Role of Social Media Reviews in Capturing Brand Trust & Brand Loyalty: A Case of Burger Joints in Karachi

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ARTICLE DETAILS

ABSTRACT

Purpose: The study's objective is to discover how social media reviews can be used to win over consumers' trust and loyalty to a brand. This research looks at the fast-food business (Karachi’s local burger shops) to draw conclusions about the city and country. The methodology used in this study is quantitative.

Design/Methodology/Approach: The methodological approach taken in this research was quantitative. A deductive approach to test hypotheses has been applied within the context of this explanatory investigation. The questionnaires are research instrument that has been used, and SPSS software has been utilised in order to conduct correlation and regression analysis on the collected data.

Findings: This study's results reveal a favourable and statistically significant association between social media reviews (independent variable) and both brand trust and brand loyalty (dependent variables) (dependent variables). According to the results, customers' trust in and loyalty to a brand are more likely to increase if they place more stock in the opinions of those consumers expressed in online reviews.

Implications/Originality/Value: This research paper contributes new information to the existing body of knowledge on the subject of the role of Social Media Reviews provided by customers across a variety of social media platforms. This research paper will add value by deciphering and explaining the relationship that exists between reviews on social media platforms and the outcomes of brand relationships such as trust in the brand and loyalty to the brand.

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**Introduction**

Social media reviews are important for building brand trust and loyalty for organizations. This research paper examines how social media reviews affect brand trust and loyalty in the fast-food business. This research paper is penned down to give an essential insight into the fast-food industry and how it is being influenced or affected by the growing acceptance of social media reviews for consumers (Berthon, Pitt, Plangger, & Shapiro, 2012) with regard to the people living in Karachi, Pakistan.

The use of social media has skyrocketed in recent years. According to a plethora of published works, the term “social media” refers to a set of internet-based applications that emerged as a technological apparatus with the advent of Web 2.0 (Berthon, Pitt, Plangger, & Shapiro, 2012). Online communities of people from different countries and different continents are formed in which users connect with each other and exchange their ideas and opinions about different things. Social media applications are usually available on internet-abled devices like mobile phones, smart phones, tablet computers, personal computers (PC), laptops, and other internet generated devices which allow different users to connect with each other. It allows the users to have and end-to-end personalized interaction and plays a role as an effective and efficient communication enabler for the users (Berthon, Pitt, Plangger, & Shapiro, 2012).

The study of Berthon et.al conducted in 2012 has been widely accepted as the grounds on which it is said that social media plays a vital role in generating consumer infused reviews of different businesses, their products, services, and the experiences they promise and the experiences the deliver. The consumer-generated social media reviews are distinguished as more trustworthy and reliable and are said to give accurate information more than a companies’ or businesses’ professional and official website gives. Social media has been ingrained as a tremendous opportunity for businesses and companies to create a strong bond with their customers or consumers (Tatar & Eren- Erdoğan, 2016).

**Problem Statement**

Recent developments in the field of marketing have led to a renewed interest in understanding the role of social media in consumer behavior (Berthon, Pitt, Plangger, & Shapiro, 2012). There is a need to identify the impact of social media reviews generated by consumers and its role in selection of fast food chains by consumers, concentrated on consumer market in Karachi, Pakistan. We have selected this problem to cater to because in recent times, there has been a drastic influence of social media on the general public (Berthon, Pitt, Plangger, & Shapiro, 2012) of Pakistan and a tremendous affect can be found on the lifestyle patterns of people, more specifically, general consumers. To the best of researchers’ knowledge no such study has been conducted in the quoted context of fast food restaurants, specifically local burger joints found in Karachi, Pakistan.

Furthermore, it has been identified that there is a lack of study and examination on the role of brand trust in hospitality industry (Wang, Law, Hung, & Guillet, 2014) in the Asian specifically sub-continent region. For this reason, research conducted in Pakistan can be generalized to the sub-continent because of cultural similarities. The existing literature available comprises of research studies conducted on international fast food chains (Ehsan, 2012), neglecting the competition given by local fast food restaurants in different countries. Brand trust and brand loyalty play an important role in the performance of restaurants so it is important to identify their role in Pakistani context, considering the rise of fast food restaurants in Pakistan in the last five years.

**Research Questions**

- Do social media reviews positively affect brand trust?"
- Do social media reviews positively affect brand loyalty?"

**Significance of Research**

With the generalization of Web 2.0, there has been a continuous rise in how social media influences the lives of people, their choices, their decisions, their consumption patterns, with a huge drastic change in the
needs and wants of consumers (Šerić & Praničević, 2017). People are highly influenced by social media and consider social media reviews generated by other consumers as highly relevant for their own consumption (Berthon, Pitt, Plangger, & Shapiro, 2012). There has been a great rise in such consumers who first check into a potential sellers’ (brand or company) reviews given by other consumers about the quality of experience before they themselves take their buying decision (Šerić & Praničević, 2017). This has led to an increasing interest of marketers to understand the relationship of these consumer reviews in generating brand trust and brand loyalty of a certain brand or company. This study will help marketers to understand that how does reviews of one consumer affect another potential consumer’s buying decision and what role does it play in capturing trust and loyalty of the consumers for a brand.

**Literature Review**

**Social Media Reviews**
Social media reviews given by consumers is a new channel of product (or service) information which has been developed with the advent of Web 2.0 which is basically a creation and dissemination of consumer-generated reviews or opinions, through the medium of different social media platforms, which are visible and seen by masses, who are connected on the social media platforms (Goh, Heng, & Lin, 2013)

**Brand Trust**
In traditional marketing literature, Lindstrom (2001) defined brand trust as one of the most essential compulsion for a brand to be strong in the growing age of online marketing and social media. It is basically a commitment or a promise by a brand to deliver what it stands for and what it markets itself as. Brand trust means a general willingness of a customer or consumer to visit, purchase, or experience a brand over and over again (Tatar & Eren-Erdogmus, 2016).

**Brand Loyalty**
Brand loyalty can be defined as an intense preference or relatedness to a specific brand ensuring repeat purchases from the specific brand in future, without being influenced by the marketing and promoting activities of competitors and contemporaries (Tatar & Eren-Erdogmus, 2016).

**Theoretical Framework & Underpinning Theory**
The theoretical background of this research study comes from “IT paradox theory” or Information Technology theory according to which it is believed that technological advancements and the increased use of social media has now become more of a fundamental need or requirement rather than a feature giving the businesses a competitive advantage or a competitive edge among the rivals (Šerić & Praničević, 2017). The theory also states that as long as IT or information technology is becoming more like a commodity, its internal complexities are also increasing making it a basic requirement for businesses (Šerić & Praničević, 2017) so because of this reason, the use of Information Technology and social media is less likely to generate a significant impact on the general performances of a business, in this growing age of Information Technology and social media

Theoretical Framework

![The Relationship between Brand Trust and Social Media Reviews](image)
brand or firm to become reputable and known for good in online environment of social media, it is essential to build trust among the existing consumers and the potential consumers. Brand trust is basically a promise or a pledge undertaken by the brand or the firm to deliver certain specified functions and requirements to their consumers (both existing consumers and potential consumers). It has been found in the marketing literature that trust is usually composed of two components. First component is of ‘belief’ which relates to the expectations of the consumers from a brand created by marketing strategies of the brand and previously delivered service. Second component is of ‘intent’ which relates to the willingness of the brand to fulfil their promise and to deliver the service which they have marketed (Tatar & Eren-Erdogmus, 2016). From existing research studies, it has been established that brand trust is the positive expectation related to a specific brand in a customer’s mind, psychologically. It has also been found that consumers are more inclined towards social media and social media is more trustworthy from a consumers’ point of view compared to traditional marketing mediums. The reason behind why consumers’ consider social media to be more trustworthy is because of the free flow of information and interaction, quick responsiveness and instantaneous feedback. Another reason for this is the consumer-generated content and social media reviews which are more unbiased, impartial, and constitute of first-hand information dissemination (Tatar & Eren-Erdogmus, 2016).

**H1: Social media reviews positively affect brand trust.**

The Relationship between Brand Loyalty and Social Media Reviews

It has been outlined in previous studies that brand loyalty or repeat purchase behaviour of consumers and social media marketing have a positive relationship. It has also been found that social media marketing activities like online consumer-generated social media content and social media reviews, ratings of different products and services by existing consumers, and word-of-mouth of the existing consumers, exert a positive impact or influence on the brand loyalty of consumers towards a firm or a brand. This positive impact of brand urges the existing consumer base to conduct repeat purchase behaviour which is created by generating brand trust and brand equity (Tatar & Eren-Erdogmus, 2016). The extant body of knowledge available on brand loyalty suggests that brand trust is one of the major contributing factor to increase brand loyalty or repeat purchase behaviour by existing consumers. Underlining the positive relationship between brand trust and social media marketing activities and social media reviews, brand trust is anticipated to be playing a mediator between social media reviews and brand loyalty by creating trust of consumers on a brand, leading towards brand loyalty (Tatar & Eren-Erdogmus, 2016).

**H2: Social media reviews positively affect brand loyalty**

**Methodology**

The drafting of an applicable and suitable research methodology is the key to decode the meaningful knowledge from the data collection and its analysis (Soiferman, 2010). This research study is using deductive approach to decipher the information from the data. The deductive approach works in the “top to bottom” direction, starting from a theory, then coming down to hypothesis, collecting data related to the hypothesis, analyzing the data, and finally, accepting or contradicting the hypothesis. It is a more confined and narrow approach and tests the validation of the hypotheses and confirms the already determined and restricted research objectives (Soiferman, 2010). Two hypotheses have been developed for this research study based on an existing theory to be tested. This research study has used quantitative strategy for analyzing the data.

A Questionnaire has been used, in this research study, as data collecting tool with 20 questions to collect data from our respondents. The questionnaire design was developed from a previous empirical study of Seric & Pranicevic (2017). Keeping in view the perspective of local burger joints, the questionnaire has been modified to target the consumers of different burger joints locally available in Karachi.

Since this study is being conducted in a Pakistani setting, the research data was collected from people in Karachi and due time constraints, data was collected from only 320 consumers over a wide range of ages and socioeconomic backgrounds in Karachi, Pakistan, while a total of 384 were needed to adequately
sample the population and answer the research questions. Data collected via questionnaires were entered into Statistical Package for the Social Sciences (SPSS) for analysis. Statistical Package for the Social Sciences (SPSS) was shown to be the most suitable programme for evaluating numerical data in a study (Chen, Fay, & Wang, 2011). Tests including simple regression, correlation, and descriptive statistics were run in the system for analysis.

**Data Analysis**

**Correlations**

The strength or degree of the association between two variables, dependent and independent, as well as their direction, has been examined by means of a correlation test for both of the hypotheses. This was done in order to determine whether or not the hypotheses are correct. The value of correlation can take on any value, from -1 to +1, depending on the circumstances. If the value is more than one, it indicates that there is a positive and robust connection between the variables; however, as the value approaches zero, it indicates that there is less of a connection between the variables. A negative number, which can range from 0 to -1, indicates a negative relationship between the variable being dependent and the variable being independent. The Pearson Correlation is a measure that can be used to determine the degree of a relationship (Coffman, Maydeu-Olivares, & Arnau, 2008).

<table>
<thead>
<tr>
<th></th>
<th>Social Media</th>
<th>Brand Trust</th>
<th>Brand Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>1</td>
<td>.646**</td>
<td>.633**</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>320</td>
<td>320</td>
<td>320</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Social Media</th>
<th>Brand Trust</th>
<th>Brand Loyalty</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Correlation</td>
<td>.633**</td>
<td>.688**</td>
<td>1</td>
</tr>
<tr>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
</tr>
<tr>
<td>N</td>
<td>320</td>
<td>320</td>
<td>320</td>
</tr>
</tbody>
</table>

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

From this table, the relationships can be deciphered between all the variables with each other. Here, the relationship between Social Media Reviews and Brand Trust is a significant because the significance value is 0.000 which is less than 0.05. A positive relationship exists because the Pearson correlation value is 0.646 which is a positive value. If role of Social Media increases (or decreases), Brand Trust will also increase (or decrease).

The relationship between Social Media Reviews and Brand Loyalty is also significant because the
significance level is 0.000 which is less than 0.05 and positive because the Pearson correlation shows the value as 0.633 which is a positive value, so a significant positive relationship exists between Social Media Reviews and Brand Loyalty. If role of Social Media will increase (or decrease), Brand Loyalty will also increase (or decrease).

A positive and strong relationship is also identified between Brand Trust and Brand Loyalty as the Pearson correlation shows the value of 0.688 which is positive and significance level is 0.000 less than 0.05. So if there is an increase (or decrease) in the level of one variable, it will be followed by an increase (or decrease) in other variable.

**Regression**

Simple Regression Analysis has been used to analyze the relationship between an independent variable and dependent variable. In simple regression analysis, there is one independent variable and one dependent variable which tells the nature of relationship between both the variables (O’Connell, 2005). On the basis of co-efficient, the hypothesis are accepted or rejected.

**Hypothesis 1:** Social media reviews positively affect brand trust.

**Table 2**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R</th>
<th>Std. Error of Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.646&lt;sup&gt;a&lt;/sup&gt;</td>
<td>.417</td>
<td>.415</td>
<td>.59906</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* a. Predictors: (Constant), Social Media

The hypothesis being tested here is to check whether there is a positive role of Social Media Reviews in creating Brand Trust. Social Media Reviews is the independent variable whereas Brand Trust is the dependent variable. The coefficient of determination or $R^2$ in the model summary table shows that up-till what extent there is a variation in dependent variable due to the role of independent variable. Here, the $R^2$ value is 0.417 so it is deciphered that there is 41.7% variation in the dependent variable i.e. Brand Trust which is caused by the independent variable i.e. Social Media Reviews.

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>81.713</td>
<td>1</td>
<td>81.713</td>
<td>227.693</td>
<td>.000&lt;sup&gt;b&lt;/sup&gt;</td>
</tr>
<tr>
<td>1 Residual</td>
<td>114.122</td>
<td>318</td>
<td>.359</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>195.836</td>
<td>319</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* a. Dependent Variable: Brand Trust

* b. Predictors: (Constant), Social Media

The ANOVA results demonstrate a significant relationship between the independent variable (Social
Media Reviews) and the dependent variable (Brand Trust). Here, the "p" value is less than 0.05, indicating that there is a positive but weak correlation between social media reviews and trust in the brand.

Table 4

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.356</td>
<td>.143</td>
<td>9.484</td>
</tr>
<tr>
<td>1</td>
<td>Social Media</td>
<td>.614</td>
<td>.041</td>
</tr>
</tbody>
</table>

Table 5

The significance value, in this table, is 0.000 which is less than 0.05. This shows that there is a significant relationship between Social Media Reviews and Brand Trust. Therefore, first hypothesis is accepted.

Hypothesis 2: Social media reviews positively affect brand loyalty.

Table: 5

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.633a</td>
<td>.401</td>
<td>.399</td>
<td>.63021</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Social Media

The goal of this test is to see if Social Media Reviews play a positive role in making people loyal to a brand. Brand Loyalty is the dependent variable, and Social Media Reviews is the independent variable. In the model summary table, the coefficient of determination, or R2, shows how much the role of the independent variable affects the dependent variable. Here, the R2 value is 40.1%, which means that the independent variable, which is Social Media Reviews, causes 40.1% of the variation in the dependent variable, which is Brand Loyalty.
The ANOVA test shows the significance between the independent and dependent variables, with Social Media Reviews being independent variable and Brand Loyalty being dependent variable. Here the value of “p” is less than 0.05 i.e. 0.000 which shows that there is a weak positive relationship between Social Media Reviews and Brand Trust.

![Table: 7](image)

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>84.383</td>
<td>84.383</td>
<td>212.465</td>
<td>.000b</td>
</tr>
<tr>
<td>1 Residual</td>
<td>126.297</td>
<td>318</td>
<td>.397</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>210.680</td>
<td>319</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**a. Dependent Variable: Brand Loyalty**

**b. Predictors: (Constant), Social Media**

The ANOVA test shows the significance between the independent and dependent variables, with Social Media Reviews being independent variable and Brand Loyalty being dependent variable. Here the value of “p” is less than 0.05 i.e. 0.000 which shows that there is a weak positive relationship between Social Media Reviews and Brand Trust.

The significance value is 0.000, in this table, which is less than 0.05. This shows that there is a significant relationship between Social Media Reviews and Brand Loyalty. Therefore, second hypothesis is accepted.

**Hypothesis 1:** Social media reviews positively affect brand trust.

The first hypothesis of this research study has been accepted on the basis of correlation and regression tests. From this, it can be concluded that when consumers use social media reviews for opinions and comments on any local burger joint available in Karachi, their Brand Trust is positively affected which means that their Trust on a specific local burger joint brand in terms of service, quality, and management is established.

**Hypothesis 2:** Social media reviews positively affect brand loyalty.

The second hypothesis of this research study has been accepted on the basis of correlation and regression tests. From this, it can be concluded that when consumers use social media reviews for opinions and comments on any local burger joint available in Karachi, their Brand Loyalty is positively affected which means that their Loyalty with a specific local burger joint brand is established which promises repeat
purchase behavior.

**Findings**

The findings of this research study from data analysis using statistical analysis techniques, Regression and Correlation, have proved both of the hypotheses of the study. A significant and positive relationship has been found between the independent variable, Social Media Reviews, and dependent variables, Brand Trust and Brand Loyalty. It means that Social Media creates a positive impact on brand outcomes, in this study, Brand Trust and Brand Loyalty. This has been earlier stated in a previous study that social media has the ability to exert a great impact and helps in building a positive relationship or a connection between the brand and its users, and positively impacts the brand outcomes (Tatar & Eren-Erdogmus, 2016). The research findings of this study are, therefore, said to be in sync with this previous study, because of the positive relationship between Social Media reviews and the brand outcomes.

The results of this study are consistent to a previous study, conducted by Kim and Ko in 2012, which identified that online word of mouth and interactions among consumers, on social media platforms, enhances the positive effect on brand relational outcomes i.e. brand trust and brand loyalty. Another study, conducted by Schivinski and Dabrowski in 2016, proved that there is a significantly positive impact of consumer generated reviews on social media platforms that can enhance the brand relationships, by increasing, or giving rise to, trust and loyalty towards a specific brand.

Hypothesis 1: *Social media reviews positively affect brand trust.*

It has been found in the previous study that online interactions and communications, in the form of reviews, through social media among the consumers of a particular brand influences, significantly and positively, the brand trust in hospitality industry (Tatar & Eren-Erdogmus, 2016), which matches with findings of this research study that social media reviews positively affect brand trust. In the research study of (Šerić & Praničević, 2017), which dealt with the influence of consumer generated reviews on social media and brand relationship outcomes in fast food industry, the impact or influence of social media reviews on brand trust was found to be positive with a Beta value of 0.0066 but it was not statistically significant. However, in this research study, the Beta value is 0.614 which signifies positive and significant impact of social media reviews on brand trust. This is so, because this research has been conducted in a different time horizon, with different sample, belonging to a different region i.e. Karachi, Pakistan, so there are differences in results as compared to the earlier research study of (Šerić & Praničević, 2017) in the same context but conducted in a Mediterranean country with University students only. The hypothesis in this research study “Social media reviews positively affect brand trust” on the basis of positive and significant relationship between social media reviews and brand trust, whereas, the hypothesis in the same context in research study of (Šerić & Praničević, 2017) was not accepted because it was not supported by evidence of significant relationship.

Hypothesis 2: *Social media reviews positively affect brand loyalty.*

Results and Findings

As the hypothesis is accepted, the results of this study show that social media reviews have a positive effect on brand loyalty. This is in line with a previous study that says social media can make consumers more loyal and likely to buy again (Zhang, Shabbir, Pitsaphol, & Hassan, 2015). These findings also suggest that consumers can develop or generate a brand relationship through social media reviews, which is in line with a previous study which concluded that online word of mouth through social media exerts a positive impact or effect on relationships among a brand and its consumers (Laroche, Habibi, Richard, & Sankaranarayanan, 2012). In the research study of (Šerić & Praničević, 2017), which dealt with the influence of consumer generated reviews on social media and brand relationship outcomes in fast food industry, the impact or influence of social media reviews on brand loyalty was found to be positive but not significant with a Beta value of 0.0150. However, in this research study, conducted in Pakistani context, the Beta value of 0.624 shows the positive and significant impact of social media reviews on brand loyalty. The difference in results is because of different geographical regions because the previous...
The present study was designed to determine the role of social media reviews in capturing brand trust and brand loyalty, in Pakistani context. There has been an increased trend of usage of social media among the general consumers, regardless of age, and online word-of-mouth has been identified to be very much influential on the lives of general consumers. In the light of the recent growing trends, it has been crucial to understand the role of social media reviews, which are consumer-generated and come under online word-of-mouth. These social media reviews are the opinions and judgments of consumers on any specific brand or product, in this case, local burger joints available in Karachi, Pakistan.

The research objectives of this research study were set to analyze that whether social media reviews, given by consumers, are able to increase, give rise to, or enhance the trust and loyalty of consumers towards a specific brand. These research objectives were fulfilled as in it was proved that social media reviews play an important and significant role in increasing brand trust and brand loyalty. A possible explanation for this can be that consumers tend to believe or perceive the consumer generated reviews more trustworthy as relative to a brand’s own generated media and marketing activities (Zhang, Ye, Law, & Li, 2010).

**Recommendations**

Taken together, the results suggest that marketing activities of various brands, regardless of their categories, especially the service brands, must interact with their existing consumers, and their potential consumers as well, and maintain personalized and customized relationships with the customers. This is essential for companies to maintain a personal relationship with all of their customers, which in turn will increase the customers’ trust and loyalty towards the brand. For survival in the contemporary age of social media, there is a crucial need for brands to indulge in interactions with their customers to keep up their pace and be informed about consumer preferences and needs (Šerić & Praničević, 2017). Social media managers of the brands must be well aware of the social media reviews given by consumers on the social media platforms, and the managers must work towards developing and maintaining consumer relationships in order to know how to satisfy the consumers in a much better way and strive for continuous improvement in the service quality. This is key for survival in a highly competitive market place, like fast food industry, where brands grow on the basis of the quality of the service they provide (Kim, Li, & Brymer, 2016).

**Limitations**

Because of certain restrictions, our research study cannot give an extensive view of customers from all over Pakistan as we constrained the survey in Karachi only. Another constraint of this study is that only the electronic social media was considered for consumers’ reviews and word-of-mouth reviews were not considered. Future works ought to embrace more explained scales and inspect different social media aspects with a deeper understandings to acquire a more profound comprehension of its conceivable outcomes and repercussions (Šerić and Praničević, 2017).

**Areas of Further Research**

This research has put forward many other research questions that can be further investigated and studied. This study has been conducted in Karachi, representing the Pakistani consumers. Further research can be conducted taking the similar research questions in different regions and cities of Pakistan. Also, only Brand Trust and Brand Loyalty have been studied as brand relationship outcomes. Whereas there are various different factors which come under brand relationship outcomes and can give more extensive insight into the research questions. Moreover, the research questions can be studied with a more extensive
scale of Social Media, Brand Trust and Brand Loyalty with more items in each construct to increase the
validity of the research study. Another limitation to our study was that Social Media Reviews, only given
by consumers, were taken in account generated by online word-of-mouth. Further investigations can give
an insight into the various other social media facets like that of user interactions, user entertainment, and
personalization (J.Kim & Ko, 2012). This can help in gaining an insight into consumer preferences in a
much better way. Additionally, one of the major limitations of this study is that it is constrained to
perception of social media by consumers only, disregarding the point of view of marketers. Further
studies can be conducted to understand the marketers’ responses to and for social media, to gain a
meaningful knowledge on social media activities by various brands. Finally, this research study has been
limited to only locally available burger joints in Karachi, Pakistan. Further studies can be conducted,
taking into account, the international fast food brands, as well is in different industrial backgrounds.

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based brand communities on brand community markers, value creation practices, brand trust and


