The Impact of Social Media Marketing on Brand Trust, Brand Equity, and Brand Loyalty in the Georgian Pharmacy Sector

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Declaration

As the author of this paper, I declare that this thesis presented for the degree of Master of Business Administration is an original report of my research and has been written by me. Due references have been provided on all supporting literature and resources. I also confirm that this work has not been submitted for any other degree or professional qualification.

Some of the work described in this thesis, which was later revised, had been written and submitted in the course of Research Methods at Ilia State University Business School (March-July, 2022).

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[PLACE FOR SIGNATURE]

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Abstract

Social media marketing is considered to be the augmentation of traditional media. It is perceived to be the cheaper alternative to traditional marketing by marketers all over the world. Since the invention of social media, its usage as a marketing channel is increasing every year. The Georgian pharmacy sector is an active employer of social media marketing activities. This paper examined the influence social media marketing had on brand trust, brand equity, and brand loyalty in the Georgian pharmacy sector. Deductive approach was used to find out whether brand trust was directly and positively influencing brand equity and brand loyalty, and whether brand equity was directly and positively influencing brand loyalty. After collecting and analysing four hundred and nineteen responses to the online questionnaire, consisting of thirty close-ended multiple-choice questions, it was found out that in 2022, in the Georgian context, (1) brand trust was directly and positively influencing brand equity, (2) brand trust was directly and positively influencing brand loyalty, and (3) brand equity was directly and positively influencing brand loyalty.

Keywords: Social media marketing, Brand trust, Brand equity, Brand loyalty, Georgian pharmacy sector.