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The Impact of Social Media Advertising and Peer Recommendations on Students' Brand Loyalty, Mediating Role of Brand Awareness & Moderating Effect of Online Engagement

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KEYWORDS	ABSTRACT
Social Media Advertising, Peer Recommendations, Brand Loyalty, Brand Awareness, Online Engagement.	This research aims to examine the effect of social media advertising on students' brand loyalty. Additionally, it explores the influence of peer recommendations on brand loyalty among students. Another key objective of the study is to investigate the mediating role of brand awareness. Lastly, the research seeks to analyze the moderating effect of online engagement on these relationships. The study adopts a quantitative research methodology, grounded in a positivist research philosophy. The target population for this research includes students from Thal University Bhakkar. A sample size of 300 respondents was selected. Data were collected using a structured survey questionnaire. The collected data were analyzed using advanced statistical tools. The findings reveal a significant positive impact of social media advertising on students' brand loyalty. Similarly, peer recommendations are shown to have a strong positive effect on brand loyalty. Furthermore, the results confirm that brand awareness plays a crucial mediating role, enhancing this connection. Finally, the research identifies online engagement as a significant moderating factor. These findings provide valuable insights for marketers and educators, emphasizing the importance of leveraging social media and peer influence.
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