

INTRODUCTION AND BACKGROUND ABOUT THE STUDY

Social media has become an important part of everyday life in recent years. People use social media platforms to communicate, share information, and express opinions. Businesses have also started using social media as a powerful tool to reach customers, promote products, and build a strong brand image. Through social media, companies can interact directly with customers and understand their needs and preferences.

Brand loyalty refers to the trust and commitment customers have towards a particular brand. Loyal customers prefer the same brand repeatedly and are less likely to switch to competitors. Brand loyalty is developed over time through positive experiences, satisfaction, and emotional connection with the brand. In today's competitive market, maintaining brand loyalty is essential for the long-term success of any business. Social media plays a major role in influencing customer opinions and attitudes towards brands. Advertisements, reviews, comments, and shared experiences on social media platforms can strongly affect how customers perceive a brand. Positive content can strengthen brand loyalty, while negative feedback can damage the brand image. Therefore, companies need to carefully manage their social media presence.

Customers today rely heavily on social media for information before making purchase decisions. They follow brand pages, watch promotional content, read reviews, and compare products online. Regular interaction, engaging content, and quick responses on social media help companies build trust and maintain long-term relationships with customers. Studying the impact of social media helps businesses improve their marketing strategies.

The present study focuses on analysing the impact of social media on brand loyalty at Sulfex Mattress, Parassinikadavu. The study aims to understand how social media activities influence customer loyalty towards the brand. The findings of the study will help the organisation improve its social media strategies and strengthen brand loyalty among customers.

NEED OF THE STUDY

Social media has become one of the main platforms through which customers interact with brands and share their opinions. Customers are influenced by social media content such as advertisements, reviews, comments, and brand posts while forming their perception about a brand. If social media activities are not managed properly, it may negatively affect customer trust and loyalty. This study is needed to understand how social media influences customer loyalty towards a brand and to identify the factors that encourage customers to remain loyal. The findings of the study will help the organisation improve its social media presence, strengthen customer relationships, and enhance brand loyalty.

SCOPE OF THE STUDY

The scope of the study is limited to analysing the impact of social media on brand loyalty among customers. It focuses on customer opinions regarding social media advertisements, brand communication, and online engagement. The study covers only customers of Sulfex Mattress, Parassinikadavu and does not include other brands or industries. The findings of the study are intended to help the organisation improve its social media strategies.

OBJECTIVES OF THE STUDY

- To study how customers use social media to interact with brands.
- To understand customer opinions about social media activities of the brand.
- To examine the influence of social media on customer trust and loyalty.
- To identify factors that encourage customers to remain loyal to the brand.
- To suggest suitable measures to improve brand loyalty through social media.

LIMITATIONS OF THE STUDY

- The study was conducted using a small number of customers.
- The findings depend on the opinions given by the respondents.
- The study was completed within a limited time period.

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