

BRAND LOYALTY OF IN SOCIAL MEDIA EVIDENCE OF HEALTHY RICE IN THAILAND

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ABSTRACT

Social media communication plays a very significant role in marketing. It can provide a good relationship with consumers by sending appropriate content to stimulate consumers' motivation. This process can lead to consumers' purchasing decision. This research examines Social media marketing activities (SMMA), Customer experience (CX), Customer satisfaction (CS), Brand awareness (BA), and Brand loyalty. The purpose of this study is to analyze the affirmative elements of brand loyalty to examine the harmonization of the affirmative elements of brand loyalty about rice for health in Thailand. The sample group was 1,211 working-age consumers buying online products in 20-59 years old age. The result shows that Social Media Marketing Activities creates impact through social media users on Brand loyalty, Customer experience, Customer satisfaction, Brand awareness respectively. This is consistent with empirical data, Structural Equation Model (SEM) of Factors Affecting Commercial Loyalty Creation.

Keywords: Social Media Marketing Activities, Customer Experience, Confirmatory Factor Analysis, Rice for Health

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