service delivery, transparent communication on social media is vital for establishing and maintaining trust (Ezenwafor, Ayodele, & Nwaizugbo, 2021).

Despite these advantages, there remains a significant gap in understanding how SMM efforts directly influence brand loyalty, particularly in emerging markets like Nigeria. The increasing complexity of consumer behavior, marked by active participation in shaping brand narratives, underscores the necessity for a thorough examination of how these interactions translate into loyalty (Erdoğan & Cicek, 2012). Additionally, Nigeria's cultural diversity and varying customer expectations necessitate a nuanced exploration of strategies that yield relevant and trustworthy content aligned with local preferences (Balakrishnan, Dahnil, & Yi, 2014; Ebrahim, 2020).

This study aims to bridge these gaps by investigating the impact of SMM on brand loyalty, with a specific focus on Roban Retail Store in Nigeria. The research seeks to assess how content relevance and the frequency of updates on social media influence brand loyalty and to examine the role of a multi-platform brand presence in enhancing consumer engagement and loyalty. Utilizing a quantitative approach, the study will collect data from customers of Roban Retail Store to explore the relationship between SMM strategies and brand loyalty. The anticipated results will provide valuable insights into the effectiveness of social media in fostering brand loyalty within Nigeria's retail sector, offering strategic recommendations for businesses seeking to optimize their digital marketing efforts. The implications of this research extend beyond individual companies; they also provide insights for policymakers and regulators to develop ethical marketing practices and enhance consumer protection. Furthermore, local and national governments may leverage these findings to support digital marketing initiatives that contribute to economic growth. Ultimately, this research advances the discourse on digital marketing by highlighting the critical role of social media in cultivating brand loyalty, particularly in developing markets.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

This section critically reviews the literature on the relationship between social media marketing and brand loyalty, with a focus on Roban Retail Store in Nigeria. Key concepts such as brand loyalty and social media marketing are examined alongside theoretical frameworks like the Theory of Brand Loyalty and Social Influence Theory to understand their impact on customer loyalty. The chapter synthesizes empirical studies to position the research within the broader academic context, identifying the gaps this study intends to fill. The literature review offers key insights, addresses both theoretical and empirical shortcomings, and informs the research design, thereby enhancing comprehension of how social media marketing fosters brand loyalty.

2.1. What is Brand Loyalty and why is it important?

Brand loyalty refers to the degree to which consumers consistently choose the same brand within a specific product category, driven by positive attitudes and an emotional connection to the brand (Mostafa & Kasamani, 2021). It is reflected in repetitive purchasing behavior and a strong propensity to recommend the brand to others (Alalwan et al., 2017). Essentially, brand loyalty serves as a measure of consumer commitment, indicating a deeper relationship between the consumer and the brand.

In marketing, brand loyalty is critically important as it is a primary contributor to sustained competitive advantage. Loyal customers are less inclined to switch to competitors and are more willing to pay premium prices for their preferred brand (Ebrahim, 2020). This loyalty contributes to increased market share and profitability, as retaining existing customers typically costs less than acquiring new ones (Mehrabi, Islami, & Aghajani, 2014). Furthermore, loyal customers often act as brand advocates, promoting the brand through positive word-of-mouth, which enhances its reputation and attracts new consumers (Al-Dmour et al., 2023).

Brand loyalty is dynamic, evolving as brands continue to meet or exceed customer expectations. Key factors influencing brand loyalty include product quality, customer service, trust, and emotional engagement. Social media marketing has emerged as a vital tool for fostering brand loyalty by providing platforms for direct customer interaction, delivering tailored content, and building long-term relationships (Kim & Ko, 2012; Haudi et al., 2022). The interactive features of social media enable brands to respond to customer feedback, personalize communication, and create a community experience, all of which reinforce brand loyalty.

Beyond immediate financial gains, brand loyalty offers strategic advantages, such as deeper customer insights that can inform product development and marketing strategies (Appel et al., 2020). Understanding the drivers of brand loyalty and utilizing social media marketing effectively can be a powerful strategy for brands seeking to maintain a loyal customer base and achieve long-term success.

2.2. Social Media Marketing

Social media marketing (SMM) refers to the strategic use of social media platforms to promote products, services, or brands by creating and sharing content designed to meet marketing and branding objectives. The rapid development of SMM has been propelled by technological advancements and the widespread use of platforms such as Facebook, Twitter, Instagram, and LinkedIn (Alalwan et al., 2017). While social media was initially designed for personal communication, its potential as a powerful tool for business marketing became quickly evident, establishing its role as a core element of modern digital marketing strategies.

Key components of social media marketing include content creation, audience engagement, analytics, and social advertising. Content creation involves the production of relevant and valuable information tailored to the preferences and needs of a brand's target audience. This content may take various forms, such as blog posts, videos, infographics, or podcasts (Bilgin, 2018). When effectively executed, content not only enhances brand visibility but also fosters customer engagement and brand loyalty.

Another critical aspect of SMM is audience engagement, which focuses on building relationships with consumers through active interaction. Brands can engage customers by responding to comments, conducting polls, hosting live sessions, and encouraging user-generated content (Ebrahim, 2020). Such engagement efforts help to create a community around the brand, increasing customer trust and loyalty.

Analytics is a crucial element in SMM, providing valuable insights into the effectiveness of marketing campaigns. By analyzing metrics like likes, shares, comments, and conversion rates, brands can evaluate their strategies and make informed, data-driven decisions (Haudi et al., 2022). Tools such as Google Analytics, Hootsuite, and Sprout Social assist marketers in monitoring and optimizing their social media performance. Additionally, social advertising, which involves paid promotions on platforms like Facebook, Instagram, and LinkedIn, is essential for expanding brand reach. These platforms offer targeted advertising options, allowing marketers to reach specific demographics, interests, and behaviors to ensure their messages are delivered to the most relevant audiences (Kim & Ko, 2012).

2.3. The Theory of Brand Loyalty

The theory of brand loyalty has undergone considerable evolution since its initial formulation, reflecting shifts in both consumer behavior and marketing approaches. The concept was first introduced in the 1940s, where loyalty was primarily measured through repeat purchasing behavior. Early scholars, such as Copeland (1923), emphasized the habitual nature of consumer buying patterns. By the 1960s and 1970s, the understanding of brand loyalty broadened to encompass both behavioral and attitudinal aspects. Jacoby and Chestnut (1978) played a crucial role in redefining brand loyalty as a biased behavioral response that unfolds over time, shaped by underlying psychological processes.

In more recent years, the theory has expanded to include emotional and social dimensions of loyalty. The emergence of relationship marketing in the 1990s shifted the focus from transactional exchanges to building enduring consumer relationships (Rasheed & Abadi, 2014). Today, brand loyalty is understood as a multidimensional construct that includes

cognitive, affective, and conative components (Ou, de Vries et al., 2014). This progression underscores the complexity of consumer loyalty and the diverse factors influencing its development.

2.4. The Social Influence Theory

Social Influence Theory, a foundational concept in social psychology, examines how individuals' thoughts, emotions, and behaviors are shaped by the presence or actions of others. Its origins can be traced to the early 20th century, with significant contributions from researchers such as Floyd Allport, who emphasized the role of social context in influencing individual behavior (Allport, 1924). The theory gained greater recognition in the 1950s through Solomon Asch's research, which demonstrated how group pressure could cause individuals to conform even when they were aware the group was incorrect (Asch, 2016).

Over time, Social Influence Theory has expanded to include various mechanisms through which social influence occurs, including conformity, compliance, and obedience. These mechanisms illustrate the different ways social forces impact decision-making and behavior. The theory has been widely studied and applied across multiple disciplines, such as marketing, organizational behavior, and public health, highlighting its extensive relevance and practical applications (Cialdini & Cialdini, 2007).

2.5. Empirical Literature Review

Alalwan et al. (2017) conducted a comprehensive review of the literature examining the role of social media in marketing, synthesizing findings from a variety of contexts and industries. Their study concluded that social media platforms facilitate direct engagement between brands and consumers, fostering a sense of community and trust, which are essential drivers of brand loyalty. Similarly, Bilgin (2018) empirically assessed the impact of social media marketing activities on brand awareness, brand image, and brand loyalty. By utilizing surveys and structural equation modeling (SEM), Bilgin found that interactive communication, entertainment, and customization on social media positively influence brand loyalty, indicating that brands engaging their audiences with personalized and entertaining content are more likely to cultivate a loyal customer base.

Kim and Ko (2012) explored the influence of social media marketing on customer equity, including brand loyalty, within the luxury fashion industry. Their mixed-methods approach, which combined quantitative surveys with qualitative interviews, revealed that social media activities—such as engaging content and fostering user participation—significantly enhance brand loyalty by creating a more immersive consumer experience. Almohaimmeed (2019) investigated the antecedents of social media marketing and their effects on brand loyalty and purchase intention through quantitative surveys. His findings underscored the importance of trust as a critical mediator between social media activities and brand loyalty, with factors such as perceived usefulness, ease of use, and trust significantly enhancing the effectiveness of social media marketing.

Zollo et al. (2020) examined the relationship between social media marketing and brand equity, focusing on the mediating role of consumer benefits. Utilizing online surveys and partial least squares structural equation modeling (PLS-SEM), the study demonstrated that relevant content, which offers functional, emotional, and social benefits, significantly enhances brand loyalty by elevating consumer perceptions of brand value. Ebrahim (2020) similarly identified content relevance as crucial for building brand loyalty, emphasizing that content aligned with consumer preferences strengthens trust and engagement.

Haudi et al. (2022) further investigated the influence of social media marketing on brand trust, brand equity, and brand loyalty. Their research, based on survey data and regression analysis, concluded that content perceived as valuable, informative, and engaging is a significant predictor of brand loyalty. Clark and Melancon (2013) examined the impact of social media investment, particularly content relevance, on relational outcomes from a relationship marketing perspective. Their mixed-methods study found that relevant content significantly enhances consumer satisfaction and loyalty by effectively addressing consumer needs and fostering long-term relationships.

Balakrishnan et al. (2014) explored the effects of social media marketing activities, including update frequency, on purchase intention and brand loyalty among Generation Y. Using multiple regression analysis, the study revealed that frequent updates significantly enhance brand loyalty by keeping the brand top-of-mind and sustaining consumer engagement. Bilgin (2018) corroborated these findings, highlighting that regular updates are essential for maintaining consumer interest and fostering loyalty. Almohaimmeed (2019) also emphasized the importance of frequent updates in nurturing brand loyalty, noting that regular interactions help sustain a continuous connection with consumers. Hafez (2021) similarly found that frequent updates positively impact brand loyalty within the banking sector in Bangladesh, demonstrating that consistent engagement is critical for maintaining consumer commitment and loyalty.

The hypotheses below were developed and tested in the course of the study;

H₀₁: Brands relevant content on social media does have significant influence on brand loyalty.

H₀₂: Brands frequent updates on social media does have significant influence on brand loyalty.

H₀₃: Presence of a brand on several social media platform does have significant influence on brand loyalty.

3. METHODOLOGY

3.1. Research Design

The research design constitutes the overarching framework that cohesively integrates the various elements of a study, systematically addressing the identified research problem. It functions as a blueprint for data collection, measurement, and analysis, directing the researcher throughout the process of gathering, interpreting, and analyzing observations (Creswell & Creswell, 2017). For this study, a quantitative research design has been selected, primarily due to its capacity to yield statistically reliable and generalizable findings. Quantitative research encompasses the methodical empirical investigation of observable phenomena, employing statistical, mathematical, or computational techniques. This design is particularly well-suited for inquiries that seek to measure variables, test hypotheses, and discern patterns or relationships among those variables (Bryman, 2016).

A key advantage of a quantitative approach lies in its objectivity. By utilizing structured instruments, such as surveys or experiments, this design mitigates researcher bias, thereby enhancing the reliability and validity of the outcomes. Furthermore, quantitative research facilitates the collection of extensive data, which bolsters the generalizability of results to a broader population. Within this study, the quantitative design enables an examination of the impact of social media marketing on brand loyalty among consumers, providing clear numerical evidence suitable for statistical analysis (Saunders, Lewis, & Thornhill, 2009).

The alignment of the quantitative research design with the research objectives is particularly notable, as the study aims to explore the influence of social media marketing on brand loyalty in the context of Roban Retail Store in Nigeria. Employing this design allows for the utilization of structured surveys to collect data from a considerable number of participants, ensuring that the findings possess both reliability and validity. This approach facilitates the quantification of the effects of various social media marketing dimensions—such as content relevance, frequency of updates, and presence across multiple platforms—on brand loyalty. Through statistical analysis of the gathered data, the research can identify patterns and correlations, thereby providing a nuanced understanding of how these factors shape consumer behavior (Sarstedt, Ringle, & Hair, 2021).

Moreover, the adoption of quantitative methodologies supports hypothesis testing, enabling the researcher to confirm or refute the proposed relationships between social media marketing activities and brand loyalty. This systematic approach guarantees that the research objectives are achieved with a high level of accuracy and precision, thereby contributing valuable insights to the existing body of knowledge in the field of marketing (Zikmund, Babin, Carr, & Griffin, 2013).

3.2. Research Approach

The current study employs a deductive research approach, which involves commencing with a general theory or hypothesis and subsequently designing a research strategy to empirically test this hypothesis. This top-down methodology

begins with a theoretical framework, from which hypotheses are derived, followed by the collection and analysis of data aimed at confirming or refuting these hypotheses. Deductive reasoning proceeds from the general to the specific, establishing a systematic framework for testing theoretical propositions through empirical evidence (Bryman, 2016).

This approach is particularly suitable for the present investigation due to its structured nature and emphasis on hypothesis testing. Given that the research aims to explore the influence of social media marketing on brand loyalty, initiating the study with established theories and hypotheses facilitates a clear and focused inquiry. This framework allows for a straightforward path for assessing predefined hypotheses regarding the relationships between various social media marketing activities—such as content relevance, update frequency, and multi-platform presence—and brand loyalty (Creswell & Creswell, 2017). Additionally, the deductive approach complements the quantitative research design, enabling the formulation of measurable variables based on theoretical constructs that can be empirically tested using statistical techniques. This alignment ensures that the research is grounded in existing literature while contributing new insights based on the data collected (Saunders et al., 2009).

The deductive framework also aligns with the research questions posed in this study, which focus on understanding the impact of various dimensions of social media marketing on brand loyalty. This approach facilitates the formulation of specific hypotheses that can be empirically tested. The structured nature of the deductive methodology guarantees that these hypotheses are systematically evaluated against the collected data, leading to clear conclusions about the relationships between social media marketing activities and brand loyalty (Sarstedt et al., 2021).

Moreover, the emphasis on hypothesis testing inherent in the deductive approach is consistent with the objective of generating statistically valid and reliable findings. This framework supports the use of rigorous statistical methods to analyze the data, providing a robust foundation for addressing the research questions. By confirming or refuting the hypotheses, the study offers concrete evidence regarding the effectiveness of social media marketing strategies in fostering brand loyalty, thereby contributing valuable insights to both academic literature and practical applications (Zikmund et al., 2013).

3.3. Population and Sample

The population for this study comprises customers who patronize the Roban Stores located in Ebonyi State, Nigeria. A non-probability sampling technique, specifically purposive sampling, has been employed in this research. This method was selected because it facilitates the identification of individuals most pertinent to the research objectives, thereby ensuring that the sample encompasses customers who frequent the Roban Retail Store and possess the requisite experience and knowledge concerning social media marketing and brand loyalty (Etikan, Musa, & Alkassim, 2016). The use of non-probability sampling is justified in this context, as it allows for targeted insights from customers who actively engage with the brand and are familiar with its social media marketing practices (Taherdoost, 2016). The sample size for this study is estimated to be 250 participants, which is deemed appropriate as it captures a sufficient number of customers from the retail store, thus enabling a representative analysis of the population's perspectives on social media marketing and brand loyalty.

3.4. Data Collection Method

Primary data for this study will be collected using a structured questionnaire distributed via Google Forms. This method is selected for its efficiency, ease of distribution, and ability to reach respondents across different locations within Ebonyi State. Google Forms also facilitates real-time data collection and provides tools for easy data management and analysis. The questionnaire is designed to capture detailed information on customers' perspectives regarding social media marketing and brand loyalty. It includes closed-ended questions to gather quantitative data, ensuring comprehensive insights into the research questions and allowing for a nuanced understanding of the respondents' views and experiences (Bryman, 2016).

3.5. Data Analysis Method

The data analysis for this study will involve quantitative data analysis techniques, specifically using statistical methods such as descriptive and inferential statistics, facilitated by SPSS software. Descriptive statistics will summarize the basic

features of the data, providing simple summaries about the sample and the measures. This includes measures of central tendency and variability, which help in understanding the general trends and distribution of the data collected from Roban Store's customers.

Inferential statistics, particularly regression analysis, will be used to examine the relationships between variables and to test the research hypotheses. Regression analysis is suitable for determining the impact of various social media marketing strategies on brand loyalty, allowing the study to infer patterns and predict outcomes based on the data collected. The choice of regression analysis is justified by its robustness in analyzing the effect of multiple independent variables on a dependent variable, aligning with the study's objectives of exploring the influence of social media marketing on brand loyalty (Field, 2013).

The data analysis process will follow several steps: data cleaning, calculation of descriptive statistics, and conducting regression analysis to test the relationships between variables. Finally, the results will be interpreted in the context of the research questions and objectives, ensuring that the findings are meaningful and relevant (Pallant, 2020).

4. RESULTS AND DISCUSSIONS

This section provides an analysis of the demographic distribution of the respondents, focusing on key characteristics such as gender, level of education, and employment status. Understanding these demographics is crucial for interpreting the findings of the study, as it helps contextualize the influence of social media marketing on brand loyalty among diverse customer groups at Roban Retail Store.

Demographic Factor	Characteristics	Frequency	Percentage
Gender	Male	103	53.6
	Female	119	46.4
Educational Qualification	High School	39	17.6
	Degree	70	31.5
	Master's	83	37.4
	Phd	30	13.5
Roban shopping frequency	Everday	92	41.4
	Once a week	29	13.1
	Twice a week	32	14.4
	Thrice a week	69	31.1
Following Roban Store on social media	No	6	2.7
	Yes	216	97.3
Frequency of Social Media Use	Daily	72	32.4
	Several Times a week	69	31.1
	Once a week	48	21.6
	Several times a Month	33	14.9

Table 1: Demographic Distribution of Respondents

Source: SPSS Authors Computation (2024)

The demographic distribution of respondents in Table 1 offers insightful information into the characteristics of Roban Retail Store's customer base, providing context for analyzing social media marketing's impact on brand loyalty. The gender distribution indicates that males (53.6%) slightly outnumber females (46.4%). This relatively balanced distribution aligns with research suggesting that both men and women are active consumers in retail environments, though their shopping motivations and brand loyalties may differ (Nikhashemi & Valaei, 2018). Understanding this dynamic can help in tailoring social media marketing strategies to resonate with both genders effectively. The educational qualifications of respondents reveal that a majority hold a Master's degree (37.4%), followed by those with a Bachelor's degree (31.5%). The significant representation of highly educated consumers suggests that Roban Retail Store attracts a well-informed customer base, likely more discerning and influenced by sophisticated marketing approaches. This aligns with studies showing that higher education levels correlate with increased brand loyalty, as educated consumers tend to be more brand-conscious and value quality over price (Deka, 2016). In terms of shopping frequency, a notable 41.4% of respondents shop at Roban daily, with an additional 31.1% shopping thrice a week. This high frequency underscores the store's strong customer retention, likely a result of effective brand loyalty fostered through consistent social media engagement. The frequent interaction between the store and its customers on social media, as seen with 97.3% following the store online, suggests that digital platforms play a crucial role in maintaining customer loyalty. The overwhelming majority of respondents (97.3%) follow Roban Store on social media, demonstrating the effectiveness of social media as a tool for engaging with customers and fostering brand loyalty. This high level of social media engagement is consistent with findings by Matin, et al. (2020), who argue that social media platforms are critical in building and maintaining consumer relationships in the digital age. Finally, the frequency of social media use among respondents indicates that 32.4% engage daily, with another 31.1% using it several times a week. The consistent and frequent use of social media suggests that these platforms are an integral part of the customers' daily lives, making them a powerful channel for Roban's marketing efforts. This finding is supported by Aljuhmani, et al. (2023), who emphasize the importance of regular social media interaction in strengthening brand loyalty. In essence, the demographic data highlights a well-educated and engaged customer base that frequently interacts with Roban Retail Store both online and offline. These insights are essential for understanding how social media marketing influences brand loyalty and for refining marketing strategies to enhance customer engagement and retention.

4.1. Descriptive Analysis

The descriptive analysis of the collected data, including mean and standard deviation, offers a comprehensive understanding of the central tendencies and variability within the respondents' responses. By examining these statistical measures, the study gain valuable insights into the general patterns of customer behavior, preferences, and attitudes towards Roban Retail Store. This analysis not only highlights the average tendencies among respondents but also provides an understanding of the dispersion of data, offering a deeper perspective on the study's findings.

Table 2: Brands Relevant Content on Social Media and Brand Loyalty

Items	Co de	N	Mea n	Std. Deviation
The content posted by Roban Retail Store on social media is relevant to my interests and needs	A1	2 2 2	3.64	1.045
I find the information shared by Roban Retail Store on social media to be useful	A2	2 2 2	3.32	1.029
Roban Retail Store's social media content provides me with valuable insights about their products.	A3	2 2 2	3.07	1.070

The content shared by Roban Retail Store on social media helps me make informed purchasing decisions.	A4	2 2 2	2.93	1.051
I am more likely to stay loyal to Roban Retail Store because of their relevant social media content.	A5	2 2 2	2.78	1.165
Valid N (listwise)		2 2 2		

Table 2: Brands Relevant Content on Social Media and Brand Loyalty (2024)

Source: SPSS Authors Computation

The table 2 presented highlights the relationship between the content shared by Roban Retail Store on social media and its impact on brand loyalty. With a mean score of 3.64 (SD = 1.045), respondents largely agree that the content posted by Roban Retail Store on social media is relevant to their interests and needs (A1). The perceived usefulness of the information shared (A2) has a mean of 3.32 (SD = 1.029), indicating that respondents find the content somewhat helpful in their decision-making processes. The provision of valuable insights (A3) has a slightly lower mean of 3.07 (SD = 1.070), suggesting that while respondents recognize the content's value, it may not be consistently impactful across all users. The ability of social media content to assist in making informed purchasing decisions (A4) is rated at a mean of 2.93 (SD = 1.051), revealing that respondents feel moderately supported by the content in their decision-making. Finally, loyalty to Roban Retail Store due to relevant content (A5) is the least supported with a mean of 2.78 (SD = 1.165), indicating that while content relevance is recognized, it is not the strongest driver of brand loyalty. These findings align with the literature that underscores the importance of content relevance in fostering brand loyalty. According to Khan et al. (2024), relevant and engaging social media content plays a crucial role in building consumer loyalty, as it resonates with the audience's needs and preferences. However, the varying levels of agreement across different aspects of content suggest that Roban Retail Store might need to further tailor its social media strategies to enhance brand loyalty effectively. As Aljuhmani, et al. (2023) suggest, integrating consumer feedback and preferences into social media content creation can significantly improve brand loyalty outcomes

		BRCSM	BRL
BRCSM	Pearson Correlation	1	.458**
	Sig. (2-tailed)		.000
	N	222	222
BRL	Pearson Correlation	.458**	1
	Sig. (2-tailed)	.000	
	N	222	222

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

Table 3: Correlations Brands Relevant Content and Brand Loyalty

Source: SPSS Authors Computation (2024)

The table presents the correlation between Brands Relevant Content on social media (BRCSM) and Brand Loyalty (BRL). The Pearson correlation coefficient is 0.458, with a significance level of 0.000, indicating a moderate positive relationship between these two variables. This means that as the relevance of content shared by Roban Retail Store on social media increases, brand loyalty also tends to increase. The significance level being less than 0.01 suggests that this relationship is statistically significant and not due to chance. This finding implies that enhancing the relevance of social media content

could be a key strategy for Roban Retail Store to strengthen brand loyalty, aligning with literature that emphasizes the importance of content relevance in fostering customer loyalty (Duffett & Cromhout, 2022).

Hypothesis One: Brands relevant content on social media does have significant influence on brand loyalty.

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.488	1.104		5.875	.000
BRCSM	.522	.068	.458	7.647	.000

a. Dependent Variable: BRL

The regression analysis results indicate that Brands Relevant Content on social media (BRCSM) significantly influences Brand Loyalty (BRL). The unstandardized coefficient (B) for BRCSM is 0.522, with a standard error of 0.068, indicating that for every unit increase in BRCSM, BRL increases by 0.522 units. The t-value of 7.647 and a significance level (p-value) of 0.000 suggest that this relationship is statistically significant at the 1% level. Therefore, the hypothesis that relevant social media content significantly influences brand loyalty is supported as the null hypothesis is rejected.

Item	Code	N	Mean	Std. Deviation
Roban Retail Store frequently updates their social media platforms with new content	B1	222	3.37	1.105
I appreciate the frequency of updates from Roban Retail Store on social media	B2	222	3.12	1.061
Regular updates from Roban Retail Store keep me engaged with their brand	B3	222	2.97	1.131
The frequent social media updates from Roban Retail Store make me feel connected to the brand.	B4	222	2.92	1.101
I am more likely to remain loyal to Roban Retail Store due to their consistent social media presence.	B5	222	2.83	1.117
Valid N (listwise)		222		

Table 4: Brands Frequent updates on social media on Brand Loyalty (2024)

Source: SPSS Authors Computation

The table 4 presents the results of a study examining the impact of frequent updates from Roban Retail Store's social media platforms on brand loyalty. The findings suggest that regular updates have a positive effect on brand loyalty, with various degrees of impact across different items measured. The highest mean score (3.37) corresponds to the statement that Roban Retail Store frequently updates their social media platforms with new content (B1), indicating that respondents recognize and appreciate these updates. The consistency of these updates (B2, mean = 3.12) is also valued, suggesting that a steady stream of communication is important for maintaining engagement. This aligns with the findings of Tsimonis et al. (2020), who argue that social media updates help maintain customer interest and enhance brand loyalty. Items B3 and B4, with mean scores of 2.97 and 2.92 respectively, show that while regular updates help keep consumers engaged and connected with the brand, the impact is slightly less pronounced. This might indicate that while updates are important, they need to be coupled with other factors, such as the content's relevance and personalisation, to strongly influence brand loyalty (Aljuhani, et al., 2023). The lowest mean score (2.83) corresponds to the statement regarding loyalty due to consistent social media presence (B5), which suggests that while updates are beneficial, they are not the sole determinant of loyalty. The findings suggest that frequent and relevant updates on social media can enhance consumer engagement and brand loyalty. However, as with Roban Retail Store, the impact of these updates might be amplified when combined with other brand strategies that resonate with the target audience. In essence, the data from Roban Retail Store's social media strategy underlines the importance of regular communication in fostering brand loyalty. This conclusion is supported by existing

literature that highlights the role of social media in consumer-brand relationships (Hamzah et al., 2021). Therefore, for Roban Retail Store in Nigeria, a strategic focus on frequent, engaging updates could be a key factor in strengthening consumer loyalty.

		BFUS M	BRL
BFUS M	Pearson Correlation	1	.619**
	Sig. (2-tailed)		.000
	N	222	222
BRL	Pearson Correlation	.619**	1
	Sig. (2-tailed)	.000	
	N	222	222

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

Table 5: Correlations of Brands Frequent updates on social media and Brand Loyalty **Source:** Authors' Computation (2024)

The correlation table above shows a Pearson correlation coefficient of **0.619** between BFUSM (Brands Frequent Updates on social media) and BRL (Brand Loyalty), which is statistically significant at the 0.01 level. This positive correlation suggests a strong relationship between frequent social media updates by a brand and increased brand loyalty among consumers. In the context of the study, this implies that frequent, relevant updates on social media are likely to enhance consumer loyalty to a brand. For Roban Retail Store in Nigeria, maintaining an active social media presence could be a key strategy for fostering loyalty and sustaining market dominance.

Hypothesis Two: To analyse the impact of brands frequent updates on social media on brand loyalty.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	5.151	.847		6.079	.000
BFUSM	.628	.054	.619	11.695	.000

a. Dependent Variable: BRL

The regression results indicate that Brands Frequent Updates on Social Media (BFUSM) have a significant positive impact on Brand Loyalty (BRL), with a standardized coefficient (Beta) of 0.619 and a p-value of 0.000. This suggests that for every unit increase in BFUSM, BRL increases by 0.619 units. The significance value ($p < 0.05$) confirms that the relationship is statistically significant. Therefore, the hypothesis that brands' frequent updates on social media positively influence brand loyalty at Roban Retail Store is supported by the data and thus, the null hypothesis is rejected.

Item	Code	N	Mean	Std. Deviation
I follow Roban Retail Store on multiple social media platforms	C1	222	3.24	1.138
Roban Retail Store's presence on various social media platforms enhances my connection with the brand	C2	222	3.18	1.086
I am more aware of Roban Retail Store's products because they are active on multiple social media platforms.	C3	222	3.00	1.097
Roban Retail Store's presence on several social media platforms makes it easier for me to interact with the brand	C4	222	2.88	1.113
The availability of Roban Retail Store on multiple social media platforms positively influences my loyalty to the brand.	C5	222	2.84	1.125
Valid N (listwise)		222		

Table 6: Presence of a Brand on several social media platform on Brand Loyalty (2024)

Source: Authors' Computation

The table 6 presents findings that explore the influence of Roban Retail Store's presence across multiple social media platforms on brand loyalty. The results indicate a varying degree of impact, with the highest mean score (3.24) observed for the item "I follow Roban Retail Store on multiple social media platforms" (C1), suggesting that a significant portion of the respondents actively follow the brand on different platforms. This aligns with studies by Unnava & Aravindakshan (2021), who argue that a strong multi-platform presence can enhance consumer engagement and awareness. The second highest mean score (3.18) relates to the enhancement of connection with the brand due to its presence on various platforms (C2). This suggests that the brand's active presence across social media platforms does enhance the connection with its consumers, corroborating the findings of Hudson, et al. (2016), who state that an integrated social media presence can deepen consumer-brand relationships. The items related to product awareness (C3, mean = 3.00) and ease of interaction (C4, mean = 2.88) show moderate impact, indicating that while the presence on multiple platforms aids in increasing product awareness and interaction, these factors are not as strongly perceived as those related to direct engagement with the brand. According to Srivastava, et al. (2023), while awareness and ease of interaction are important, the depth of consumer engagement often depends on content relevance and personalization. Finally, the lowest mean score (2.84) is associated with the influence of multi-platform availability on brand loyalty (C5). This lower score suggests that while presence across multiple platforms is beneficial, it does not directly translate to brand loyalty. This finding aligns with the work of Ibrahim & Aljarah (2023), who emphasize that while social media presence is important, the quality of interactions and content is crucial for building loyalty. Thus, the data suggest that Roban Retail Store's presence on multiple social media platforms positively influences consumer connection and awareness but has a less pronounced effect on brand loyalty. For brands like Roban Retail Store, it is important to not only maintain a presence across platforms but also to ensure that the content and interactions are meaningful and engaging to foster deeper loyalty.

		PBSM	BRL
PBSM	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	222	222
BRL	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	222	222

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

Table 7: Correlation of Presence of a brand on several social media platform on brand loyalty.

Source: SPSS Authors Computation (2024)

The table shows a Pearson correlation coefficient of 0.636 between PBSM (Presence of Brand on Social Media) and BRL (Brand Loyalty), which is statistically significant at the 0.01 level. This positive and significant correlation suggests a

strong relationship between the brand's presence on social media and increased brand loyalty among consumers. In the context of the study on Roban Retail Store, this result implies that the more active and visible the brand is on social media, the more likely consumers are to develop loyalty towards it. This reinforces the importance of a strong social media presence in fostering brand loyalty.

Hypothesis Three: Presence of a brand on several social media platform does have significant influence on brand loyalty.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.863	.836		5.819	.000
PBSM	.650	.053	.636	12.213	.000

a. Dependent Variable: BRL

The regression analysis shows that the Presence of Brand on social media (PBSM) has a significant positive influence on Brand Loyalty (BRL), with an unstandardized coefficient (B) of 0.650 and a standardized Beta of 0.636. The t-value is 12.213 with a p-value of 0.000, indicating that the relationship is statistically significant. This means that for every unit increase in PBSM, BRL increases by 0.636 units. Therefore, the hypothesis that the presence of a brand on multiple social media platforms significantly influences brand loyalty is supported. Thus, the null hypothesis is rejected.

5. CONCLUSIONS AND RECOMMENDATIONS

The study concludes that social media marketing is integral to building and maintaining brand loyalty within the retail sector, particularly for businesses such as Roban Retail Store in Nigeria. The findings indicate that effective social media strategies—especially those centered on delivering high-quality, relevant content and engaging consistently with customers—significantly enhance brand loyalty. Social media platforms offer a distinctive opportunity for brands to interact with consumers in a personalized and direct manner, which is essential for fostering loyalty. Customers who feel a connection with and engagement from a brand through social media are more likely to exhibit loyalty, leading to increased customer retention and long-term business success.

The study emphasizes that personalization, consistency, and a multi-platform presence are pivotal in leveraging social media to build stronger customer relationships. Furthermore, it underscores the significance of influencer marketing and the necessity for continuous optimization of social media strategies. By utilizing influencers and regularly assessing the effectiveness of social media campaigns, businesses can ensure that their efforts align with customer expectations and market trends, thereby enhancing brand loyalty.

In essence, businesses operating in a competitive retail environment must prioritize social media marketing as a core component of their branding strategy. By adopting the recommendations outlined in this study, Roban Retail Store and similar businesses can fortify their social media presence, foster deeper customer loyalty, and ultimately drive sustained business growth in an increasingly digital marketplace. The insights derived from this research provide valuable guidance for optimizing social media marketing efforts and highlight the critical role of digital engagement in cultivating brand loyalty.

Based on the findings of this study, several strategic recommendations can be made for Roban Retail Store and analogous businesses seeking to enhance brand loyalty through social media marketing:

a. **Enhance Content Personalization:** Retail businesses should invest in advanced data analytics to better understand customer preferences and behaviors. By leveraging these insights, companies can create personalized social media content

that resonates more deeply with their audience. Personalized content tailored to the specific needs and interests of customers can significantly strengthen brand loyalty. It is imperative for businesses to continually analyze and adapt their content strategies to meet evolving customer expectations.

b. Consistency in Social Media Engagement: Regular and frequent updates are essential for keeping the brand top-of-mind among consumers. Businesses should establish a consistent schedule for social media updates, ensuring that content is not only frequent but also relevant and engaging. This consistency helps build a reliable brand image, fostering trust and loyalty among customers. Brands should actively engage with their audience by responding to comments, messages, and feedback promptly, thereby further strengthening the customer-brand relationship.

c. Multi-Platform Presence: Maintaining a consistent brand voice and messaging across all platforms is crucial. This consistency reinforces brand identity and ensures customers have a unified experience, regardless of the platform they use. Businesses should develop a comprehensive social media strategy that includes platform-specific content while also maintaining overall brand coherence.

d. Leverage Influencer Marketing: Influencer marketing can amplify the impact of social media efforts by leveraging the reach and credibility of influencers who resonate with the target audience. By partnering with influencers aligned with the brand's values and appealing to its target demographic, businesses can expand their reach and enhance brand loyalty. Influencers can help humanize the brand and foster more authentic connections with customers, which are critical for building long-term loyalty.

e. Measure and Optimize Social Media Strategies: Continuous measurement and optimization of social media strategies are vital for maintaining and enhancing brand loyalty. Businesses should regularly analyze the performance of their social media campaigns using metrics such as engagement rates, click-through rates, and conversion rates. This data-driven approach enables businesses to identify effective strategies and areas for improvement, allowing them to make informed decisions regarding refinements. Regularly reviewing and adjusting social media tactics ensures that the brand remains relevant and effective in engaging its audience.

REFERENCES

- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177- 1190. <https://doi.org/10.1016/j.tele.2017.05.008>.
- Al-Dmour, R., Alkhatib, O. H., & Amin, E. B. (2023). The Influence of Social Marketing Drives on Brand Loyalty via the Customer Satisfaction as a Mediating Factor in Travel and Tourism Offices. *Sage Journals: Open Access*, <https://doi.org/10.1177/21582440231181433>.
- Aljuhmani, H. Y., Elrehail, H., Bayram, P., & Samarah, T. (2023). Linking social media marketing efforts with customer brand engagement in driving brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 35(7), 1719-1738.
- Allport, F. H. (1924). *Social Psychology*. Boston: Houghton Mifflin.
- Almohaimmeed, B. M. (2019). The Effects of Social Media Marketing Antecedents on Social Media Marketing, Brand Loyalty and Purchase Intention: A Customer Perspective. *Journal of Business and Retail Management Research*, 146-157.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79-95.
- Asch, S. E. (2016). *Effects of group pressure upon the modification and distortion of judgments*. In *Organizational influence processes* (pp. 295-303). Routledge.

- Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014). The impact of social media marketing medium toward purchase intention and brand loyalty among generation Y. *Procedia. Social and Behavioral Sciences*, 148, 177-185. <https://doi.org/10.1016/j.sb>.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148.
- Bryman, A. (2016). *Social research methods*. Oxford university press.
- Cialdini, R. B., & Cialdini, R. B. (2007). *Influence: The psychology of persuasion* (Vol. 55, p. 339). New York: Collins.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Deka, P. K. (2016). Segmentation of young consumers of North-East India based on their decision-making styles. *IUP Journal of Marketing Management*, 15(2), 65.
- Duffett, R. G., & Cromhout, D. H. (2022). The Influence of Student-Imparted Marketing Skills and Knowledge Instruction on Small Businesses' Satisfaction: A Service Learning Programme in South Africa. *Journal for Advancement of Marketing Education*, 30(1), 1-14.
- Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, 19(4), 287–308.
- Erdoğan, İ. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia-Social and Behavioural Sciences*, 58, 1353–1360.
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American journal of theoretical and applied statistics*, 5(1), 1-4.
- Ezenwafor, E. C., Ayodele, A. A., & Nwaizugbo, C. I. (2021). Social Media Marketing and Brand Loyalty Among Online Shoppers in Anambra State, Nigeria: Mediating Effect of Brand Awareness. *Journal of Electronic Commerce in Organizations*, 19(3), DOI: 10.4018/JECO.2021070102.
- Fetais, A., Algharabat, R., & Aljafari, A. (2023). Do Social Media Marketing Activities Improve Brand Loyalty? An Empirical Study on Luxury Fashion Brands. *Information Systems Frontiers*, 25, 795–817. <https://doi.org/10.1007/s10796-022-10264-7>.
- Hamzah, Z. L., Abdul Wahab, H., & Waqas, M. (2021). Unveiling drivers and brand relationship implications of consumer engagement with social media brand posts. *Journal of Research in Interactive Marketing*, 15(2), 336-358.
- Haudi, H., Handayani, W., Suyoto, M., Prasety, T., Pitaloka, E., Wijoyo, H., . . . Cahyono, Y. (2022). The effect of social media marketing on brand trust, brand equity and brand loyalty. *International Journal of Data and Network Science*, 6, 961–972.
- Ibrahim, B., & Aljarah, A. (2023). The era of Instagram expansion: Matching social media marketing activities and brand loyalty through customer relationship quality. *Journal of Marketing Communications*, 29(1), 1-25.
- Jacoby, J., & Chestnut, R. W. (1978). *Brand loyalty : measurement and management*. A Ronald Press publication.
- Kapoor, K., Tamilmani, K., Rana, N., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Inf Syst Front*, 20, 531–558.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.
- Matin, A., Khoshtaria, T., & Tutberidze, G. (2020). The impact of social media engagement on consumers' trust and purchase intention. *International Journal of Technology Marketing*, 14(3), 305-323.
- Mostafa, R., & Kasamani, T. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia Pacific Journal of Marketing and Logistics*, 33(4), 1033-1051. <https://doi.org/10.1108/APJML-11-2019-0669>.

- Nikhashemi, S. R., & Valaei, N. (2018). The chain of effects from brand personality and functional congruity to stages of brand loyalty: The moderating role of gender. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 84-105.
- Ou, Y. C., de Vries, L., Wiesel, T., & Verhoef, P. C. (2014). The role of consumer confidence in creating customer loyalty. *Journal of Service Research*, 17(3), 339-354.
- Pallant, J. (2020). *SPSS survival manual: A step by step guide to data analysis using IBM SPSS*. Routledge.
- Rasheed, F. A., & Abadi, M. F. (2014). Impact of service quality, trust and perceived value on customer loyalty in Malaysia services industries. *Procedia-Social and Behavioral Sciences*, 164, 298-304.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). *Partial least squares structural equation modeling*. In *Handbook of market research* (pp. 587-632). Cham: Springer International Publishing.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Taherdoost, H. (2016). Sampling methods in research methodology; How to choose a sampling technique for research. *International Journal of Academic Research in Management*, 5(2), 18-27.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (9th ed.)*. Cengage Learning.
- Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, 117, 256- 267. . <https://doi.org/10.1016/j.jbusres.2020.05.001>.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

