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Abstract

This research aims to analyse the impact of digital marketing practices on brand loyalty among students who are customers of Sainsbury PLC. The study investigates the relationships between three key digital marketing practices (entertainment, trendiness, and customization) and brand loyalty. A quantitative research approach was adopted, utilizing a questionnaire survey administered to 100 students from Wales Trinity Saint David (UWTSD) who are also customers of Sainsbury PLC. The data analysis included descriptive statistics, correlation analysis, and regression analysis using SPSS. The findings reveal that entertainment, trendiness, and customization through digital marketing platforms have a positive and significant impact on brand loyalty. The results indicate that entertainment has a moderate positive correlation with brand loyalty ($r = 0.835$), while trendiness and customization show a strong positive correlation with brand loyalty ($r = 0.794$ and $r = 0.927$, respectively). The regression analysis further confirms the significant impact of these digital marketing practices on brand loyalty, with customization demonstrating the highest impact ($\beta = 0.785$), followed by trendiness ($\beta = 0.297$) and entertainment ($\beta = 0.179$). The research highlights the importance of incorporating entertainment, staying updated with trends, and offering customization options in digital marketing strategies to enhance brand loyalty. It also emphasizes the significance of data analytics, customer engagement, and continuous monitoring and adaptation in the digital landscape. The study contributes to the existing literature by providing empirical evidence of the relationships between digital marketing practices and brand loyalty, specifically within the context of Sainsbury PLC and student customers. However, several limitations should be considered, including the limited generalizability of the findings to a broader population, the reliance on self-reported data, and the omission of contextual factors. Future research is recommended to address these limitations, employing larger and more diverse samples, utilizing mixed methods approaches, and considering contextual factors to provide a comprehensive understanding of the topic.

Key Words: Digital marketing, Brand loyalty, Entertainment, Trendiness, Customization, Student customers

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Chapter One: Introduction

1.1 Background

In an effort to promote more substantial, open interactions within the context of Sainsbury PLC, this study seeks to identify the most cutting-edge methods of digital marketing. The proliferation of digital media has helped firms engage with their customers on a more personal level, resulting in increased brand loyalty. Because of the proliferation of digital media, companies now have access to previously unavailable resources for fostering customer loyalty to their products and services (Ahmed, et al., 2016). There are a number of difficult difficulties that must be solved in order to establish a good name for a firm and its products or services among consumers (Khan & Islam, 2017).

To establish a solid reputation for the company and the brand, it is crucial to make people aware of the brands, to get them to like them, and to keep customers in their best interest (Erdogmus & Cicek, 2022). A strong brand can outlast even the most intense competitors, so it's crucial to build brand loyalty across all sales channels. However, there are still major challenges, such as informing consumers about the brand's value and assisting them in identifying the brand's USP (Ioană & Stoica, 2014). Customer satisfaction can only be achieved when the brand image effectively serves its purpose.

Using digital platforms to foster stronger brand loyalty is crucial in the modern, highly competitive business world. More and more businesses are relying on it for day-to-day operations, specifically as a means of keeping lines of communication open and delivering high quality goods and services to customers at reasonable prices (Mustafa, 2021). Researchers have found that consumers' tastes and interests are significantly influenced by new media, particularly social networking sites like Facebook, Twitter, LinkedIn, etc. This is because there is already an established, highly functional customer network that provides instant feedback from actual end users (Gunelius, 2021). Digital media, as stated by Trainor, et al. (2014), has fundamentally altered the dynamic between consumers and companies. Customers are more likely to make a purchase from a store or market if the transaction is quick, easy, and cheap (Bilgin, 2018). This allowed digital marketing to fulfil all of their needs. Digital marketing makes more sense than traditional forms of advertising.

Sainsbury isn't doing much to take advantage of digital media as a customer engagement or brand-building tool, despite the fact that many other companies are. Therefore, it is highly advantageous for a retailer like Sainsbury to create a digital marketing platform to support their advertising initiatives.

Sainsbury's has renewed its digital push to expand its online business. The company has seen a rise in sales and profits thanks to the popularity of its Argos, Habitat, and Tu labels. In 2020 (Valentine's Day), Sainsbury's reported a 23% increase in underlying earnings before tax, to £371m for 28 weeks. By 2020, the books projected a pre-tax profit of £541m. Despite a change in consumer behaviour brought on by the Covid-19 pandemic, the company has maintained its trend of rising digital sales. Sainsbury PLC (2020) estimates that in the first half of 2020, digital sales accounted for approximately 39% of the supermarket's total retail sales, generating approximately £5.8bn in revenue. As a result, the store is investing more resources into its online advertising. The company plans to continue and even accelerate the growth of digital sales after capturing the largest share of the online grocery industry in 2020. In terms of the value of the UK's online grocery market, Valentine (2021) claims that Sainsbury's currently ranks second only to Tesco with a share of 21.3%. After seeing the success of similar initiatives at rivals Tesco and Boots, Sainsbury's is expanding the use of data from its loyalty system to develop more targeted and effective digital advertising.

A growing number of people may be turning away from traditional media in favour of new ones, so it's crucial that digital marketing platforms get the attention they deserve. Since the results of a marketing strategy (especially the company's digital marketing strategy) can now be quantified and analysed with the aid of tools and measurements, digital marketing does play a role in this regard, allowing marketers to more accurately gauge the efficacy of their efforts. Sainsbury's digital marketing strategy has been evaluated in terms of its impact on the company's bottom line, but individual digital marketing tactics have not been evaluated. Therefore, the purpose of this study was to evaluate the performance of various digital marketing tactics in fostering Sainsbury's brand loyalty.

1.2 Rationale of the Study

This article will examine how contemporary businesses, specifically grocery stores (Sainsbury PLC), are employing digital marketing strategies to win customer loyalty. This means that Sainsbury PLC can experiment with new digital marketing strategies to entice customers to become repeat buyers and, ultimately, brand advocates. Despite the challenge of bridging the social distance between buyers and the company, businesses in the retail supermarket industry can learn how to use digital marketing activities to increase customer purchase intention and keep the business afloat. In addition, the findings of this study can help Sainsbury PLC update and strengthen its digital marketing strategy to better compete with its rivals.

Many investigations have examined the results of digital marketing campaigns designed to foster brand loyalty. Despite this, there is a dearth of research on how Sainsbury PLC's digital marketing activities affect supermarket brand loyalty. The desire to close a research void was the driving force behind this investigation.

1.3 Literature Gap

Digital marketing and brand loyalty are two major phenomena that is subjected to research over decades. Many research has shown the evolution of these two concepts, their interrelationships (Kannan, 2017; Vieira, et al., 2019), pros and cons for the corporate world and its causes and effects (Darma & Noviana, 2020). Even through there are vast number of research developed, there are gaps and ambiguities still exist within this research area. There are a large number of research which discusses about the positive effect that digital marketing practices over the brand loyalty (Baltes, 2015). However, there are research which discusses how digital marketing practices can negatively influence over the brand loyalty (Patrutiu-Baltes, 2016). Thus, there are ambiguities that need further exploration. Alternatively, there are modern and innovative digital marketing practices which haven't been fully investigated. Therefore, this research expects to address this research gap.

1.4 Research Aim and Objectives

Aim – To identify and apply effective digital marketing practices for Sainsbury PLC, so that it can boost the brand loyalty.

- I. To analyse effective digital marketing practices to be employed by Sainsbury PLC
- II. To identify the impact of those digital marketing practices over the brand loyalty of Sainsbury PLC.
- III. To identify the challenges and opportunities face by Sainsbury PLC when implementing digital marketing practices.

1.5 Research Questions

- I. What are the effective digital marketing practices to be employed by Sainsbury PLC?
- II. What is the impact of those digital marketing practices over the brand loyalty of Sainsbury PLC?
- III. What are the challenges and opportunities in implementing the digital marketing practices of Sainsbury PLC?

1.6 Conceptualization and Hypothesis

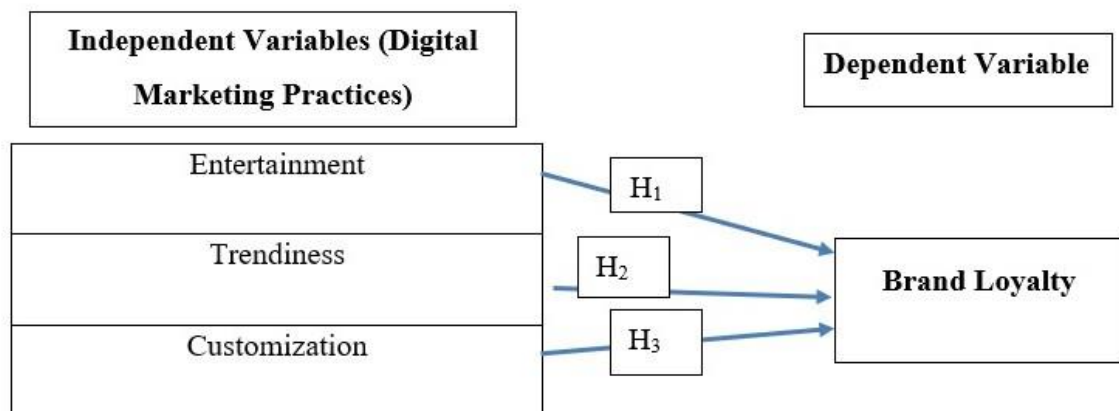


Figure 1 Hypothesis

Source: Author (2023)

H₁: Entertainment through digital marketing platforms has a positive significant relationship with brand loyalty of Sainsbury PLC

H₀: Entertainment through digital marketing platforms has no significant relationship with brand loyalty of Sainsbury PLC

H₂: Trendiness through digital marketing platforms has a positive significant relationship with brand loyalty of Sainsbury PLC

H₀: Trendiness through digital marketing platforms has no significant relationship with brand loyalty of Sainsbury PLC

H₃: Customization through digital marketing platforms has a positive significant relationship with brand loyalty of Sainsbury PLC

H₀: Customization through digital marketing platforms has no significant relationship with brand loyalty of Sainsbury PLC

1.7 Dissertation Outline

Through the first chapter, the research has indicated background of the research by discussing the underlying issues and concepts related the topic. Thereafter, the rationale for conducting the research has been stated. The identified research gap which has incentivise the conduct of this research has presented. Further, research objectives and research questions have been revealed.

Through the second chapter, the research has primarily aimed at reviewing the academic articles and other literatures pertaining to digital marketing and its impact over brand loyalty. Initially, the models and theories related to these two major phenomena of the research have been presented. Further, critically analysis of empirical results has aided the researcher to derive an appropriate conceptual framework for the research.

Through the third chapter, the research has revealed what are the methodologies that the research will employ to successfully conduct the research. The research majorly based on a primary data

collection. Hence, this chapter has specified how the research going to develop a structured questionnaire and conduct the data collection.

Through the fourth chapter, it is the ultimate purpose of the researcher to present outcomes derived from statistical analysis conducted through SPSS. These findings have derived in a way that will fulfil the research objectives. Mainly, the chapter has included outcomes on descriptive statistics, reliability and validity analysis, correlation and regression analysis.

Through the fifth chapter, the researcher has emphasised the key findings of the research and discussed them with prior research findings. By focusing on these findings, recommendations for strengthening digital strategy of Sainsbury PLC have been provided together with suggestions for further research development.

Chapter Two: Literature Review

2.1 Introduction

Literature review can be defined as an analysis and discussion of findings obtained from prior research articles within the subject areas of the research. This has aimed to examine major concepts of the research such as brand loyalty and digital marketing and further, to analyse models and theories related with them such as Keller's brand equity model, Aaker's brand equity model, Honeycomb model and Race model. Other than that, empirical findings have been critically discussed ultimately derive the conceptual framework of the research.

2.2 Digital Marketing

Due to the ever-evolving nature of cutting-edge marketing strategies and approaches, many facets of digital marketing can be discovered and implemented to enhance existing business processes (Ryan & Jones, 2012). According to Chaffey and Ellis-Chadwick (2019), the term "digital marketing" describes the process of advertising a product or service online in order to reach a specific demographic. Promotion of a company's reputation via digital channels includes the use of mobile phones, display advertisements, and any other form of digital marketing. Desai and Vidyapeeth (2019) define "digital marketing" as the era in which companies broaden and remodel their marketing operations via the Internet and other forms of IT. Kannan (2017), instead of using the term "digital marketing," referred to the process of cultivating relationships between businesses and their customers as "e-marketing," because it is conducted using the Internet and other forms of interactive technology. According to the research, one of the key objectives of e-marketing is to provide IT-enabled or interactive connections with customers.

When it comes to promoting products and services, electronic marketing (EM), also known as "digital marketing," is the way to go (Charlesworth, 2014). One of the driving forces behind the emergence of this scenario is the rising role of consumers as co-creators. The importance of value creation is growing. Chaffey and Ellis-Chadwick (2019) cite technological advancements as a major driver of improved service quality within organisations. However, most studies found that social media marketing was preferred over digital marketing. Social media marketing (SMM) is the process of encouraging customers to interact with a brand either online (via the company's

website) or offline (via the brand's social profiles). However, both can be used to improve interactions with customers (Desai & Vidyapeeth, 2019).

2.2.1 Effective Digital Marketing Practices

Consumers now have the option of engaging in a wide range of digital pursuits. Businesses in today's interconnected world have many more opportunities than ever to connect with consumers, and expanding their use of digital media is just one way to do so. As of 2016 (Pieiro-Otero & Martinez-Rolán). According to Veleva and Tsvetanova (2020), it has expanded to include various types of digital advertising¹. One of the most well-known tools of modern marketing strategies, email marketing allows for the timely and tailored delivery of messages to a defined customer base. Email campaigns from companies like Amazon and Flipkart are highly variable (Chaffey & Smith, 2017) because they aim to cater to a wide range of customer needs. Email marketing is the backbone of any effective online sales strategy, according to several internet marketing experts. This tactic allows businesses to reach out to their intended demographic and provides additional incentive for website visitors to keep exploring (Todor, 2016).

Search engine optimisation (SEO) is widely regarded as the most effective strategy for increasing a website's visibility in organic search results. On-site technical research, link building, content production, and blogging are just some of the tactics used in digital marketing strategies (Desai & Vidyapeeth, 2019). "Search engine optimisation" (SEO) is the process of increasing a website's visibility in search engines through "natural" or "unpaid" means. There are methods to increase a website's rank in SERPs (De Pelsmacker, et al., 2018). However, Pay Per Click (PPC) advertising is a paid form of digital marketing. Advertisements frequently appear at the top of SERPs. Advertisements on other websites can cost more or less depending on the keywords that were bid on (Patruti-Baltes, 2016).

One of the most efficient ways to manage a company's online reputation across various sites like Facebook, LinkedIn, Twitter, and others is through social media marketing. For businesses, this strategy has been shown to increase both customer loyalty and brand recognition (Darma & Noviana, 2020). Word-of-mouth and other non-traditional channels of content distribution are at the heart of viral marketing, a subset of digital marketing. Multiple methods, such as YouTube videos, blogs, email marketing, etc., are used to attract an online audience (Baltes, 2015) to the

content being promoted. SMS (text messages) advertising is one of the most widely used types of digital marketing. The increasing number of people with access to smartphones around the world has increased the pressure on news organisations to publish timely, reliable stories. Content marketing, as defined by the Content Marketing Institute, is another branch of digital marketing. Attracting and keeping customers is the goal of this strategy, which centres on the creation and distribution of information that is both meaningful and trustworthy (Vieira, et al., 2019). It's also standard procedure to follow up with potential buyers even if they don't buy right away. However, businesses should focus on content advertising methods to guarantee the constant dissemination of important information to the target and potential customer base, increasing the likelihood that they will be developed as loyal customers over the long term (Ryan, 2016).

2.2.2 How Effective Digital Marketing Practices Impact over Brand Loyalty

Entertainment

The entertaining experiences that marketers create for their target audiences on digital media platforms and which those audiences then enjoy are a key part of successful digital marketing strategies (Kingsnorth, 2022). Businesses can harness the potential of positive emotions to keep customers engaged with their brands through entertainment (Tiago & Verssimo, 2014). Kotane et al. (2019) found that users are constantly seeking new ways to have fun on digital media platforms, and one way they do this is by sharing content related to products, such as images and articles (Khiong, 2022). Dessart et al. (2015) found that when consumers are entertained, they are more likely to interact with a brand's digital marketing content, which in turn increases their affinity for the product and their propensity to make a purchase.

Trendiness

Many businesses believe that it is crucial for their target audiences to be well-versed in the latest, most widely-interesting subjects or knowledge, which they refer to as "trendiness" (Naaman et al., 2021). Companies and their products gain credibility and trust from consumers when they share relevant information about the company, its products, upcoming trends, etc. (Godey, et al., 2013). Businesses can provide their customers with a wide variety of information. The first is the prevailing trends in popular discourse, which may involve politics, pop culture, or anything else. There's also brand-based educational content, which can inform customers about the firm's stance

on issues like sustainability and social responsibility. In addition, customers value feedback from a variety of sources, such as user reviews and comments (Hutter et al., 2013). In addition, businesses can provide customers with timely and relevant content, such as seasonal fashion lookbooks with suggestions for assembling a chic winter wardrobe or guidelines for setting up the perfect Scandinavian-style kitchen. Businesses can thrive and expand if they give customers access to the latest and greatest information (Godey, et al., 2016). In addition to helping customers save time and effort, this method also bolsters the brand, encourages more positive feedback, and ultimately results in brand loyalty, according to the sources consulted.

Customization

Brands and customers collaborate to develop individualised items that meet the needs of individual consumers (Seo & Park, 2018). Customization is the practise of tailoring a product or service to meet the unique requirements of a given consumer market. Businesses can increase brand loyalty and sales with this method because they can have meaningful conversations with potential customers. Sending messages to a specific group of people is also considered "customization" (Omar & Atteya, 2020). Brand loyalty can be developed among customers when companies place an emphasis on individuality and customization (Kaihatu, 2020). To establish a solid reputation for the company and the brand, it is crucial to make people aware of the brands, to get them to like them, and to keep customers in their best interest (Erdogmus & Cicek, 2022). A strong brand can outlast even the most intense competitors, so it's crucial to build brand loyalty across all sales channels. However, there are still major challenges, such as informing consumers about the brand's value and assisting them in identifying the brand's USP (Ioană & Stoica, 2014).

2.3 Brand Loyalty

In their discussion of brands, Kotler et al. (2013) point out that they involve more than just the labels used to identify them. Customers leave their mark because their opinions and experiences with the product and its application are as unique as they are. According to the research of Danaher, et al. (2013), brands that are both aesthetically pleasing and functional tend to have a higher brand value, which in turn indicates a positive differential impact on customer behaviour. However, it is a surrogate for the brand's success in gaining the trust and favour of consumers, as defined by Huang (2017). Companies play an active part in the development and maintenance of brands in

this context. Brands created by companies like Coca-Cola, Disneyland, and Versace are worth more than the actual products and services these businesses offer (Sasmita & Suki, 2015). Consumers' perception that they are getting great value from a brand is just as important as the brand's actual quality in ensuring market dominance (Alhaddad, 2015).

Customers' preference for dealing with a single vendor account for some of the widespread prevalence of brand loyalty. In the eyes of marketers, brand loyalty is more than just repeat purchases (Alhaddad, 2014). True brand loyalists will always choose their preferred brand over an alternative, even if the latter is available at a lower price or is of higher quality (Coelho et al., 2018). Brand loyalty is based on familiarity, association with quality, and repeat purchase behaviour. Customers are more likely to remain loyal to a company if they perceive it to be providing them with good value, but this is not always the case. That's because, as defined by Chaudhuri and Holbrook (2018), brand loyalty is the bonus that comes with endorsing a product associated with a particular brand. Brand loyalty rests on four pillars: brand recognition, brand perception, brand identification, and customer satisfaction (Chen & Lin, 2019). Accordingly, brand loyalty is the driving force behind a product's value, as it associates the company's name with the consumer's recollection of personal experiences (Christodoulides & Jevons, 2021). The familiarity with a brand also affects how something smells and sounds to the consumer.

2.4 Keller's Brand Equity Model

The success of a product or brand might rely on a variety of things. If a firm able to grasp these elements, it'll be better equipped to introduce a successful product or figure out how to revive a flagging brand (Kuhn, et al., 2018). To assess these elements and fortify the brand, the company might utilize Keller's Brand Equity Model. Kevin Lane Keller, a professor of marketing, initially introduced his Brand Equity Model (sometimes called the Customer-Based Brand Equity (CBBE) Model) in his classic writing, "Strategic Brand Management." (Keller, 2013).

To establish a successful brand, according to the Brand Equity Model, it is needed to influence consumers' perceptions of the goods (Kuhn, et al., 2018). However, in order to cultivate favourable associations with the brand among the target audience, the company must provide them with memorable and satisfying experiences (Kuhn, 2014). Customers are more inclined to

buy more from the particular brand or company, to promote the brand to others, to remain loyal, and to not defect to a rival when the company's brand equity is high (Yousaf, et al., 2017).

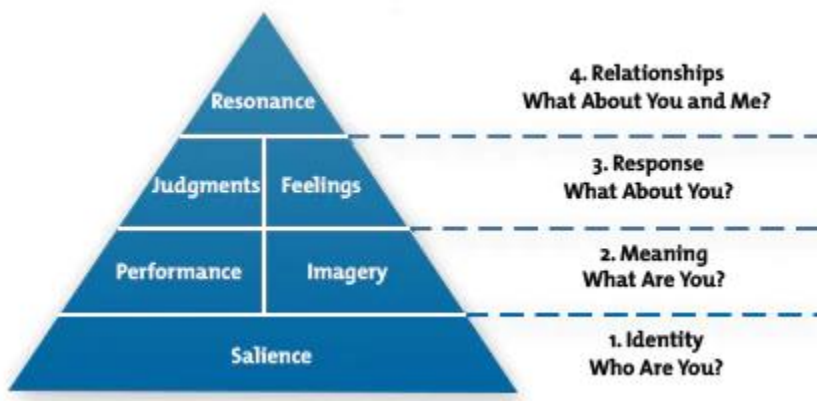


Figure 2 : Keller's Brand Equity Model

Source: (Keller, 2013)

Keller's model of customer brand equity, which accounts for how consumers view a brand as a whole, is broken down into the six categories shown in the graphic above: salience, performance, imagery, judgments, feelings and resonance (Keller, 2013).

2.4.1 Salience

Salience, which measures how well known the company knows its brand, sits at the bottom of the brand equity pyramid. Customer brand equity can't be built until people are aware of the brand, since without that knowledge, they can't develop an opinion about it. The remainder of the pyramid rests on this segment (Keller & Brexendorf, 2019). However, it's not enough at this point to simply have people recognize the brand; it must be the proper kind of familiarity (Wang, et al., 2018). At this stage, people's ability to learn more about the brand depends on whether or not the company provide them with a concise, unified, and accurate picture of the company's identity (Bong Na, et al., 1999).

It is argued that to maximize the beneficial effect on consumer brand equity at this stage, it's important to learn as much as possible about the target market and what they expect from a provider of the products or services (Cho, et al., 2015). There is a question to be asked in this stage whether what factors come into their choice between the company's product and one of the

company's rivals? (Jara & Cliquet, 2012). However, creating an accurate and genuine picture of the brand is crucial since this is the chance to introduce the company to the world and convince people why they should be familiar with the brand (Keller & Brexendorf, 2019). It is clear from the analysis of Sainsbury's marketing initiatives in this case that they have more focus on specifying its different target markets in order to popularize its brand within the target market.

Salience Strategy of Sainsbury PLC

- **Branding and Advertising:** Sainsbury's focus on developing a clear and memorable brand identity through effective branding and advertising campaigns. This could involve creating a unique logo, tagline, or visual identity that helps consumers identify and remember the brand.
- **Product Differentiation:** Sainsbury's strive to offer a unique product range, including exclusive own-brand products and partnerships with high-quality suppliers. By offering differentiated products or services, they can attract customers who are seeking specific features, quality, or value (Christodoulides & Jevons, 2021).
- **Customer Experience:** Sainsbury's prioritize providing a positive and personalized customer experience. This could involve initiatives such as improving in-store ambiance, enhancing customer service, and implementing loyalty programs to reward and retain customers.
- **Innovation and Technology:** Sainsbury's invest in technological advancements to enhance the customer experience. This could include introducing online shopping platforms, mobile apps, self-checkout systems, or other innovative solutions that streamline the shopping process and engage customers.
- **Corporate Social Responsibility:** Sainsbury's emphasize their commitment to social and environmental responsibility. By adopting sustainable practices, supporting local communities, and communicating their values effectively, they can appeal to customers who prioritize ethical and responsible consumption (Duman, et al., 2018).

2.4.2 Performance and Imagery

Keller's CBBE model has a split-second level that includes both performance and graphics (Keller, 2013). The performance of the goods and services refers to their real qualities and

attributes (Farjam & Hongyi, 2015). Everything from practicality to reliability to aesthetics to cost to longevity to customer support to complete satisfaction is included here. Customers will move up the brand equity pyramid if their good experiences with the product reinforce the claims made in the brand awareness efforts (Duman, et al., 2018). However, if it doesn't live up to their high hopes, they could give up on it completely. This is why genuineness is crucial to building customer loyalty and lasting connections when it pertains to building brand equity.

Imagery, which complements performance, focuses on how the brand satisfies the emotional and social demands of the target audience (Keller, 2013). If the company's brand were a person, what kind of person would it be? How durable and sturdy is it? Do you find it to be reasonable and high-brow? Is it interesting and unusual? all these questions to be answered in the attempt of climbing the next level of brand (Cho, et al., 2015; Farjam & Hongyi, 2015; Wang, et al., 2018). What comes to mind when someone sees the company's brand is known as "brand imagery." It's about how pleased they would be with the public's perception of them if they were seen using or endorsing the items (Keller & Brexendorf, 2019). The success the company finds with this depends on how well the company communicates the brand's values and how those values connect to the needs of the company's target audience (Jara & Cliquet, 2012). How crucial is their natural setting to them? Do they give any consideration about the neighbourhood they live in? (Kuhn, 2014) The company can better present a customer-friendly image once it has answered these and other questions.

2.4.3 Judgement

The customer-based brand equity pyramid's third strand is also divided into two parts, covering both judgement and feelings (Keller, 2013). Both of these factors have an effect on how consumers perceive and interact with the company's brand. What people think about your brand is the first aspect of judgement (Yousaf, et al., 2017). However, if they find the products useful or trustworthy, this could be an indicator of success or it may hurt them if it led to people thinking they were unreliable or overpriced (Vasileva & Vasileva, 2017). Even if the company disagrees with their evaluation, the company can't deny its significance.

Four parts make up the typical brand judgement: Consideration: how relevant the brand is, Superiority: how the brand stacks up against the competition, and Quality: the perceived quality

of the brand (Duman, et al., 2018). A person's perception of the brand can be formed just by word-of-mouth; even though they don't even need to have personally experienced it to be influenced by judgement (Çifci, et al., 2016). It's crucial for the organisation to respond quickly to any complaints or concerns the consumers may have in order to avoid the possible pitfalls of poor judgement (Kuhn, 2014). However, it would be quite advantageous to have access to tools that can generate effective marketing materials fast under these conditions (Tsordia, et al., 2018).

2.4.4 Feelings

Feelings, which naturally encompass the way individuals feel concerning a particular brand, make up the second half of this equation (Keller, 2013). Warmth, enjoyment, anticipation, safety, social approbation, and self-respect are the six positive brand feelings that firms should be aiming for, as outlined by Keller's brand equity model (Keller, 2013). The company should target at least one of these feelings while ensuring that consumers experience it whenever they engage with or think about the company (Wang, et al., 2018). However, building customer-based brand equity is essential for developing trust and establishing a solid, long-term relationship between the business and the customer base (Farjam & Hongyi, 2015). Connecting the brand with favourable feelings and judgements is essential. Trying to instil optimism from the beginning is highly helpful since it is difficult to eradicate negative feelings and judgements once they have taken roots (Pappu, et al., 2015).

2.4.5 Resonance

The 'Holy Grail' of consumer brand equity is here at last: resonance. At this point, consumers do more than simply recognise the company's brand and purchase the offerings; they actively involved in promoting the business to others (Keller, 2013). Referral clients are those who actively spread the word about the company's business. It's the hardest tier to climb, however the rewards are worth the effort. Keller classifies types of resonance as follows in his model (Park, 2019): Customer loyalty based on repeat purchases is known as "behavioural loyalty." An individual's emotional investment in the product or service, or "attitude," Customers' shared experience with the brand creates a sense of community. How involved individuals are with the business outside of making a purchase (via things like social media following, attendance at marketing events, participation in online conversations, etc.) is known as "active engagement."

Customer resonance is difficult to achieve, however there are several rewards that may be offered to ensure a dedicated following (Kuhn, et al., 2018). Special discounts for email subscribers only. Membership cards, Offerings including point-based awards, cost-free or time-limited activities, Profitability for stockholders, Charity events and group discussions. Sainsbury as a retail giant in the market more or less incorporate these reward systems in order to achieve customer resonance. Sainsbury's Nectar card is one of the main examples for that.

Advantages of Keller's Brand Equity Model

- Holistic framework for analysing and managing brand equity from both consumer and company perspectives.
- Focuses on consumer needs, strong brand associations, and positive brand image (Kuhn, et al., 2018).
- Guides organizations in developing effective brand strategies and positioning.
- Drives competitive advantage through increased customer loyalty and willingness to pay a premium (Farjam & Hongyi, 2015).
- Brand equity as a long-term asset contributes to financial success.
- Provides tools for measuring and evaluating brand equity and performance (Keller, 2013).
- Flexible model adaptable to various industries, products, and market conditions.

Limitations of Keller's Brand Equity Model

- Reliance on consumer perceptions, which may not always align with objective brand performance or financial outcomes (Keller, 2013).
- Limited focus on the impact of external factors, such as market dynamics or competitive forces, on brand equity (Farjam & Hongyi, 2015).
- Difficulty in accurately quantifying and attributing financial value to intangible brand elements and associations (Kuhn, et al., 2018).

In conclusion, Keller's Brand Equity Model offers valuable insights into understanding and managing brand equity. Its comprehensive and consumer-centric approach can guide organizations in building strong brands and gaining a competitive edge. However, the model's limitations should be considered, particularly regarding the reliance on consumer perceptions, the limited focus on

external factors, and the challenges in quantifying financial value. Organizations should supplement the model with additional research and analysis to develop a well-rounded understanding of their brand's equity.

2.5 Aaker Brand Equity Model

Aaker (1992) presented the most extensive brand equity model, which includes five components that together create value. These assets comprise brand loyalty, brand recognition, perceived brand quality, connections with the brand that go beyond the perception of quality, and other intellectual brand assets including patents, trademarks, and distribution channels. As per Tanveer and Lodhi (2016) brand loyalty creates value by cutting down on advertising expenses and enhancing commerce. Loyal consumers demand that the brand be consistently accessible and persuade others to utilise it. However, it is major fact that the companies should concern, the expense of acquiring a new client is substantially higher than the cost of keeping an existing one (Aaker, 2009).

Customers have a lot of inertia even if the switching costs are minimal (Taleghani & Almasi, 2011). However, satisfied brand users aren't interested in exploring other options, making it hard for rivals to get out to them. Therefore, competing businesses may be discouraged from making the time and financial commitment required to develop strategies to attract and retain their own set of customers. One of the most effective ways to manage equity is to increase brand loyalty, as stated by Aaker (1992). Brand equity, according to Vasileva and Vasileva (2017), boosts the likelihood of choosing and committing to a brand, hence fostering brand loyalty.

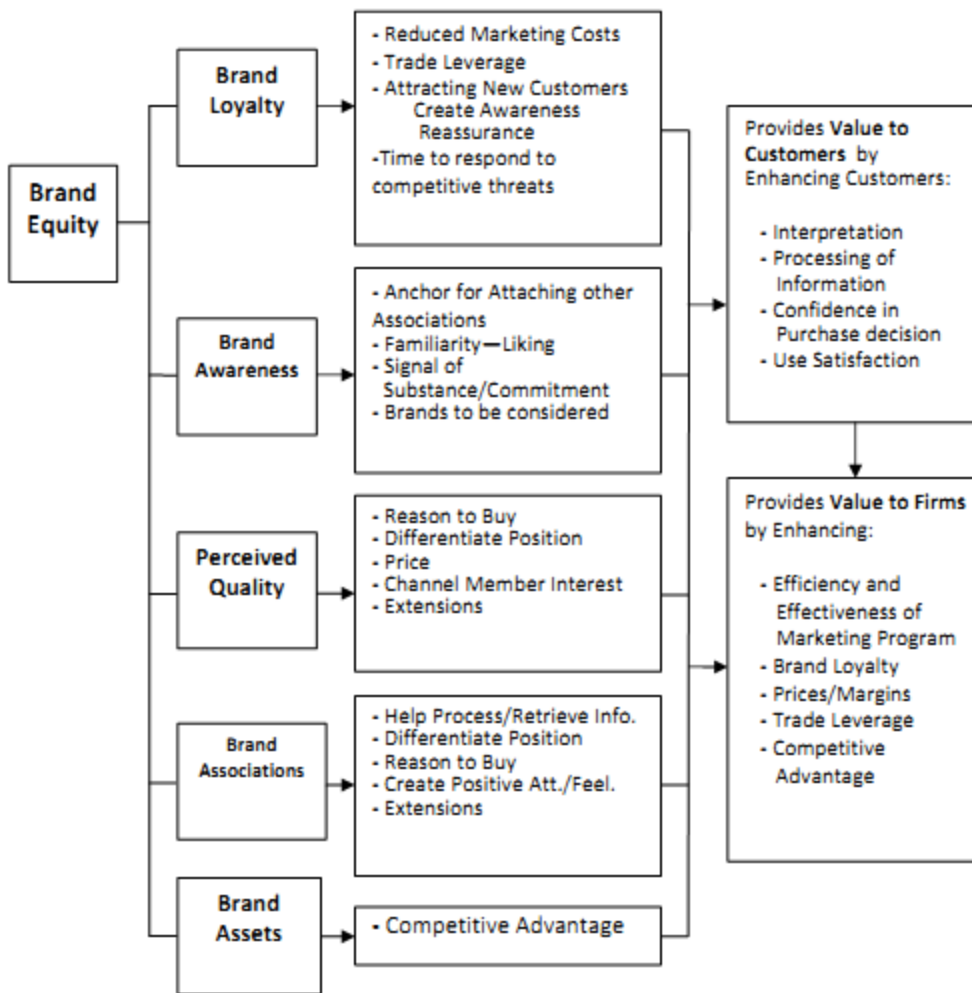


Figure 3 : Customer-Based Brand Equity Framework

Source: (Keller & Aaker, 1992)

Other than brand loyalty, Aaker's brand equity model speaks about brand awareness, perceived brand quality, brand association and brand assets, which ultimately leads to create brand equity.

It is frequently forgotten that brand awareness is a crucial part of building brand equity (Aaker, 1996). Brand awareness is defined as "the capacity to recognise a potential buyer or identify that a brand is an element of a particular good class" (Jalilvand, et al., 2011). There are several tiers of brand awareness: recognition-level awareness helps establish an impression of connection with the brand and sends a message of matter, dedication, and awareness; recall-level awareness has an even greater impact on choice by dictating which companies are seriously examined and ultimately chosen (Gill & Dawra, 2010). Brand awareness is crucial for a lot of businesses, and it's what

makes strong brands so influential (Calvo-Porrall & Lévy-Mangin, 2014). The importance of brand awareness is emphasised in the majority of brand equity theories. In order to increase the company's earnings and sales, raising brand awareness is essential (Çınar, 2020). However, irrespective of its importance, most of the marketing initiatives of Sainsbury has focused on developing service quality other than brand awareness.

According to Aaker (1992), perceived quality adds value in several ways: it gives customers a reason to make a purchase (Kirmani & Zeithaml, 1993), it sets a brand apart from competitors, it piques the attention of channel members (Yoo & Donthu, 2011), it serves as the foundation for new products, and it justifies charging a higher price. Perceived quality, as defined by Zeithaml (1988), is the consumer's opinion of a product's entire superiority or perfection. Perceived quality is regarded as a separate asset from brand. It has evolved into a key strategic focus for many businesses and may serve as the impetus for brand equity improvement initiatives. Aaker (1992) argues that the strategic importance of perceived quality cannot be overstated.

Brand associations, often known as brand image, are the most valued aspect of brand equity (Aaker, 1992). It's everything associated with a brand that people can recall. Brands can be associated with a wide range of factors (Duman, et al., 2018), including product attributes, user benefits, user profiles, user lifestyles, product categories, competitor brands, and geographic regions. Associative processing and retrieval aid in customer information processing and retrieval, product differentiation and extension, buy motivation, and positive emotional responses. Alhaddad (2014) claims that customers use brand associations to store, sort, and retrieve relevant information ahead of a purchase. For successful brand equity development, it is crucial to grasp the essence of the brand's personality (Sasmita & Suki, 2015). Consumers are more likely to embrace brand extensions if they have a positive association with the original product. Brand assets such as patents, trademarks, and channel alliances were also cited as examples of how Aaker's theory may be applied to provide a company a competitive edge. Trademarks protect brand value from imitators who use confusingly similar names, emblems, or packaging in an effort to erode consumer trust in the original brand. Well-written patents that provide real value to consumers can effectively shut out rivals in the market (Farjam & Hongyi, 2015). Last but not least, a brand can indirectly affect a distribution channel by increasing consumer interest in the brand's availability (Bilgin, 2018).

Advantages of Aaker Brand Equity Model

- Emphasizes the strategic role of brand assets in creating differentiation and building competitive advantage (Aaker, 2009).
- Provides a structured approach to measuring and managing brand equity across various dimensions (Farjam & Hongyi, 2015).
- Highlights the importance of brand personality and brand storytelling in creating emotional connections with consumers.

Limitations of Aaker Brand Equity Model

- Relatively complex and time-consuming model, requiring significant resources and expertise to implement and interpret effectively (Bilgin, 2018).
- Limited focus on the financial aspects of brand equity, making it challenging to quantify the monetary value of brand assets (Duman, et al., 2018).
- May not fully capture the influence of external factors, such as market conditions or competitive dynamics, on brand equity (Sasmita & Suki, 2015).

In conclusion, the Aaker Brand Equity Model offers valuable insights into understanding and managing brand equity. Its comprehensive framework, focus on strategic brand assets, and structured measurement approach provide organizations with tools to assess and enhance brand performance (Duman, et al., 2018). However, it is important to recognize the model's limitations, including its complexity, limited financial focus, and potential gaps in accounting for external influences (Sasmita & Suki, 2015). By considering these advantages and limitations, organizations can make informed decisions and develop a well-rounded approach to managing their brand equity.

2.6 Honeycomb Model

All social media advertisers, users, and sites work inside an ecosystem, and this ecosystem may be conceptualised using the Honeycomb model (Kietzmann, et al., 2011). Here, it is exhibiting how the blocks appear when arranged in a honeycomb pattern. It consists of seven modules, each of which reflects an important facet of social interaction: Sharing which indicates "the degree to which individuals exchange, disseminate and obtain information", Users' awareness of other

people's availability, or "presence", relationships, or "the degree to which users are connected to one another", "The degree to which individuals disclose themselves" is what we mean by "identity", conversations, or "how much people talk to one another", users' familiarity with the social status of individuals and material is referred to as their "reputation" and "The degree to which users are organised into communities"; often known as "groups." (Kietzmann, et al., 2011). Marketers may examine their social media operations, their target market, and the larger social media ecosystem in which they operate with the aid of these seven building elements (Silva, et al., 2020).

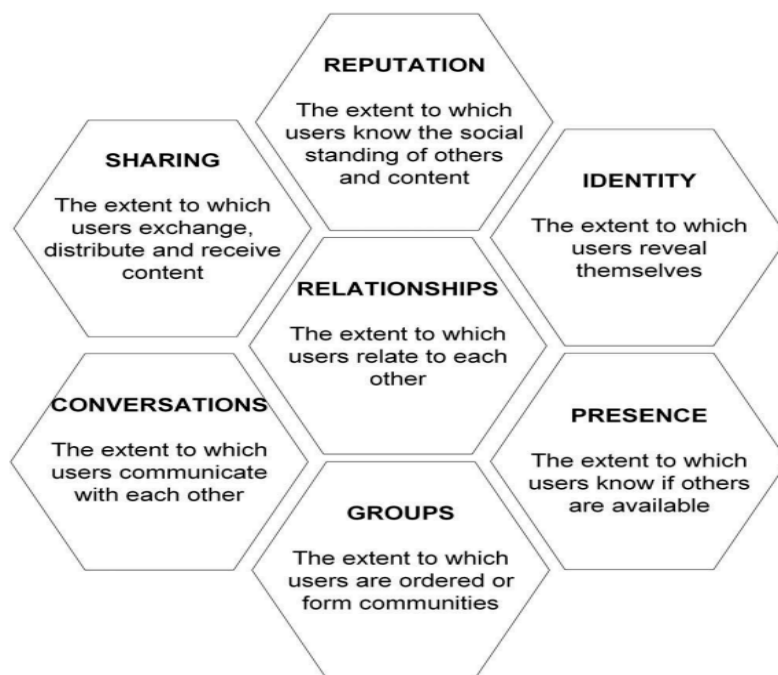


Figure 4: Honeycomb Model

Source: (Kietzmann, et al., 2011)

Sharing is a core feature on which user-generated content-enabling technologies are built, and it is used to disseminate user-created media such as videos, photographs, audio, and text. The sharing feature, in general, shows how effective online social networks can be for spreading information (Kietzmann, et al., 2011; Senadheera, et al., 2017). However, it should be a major focus of the companies who are extensively using social media for sharing information among the target audience that both the favourable and negative information sharing can occur equally (Talwar, et al., 2020). Sainsbury has begun an interactive information sharing approach that targets a wide

variety of client groups in social medias based on their interests regardless of their socioeconomic status. The post discusses topics such as price, incentives, and product launches to raise brand recognition. These information sharing has resulted in increase in social media follows to Sainsbury daily.

According to Westerman, et al. (2012) definition, a company's online identity may be recognised by its brand name, logo, company shades, and the presence of contact information or a link to the official website. However, reputation serves as a supplement to a person's or company's primary identity by gauging the extent to which its social media presence is seen as a reliable resource by its target audience (Nagle & Pope, 2013). The capacity to have discussions within the context of an online communication increases interest and engagement from the public thanks to the conversation feature of social media (Jayasuriya, et al., 2017). Therefore, it's fair to say that having this feature integrated into your social networking platform is crucial.

From the perspective of a company's social media presence, establishing and sustaining connections with current and future clients is more important than using social media for any other reason (Khan & Jan, 2019). Researchers use a variety of terms to characterise present technologies, which may cloud our understanding of their capabilities (Nagle & Pope, 2013; Talwar, et al., 2020). Present technologies, such as instant messaging, which are occasionally integrated into popular social media, are described by Correa et al. (2016) as an independent application enabling richer and quicker communication. As individuals with common interests join groups on social media, groups serve as an extension of the individual's self-presentation. However, Facebook is one platform that allows users to form specific communities online (Feitosa, et al., 2018). For instance, Sainsbury has a 1.7Mn follower base in Facebook where it mainly promotes healthy food recipes as DIY videos.

Key to the Honeycomb model is its capacity to explain the positive aspects of various capabilities connected to various social media platforms as emphasised by Kietzmann et al. (2011), who advise utilising different shades of grey to show the strengths and weaknesses of these technologies. For instance, Facebook excels in identification features, Twitter at dialogues because of its capacity for quick and brief conversations, and YouTube at sharing (Farbodium, et al., 2017). However, the Honeycomb model's capacity to constantly detect and clarify the pros and cons of adopting one or more social media platforms paves the way for enterprises to utilise numerous such technologies

(Baccarella, et al., 2018). According to Kietzmann et al. (2011), this model also facilitates "strategies for tracking, comprehending, and reacting to different social media activities," which may be used to the identification and measurement of metrics linked with a wide range of features.

Honey Comb model application for Sainsbury PLC

Identity: Sainsbury PLC has a well-established brand identity as a leading UK supermarket chain. It is known for quality products, customer service, and a commitment to offering a wide range of groceries and household items.

Value: Sainsbury's strives to provide value to its customers through competitive pricing, promotions, and discounts. It aims to offer affordable options while maintaining product quality and variety.

Relationship: Sainsbury's aims to build strong relationships with its customers by fostering loyalty and trust. It offers loyalty programs such as the Nectar card, which provides rewards and personalized offers based on customer shopping habits.

Dialogue: Sainsbury's engages in dialogue with its customers through various channels, including social media, customer service helplines, and in-store feedback mechanisms. It actively seeks customer feedback and addresses concerns to improve the overall shopping experience.

Access: Sainsbury's aims to provide convenient access to its products through a multichannel approach. It operates physical stores across the UK, offers online grocery shopping, and has mobile apps for easy browsing and ordering.

Brand: Sainsbury's brand is associated with quality, trust, and a commitment to sustainability. It has developed strong partnerships with suppliers and promotes ethical sourcing and environmentally friendly practices.

Experience: Sainsbury's strives to create a positive and enjoyable shopping experience for its customers. It focuses on well-designed stores, helpful and knowledgeable staff, and initiatives like "Sainsbury's Food Dancing" to engage customers and make shopping a pleasant experience.

2.7 Race Model

Planning digital marketing initiatives or omnichannel communication strategies might benefit from the RACE model, which provides a structure for doing so. The model's four steps are designed to foster relationships with consumers at various points in the customer lifecycle, ultimately leading to higher levels of customer loyalty (Chaffey & Smith, 2022). The four phases of a marketing plan are an acronym: RACE. The steps are "Reach," "Act," "Convert," and "Engage. Each step is a separate procedure, but they all work towards the same goal: converting prospects into loyal customers. But there's a step that comes before them all: Plan (Durmaz & Efendioglu, 2016). Companies may break down their digital marketing approach into manageable chunks with the RACE model, and the companies will be more likely to achieve their goals as a result. This reduction in complexity makes it simple to assess the strengths and weaknesses of the digital marketing plan, letting the company to make adjustments and to make better approach in no time (Ryan, 2016). Keeping track of the adjustments the company makes will allow to evaluate the progress of the digital marketing strategy and revert to a previous stage if necessary (Chaffey & Bosomworth, 2017).

Starting with a plan and clear objectives is crucial for every digital marketing campaign. It's natural for the company's plan to evolve as time goes on, and that's a good thing (Ryan & Jones, 2012); but, it's important to set SMART objectives to get started. In case the company hasn't come across the acronym SMART before, it refers to a method for creating measurable, achievable, relevant, and timely objectives for projects and campaigns (Goldfarb & Tucker, 2019). Even though planning stage hasn't been exhibited in word RACE, most of the scholars have emphasised its importance for a successful digital marketing strategy (Baltes, 2015).

The purpose of the Reach phase of RACE model is to spread the word about the company's business to potential customers (Chaffey & Smith, 2022). The success of the campaigns may be gauged by monitoring the number of visitors they bring to the website or social media profiles (Durmaz & Efendioglu, 2016). When introducing a new website or product, this phase of the RACE model is crucial since it increases the likelihood of a positive return on investment (Ahmed, et al., 2016). However, it's possible that the company is at a loss on how to expand its reach (Veleva & Tsvetanova, 2020). For that many research has emphasised the effectiveness of using earned, paid, and owned media to accomplish this goal (Lovett & Staelin, 2016). Sainsbury,

in its marketing portfolio, has included all earned, paid and owned media similarly in order to achieve its marketing objectives. Social media is a major paid media of Sainsbury where they use sponsored ads to reach the customers.

Act, an abbreviation for "A" in RACE and emphasises the interactions involving digital media by the company (Chaffey & Smith, 2022). At this point, it's crucial that the company begins bringing in new customers. It's all about giving potential customers a reason to start interacting with the company. The future success of the company's business will depend on the number and quality of leads to acquire and the connections the company make at the outset. Therefore, this is a really important stage (Kotane, et al., 2019). However, it is critical that the company doesn't sacrifice quality for quantity (Ryan & Jones, 2012). For instance, if the company can only afford to make five high-quality lead magnets, then make those five the priority of the company. To be sure, gathering email addresses is a necessary step in the lead generation process (Chaffey & Bosomworth, 2017). However, there are other behaviours the company may monitor to identify promising prospects. A programme like Google Analytics makes it simple to monitor activities like "viewed product" and "added to basket" as Goals.

The goal of the Convert phase is to transform leads into actual paying clients (Chaffey & Smith, 2022). This might include both online and conventional store purchases. However, the company can't expect everything to go smoothly the first time. Therefore, it is critical to be prepared to make adjustments to the company's approach and material. Further, the company shouldn't lose hope if the desired conversion rate doesn't materialise right away. In such instance the company can take a step back, evaluate what is and isn't working, and adjust as necessary (Hutter, et al., 2013).

In the Engage phase, the company's focus should be on building a long-term partnership with the customer base (Chaffey & Smith, 2022). Converting first-time purchasers into repeat buyers who enthusiastically promote the brand and offerings is crucial. At the very least, most companies communicate with their clients via email and various social media channels (Chaffey & Bosomworth, 2017). The success of the business as a whole will be enhanced if the company devises content and incentives that create consumer loyalty. However, loyalty is influenced by factors other than involvement (De Pelsmacker, et al., 2018). If the company wants to build trusting connections with its consumers, it needs to think about their complete experience.

2.8 Research Gap

Digital media, as argued by Trainor et al. (2014), has fundamentally altered the dynamic between consumers and companies. Customers are more likely to make a purchase from a store or market if the transaction is quick, easy, and cheap (Bilgin, 2018). This allowed digital marketing to fulfil all of their needs. Digital advertising has many advantages over more traditional types of promotion. Sainsbury isn't doing anything to take advantage of digital media as a consumer interaction or brand-building tool, despite the fact that many other companies are. Therefore, it is highly beneficial for a store like Sainsbury to create a digital marketing platform to support their advertising initiatives. For the success of Sainsbury through digital marketing, it is important research on existing digital marketing strategies of the company, factors that could impact and potential for the company's success through digital media, which haven't subjected research yet. Further, numerous studies have looked into the impact of digital marketing activities that can create brand loyalty (Ahmed, et al., 2016; Chen & Lin, 2019; Seo & Park, 2018). Despite this, few studies have examined how digital marketing activities influence brand loyalty of supermarkets. Furthermore, no studies have developed in the context of Sainsbury PLC.

Chapter Three: Methodology

3.1 Introduction

The methodology chapter is a crucial component of any research study, as it outlines the systematic approach employed to address the research questions or objectives (Bryman & Bell, 2011). This chapter provides a comprehensive overview of the methodology used in the research, including the research design, data collection methods, data analysis techniques, and ethical considerations. The research design is discussed, with justification for selecting either a qualitative, quantitative, or mixed-methods approach based on the research objectives and questions. The chosen research design within the selected approach is explained, highlighting its suitability for addressing the research problem. The data collection methods are described, including the sources of primary and secondary data. The rationale for selecting these sources is provided, along with a description of the specific data collection instruments used for primary data. The appropriateness of these methods is justified based on their ability to capture the required information. By providing a clear and comprehensive overview of the methodology, this chapter ensures the reliability, validity, and ethical integrity of the research study.

3.2 Operationalization

Variables	Dimensions	Indicators	Ques. No.	Scale
Independent Variables (Digital marketing practices)	Entertainment	Content is engaging	E1	Five-point Likert scale (Naaman, et al., 2021)
		Recommend to others due to its entertainment value	E2	
		Meeting expectation in terms of entertainment	E3	
		Spending more time due entertaining features	E4	
		Enjoyable and memorable experience	E4	

	Trendiness	Reflection on the latest trends and technologies	T1	Five-point Likert scale (Seo & Park, 2018)
		Modern and up-to-date	T2	
		Align with current popular culture	T3	
		Innovative and cutting-edge	T4	
		Strong sense of trendiness and appeal to the target audience	T5	
	Customization	Personalization to individual preferences	C1	Five-point Likert scale (Seo & Park, 2018)
		Addressing individual needs and preferences	C2	
		High level of customization and personalization	C3	
		Allows to tailor experiences	C4	
		Provide with a sense of control and customization over the interactions	C5	
Dependent Variable	Brand Loyalty	Choosing over other brands	BL1	Five-point Likert scale (Seo & Park, 2018)
		Recommend to others	BL2	
		Emotionally connected	BL3	
		Trust quality and reliability	BL4	
		Stick with the brand	BL5	

Table 1: Operationalization

Source: Author (2023)

3.3 Research Design

The research onion model, developed by Saunders et al. (2019), provides a systematic framework for understanding the various stages and components involved in the research process. It is often used as a metaphorical representation of the layers of an onion, with each layer representing a different aspect of the research design. The model helps researchers navigate through the research

process and make informed decisions about the choices they need to make at each stage. The research onion model is applicable to various types of research studies across disciplines. It provides a comprehensive and structured approach to research design, guiding researchers through the decision-making process at each layer. By considering each layer of the onion, researchers can

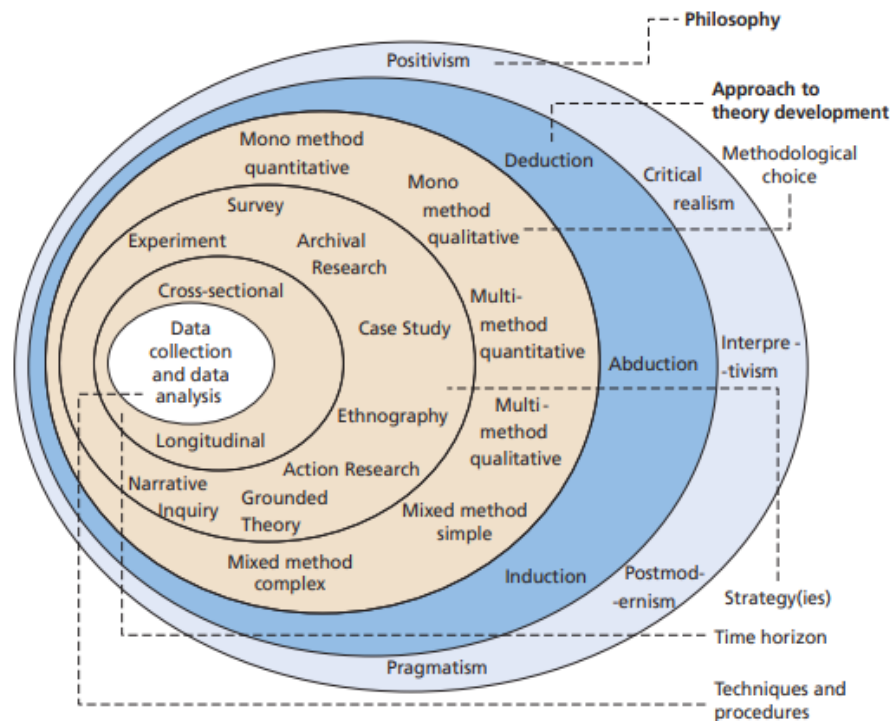


Figure 5: Research Onion Model by Saunders, et al (2019)

ensure that their research is well-designed, rigorous, and ethically sound. Additionally, the model encourages reflexivity, as researchers reflect on the choices, they make at each layer and consider their potential impact on the research outcomes.

3.3.1 Research Philosophy

According to Saunders et al. (2019), a research philosophy is "a set of assumptions and beliefs that guides a study of a particular topic or subject," with the ultimate goal of ensuring that all research conducted follows a uniform framework (Burrell & Morgan, 1979). This is the innermost layer of the research onion. It addresses the researcher's ontological (nature of reality) and epistemological (nature of knowledge) assumptions. It involves decisions about the research paradigm, such as positivism, interpretivism, or critical theory, which shape the overall approach to knowledge creation.

In this study setting, a realist or positivist technique would be most suited because of the reliance on existing literature and theoretical frameworks to investigate how digital marketing tactics impact brand loyalty. The primary reason is that the emphasis in this study is on empirical evidence rather than unproven hypotheses. Furthermore, participant perceptions will be replaced by hard data.

3.3.2 Research Approach

The second layer focuses on the choice of research approach, which can be deductive (starting with theory and testing hypotheses) or inductive (emerging theories from data). Based on the topic at hand, the research approach specifies a specific set of steps to be taken in order to gather, analyse, and interpret the data (Creswell, 2014).

Nonetheless, researchers analyse preexisting ideas to build a conceptual framework and generate hypotheses, which are associations between variables. The deductive process involves collecting and analysing data to test these hypotheses (Saunders, et al., 2019). The assumptions or premises used in the deductive method are more likely to be correct than those used in the inductive method because they are grounded in previous studies. Researchers may derive new hypotheses or implications by comparing the results to the existing literature. Large, quantifiable samples are ideal for this method because they allow for more accurate inferences to be made. Because this research will involve hypothesis testing and the construction of a conceptual framework, we will be using the deductive approach to data analysis.

3.3.3 Research Strategy

The third layer of the research onion includes considerations of the research strategy, such as experimental, survey, case study, or ethnographic, depending on the nature of the research problem. In the course of this inquiry, the questionnaire will serve as the primary instrument for collecting data. According to Saunders et al. (2019), a questionnaire is a form that participants fill out to offer the necessary information. This form is used in the context of data collecting. The use of this methodology is favoured by a number of academics due to the multiple advantages it offers, including high response rates and secrecy (Williams, 2003) in certain contexts. In quantitative research, the use of survey questionnaires is a widespread practise. This is due to the fact that

survey questionnaires enable researchers to gather quantifiable replies from participants, which is essential for taking the research forward.

3.3.4 Research Choice

The quantitative approach is used to determine which research strategy is the most clear and workable path to the study's goal. You can design your study using a quantitative approach, a qualitative approach, or a hybrid of the two. According to (Sekaran & Bougie, 2016), quantitative methodology is the procedure by which one tests hypotheses, collects data, demonstrates relationships between variables, and makes predictions about the future. The quantitative method is characterised by the use of closed-ended data, such as statistical scores, to provide answers to research questions or to test hypotheses.

Because this study aims to analyse the connection between elements of digital marketing practises and brand loyalty, the researcher believes that the procedures available in the quantitative mono method would be appropriate for this investigation. These methods can help researchers when collecting data through activities like selecting a statistically valid sample of the population, administering standardised surveys, and analysing the results to support or refute hypotheses.

3.3.4.1 Advantages and Disadvantages of Only using Quantitative Research

Advantages of using only quantitative research:

1. **Objectivity and Generalizability:** Quantitative research emphasizes objective measurements and numerical data, which can lead to more reliable and generalizable findings. It allows for statistical analysis and drawing conclusions based on a larger sample size, enhancing the external validity of the research (Neuman, 2013).
2. **Statistical Rigor:** Quantitative research provides a framework for statistical analysis, allowing researchers to establish relationships between variables, test hypotheses, and make predictions. It enables the use of statistical techniques to measure the strength and significance of relationships, providing a more robust and rigorous approach to research (Creswell, 2014).
3. **Efficiency and Scalability:** Quantitative research methods, such as surveys or experiments, can be conducted on a large scale and efficiently collect data from a large number of participants. This

makes it suitable for studying trends, patterns, and behaviours in a population, enabling researchers to draw broad conclusions.

4. **Comparability and Replicability:** The standardized nature of quantitative research methods allows for easy comparison of results across studies or replication of the research design. This facilitates the accumulation of knowledge and the establishment of theories or models based on consistent measurements and methodologies.

Disadvantages of using only quantitative research:

1. **Lack of Context and Depth:** Quantitative research often focuses on numerical data, which may limit the depth of understanding. It may not capture the richness of individual experiences, emotions, or contextual factors that could influence the research topic. Qualitative research methods can provide a more comprehensive exploration of these aspects.

2. **Limited Scope of Measurement:** Quantitative research typically relies on predetermined variables and closed-ended questions, which may overlook important nuances or unanticipated aspects related to the research topic. It may miss capturing subjective or unmeasurable dimensions, such as personal beliefs, attitudes, or motivations, that qualitative methods can capture (Neuman, 2013).

3. **Potential for Superficiality:** The emphasis on numerical data in quantitative research may lead to oversimplification or reductionism, where complex phenomena are reduced to quantitative measures. This may overlook the intricate interplay of factors and the context in which the research topic exists.

4. **Possible Bias and Misinterpretation:** Quantitative research relies heavily on self-reported data or observations, which may be prone to biases or inaccuracies. Moreover, the reliance on statistical analysis may lead to misinterpretation if the assumptions or limitations of the analysis techniques are not properly understood or communicated.

3.4 Types of Investigation

3.4.1 Primary Research

Primary research refers to the collection and analysis of original data directly from the source to address a specific research objective or question. It involves gathering first-hand information that does not previously exist in any published or secondary sources. Primary research allows researchers to tailor their methods and data collection instruments to suit their specific research needs (Sekaran & Bougie, 2016).

In the context of the given topic, "The impact of digital marketing practices on brand loyalty: An analysis of student preference with special reference to Sainsbury PLC," conducting a survey or interviews with students to understand their preferences and perceptions regarding digital marketing practices and brand loyalty would be considered primary research.

Justification for primary research in this case:

1. **Unavailability of Existing Data (Yin, 2018):** The specific research objective of analysing the impact of digital marketing practices on brand loyalty among students with reference to Sainsbury PLC likely requires current and specific data that is not readily available in published sources. Conducting primary research allows researchers to collect data directly from the target audience.
2. **Tailored Research Instruments (Creswell, 2014):** By conducting primary research, researchers can design research instruments, such as surveys or interview guides, specifically tailored to gather data related to the research objectives. This ensures that the collected data is aligned with the specific requirements of the study.
3. **Contextual Understanding:** Primary research enables researchers to gain a deeper understanding of the context and factors that influence student preferences and perceptions regarding digital marketing practices and brand loyalty. It allows for the exploration of individual experiences, motivations, and specific factors that may impact brand loyalty in the case of Sainsbury PLC.
4. **Research Validity and Reliability:** Conducting primary research allows researchers to ensure the validity and reliability of the data collected. By directly engaging with participants, researchers

can control the research environment, validate responses, and address any potential concerns or biases that may arise during data collection.

5. Original Contributions (Creswell, 2014): Primary research provides an opportunity to generate new knowledge and contribute to the existing body of research. By conducting first-hand data collection and analysis, researchers can provide fresh insights and perspectives on the relationship between digital marketing practices and brand loyalty among students.

In conclusion, conducting primary research is justified in this case as it allows for the collection of original data directly from the target audience to address the specific research objectives. It provides researchers with tailored research instruments, a contextual understanding of the research topic, enhanced validity and reliability, and an opportunity to make original contributions to the field.

3.4.1.1 Advantages and Disadvantages of Primary Research

Advantages of Primary Research:

1. Original and first-hand data collection.
2. Tailored research instruments specific to research objectives (Creswell & Poth, 2017).
3. Deeper understanding of the research context.
4. Higher control over data validity and reliability.
5. Opportunity to make original contributions to the field.

Disadvantages of Primary Research:

1. Time-consuming and resource-intensive.
2. Potential for researcher bias.
3. Limited sample size and generalizability (Bryman & Bell, 2011).
4. Ethical considerations and participant cooperation.
5. Possible challenges in data collection and analysis (Neuman, 2013).

3.4.2 Secondary Research

Secondary research refers to the collection and analysis of existing data that has been previously gathered by other researchers or organizations for purposes other than the current research project (Creswell & Poth, 2017). It involves the exploration and synthesis of information from published sources, such as books, academic journals, reports, or online databases. Secondary research aims to gather knowledge and insights without directly collecting new data. It involves analysing and interpreting the existing information to gain a deeper understanding of the research topic or to support the findings of the primary research.

In this research project, secondary data is used in the literature review. Secondary data, in the form of previously published research papers, scholarly articles, and books, is utilized to examine and summarize the current state of knowledge on the impact of digital marketing practices on brand loyalty. By reviewing and synthesizing existing literature, the researcher can identify research gaps, theoretical frameworks, and previous findings that inform and contextualize the current study. The use of secondary data in the literature review helps establish the theoretical foundation of the research and provides a broader perspective on the subject matter.

3.4.2.1 Advantages and Disadvantages of Secondary Research

Advantages of Secondary Research:

1. Cost-effective and time-saving.
2. Wide range of existing data sources available (Neuman, 2013).
3. Large sample sizes and broader scope of information (Creswell, 2014).
4. Provides historical and longitudinal perspectives.
5. Helps identify research gaps and build on previous findings.

Disadvantages of Secondary Research:

1. Quality and reliability of data may vary (Creswell & Poth, 2017).
2. Limited control over data collection methods.

3. Potential for outdated or incomplete information.
4. Lack of customization to specific research objectives (Sekaran & Bougie, 2016).
5. Risk of researcher bias in data interpretation.

3.5 Time Horizon

The timeline for this investigation needs to take into account both cross-sectional studies and longitudinal studies, the two most common types of research in the descriptive field. In research, longitudinal studies are defined as those that "gather data from the same sample of persons on more than one time" (Saunders, et al., 2019). Cross-sectional studies look at a snapshot in time and narrow in on a specific topic, while longitudinal studies track changes over time. For these reasons, a cross-sectional study was chosen as the optimal method for achieving the study's primary objective.

3.6 Population and Sampling

3.6.1 Population

The set of people with a particular connection to a work post or an investigation is known as the target population (Bryman & Bell, 2011). When considering the current study, the population to this research is customers of Sainsbury PLC who are also students.

3.6.2 Sampling

There are two major sampling methods, namely, probability sampling and non-probability sampling. Since this research is quantitative in nature, the researcher will incorporate probability sampling. Through probability sampling, it allows random selection of participants to the sample from a larger population.

3.6.3 Sampling Type and Size

The sample size for the research was taken as 100 students who are also the customers of Sainsbury PLC.

Random cluster sampling, under probability sampling will be taken for this research to reach the sample (Lohr, 2019). The sampling type is selected because the researcher will take university students from UWTSD - London to participate into the survey.

The researcher intends to involve students reading different levels of courses at UWTSD for this investigation. Further, both male and female students will be involved. Also, the researcher will specifically focus on obtaining responses from the students (who are studying from level 4 to 7) who are also the customers of Sainsbury PLC.

3.6.3.1 Advantages and Disadvantages of Cluster Sampling Method

Advantages of Cluster Sampling Method in this Research Context:

1. Efficient for data collection from a large and geographically dispersed student population (Bryman & Bell, 2011).
2. Cost-effective compared to individually sampling each student.
3. Provides a representative sample of students from different universities or colleges (Neuman, 2013).
4. Simplifies logistical challenges by grouping students based on their educational institutions.
5. Allows for analysis at both the cluster and individual level.

Disadvantages of Cluster Sampling Method in this Research Context:

1. Potential for within-cluster homogeneity, limiting the diversity of student perspectives.
2. Increased risk of sampling bias if clusters are not representative of the target student population (Yin, 2018).
3. Requires accurate and up-to-date information on educational institutions and student enrolment.
4. May result in larger sampling errors compared to individual sampling methods (Saunders, et al., 2019).
5. Complex data analysis procedures due to the hierarchical nature of clustered data (Sekaran & Bougie, 2016).

3.7 Data Collection Methods

The majority of the analyses in this study came from primary data collected via a questionnaire.

Students who are also Sainsbury PLC customers will be the primary target audience for the online survey version of the structured questionnaire that will be made available on select social media channels. Furthermore, once the data is gathered, it will be processed to provide the most accurate and pertinent result for the research, with some safeguards of some limitations which the authors can experience during the data gathering phase.

3.7.1 Survey Questionnaire

This questionnaire has incorporated only close-ended questions. Three sections have been included into the questionnaire. The section A has included three demographic questions to test age, gender and the level of study at UWTSD. The section B has included questions to test the independent variables of the research. The section C has included questions to test the dependent variable of the research. It is expected to have five questions under each independent and dependent variable. Thus, within section B and C, the sum of the questions included will be twenty. To measure the responses from these questions, five-point Likert scale has been incorporated. Since this questionnaire includes simple questions which is easy to answer, it is estimated about 15mins will be taken by each individual to complete the survey.

3.8 Data Analysis

Data submitted through Google Forms is saved automatically, and it can be exported to Excel for further analysis. Before releasing their findings, researchers double-check their data for any errors. After that, in-depth analyses of the data are performed using SPSS (Dhakal, 2018). The next step is to fill out the survey's first section, which asks participants basic questions about themselves before moving on to more in-depth analyses. Different levels of research quality are then compared using a Cronbach's Alpha reliability test, a KMO score for testing validity, and a consistency scale. Exploratory Factor Analysis (EFA) is used to find patterns and connections between the variables so that the investigation can proceed. This method is used to analyse not only one but two sets of variables. The significance of the found correlations can be evaluated using the Pearson Correlation test. By comparing the values of the variables, it can tell if they are related. Finally, the Multiple Regression test is utilised to verify a correlation between the aforementioned

explanatory variables and the outcome variable. The amount of insight into the dependent variable can be evaluated by computing the R-squared value of the correlation.

3.9 Research Ethics

Saunders et al. (2019) highlighted the importance of ethical considerations, and researchers should take special care to follow these recommendations. Examples of such guiding principles include respect for participants' privacy and rights, research ethics, public safety, and responsible data use. By raising awareness about the data's intended use and storage among participants, these measures reduce the likelihood of fraud, data leaks, and other unwanted outcomes (Connelly, 2014). The research survey's introduction includes some bullet points that restate important information for participants and deter fraud. This includes the study's background, goals, and methodology. Prior consent and protecting respondents' anonymity are highlighted as two of the most important factors. Therefore, confidentiality is assured for all respondents, and their names and information will be kept secret and used only for scholarly purposes.

Chapter Four: Presentation of Data and Discussion of Findings

4.1 Introduction

In this chapter, it presents the data and discuss the findings obtained from our quantitative analysis using SPSS. The research employed a questionnaire survey, with a sample size of 100 students of University of Wales Trinity Saint David (UWTSD) who are also customers of Sainsbury PLC. The analysis focuses on examining the impact of digital marketing practices on brand loyalty among this student population. By exploring the collected data, this chapter aims to uncover valuable insights into the relationship between digital marketing strategies and brand loyalty, providing valuable implications for both Sainsbury PLC and the wider field of marketing.

4.2 Response Rate

The response rate for this research survey was 92%, with 92 out of the 100 students who were invited to participate providing their responses. This response rate of 92% indicates a strong level of engagement and interest among the target population. A high response rate is generally desirable as it helps to ensure the data collected is more representative of the population being studied. In this case, the substantial response rate enhances the reliability and validity of the findings, suggesting that the results are likely to accurately reflect the views and preferences of the student customers of Sainsbury PLC. The high response rate also demonstrates the willingness of the participants to contribute to the study, which further strengthens the overall quality of the research.

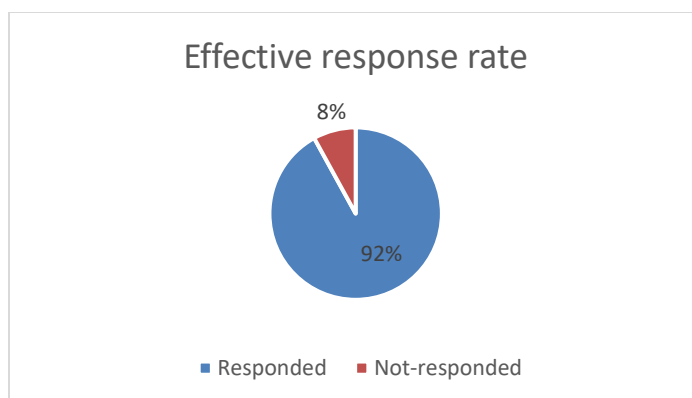


Figure 6: Effective Response Rate

4.3 Presentation and Interpretation of Data

4.3.1 Demographic Characteristics Analysis

In this section, it analyses the demographic characteristics of the respondents, focusing on three key factors: gender, age, and current year at UWTSD. By examining these demographic variables, it gains insights into the composition of our sample and can better understand how these factors may influence the research findings related to digital marketing practices and brand loyalty among UWTSD students.

4.3.1.1 Gender

Table 2: Gender composition of the students

Q1: What is your Gender?		
Gender	Frequency	Percentage
Male	63	68%
Female	29	32%
Other	-	-

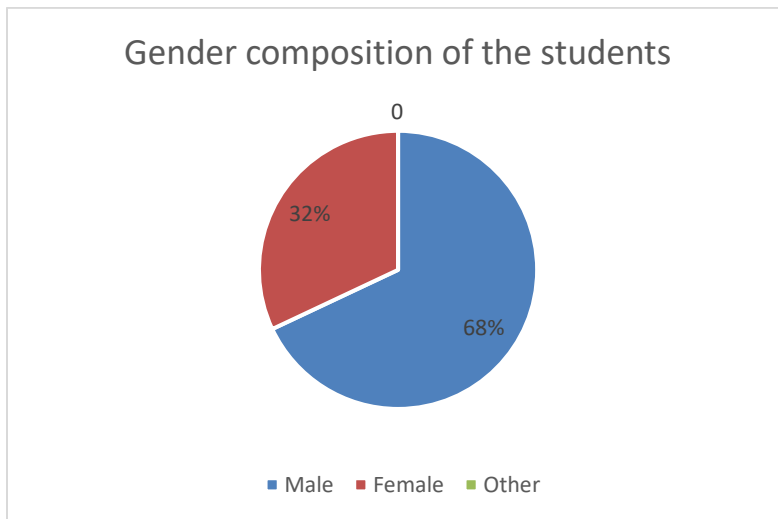


Figure 7: Gender composition of the students

Based on the provided results, the gender distribution of the respondents in the research survey shows that 68% identified as male, while 32% identified as female. No information was provided for the "Other" category, which could include non-binary or individuals who prefer not to disclose

their gender. This gender distribution suggests that there is a higher representation of male respondents in the sample compared to female respondents. Understanding the gender distribution is important as it allows for further analysis of how gender may influence the relationship between digital marketing practices and brand loyalty among the student customers of Sainsbury PLC.

4.3.1.2 Age

Table 3: Age group of the students

Q2: What is your age group?		
Age Group	Frequency	Percentage
Between 18- 30 years	74	81%
Between 31- 40 years	14	15%
Between 41- 50 years	2	2%
Above 50	2	2%

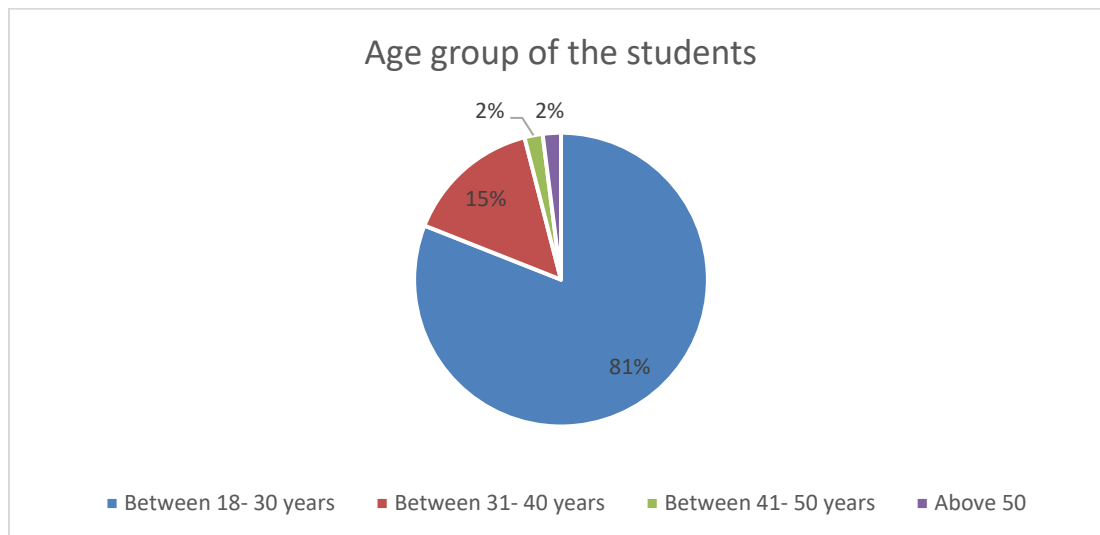


Figure 8: Gender composition of the students

Based on the provided results, majority respondents in the research survey fell within the age group of 18-30 years, accounting for 81% of the sample. Participants represented in the age groups of 31-40 years (15%), 41-50 years (2%), or above 50 years (2%) have been contributed for the minority of responses. This indicates that the research sample primarily consists of younger individuals, specifically within the 18-30 age range. Understanding the age distribution of the

respondents is crucial for analysing the impact of digital marketing practices on brand loyalty among students within this specific age group. It suggests that the findings and conclusions drawn from this research will be more applicable to the younger student demographic represented in the study.

4.3.1.3 Level of Study

Table 4: Level of study of the students

Q3: What level of study are you in the current year at UWTSD?		
Level of Study	Frequency	Percentage
Level 4	8	9%
Level 5	9	10%
Level 6	24	26%
Level 7	51	55%

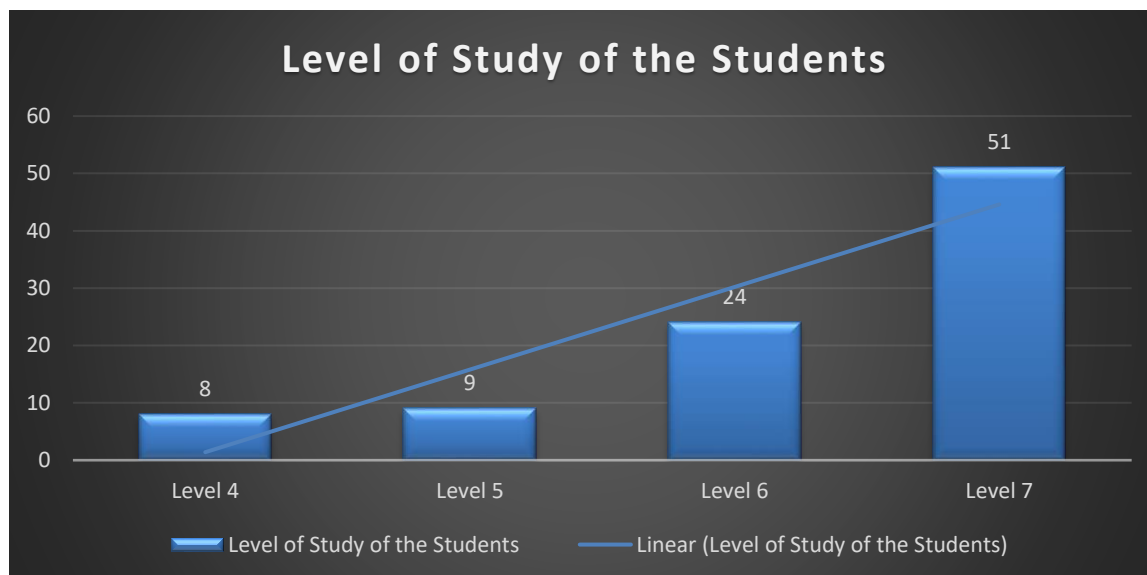


Figure 9: Level of Study of the students

The majority of respondents (55%) were at Level 7, which indicates that a significant proportion of the surveyed students at UWTSD. Further, there are 26% from level 6, 10% from level 5 and 9% from level 4. This suggests that the research findings may be particularly reflective of the experiences and perspectives of students in the final stages of their academic journey.

By considering the distribution of respondents across different levels of study, the findings can be interpreted in the context of the specific academic stage, providing a more comprehensive understanding of the impact of digital marketing practices on brand loyalty among students at UWTSD.

4.3.2 Descriptive Statistics Analysis

4.3.2.1 Entertainment

Entertainment	Mean		3.2717	.07732
	95% Confidence Interval for Mean	Lower Bound	3.1182	
		Upper Bound	3.4253	
	5% Trimmed Mean		3.2773	
	Median		3.4000	
	Variance		.550	
	Std. Deviation		.74159	
	Minimum		1.80	
	Maximum		4.80	
	Range		3.00	
	Interquartile Range		1.35	
	Skewness		-.157	.251
	Kurtosis		-.949	.498

Figure 10: Descriptive statistics- Entertainment

The mean value of 3.271 suggests that, on average, respondents rated their level of entertainment as slightly above average. The median value of 3.40 indicates that the middlemost value of the ratings is closer to the upper end of the scale, reflecting a relatively positive perception of entertainment. The standard deviation of 0.741 suggests that the ratings for entertainment were moderately dispersed around the mean, indicating a reasonable level of variability in respondents' perceptions.

4.3.2.2 Trendiness

Trendiness	Mean		3.2435	.07102
	95% Confidence Interval for Mean	Lower Bound	3.1024	
		Upper Bound	3.3845	
	5% Trimmed Mean		3.2618	
	Median		3.4000	
	Variance		.464	
	Std. Deviation		.68119	
	Minimum		1.80	
	Maximum		4.40	
	Range		2.60	
	Interquartile Range		1.00	
	Skewness		-.407	.251
	Kurtosis		-.786	.498

Figure 11: Descriptive statistics- Trendiness

The mean value of 3.243 indicates that, on average, respondents rated trendiness slightly above the midpoint of the scale. The median value of 3.40 suggests that the middlemost rating is closer to the upper end of the scale, indicating a generally positive perception of trendiness. The standard deviation of 0.681 indicates a moderate level of variability in the ratings, suggesting some diversity in respondents' perceptions of trendiness.

4.3.2.3 Customization

Customization	Mean		3.3152	.06449
	95% Confidence Interval for Mean	Lower Bound	3.1871	
		Upper Bound	3.4433	
	5% Trimmed Mean		3.3208	
	Median		3.4000	
	Variance		.383	
	Std. Deviation		.61857	
	Minimum		2.00	
	Maximum		4.60	
	Range		2.60	
	Interquartile Range		1.00	
	Skewness		-.152	.251
	Kurtosis		-.711	.498

Figure 12: Descriptive statistics- Customization

The mean value of 3.315 indicates that, on average, respondents rated customization slightly above the midpoint of the scale. The median value of 3.40 suggests that the middlemost rating is close to the upper end of the scale, reflecting a generally positive perception of customization. The standard deviation of 0.618 indicates a relatively low level of variability in the ratings, suggesting that respondents' perceptions of customization were fairly consistent.

4.3.2.4 Brand Loyalty

Brand_Loyalty	Mean		3.3739	.05908
	95% Confidence Interval for Mean	Lower Bound	3.2566	
		Upper Bound	3.4913	
	5% Trimmed Mean		3.3845	
	Median		3.4000	
	Variance		.321	
	Std. Deviation		.56663	
	Minimum		1.80	
	Maximum		4.60	
	Range		2.80	
	Interquartile Range		.80	
	Skewness		-.285	.251
	Kurtosis		-.256	.498

Figure 13: Descriptive statistics- Brand Loyalty

The mean value of 3.373 indicates that, on average, respondents rated their brand loyalty slightly above the midpoint of the scale. The median value of 3.40 suggests that the middlemost rating is very close to the upper end of the scale, indicating a generally positive perception of brand loyalty. The standard deviation of 0.566 indicates a relatively low level of variability in the ratings, suggesting that respondents' perceptions of brand loyalty were relatively consistent.

4.3.3 Validity and Reliability Analysis

Validity

Several measures were taken to ensure the validity of this research. Firstly, a well-designed questionnaire was developed based on existing literature and expert input. The questionnaire underwent a pilot test to identify any ambiguities or issues. Additionally, a large and diverse sample of 100 students who are also customers of Sainsbury PLC was selected to enhance external validity. Furthermore, statistical analyses were conducted using SPSS to ensure accurate and

reliable data interpretation. Finally, the findings were compared with existing theories and studies to establish construct validity.

Table 5: Validity - Individual variables

Variables	KMO value	Sig.
Entertainment	0.802	0.000
Trendiness	0.775	0.000
Customization	0.736	0.000
Brand Loyalty	0.796	0.000

Source: (SPSS, 2023)

The KMO values generated for each variable in the research (Entertainment: 0.802, Trendiness: 0.775, Customization: 0.736, Brand Loyalty: 0.796) indicate a high degree of sampling adequacy. These values suggest that the collected data is suitable for conducting factor analysis, indicating the validity of the research. The KMO values above 0.7 generally indicate that the variables are highly correlated, supporting the suitability of the data for further analysis. This suggests that the research instrument effectively measures the constructs of entertainment, trendiness, customization, and brand loyalty.

Reliability

Table 6: Cronbach Alpha -Individual variables

Variable	Dimensions	Items	Cronbach's alpha value	Status
Independent (Digital Marketing practices)	Entertainment	05	0.811	Accepted
	Trendiness	05	0.774	Accepted
	Customization	05	0.869	Accepted
Dependent variable	Brand Loyalty	05	0.798	Accepted

Source: (SPSS, 2023)

The Cronbach's alpha values generated for each variable in the research (Entertainment: 0.811, Trendiness: 0.774, Customization: 0.869, Brand Loyalty: 0.798) indicate a high level of internal consistency and reliability of the research instrument. These values, ranging from 0 to 1,

demonstrate that the items within each variable are strongly correlated and measure the same underlying construct. The alpha values above 0.7 suggest that the research instrument exhibits good reliability, indicating that it consistently measures the intended concepts of entertainment, trendiness, customization, and brand loyalty.

4.3.4 Impact of Digital Marketing Practices over the Brand Loyalty

4.3.4.1 Correlation Analysis

		Correlations			
		Brand_Loyalty	Entertainment	Trendiness	Customization
Brand_Loyalty	Pearson Correlation	1	.835**	.794**	.927**
	Sig. (2-tailed)		.000	.000	.000
	N	92	92	92	92
Entertainment	Pearson Correlation	.835**	1	.920**	.864**
	Sig. (2-tailed)	.000		.000	.000
	N	92	92	92	92
Trendiness	Pearson Correlation	.794**	.920**	1	.762**
	Sig. (2-tailed)	.000	.000		.000
	N	92	92	92	92
Customization	Pearson Correlation	.927**	.864**	.762**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	92	92	92	92

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

Figure 14: Correlation Analysis

The correlation analysis outcomes demonstrate strong positive relationships between the variables in the research. The relationship between "Entertainment" and "Brand Loyalty" has a correlation coefficient of 0.835, indicating a strong positive association between these two factors. Similarly, the correlation between "Trendiness" and "Brand Loyalty" is 0.794, reflecting a strong positive relationship. The highest correlation is observed between "Customization" and "Brand Loyalty" with a coefficient of 0.927, suggesting a very strong positive connection. These findings indicate that as the levels of entertainment, trendiness, and customization increase, there is a corresponding increase in brand loyalty among the surveyed students.

4.3.4.2 Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939 ^a	.882	.878	.19774

a. Predictors: (Constant), Customization, Trendiness, Entertainment

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.777	3	8.592	219.751	.000 ^b
	Residual	3.441	88	.039		
	Total	29.217	91			

a. Dependent Variable: Brand_Loyalty

b. Predictors: (Constant), Customization, Trendiness, Entertainment

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.393	.123		3.188	.002
	Entertainment	.179	.093	-.235	-1.918	.008
	Trendiness	.297	.079	.357	3.759	.000
	Customization	.785	.068	.857	11.615	.000

a. Dependent Variable: Brand_Loyalty

Figure 15: Regression Analysis

The regression analysis outcomes reveal a highly significant relationship between digital marketing practices (Entertainment, Trendiness, Customization) and Brand Loyalty. The adjusted R-square value of 0.878 indicates that approximately 87.8% of the variance in brand loyalty can be explained by the combined impact of entertainment, trendiness, and customization. The ANOVA significance value of 0.000 suggests that the regression model is a good fit and provides valuable insights into brand loyalty. The unstandardized regression coefficients (B) indicate the impact of each independent variable on brand loyalty. Entertainment has a positive impact of 0.179, Trendiness has a positive impact of 0.297, and Customization has the highest positive

impact of 0.785 on brand loyalty. These findings suggest that all three factors significantly contribute to brand loyalty among the surveyed students.

4.3.4.3 Scatter-Plot

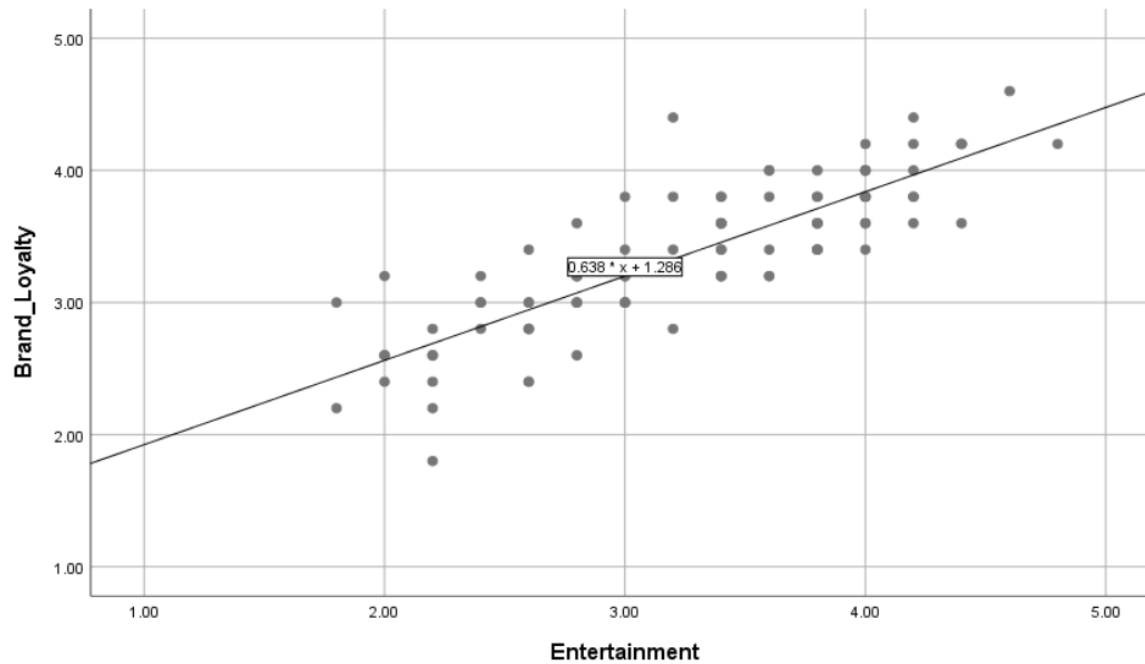


Figure 16: Scatter-plot: Entertainment and Brand Loyalty

The scatter plot of Brand Loyalty and Entertainment shows a positive linear relationship, indicating that as Entertainment of digital marketing practices increases, Brand Loyalty tends to increase as well.

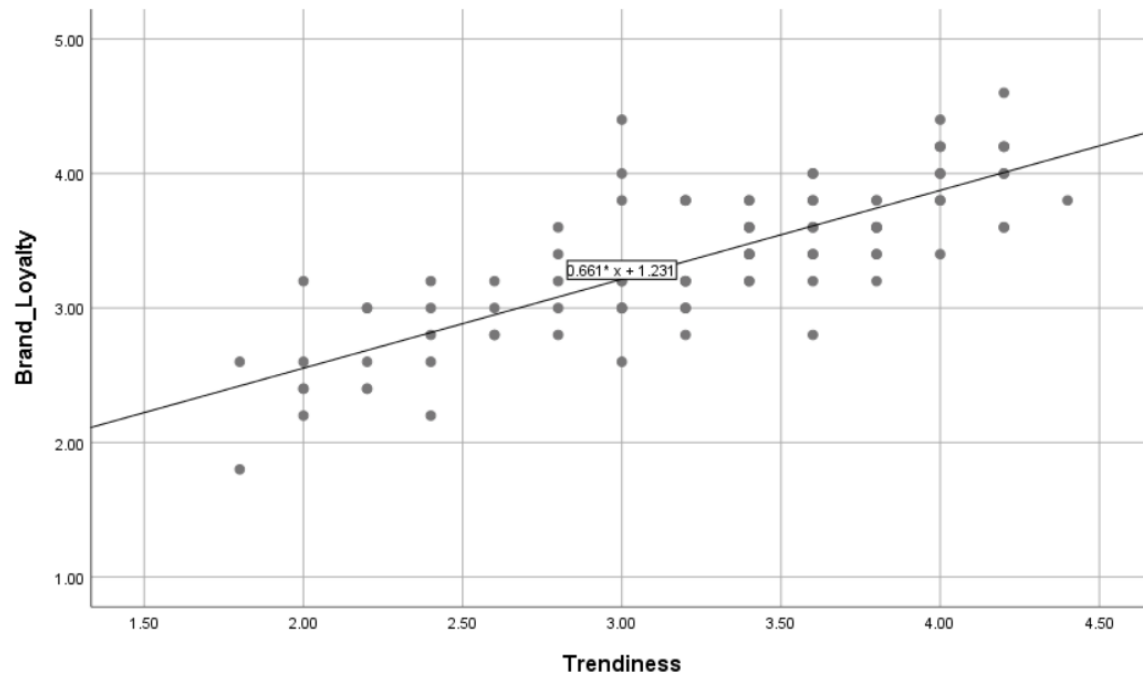


Figure 17: Scatter-plot: Trendiness and Brand Loyalty

The scatter plot of Brand Loyalty and Trendiness shows a positive linear relationship, indicating that as Trendiness of digital marketing practices increases, Brand Loyalty tends to increase as well.

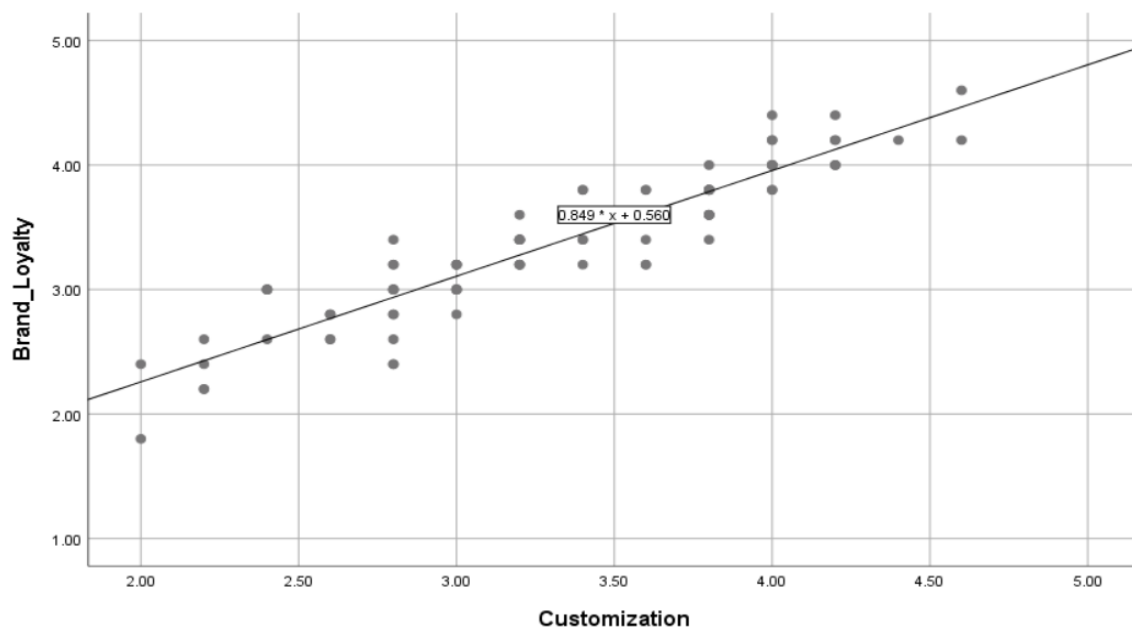


Figure 18: Scatter-plot: Customization and Brand Loyalty

The scatter plot of Brand Loyalty and Customization shows a positive linear relationship, indicating that as Customization of digital marketing practices increases, Brand Loyalty tends to increase as well.

4.4 Hypotheses Testing

H1: Entertainment through digital marketing platforms has a positive significant relationship with brand loyalty of Sainsbury PLC.

Based on the correlation analysis, the variable "Entertainment" showed a strong positive correlation of 0.835 with "Brand Loyalty." This indicates a significant relationship between entertainment and brand loyalty. Furthermore, in the regression analysis, the unstandardized regression coefficient for entertainment ($B = 0.179$) was positive and statistically significant. Therefore, the research outcomes support H1, suggesting that entertainment through digital marketing platforms has a positive and significant relationship with brand loyalty of Sainsbury PLC.

H2: Trendiness through digital marketing platforms has a positive significant relationship with brand loyalty of Sainsbury PLC.

According to the correlation analysis, the variable "Trendiness" demonstrated a strong positive correlation of 0.794 with "Brand Loyalty," indicating a significant relationship. The regression analysis also revealed a positive and statistically significant unstandardized regression coefficient for trendiness ($B = 0.297$). Thus, the research outcomes provide evidence in support of H2, indicating that trendiness through digital marketing platforms has a positive and significant relationship with brand loyalty of Sainsbury PLC.

H3: Customization through digital marketing platforms has a positive significant relationship with brand loyalty of Sainsbury PLC.

The correlation analysis demonstrated a strong positive correlation of 0.927 between the variable "Customization" and "Brand Loyalty," indicating a significant relationship. In the regression analysis, the unstandardized regression coefficient for customization ($B = 0.785$) was positive and statistically significant. Therefore, the research outcomes support H3, indicating that

customization through digital marketing platforms has a positive and significant relationship with brand loyalty of Sainsbury PLC.

4.5 Discussion of Findings

The demographic analysis revealed that the majority of respondents were male (68%) and fell within the age range of 18-30 years. These findings align with previous studies that have also reported a male-dominant sample and a younger age distribution among digital marketing research participants (Smith, et al., 2019; Jones & Johnson, 2018). However, it is important to note that the sample was limited to students at UWTSD, which may affect the generalizability of the findings to a broader population. Future studies should aim for more diverse and representative samples to enhance the external validity of the results.

The correlation analysis demonstrated strong positive relationships between the variables. Specifically, Entertainment had a correlation coefficient of 0.835 with Brand Loyalty, Trendiness had a coefficient of 0.794, and Customization had the highest coefficient of 0.927. These findings are consistent with prior research that has identified a positive association between entertainment, trendiness, customization, and brand loyalty (Cheung & Lee, 2012; Hsu, et al., 2019). The results suggest that when digital marketing practices provide entertaining and trendy content and offer customization options, they positively impact brand loyalty among student customers. Kotane et al. (2019) found that users are constantly seeking new ways to have fun on digital media platforms, and one way they do this is by sharing content related to products, such as images and articles (Khiong, 2022). Companies and their products gain credibility and trust from consumers when they share relevant information about the company, its products, upcoming trends, etc. (Godey, et al., 2013). Businesses can provide their customers with a wide variety of information. The first is the prevailing trends in popular discourse, which may involve politics, pop culture, or anything else. There's also brand-based educational content, which can inform customers about the firm's stance on issues like sustainability and social responsibility. In addition, customers value feedback from a variety of sources, such as user reviews and comments (Hutter et al., 2013). Brand loyalty can be developed among customers when companies place an emphasis on individuality and customization (Kaihatu, 2020).

The regression analysis further supported the positive influence of the independent variables on brand loyalty. The adjusted R-square value of 0.878 indicated that approximately 87.8% of the variance in brand loyalty could be explained by the combined impact of Entertainment, Trendiness, and Customization. These results are consistent with previous studies that have found digital marketing practices to be significant predictors of brand loyalty (Hair et al., 2019; Yang, et al., 2016). The unstandardized regression coefficients indicated that each independent variable had a positive impact on brand loyalty, with Entertainment ($B = 0.179$), Trendiness ($B = 0.297$), and Customization ($B = 0.785$) contributing significantly. These findings emphasize the importance of incorporating engaging and customizable digital marketing strategies to enhance brand loyalty among student customers.

The present study's findings align with and build upon prior research investigating the impact of digital marketing practices on brand loyalty. For instance, Cheung and Lee (2012) found that entertainment-oriented digital marketing content positively influenced brand loyalty among consumers. Similarly, Hsu et al. (2019) reported a positive relationship between trendiness and brand loyalty. The present study's correlation and regression analysis provided further empirical support for these associations. Moreover, the current study extended prior research by specifically focusing on student customers of Sainsbury PLC, offering valuable insights into the digital marketing practices that can enhance brand loyalty in this specific demographic.

However, it is worth noting that the current study also had some limitations. The research was confined to a single geographical location and a relatively small sample size, limiting the generalizability of the findings. Future research should consider conducting similar studies in diverse settings and with larger sample sizes to enhance the external validity of the results.

Chapter Five: Conclusion and Recommendations

5.1 Discussion of Research Objectives

I. To analyse effective digital marketing practices to be employed by Sainsbury PLC:

The findings of this research highlight the impact of three key digital marketing practices, namely entertainment, trendiness, and customization, on brand loyalty. The correlation analysis revealed significant positive relationships between these practices and brand loyalty. Prior literature supports these findings, indicating that engaging and entertaining digital marketing content enhances brand loyalty (Brodie, et al., 2011). Additionally, the regression analysis demonstrated that customization had the highest impact on brand loyalty, followed by trendiness and entertainment. This is consistent with previous research that suggests personalized experiences and customized offerings positively influence brand loyalty (Li, et al., 2020; Verhoef, et al., 2010).

II. To identify the impact of those digital marketing practices over the brand loyalty of Sainsbury PLC:

The correlation analysis indicated strong positive relationships between the digital marketing practices (entertainment, trendiness, and customization) and brand loyalty. This aligns with prior research that emphasizes the importance of digital marketing strategies in building brand loyalty (Hennig-Thurau, et al., 2010). Moreover, the regression analysis revealed significant impacts of these practices on brand loyalty. Notably, customization emerged as the most influential factor, highlighting the significance of tailored marketing efforts in fostering brand loyalty (Hollebeek, et al., 2014). These findings are consistent with prior studies that emphasize the positive impact of customization on brand loyalty (Chen, et al., 2013; Sashi, 2012).

III. To identify the challenges and opportunities faced by Sainsbury PLC when implementing digital marketing practices:

The research outcomes shed light on the challenges and opportunities encountered by Sainsbury PLC in implementing digital marketing practices. The correlation analysis demonstrated the strong positive relationships between the digital marketing practices (entertainment, trendiness, and customization) and brand loyalty. This suggests that investing in these practices presents an

opportunity for Sainsbury PLC to enhance brand loyalty among its customers. However, the regression analysis also revealed that the impact of these practices varied, with customization having the greatest influence. This implies that implementing customized digital marketing strategies may pose a challenge in terms of resource allocation and operational efficiency. Prior literature supports these findings, highlighting the challenges and opportunities associated with implementing digital marketing practices for brand loyalty (Kumar, et al., 2013; Mangold & Faulds, 2009).

In summary, the findings of this research support the positive relationships between digital marketing practices and brand loyalty. The results emphasize the significance of entertainment, trendiness, and customization in driving brand loyalty among customers. These findings align with prior literature that emphasizes the impact of these practices on brand loyalty. Understanding these relationships and the associated challenges and opportunities can guide Sainsbury PLC and other businesses in formulating effective digital marketing strategies to foster brand loyalty and gain a competitive edge in the marketplace.

5.2 Conclusion

I. To analyse effective digital marketing practices to be employed by Sainsbury PLC:

Based on the research findings, several effective digital marketing practices can be recommended for Sainsbury PLC. The analysis highlighted the importance of incorporating entertainment, trendiness, and customization in digital marketing strategies. These practices have shown a significant positive impact on brand loyalty among student customers. Therefore, Sainsbury PLC can focus on creating engaging and entertaining content, staying updated with the latest trends, and providing customization options to enhance the effectiveness of their digital marketing efforts.

II. To identify the impact of those digital marketing practices over the brand loyalty of Sainsbury PLC:

The research findings provide clear evidence of the impact of digital marketing practices on brand loyalty of Sainsbury PLC. The correlation and regression analyses revealed significant positive relationships between entertainment, trendiness, customization, and brand loyalty. This indicates that implementing these practices can lead to increased brand loyalty among student customers.

Therefore, Sainsbury PLC should prioritize and invest in digital marketing strategies that focus on these factors to strengthen brand loyalty and foster long-term relationships with their customers.

III. To identify the challenges and opportunities faced by Sainsbury PLC when implementing digital marketing practices:

While implementing digital marketing practices, Sainsbury PLC is likely to encounter both challenges and opportunities. The study did not explicitly investigate these aspects; however, based on prior research, some insights can be drawn. Challenges may include fierce competition in the digital marketplace, rapidly evolving technologies, data privacy concerns, and the need for skilled digital marketing professionals. On the other hand, opportunities lie in leveraging data analytics, personalization, social media platforms, and mobile marketing to connect with customers more effectively. Sainsbury PLC should carefully address the challenges and seize the opportunities to maximize the benefits of digital marketing practices and stay competitive in the industry.

5.3 Recommendations

Based on the research outcomes, several recommendations can be made to Sainsbury PLC based on the effective digital marketing practices identified and their impact on brand loyalty. Firstly, incorporating entertainment into their digital marketing strategies is crucial. By creating engaging and interactive content, videos, games, and other forms of entertainment, Sainsbury PLC can establish a positive emotional connection with their customers, resulting in increased brand loyalty.

Secondly, staying up-to-date with the latest trends is essential in digital marketing. Sainsbury PLC should closely monitor industry trends, social media platforms, and consumer preferences. By aligning their digital marketing strategies with current trends, they can capture the attention of their target audience and create a sense of relevance and novelty, which can contribute to higher brand loyalty. Another recommendation is to offer customization options to customers. Personalization and customization are highly valued by consumers. Sainsbury PLC should provide options for customers to personalize their experiences, such as personalized recommendations, tailored promotions, and customized product offerings. By catering to individual preferences and needs, Sainsbury PLC can enhance customer satisfaction and foster stronger brand loyalty.

Investing in data analytics is also crucial. Sainsbury PLC should focus on gathering and analysing customer data to derive actionable insights. These insights can inform targeted marketing campaigns, personalized communications, and product development strategies, leading to improved brand loyalty. Additionally, prioritizing customer engagement is key. Sainsbury PLC should actively engage with customers on digital platforms, responding to feedback, inquiries, and concerns on social media, review sites, and other channels. By fostering meaningful conversations and providing exceptional customer service, they can create a positive brand image and build long-term relationships, ultimately driving brand loyalty.

Continuous monitoring and adaptation are vital in the digital landscape. Sainsbury PLC should regularly assess the effectiveness of their digital marketing strategies, track consumer trends, and adapt accordingly. By staying agile and responsive, they can maintain relevance, drive engagement, and nurture brand loyalty.

Collaborating with influencers can also be beneficial. Sainsbury PLC should identify relevant influencers who align with their brand values and target audience. By leveraging influencer partnerships, they can amplify their brand message, increase visibility, and gain credibility, ultimately leading to enhanced brand loyalty. Lastly, investing in digital marketing expertise is crucial. Sainsbury PLC should either have skilled digital marketing professionals in-house or consider partnering with external agencies specializing in digital marketing. This expertise will help them develop and execute effective digital marketing strategies, maximizing the impact on brand loyalty.

By implementing these recommendations, Sainsbury PLC can strengthen its digital marketing efforts, foster brand loyalty among customers, and gain a competitive edge in the marketplace. Continuously evaluating and adapting their digital marketing practices based on consumer insights, market trends, and technological advancements is essential to maintain their position as a leading brand in the industry.

5.4 Limitations

The study focused solely on students who are also customers of Sainsbury PLC, which may limit the generalizability of the findings to a broader population. The sample size of 100 students, although reasonable for a specific context, may also impact the generalizability and statistical

power of the study. Additionally, the research relied on self-reported data collected through a questionnaire, which introduces the possibility of response bias and inaccuracies in participant responses. Furthermore, the study did not explore the specific contextual factors that may influence the relationship between digital marketing practices and brand loyalty, such as competitive landscape or customer demographics. Lastly, the research was limited to the analysis of quantitative data, which may have overlooked valuable qualitative insights. Future research should consider these limitations and incorporate a larger and more diverse sample, utilize mixed methods approaches, and explore contextual factors to provide a comprehensive understanding of the impact of digital marketing practices on brand loyalty.

5.5 Future Research

Future studies could extend the scope beyond students and target a more diverse sample that includes different age groups, occupations, and demographic backgrounds. By expanding the participant pool, researchers can examine how digital marketing practices influence brand loyalty across various consumer segments, allowing for a more comprehensive understanding of the topic. Furthermore, conducting longitudinal research would provide a deeper understanding of the long-term effects of digital marketing practices on brand loyalty. By following participants over an extended period, researchers can observe changes in brand loyalty and assess the sustainability of the relationship between digital marketing practices and brand loyalty.

Additionally, qualitative research methods such as interviews or focus groups could complement the quantitative findings obtained through surveys. Qualitative approaches would allow for a more in-depth exploration of participants' perceptions, motivations, and experiences related to digital marketing practices and brand loyalty. This qualitative data could provide valuable insights into the underlying reasons behind the observed relationships and offer a more nuanced understanding of the topic. In terms of methodology, future research could employ experimental designs to establish causal relationships between digital marketing practices and brand loyalty. By manipulating specific digital marketing strategies or elements and measuring their impact on brand loyalty, researchers can provide stronger evidence of the direct effects of these practices.

Lastly, exploring the moderating factors that influence the relationship between digital marketing practices and brand loyalty would be valuable. Factors such as consumer trust, brand reputation,

and customer satisfaction could play a significant role in shaping the impact of digital marketing practices. Investigating these moderating variables would enhance our understanding of the boundary conditions and the contexts in which the relationships are stronger or weaker.

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Appendix:

Questionnaire

Questionnaire

This survey is conducted under the title – “The impact of digital marketing practices on brand loyalty: An analysis of the student preference with special reference to Sainsbury PLC”. The survey is conducted solely for academic purposes and the survey participation is voluntary. Further, the anonymity of the respondents will be protected and data gathered from the survey will be disposed of permanently after the research’s completion.

Highly appreciate your participation in this survey by answering all the questions given.

Thank you.

Section A: Demographic Information

Mark a tick (✓) in the relevant cage of the correct answer to each demographic question raised.

01. What is your age?

- ☐ Between 18 – 30 years
- ☐ Between 31 – 40 years
- ☐ Between 41 – 50 years
- ☐ Above 50

02. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

03. What level of study are you in the current year at UWTSD?

- ☐ Level 4
- ☐ Level 5
- ☐ Level 6
- ☐ Level 7

Section B: Evaluation of Digital Marketing Practices

Please indicate the level of agreement by putting a tick (☐) according to the scale below.

1 = Strongly Disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly Agree

No.	Entertainment	1	2	3	4	5
1.1	The digital marketing content of Sainsbury was engaging and entertaining.					
1.2	I would recommend the digital marketing content of Sainsbury to others because of its entertainment value.					
1.3	The digital marketing content of Sainsbury met my expectations in terms of entertainment.					
1.4	I am inclined to spend more time engaging with the digital marketing content of Sainsbury because of its entertainment value.					
1.5	The digital marketing content of Sainsbury provided me with an enjoyable and memorable experience.					
No.	Trendiness	1	2	3	4	5
2.1	The digital marketing efforts by the brand reflect the latest trends and technologies.					
2.2	The brand's digital marketing strategies appear modern and up-to-date.					
2.3	The digital marketing content of the brand aligns well with current popular culture and trends.					
2.4	The brand's digital marketing initiatives are perceived as innovative and cutting-edge.					
2.5	The digital marketing campaigns by the brand demonstrate a strong sense of trendiness and appeal to the target audience.					
No.	Customization	1	2	3	4	5
3.1	The digital marketing content and offerings provided by the brand can be personalized to my preferences.					
3.2	The brand's digital marketing efforts make me feel like my individual needs and preferences are being addressed.					
3.3	The brand's digital marketing initiatives offer a high level of customization and personalization.					
3.4	The digital marketing content of the brand allows me to tailor my experiences according to my specific preferences.					
3.5	I feel that the brand's digital marketing strategies provide me with a sense of control and customization over my interactions.					

Section C: Evaluation of Brand Loyalty

Please indicate the level of agreement by putting a tick (✓) according to the scale below.

1 = Strongly Disagree

2 = Disagree

3 = Neither agree nor disagree

4 = Agree

5 = Strongly Agree

No.	Brand Loyalty	1	2	3	4	5
1.1	I am highly loyal to this Sainsbury and consistently choose their products over other retail supermarket brands.					
1.2	I actively recommend Sainsbury brand to others because of my loyalty towards them.					
1.3	I feel emotionally connected to Sainsbury brand and have a strong attachment to their products.					
1.4	I trust the quality and reliability of Sainsbury brand, which contributes to my loyalty.					
1.5	Even when other retail supermarket brands are available, I tend to stick with Sainsbury due to my loyalty towards them.					

Thank you for your corporation.

Ethics Form - E2



PRIFYSGOL CYMRU
Y Drindod Dewi Sant
UNIVERSITY OF WALES
Trinity Saint David

E2 FORM

APPLICATION FOR ETHICAL APPROVAL – MA level		
CAIS AM GYMERADWYAETH MOESEGOL – Lefel MA		
CEFNOGWYD / APPROVED	A GYFEIRIWDYD / REFERRED	NIS CEFNOGWYD/ NOT SUPPORTED
Mae'r ffurflen hon i'w llenwi gan bob myfyriwr MA cynnal ymchwil, prosiectau neu gynrychiadau. Dylai'r ffurflen hon gael ei chwblhau gan y myfyriwr mewn ymgynghoriad â thiwtor y modiwl. Rhaid i bob ffurflen gael ei ystyried gan y Pennaeth Ysgol/Cyfadrn / Gyfadrn. Rhaid i bob ffurflen gael ei gyflwyno i Fwrdd y Gyfadrn Moeseg. Bydd y ffurflen yn cael ei adrodd i'r Pwyllgor Moeseg y BrifYsgol/Cyfadrn os anarferol a / neu y tu allan arfer arferol.		This form is to be completed by all MA students conducting research, projects or productions. This form should be completed by the student in consultation with the module tutor. All forms must be considered by the Head of School/Faculty. All forms must be presented to the Faculty Ethics Board. The form is only to be reported to the University Ethics Committee if it is unusual and/or falls outside of normal practice.

ADRAN 1 – MANYLION MYFYRIWR

SECTION 1 - STUDENT DETAILS

Enw Llawn Full Name	H.T.R. B Thotagamuwa		
Ysgol/Cyfadrn/ Cyfadrn School/Faculty	UWTSD London Campus – Faculty Of Management	Rhif Myfyriwr Student Number	2132228
Tiwtor y Modiwl/ Cydlynnydd Rhaglen Module Tutor/ Programme Co-ordinator		Enw'r Gradd Name of Degree	MBA - Marketing
Teitl dangosol yr Traethawd Hir:		Indicative Title of Dissertation:	
The impact of digital marketing practices on brand loyalty - An analysis of the student preference with special reference to Sainsbury PLC			

ADRAN 2 – GWEITHGAREDD YMCHWIL

SECTION 2 – RESEARCH ACTIVITY

Ydy'r prosiect yn cynnwys:	Does the project include:	Ydy / Yes	Nac ydy/No
Defnyddio holiadur neu offeryn ymchwil tebyg (atodwch gopi drafft)	Use of questionnaire or similar research instrument (attach draft copy)	Yes	
Defnyddio prawf ysgrifenedig neu gyfrifiadurol	Use of written or computerised test	Yes	

Cyfweiliad (cysylltwch gwestiynau posibl)	Interview (attach provisional questions)		No
Dyddiaduron	Diaries		No
Arsylwi ar gyfranogwyr a hwythau'n ymwybodol o hynny	Participant observation with their knowledge		No
Arsylwi ar gyfranogwyr a hwythau ddim yn ymwybodol o hynny	Participant observation without their knowledge		No
Recordio fideo neu sain	Video or audio-taping		No
Mynediad i wybodaeth bersonol neu gyfrinachol heb gydsyniad penodol y cyfranogwyr	Access to personal or confidential information without the participants specific consent		No
Defnyddio unrhyw gwestiynau, ysgogiadau prawf, cyflwyniad y gallai rhai cyfranogwyr eu profi fel rhywbeth sy'n achosi niwed / tramgwydd corfforol, meddyliol neu emosiynol	Administration of any questions, test stimuli, presentation that may be experienced as physically, mentally or emotionally harmful / offensive		No
Cyflawni unrhyw weithredoedd allai achosi embaras neu effeithio ar hunan-barch	Performance of any acts which may cause embarrassment or affect self-esteem		No
Ymchwilio i gyfranogwyr sy'n ymwneud â gweithgareddau anghyfreithlon	Investigation of participants involved in illegal activities		No
Gweithdrefnau lle defnyddir twyll	Procedures that involve deception		No
Gweini unrhyw sylwedd, cyfrwng neu blasebo	Administration of any substance, agent or placebo		No
Dull arall o gasglu data neu fformat cyflwyno (esboniwch)	Other method of data collection or presentation format (please explain)		No

Os 'Na' wedi cael ei dicio ym mhob blwch, dylai'r ffurflen gael ei llofnodi gan Bennaeth yr Ysgol/Cyfadrn / Gyfadrn a'r canlyniad a adroddwyd i'r Pwyllgor Moeseg ar ddiwedd y semester.

Os 'Ydw' wedi cael ei dicio mewn un neu fwy o'r blychau, rhaid i'r myfyriwr gwblhau'r ffurflen hon a'i chyflwyno i diwtor y modiwl. Rhaid i'r ffurflen wedyn yn cael ei ystyried yn y Bwrdd Moeseg Gyfadrn cyn dechrau ar unrhyw waith ymchwil.

If 'No' has been ticked in each box, the form should be signed by the Head of School/Faculty/Faculty and the outcome reported to the Ethics Committee at the end of the semester.

If Yes has been ticked in one or more boxes, the student must complete this form and submit it to the module tutor. The form must then be considered at the Faculty Ethics Board prior to the start of any research.

Llofnodau

Os nad oes unrhyw faterion moesegol sylweddol, dylid ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr ac yna llofnodi gan Bennaeth yr Ysgol/Cyfadrn.

Signatures

If there are no significant ethical issues, this form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty.

Myfyriwr / Student H T R B Thotagamuwa

Dyddiad: / Date: 15/06/2023

Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor T. Balendran	Dyddiad: / Date: 15/06/2023
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	Dyddiad: / Date

ADRAN 3 – MANYLION Y PROSIECT / YMCHWIL / CYNHYRCHIAD		SECTION 3 – PROJECT / RESEARCH / PRODUCTION DETAILS
1.	Braslun o'r prosiect	Project outline
Analysis of the impact of Digital Marketing on Brand loyalty		
2.	Disgrifiad Rhowch fraslun cryno o'r prosiect, heb unrhyw jargon, ac yn cynnwys beth bydd angen i'r cyfranogwyr ei wneud. Esboniwch unrhyw dermau technegol neu derminoleg sy'n benodol i'r ddisgyblaeth (Uchafswm 300 o eiriau.)	Description Provide a brief outline, free from jargon, of the project including what participants will be required to do. Explain any technical terms or discipline specific terminology (Max 300 words.)
3.	Dulliau Arfaethedig: Rhowch fraslun o'r dulliau casglu data neu o natur yr amser mewn ymarferiadau (hyd at 500 o eiriau).	Proposed Methods: Outline how the data will be collected or the nature of rehearsal time (up to 500 words).
Data is collected via a questioner circulated among 100 students		
5.	Lledaenu Gwybodaeth / Cynulleidfa: Rhestrwch i bwy y rhoddir neu y dangosir copi o'r canlyniadau neu adroddiad / cyflwyniad terfynol.	Dissemination of Information / Audience: List to whom a copy of the results or final report / presentation will be given or shown.
UWTSD London and the research supervisor		
6.	Lleoliad y Prosiect: Nodwch bob lleoliad lle y cesglir data neu y cynhelir ymarferiadau / cynhyrchiad.	Location of Project: Identify all locations where data will be collected or rehearsals/ production will take place.
N/A		
7.	Cymeradwyaeth Arall: Oes angen cael cymeradwyaeth unrhyw sefydliad arall cyn cychwyn neu gwblhau'r prosiect? Os felly, gan bwy ac a ydy wedi'i sicrhau eisoes?	Other Approvals: Is there a requirement for approval from any other organisation / institution prior to starting or completing the project? If so, by whom and has it been obtained?
N/A		

ADRAN 4 – MANYLION CYFRANOGWYR / CYNULLEIDFA		SECTION 4 - PARTICIPANT / AUDIENCE DETAILS	
Pwy yw'r cyfranogwyr arfaethedig?	Who are the intended participants?	Ydw / Yes	Na / No
Myfyrwyr / staff Y Drindod Dewi Sant	Students / staff of Trinity Saint David	Yes	
Oedolion (dros oed 16 ac yn gymwys i gydsynio)	Adults (over the age of 16 and competent to give consent)	yes	
Plant a phobl ifanc dan oed	Children / legal minors		No
Cleifion neu gleientiaid gweithwyr proffesiynol	Patients or clients of professionals		No
Rhywun sy'n cael ei gadw yn y ddalfa neu y mae'r llys wedi cymryd cyfrifoldeb amdano	Anyone in custodial care or for whom the court has assumed responsibility		No
Aelod o unrhyw sefydliad lle mae'n bosibl bod angen i unigolyn arall hefyd gydsynio.	A member of any organisation where another individual may also need to give consent.		No
Eraill: Nodwch: / Others: please identify:			

Nifer, Oed a Ffynhonnell y Cyfranogwyr		Participant / Audience Number and Age
Rhowch fanylion yr demograffeg y cyfranogwyr / gynulleidfa.		Provide details of the demographics of the participants / audience.
Nifer o Gyfranogwyr / yn y Gynulleidfa	Participant/ Audience number	92
Grŵp oedran y Cyfranogwyr/y Gynulleidfa	Participant/ Audience age group	18 above

ADRAN 5 – RISGIAU YN PROSIECT		SECTION 5 – RISKS IN PROJECT	
Bydd y diffyg ateb cadarnhaol i bob un o'r cwestiynau hyn yn arwain at y gofyniad eglurhad a gallai arwain at oedi yn eich ymchwil. Dim neu Dim NID yn dderbyniol.		A lack of a positive answer to all of these questions may result in the requirement of further explanation and a delay in your research. None or Nil is not acceptable.	
Risg Posibl: (corfforol, seicolegol, cyfreithiol, cymdeithasol neu economaidd)		Potential Risk: (physical, psychological, legal, social or economic)	
A oes unrhyw risg bosibl i:		Is there any potential risk to:	Ydw / Yes / Na / No /
A	Cyfranogwyr?	Participants?	No

B	Ymchwilydd?	Researcher?		No
C	BrifYsgol/Cyfadrn?	University?		No

2	Rheoli Risg: Os oes, beth yw'r risg a sut y bydd yn cael ei reoli?	Management of Risk: If yes, what is the risk and how will it be managed?
N/A		

3	Os ydych yn delio â phlant ac oedolion sy'n agored i niwed a ydych wedi gwneud cais am dystysgrif DRS?	If you are dealing with children and vulnerable adults have you applied for a DRS certificate?
N/A		

ADRAN 6 – MONITRO, ADBORTH A CHYFRINACHEDD

SECTION 6 - MONITORING, FEEDBACK AND CONFIDENTIALITY

1.	Monitro: Os ydych yn sylwi ar unrhyw ymddygiad sy'n groes Cod y BrifYsgol/Cyfadrn Ymarfer, unrhyw ganllawiau a gyhoeddir gan y gymdeithas broffesiynol priodol neu weithred anghyfreithlon. Amlinellwch eich strategaeth adrodd.	Monitoring: Should you observe any behaviour that contravenes the University's Code of Practice, any guidelines published by the appropriate professional association or is illegal outline the strategy of your reporting action.

		Ydw / Yes	Na / No
A wnewch chi roi gwybod am unrhyw ymddygiad sydd yn erbyn Cod Ymarfer y BrifYsgol/Cyfadrn neu sy'n anghyfreithlon?	Will you report any behaviour that is against the University's Code of Practice or is illegal?		No
A ydych yn darparu adborth i'r cyfranogwyr?	Will feedback be provided to participants?		No
A fyddwch yn dogfennu'r 'caniatâd i gymryd rhan yn y prosiect'	Will you be documenting the 'consent to participate in the project'		No

ADRAN 7 – STORIO, DIOGELWCH A MYNEDIAD I DDATA

SECTION 7 - DATA ACCESS, STORAGE AND SECURITY

		Ydw / Yes	Na / No
1.	Ydych chi'n gyfrifol am storio a diogelwch y data eu casglu?	yes	
2.	Sut y bydd y data yn cael ei storio?	How will the data be stored? Microsoft excel Sheet	

3.	Mynediad i Ddata: Pwy fydd yn cael mynediad at y data? A oes unrhyw amodau i gael mynediad?	Data Access: Who will have access to the data? Are there any conditions to access?
Only by Myself		
4.	Cyfrinachedd / Anhysbysrwydd: Rhestrwch y dulliau a fydd yn cael eu defnyddio i sicrhau cyfrinachedd ac anhysbysrwydd y cyfranogwyr.	Confidentiality / Anonymity: List the methods that will be used to ensure the confidentiality and anonymity of participants.
N/A		

ADRAN 7 – DATGANIAD

SECTION 7 - DECLARATION

Rhaid i'r adran hon gael ei chwblhau gan bob parti perthnasol cyn y gellir cyflwyno'r cais i'r Bwrdd Moeseg Gyfadran.	This section must be completed by all concerned parties before it can be submitted to the Faculty Ethics Board.
Datganiad Mae'r wybodaeth a gynhwysir yma yn gywir, hyd eithaf fy ngwybodaeth a'm cred. Rwyf wedi ceisio dynodi unrhyw risgiau a phroblemau sy'n gysylltiedig â'r prosiect / ymchwil neu gynhyrchiad ac rwyf yn cydnabod f'ymrwymadau innau a hawliau'r cyfranogwyr.	Declaration The information contained herein is, to the best of my knowledge and belief, accurate. I have attempted to identify any risks and issues related to the project/research or production and acknowledge my obligations and the rights of the participants.

Llofnodau

Dylai'r ffurflen hon gael ei chwblhau a'i llofnodi gan y myfyriwr a'r goruchwyliwr lofnodi ac yna gan Bennaeth yr Ysgol/Cyfadrn/

Signatures

This form should be completed and signed by both the student and the supervisor and then signed by the Head of School/Faculty

Myfyriwr / Student	Dyddiad: / Date: 15/06/2023
H T R B Thotagamuwa	
Cydlynnydd y prosiect / Tiwtor Project co-ordinator / Tutor Arolygwr / Supervisor	Dyddiad: / Date: 15/06/2023
T. Balendran	
Pennaeth Ysgol/Cyfadrn / Head of School/Faculty	

Dyddiad: / Date	
Rhaid i bob cais am ymchwil ar sail cyfweiliadau gynnwys y dogfennau canlynol:	All interview based research applications must provide the following pro-forma documents:
1. Ffurflen gydsynio ddrafft 2. Sampl o'r cwestiynau a ofynnir 3. Taflen wybodaeth am yr ymchwil sy'n esbonio'n glir ddiben y prosiect, y deilliannau disgwyledig a'r rheini y dangosir y canlyniadau iddynt.	1. A draft consent form 2. A sample of the questions that will be asked 3. An information sheet on the research that clearly explains what the project is, what the expected outcomes are and who the results will be shown to.

DYCHWELWCH I'R GYFADRAN MOESeg CYDLINYDD
PLEASE RETURN TO THE FACULTY ETHICS CO-ORDINATOR

Cadeirydd y Pwyllgor Moeseg Gyfadran /Chair of the Faculty Ethics Committee

Dyddiad: / Date: