

GENERATING E-LOYALTY STRATEGIES ON FACEBOOK AND INSTAGRAM THROUGH META SUCCESS STORIES: A MODEL EVALUATION FROM OLIVER'S LOYALTY FRAMEWORK

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ABSTRACT

The purpose of this thesis is to examine how algorithm-aware marketing strategies might promote brand loyalty on Meta platforms, particularly Facebook and Instagram. The study builds a conceptual framework that incorporates personalising, digital user experience (UX), and emotional engagement as important mediating components. It is based on Richard Oliver's (1999) four-stage loyalty model, which consists of cognitive, affective, conative, and behavioural stages. A few platform-based case studies, such as campaigns from Back Market, Showmax, Samsung Netherlands, and Gloria Skincare, support the suggested framework. All these instances offer empirical evidence that content strategies that complement Meta's algorithmic framework—like product tagging, catalogue-based advertisements, retargeting, and reels—can gradually initiate every phase of the loyalty process. According to the research, e-commerce companies can enhance short-term conversion rates by matching their innovative formats and delivery strategies with platform-specific engagement signals by combining classical brand loyalty models with performance-based digital practices, this study advances the theory of digital marketing and provides a hybrid framework that is both managerially and conceptually solid in the current algorithmic marketing landscape.

Key Words: *Brand Loyalty, Digital Marketing, Meta Platforms, Personalisation, Algorithm-based Strategies*

META BAŞARI HİKAYELERİ ÜZERİNDEN FACEBOOK VE İNSTAGRAM'DA E-SADAKAT STRATEJİLERİ ÜRETMEK: OLIVER'IN SADAKAT ÇERÇEVESİNDEN BİR MODEL DEĞERLENDİRMESİ

ÖZ

Bu çalışmanın amacı, algoritma duyarlı pazarlama stratejilerinin Meta platformlarında—özellikle Facebook ve Instagram'da—marka sadakatini nasıl teşvik edebileceğini incelemektir. Çalışma, kişiselleştirme, dijital kullanıcı deneyimi (UX) ve duygusal etkileşimi önemli aracılık bileşenleri olarak içeren kavramsal bir çerçeve inşa etmektedir. Bu model, Richard Oliver'ın (1999) bilişsel, duygusal, niyet temelli ve davranışsal aşamalardan oluşan dört aşamalı sadakat modeline dayanmaktadır. Back Market, Showmax, Samsung Netherlands ve Gloria Skincare gibi çeşitli Meta platformu tabanlı kampanya örnekleri, önerilen çerçeveyi desteklemektedir. Bu örneklerin tamamı, Meta'nın algoritmik yapısıyla uyumlu içerik stratejilerinin—ürün etiketleme, katalog temelli reklamlar, yeniden hedefleme ve Reels gibi—sadakat sürecinin her aşamasını kademeli olarak başlatabileceğine dair ampirik kanıtlar sunmaktadır. Araştırmaya göre, e-ticaret markaları yaratıcı formatlarını ve içerik sunum stratejilerini platforma özgü etkileşim sinyalleriyle uyumlu hâle getirerek kısa vadeli dönüşüm oranlarını artırabilirler. Bu çalışma, klasik marka sadakati modellerini dijital performansa dayalı uygulamalarla birleştirerek dijital pazarlama teorisine katkıda bulunmakta ve günümüzün algoritma temelli pazarlama ortamında hem yönetsel hem de kavramsal olarak sağlam hibrit bir çerçeve sunmaktadır.

Anahtar Kelimeler: *Marka Sadakati, Dijital Pazarlama, Meta Platformları, Kişiselleştirme, Algoritma Tabanlı Stratejiler*

INTRODUCTION

In digital marketing contexts, brand loyalty is a crucial strategic asset that emphasises the enduring bond between customers and brands. According to Richard Oliver, "brand loyalty" refers to a customer's inclination to keep using or repurchasing a brand, exhibiting a pattern that reflects both cognitive evaluation and emotional attachment. Oliver breaks down brand loyalty into stages, such as cognitive, affective, and conative loyalty, which together reflect the attitudes, behaviours, and ideas of customers towards a brand. This model illustrates how successful marketing tactics can promote more consumer commitment and clarifies the complex nature of loyalty (Seduram et al., 2022).

Because brand loyalty is linked to customer retention, competitive advantage, and economic benefits, it becomes even more important in the modern digital environment. According to Chinomona, brand loyalty is a strategic tool that helps businesses build walls against competitors and boost sales, reduce marketing costs, and provide a stable stream of revenue (Chinomona, 2016). Additionally, the growth of social media marketing and digital content has demonstrated that increasing customer engagement through these platforms is essential to fostering brand loyalty and trust. According to Aldi and Adisaputra, building trust and perceived value through digital content is essential to building lasting connections with customers (Aldi & Adisaputra, 2024).

In digital marketing, brand loyalty is successful when implemented strategically using a variety of techniques. For example, by offering personalised experiences that appeal to customers, the efficient use of customer relationship management (CRM) systems can affect brand loyalty (Dwita et al., 2020). Furthermore, brand loyalty becomes essential for keeping customers in the face of intense competition as consumers negotiate technologically enabled market choices. According to Wong, loyal customers are inclined to spread the word about the brand favourably, increasing its visibility at low cost (Wong, 2019). Platform-specific customer engagement interfaces, such as Meta's Business Suite and related advertising tools, may complement but not replace specialised customer relationship management infrastructures. While they provide features like audience segmentation, behavioural targeting, and basic message management, they are not a complete CRM system.

Furthermore, the conversation around digital marketing has begun to focus on the relationship among brand trust, loyalty, and emotional marketing. According to Hiep et al., fostering connections with customers through innovative marketing strategies can strengthen consumer retention and brand loyalty (Hiep et al., 2024). Trust and emotional ties provide a deeper connection that goes beyond simple transactional connections to promote brand advocacy, especially in the

era of information overload when consumers are overwhelmed with an extensive range of brand options (Puspaningrum, 2020).

In digital marketing, brand loyalty is strategically important since it can improve client retention, establish a long-lasting competitive advantage, and foster cost savings. Oliver's brand loyalty framework, which highlights the importance of creative marketing campaigns that utilise both emotional and cognitive engagement to promote long-term loyalty, effectively captures the complex and progressive nature of customer commitment.

Because of their ability to combine social engagement and commerce, Meta platforms—in particular, Facebook and Instagram—have become essential parts of e-commerce advertising strategies. The significance of these platforms in raising user engagement, visibility, and sales through better customer experiences is emphasised in recent research.

Facebook offers e-commerce businesses substantial access to a wide range of demographics and insightful market data due to its large user base. Understanding advertiser intent is essential for maximising marketing efforts and raising satisfaction with advertising performance, as Guo et al. point out that advertiser expenditure is a major source of revenue for e-commerce platforms like Facebook (Guo et al., 2020). The platform and marketers have a partnership that fosters efficient and customised marketing strategies.

Instagram, on the other hand, uses visually appealing content to draw in customers and has an enormous effect on the e-commerce market. Because of the platform's emphasis on visual storytelling, marketers may produce captivating shopping experiences that appeal to their target markets (Al-Hasan, 2024). According to research, Instagram influencer marketing builds brand trust and reputation, encourages client loyalty, and converts engagement into sales (Al-Hasan, 2024). Additionally, Yao et al. talk about how cutting-edge formats like Instagram Shopping smoothly incorporate advertising into user feeds, which boosts customer connection and encourages more impulsive purchases (Yao et al., 2022). While retaining the ability to tag products through posts and Reels, Meta drastically reduced its in-app shopping functionality as of 2023, including Checkout and the Shop tab. (Meta, 2023).

The concept of social commerce, which blends social media with e-commerce elements, is a crucial part of this dynamic. According to research, user-generated content and social interactions boost conversions and enhance customer engagement (Jong et al., 2022). Additionally, Sakalauskas and Krikščiūnienė (2024) contend that by leveraging clickstream data to create customised advertising

that attracts high-value customers, e-commerce companies may create focused campaigns that maximise marketing expenditures while simultaneously increasing visibility. Crucially, however, social commerce encompasses more than just sales. Social media platforms also provide platforms for collective engagement in digital activism and social issues, where engagement tools are similarly triggered to promote advocacy, identity expression, and community development.

Continuous innovation and agility in advertising methods is crucial for maintaining e-commerce success, according to recent research. Using big data analytics improves campaign efficacy and targeting accuracy, allowing businesses to make real-time adjustments to their promotional strategies (Liu et al., 2019). This emphasises how dynamic digital marketing is, especially on Meta platforms, which are made to react quickly to changing trends in customer behaviour. Agility in this sense relates to the strategic adaptability of marketing strategies rather than corporate governance frameworks. In particular, it is the flexibility to adapt content delivery and campaigns to algorithmic and user-driven modifications.

In summary, Meta platforms like Facebook and Instagram are essential to modern e-commerce marketing tactics because they combine community development, targeted advertising, and user involvement to increase visibility and boost sales. They are crucial tools for organisations in the digital age because of their capacity to offer insights into customer behaviour and facilitate easy buying experiences. Conceptual (non-empirical) research is highly useful for generating theoretical frameworks and academic debates in many fields, including marketing and consumer behaviour. Unlike empirical research, which focusses on data collection and interpretation, conceptual studies synthesise existing literature, propose new theoretical models, and explore relationships among aspects outside the bounds of quantitative measurement. This level of theoretical investigation is crucial because it helps researchers identify knowledge gaps and develop original hypotheses for additional study. For example, Sang's study reveals that social media marketing has a positive effect on brand loyalty and contextualises the findings within a relationship marketing paradigm that emphasises consumer participation (Sang, 2023).

In similar terms, Aldi and Adisaputra explain how social media marketing influences customer loyalty and how consumer trust influences this relationship in order to provide a conceptual framework for examining how digital content might enhance brand loyalty (Aldi & Adisaputra, 2024). These conceptual contributions not only enrich academic discourse but also offer empirical backing and guidance for future research endeavours that seek to understand the complexities of marketing dynamics. Furthermore, by providing insight into practical applications, these studies help businesses adopt informed strategies that complement theoretical

knowledge, thereby encouraging a more robust application of marketing concepts in the contemporary digital environment. In accordance with this stance, this research makes a contribution by putting forth a conceptual model that combines algorithm-aware marketing strategies on Meta platforms with Oliver's four-stage loyalty framework. It also demonstrates the model's applicability by employing recent case studies like Samsung Netherlands, Showmax, and Back Market.

CONCEPTUAL FRAMEWORK

Theoretical Foundations

Oliver's (1999) four-stage loyalty model—cognitive, emotive, conative, and behavioural loyalty—is the foundation of this study. It describes brand loyalty as a slow, psychologically complex process. Oliver's loyalty framework is an important model that depicts the stages of customer loyalty building and the intricacies of consumer behaviour. According to Oliver's groundbreaking study, there are four different stages that make up the process of consumer loyalty: cognitive, affective, conative, and action loyalty. The term "cognitive loyalty" describes brand understanding and knowledge, which in turn triggers affective stage emotional bonds. While the intention to repurchase is reflected in the conative stage, action loyalty denotes the actual behaviour of continuously picking a brand over time or making repeat purchases. This step-by-step procedure demonstrates how brand or product loyalty can develop from simple recognition to a strong sense of commitment (Valvi & Fragkos, 2012; Ferreira & Coelho, 2015).

Platform-Specific, Algorithm-Aware Marketing Strategies

The idea that algorithm-sensitive marketing strategies serve as a major input is central to the concept. Certain creative and delivery strategies have a higher chance of becoming visible and popular on platforms like Facebook and Instagram, which are both subject to Meta's engagement-based content prioritisation logic. These consist of:

- Reels with product tagging
- Dynamic catalog ads via Advantage+ Shopping Campaigns
- Retargeting through Custom Audiences
- Influencer-generated content
- Vertical videos optimized for mobile

In order to maximise content visibility, relevance, and interaction potential, these strategies are specifically made to work with the platforms' ranking algorithms (Meta, 2023).

Case Selection Criteria

Purposive sampling was used to choose the case studies examined in this study in order to guarantee that they were pertinent to the goals of the investigation and

in line with the conceptual framework. All of the cases were selected using four main criteria and were taken from Meta's officially accessible company success repository. To ensure contextual consistency, each case had to be closely related to advertising campaigns on Meta platforms, such as Facebook or Instagram. Second, because these elements mirror Meta's basic computational infrastructure, the campaigns had to include algorithm-sensitive tactics like product tagging, Reels, dynamic advertisements, or retargeting mechanisms. Third, in order to facilitate interpretive alignment with Oliver's loyalty model, cases were chosen based on the availability of quantifiable outcomes like return on ad spend (ROAS), conversion rates, or cost-per-acquisition. Fourth, in order to guarantee academic legitimacy, replicability, and transparency, the material had to be available to the public in English. Additionally, only case studies that were published between 2023 and 2024 were included in order to guarantee the analysis's timeliness and relevancy. In addition to enabling cross-sectoral comparison across businesses including technology, skincare, and digital media, this selection strategy offered a strong basis for investigating how algorithm-driven marketing strategies might trigger various stages of brand loyalty.

Mediating Factors: Emotional Engagement and Digital Experience

Loyalty outcomes are not directly produced by algorithm-aware marketing strategies. Rather, according to this conceptual model, their efficacy is mediated by two key mechanisms that convert early brand exposure into significant patterns of consumer involvement.

Enhanced Digital Customer Experience

Through better content-platform alignment and tailored relevance, the first mediating pathway focusses on improving the digital consumer experience. When opposed to generic advertising strategies, platform-native formats and algorithmically optimised ad placements improve content fit, accessibility (like captions), and relevancy, all of which lead to a better user experience. According to Martio et al. (2023), e-loyalty development is directly aided by effective user experience design, which dramatically raises customer satisfaction and trust.

Brands that employ Meta's algorithm-sensitive tactics, like Advantage+ Shopping Campaigns or Custom Audience retargeting, gain access to personalisation tools that increase the quality of the user experience by optimising delivery time and improving the relevancy of the content. This customised strategy is in line with Chen et al.'s (2021) research, which shows that when privacy issues are properly addressed, customised advertising strategies can increase consumer loyalty and confidence. Platform-native formats' built-in accessibility capabilities, such as multilingual support and automatic captioning, further encourage inclusive user experiences and foster favourable brand connections.

Engagement on an Emotional Level

Through a number of channels, emotional engagement serves as the second mediating mechanism, converting brand exposure into psychological connection. Techniques like humour, local language, relatable influencer voices, and emotionally charged video formats promote psychological intimacy and brand warmth. This strategy is in line with research showing that emotional marketing techniques can improve customer interactions and increase brand loyalty and retention (Hiep et al., 2024).

Emotional engagement is especially influenced by linguistic and cultural resonance, since algorithm-aware strategies that use local cultural features produce authenticity that goes beyond straightforward commercial advertising. Furthermore, influencer-mediated material makes use of social proof mechanisms, which function on both an emotional and cognitive level, to provide authenticity that is impossible for corporate message alone. According to Al-Hasan (2024), influencer marketing promotes consumer loyalty by fostering genuine social connections and enhancing brand trust and reputation.

Effects of Synergistic Mediation

When both of these mediating variables are optimised at the same time, the effects are magnified since they work in harmony rather than singly. Strong emotional engagement raises users' favourable assessments of digital experience components, while improved digital experience fosters emotional engagement by lowering obstacles to participation. According to Oliver's four-stage model, this synergistic relationship explains why successful algorithm-aware advertisements usually excel in both functional optimisation and emotional resonance, transforming visibility into deeper levels of connection and brand meaning that foster loyalty growth.

Multistage Loyalty Outcomes

Loyalty development develops over as a four-stage progression rather than a single occurrence, each stage connected to specific digital behaviours and case outcomes:

Table 1

Loyalty Stage	Digital Indicator	Case Example (Platform)
Cognitive	Value perception via product relevance, CTR, add-to-cart	Back Market, Samsung Netherlands
Affective	Emotional reaction, content engagement metrics	Showmax, Rollic

Conative	Purchase intention, ROAS, click-through + retargeting intent	Myra Philippines, Additive
Behavioral	Repeat conversion, brand re-engagement, low CPA	Gloria Skincare

The layered character of brand attachment as both psychological and performance-based is reflected in this structure.

A theoretically based but practically flexible framework for comprehending how platform-specific, algorithm-aware marketing strategies affect brand loyalty in digital ecosystems is offered by the conceptual model described above. Through the integration of ideas from Oliver's (1999) loyalty model with current research on digital marketing, the model proposes a sequential pathway whereby customised techniques improve emotional engagement and user experience, ultimately resulting in progressive loyalty results.

The section that follows provides a number of example studies taken from Facebook and Instagram to demonstrate how this approach works in practical settings. Each scenario illustrates how e-commerce brands use particular strategic and creative approaches, like catalogue integration, retargeting, emotional video content, and Reels-based storytelling, to trigger various stages of the loyalty process. These examples demonstrate the adaptability of platform-mediated loyalty creation across a range of product categories and campaign objectives in addition to providing empirical evidence for the suggested model.

LITERATURE REVIEW

Richard Oliver's four-stage loyalty model

Introduced in 1999, Richard Oliver's four-stage loyalty model offers a thorough framework for comprehending how customer brand loyalty changes over time. The four stages of the model—cognitive, emotive, conative, and action loyalty—are distinguished by the psychological commitments and responses of consumers to a brand.

Cognitive Loyalty: The foundation of this first phase is the consumer's awareness and recognition of a brand. At this stage, customers have established beliefs about the brand and compare its features and advantages to those of competitors. Consumers are impacted by marketing communications and their brand experiences throughout this phase, which is mostly centred on information and knowledge acquisition. For example, research indicates that consumers frequently favour businesses they believe to offer better value or quality because of cognitive assessments (Lin, 2010).

Affective Loyalty: The emotional connection that customers form with a brand as a result of their experiences and perceptions is the subject of the second stage. During this stage, emotional reactions like liking, attachment, and trust become more noticeable. When customers feel good about a brand, it influences their preferences and creates a sense of belonging. This is known as affective loyalty, and it frequently denotes a deeper commitment. According to Kamrani et al., emotional sentiments are important because they show a desire to continue engaging with the brand beyond simple transactional connections (Kamrani et al., 2023).

Conative Loyalty: Customers show behavioural intentions to make repurchases or interact with the brand in the future at this point. Conative loyalty, which shows itself as the desire to regularly purchase the brand, necessitates a dedication that transcends emotional views. Actual purchasing behaviour can be predicted at this level. Research suggests that conative loyalty is strongly associated with elements such as consumer satisfaction and brand experience, which increases the likelihood of actual purchase behaviour (Kim et al., 2013; Evanschitzky & Wunderlich, 2006).

Action Loyalty: The last phase reflects actual behaviour, when customers show their commitment by promoting the business and making repeat purchases. Loyal customers actively select the brand throughout this stage, even in the face of competing offers from marketing stimuli or other outside forces. They might engage in word-of-mouth advertising by recommending the brand to others, which is an effective marketing strategy. According to research, action loyalty emphasises the social components of customer behaviour and shows a desire to remain engaged with the brand (Wong, 2019) (Bravo et al., 2007).

In conclusion, trust, personalisation, and user experience work together to improve digital customer loyalty on Meta platforms. Enhancing these components results in higher user satisfaction, which builds trust and motivates consumers to stay involved with the business over time, ultimately promoting loyalty in the fiercely competitive digital market.

E-Loyalty

E-loyalty is the dedication of consumers to regularly engage with and buy from a certain online brand or stores, as demonstrated by their favourable attitudes and behaviours towards that brand. This kind of loyalty is greatly impacted by digital interactions and experiences rather than just standard customer relationship metrics. According to Aslam et al., e-loyalty is shaped by effective digital marketing strategies that can produce positive customer experiences and lead to widespread engagement and loyalty towards e-commerce platforms (Aslam et al., 2019).

Compared to traditional loyalty, which usually relies on in-person shopping experiences and point-based reward systems, e-loyalty entails a more complex interaction of factors, including e-trust, online satisfaction, and emotional attachments developed through digital platforms (Aslam et al., 2019). The rise of e-commerce has altered customer relationships, highlighting the importance of digital touchpoints where consumers may connect with businesses. For example, Shabbir and Qiu highlight the importance of e-satisfaction and e-trust in fostering e-loyalty, recognising that customers may eventually choose a business over competitors due to the emotional bonds formed during online interactions (Shabbir & Qiu, 2023).

Furthermore, e-loyalty is supported by customised marketing strategies, digital loyalty programs, and the whole online shopping experience, all of which contribute to higher customer engagement and brand advocacy (Panjaitan, 2021). E-loyalty differs from traditional loyalty since it is inherently connected to the digital world and leverages technology to enhance customer interactions and retention in a market that is growing increasingly competitive.

Digital Experience Factors: User Experience, Personalization, and Trust

User experience (UX), personalization, and trust are pivotal factors that influence digital customer loyalty, particularly on Meta platforms like Facebook and Instagram.

1. User Experience (UX): Users' interactions with a brand are directly impacted by the layout and features of digital platforms. Aesthetic appeal, loading speed, and site navigation are all components of an effective user experience (UX) that enhance user happiness. A well-designed user experience greatly increases user happiness and trust, which in turn promotes user e-loyalty, according to research by Martio et al. (Martio et al., 2023). Users are more likely to return for additional interactions and purchases when the user experience is smooth, which encourages deeper engagement with the platform.

2. Personalization: Building user loyalty on Meta platforms requires the ability to customise experiences and content for each individual user. Because personalisation helps users feel appreciated and understood, it can greatly increase customer engagement. According to Chen et al., when privacy concerns are properly addressed, tailored marketing tactics can increase customer trust and loyalty (Chen et al., 2021). Because users are more inclined to return to a platform that continuously accommodates their unique tastes, this greater engagement frequently results in higher levels of loyalty.

3. Trust: A key element in the interaction between customers and internet brands

is trust. Developing and preserving e-trust is essential to promoting e-loyalty. In e-commerce contexts, trust and loyalty are positively correlated, according to a number of research, including those by Aslam et al. and Prasetyo et al. (Aslam et al., 2019; Prasetyo et al., 2023). Users are more likely to create a devoted relationship with a platform when they believe it to be trustworthy, which can be attributed in part to safe transactions, open policies, and regular communication. Since customers who feel safe in online interactions are more likely to interact with businesses again, trust serves as a mediator in the relationship between e-service quality and e-loyalty (Martio et al., 2023).

In summary, UX, personalization, and trust create a synergistic effect that enhances digital customer loyalty on Meta platforms. Optimizing these elements leads to greater user satisfaction, which cultivates trust and encourages users to maintain long-term engagement with the brand, ultimately fostering loyalty in the highly competitive digital marketplace.

Algorithmic Shifts on Meta Platforms and Their Strategic Implications

Since 2023, Meta has made AI-driven content curation a higher priority across all of its platforms, including Facebook and Instagram, revolutionising the way its algorithmic systems produce brand visibility. The Instagram Shop page will no longer be available, and in-app checkout tools will be limited. In order to promote discovery over direct purchases, Meta is refocusing its commercial efforts on product tagging in Reels and regular posts (Meta, 2023a). Simultaneously, Meta's algorithmic prioritisation strategy has made Reels content—which is based on TikTok's short-form video format—a key component. The business has stated clearly that Reels that receive high watch times and engagement rates are more likely to be promoted by the algorithm (Meta, 2023b).

Furthermore, the importance of relatable, interesting, and genuine content in optimising engagement-driven visibility is emphasised on Meta's business communication blog. According to Meta's brand best practices guide, companies should align with algorithmic priorities by using platform-native features including trending audio, interactive elements (questionnaires, polls), and storytelling tactics (Meta, 2023c). Businesses in e-commerce looking to build brand loyalty through exposure and emotional resonance must constantly adjust as a result of this shift, which marks a larger strategy shift away from passive content distribution and towards algorithm-aware digital storytelling.

Additionally, Meta has reaffirmed how AI and machine learning are being used into content distribution, emphasising that predicted ranking and personalisation are now essential components of how people are presented with material. This indicates that in addition to visibility, downstream effects like customer trust and

brand affinity are strongly influenced by the forms, tones, and types of interactions of the content. As a result, digital marketing strategies on Meta platforms now need to take into consideration a data-driven cycle in which consumer behaviour, content performance, and algorithmic design are closely related (Meta, 2023d).

E-Commerce Strategies

In order to maximise their visibility, improve customer interaction, and increase sales, e-commerce firms use a range of marketing techniques on algorithm-driven platforms. The following tactics are especially common:

Omni-channel Approaches: Omni-channel marketing combines online and offline channels to give customers a smooth buying experience. By using this approach, brands may interact with customers across several touchpoints, improving their capacity to accommodate a range of consumer preferences. According to Hu and Yu (2022), a lot of e-commerce businesses are implementing cutting-edge integrations that connect physical shopfronts and mobile internet channels, resulting in a seamless purchasing experience. Because consumers receive consistent experiences across all platforms, this strategy not only increases customer convenience but also fosters brand loyalty (Gerea et al., 2021).

Influencer Marketing: Influencer marketing is being used by brands more and more to increase their visibility and credibility. Influencers have the ability to establish genuine bonds with their followers, which successfully boosts revenue and awareness of the brand. According to Yusiana et al., influencer marketing is a potent strategy for e-commerce firms since it directly affects consumer purchasing decisions when paired with instructive material (Yusiana et al., 2023). This tactic enables companies to capitalise on the social proof and trust that result from influencer collaborations, which is in line with the engagement metrics that social media algorithms value most.

Content Diversity: Using a variety of content formats (blogs, infographics, videos) to appeal to distinct target segments is known as content diversity. To better connect with consumers, brands are implementing content marketing techniques that incorporate user-generated material, storytelling, and promotional films. Because it greatly affects marketing efficacy and increases exposure, Koob emphasises the significance of having a clearly defined content marketing plan that is successfully communicated (Koob, 2021). Additionally, in a time when consumers have short attention spans, incorporating a variety of content genres can increase user engagement and retention (Maheepala et al., 2024).

Search Engine Optimization (SEO): Increasing the exposure of a brand online

requires optimising content for search engines. By drawing in niche customers and creating content that caters to their demands, Ahmad et al. explain how successful SEO tactics can improve brand placement (Ahmad et al., 2024). Brands may successfully compete in competitive markets with the help of this technique, especially on platforms where organic reach is crucial.

User-Generated Content (UGC): UGC is promoted and used by e-commerce firms to create a sense of community and trust. Genuine customer testimonials, reviews, and ratings raise the brand's legitimacy and have a big impact on potential buyers' decisions. Research shows that by favourably influencing consumers' opinions of the company, user-generated content (UGC) can increase their propensity to buy (Islam et al., 2024).

In conclusion, online businesses use a wide range of marketing techniques on platforms that are driven by algorithms, such as user-generated content, influencer marketing, omni-channel strategies, and variety in content. In a highly competitive e-commerce environment, these tactics make use of digital platforms' advantages to improve brand awareness and customer interaction, which in turn boosts sales.

RESEARCH METHODOLOGY

This study specifically uses a conceptual research technique to provide a theoretical framework that combines algorithm-aware marketing strategies on Meta platforms with Oliver's (1999) four-stage loyalty model. As opposed to primary data collecting or statistical hypothesis testing, conceptual research emphasises theory-building through the methodical study and synthesis of existing information. By pointing out research gaps, putting forth fresh theoretical frameworks, and examining intricate relationships between variables that might not yet be amenable to quantitative measurement, conceptual studies make crucial theoretical contributions to the fields of marketing and consumer behaviour (Sáng, 2023; Aldi & Adisaputra, 2024).

Characteristics and Contributions of Conceptual Research Design

Nature and Scope of Conceptual Research

In terms of its goals, approaches, and contributions to scholarly understanding, conceptual research is essentially different from empirical research. Conceptual research seeks to enhance theoretical understanding by methodical analysis, synthesis, and extension of current knowledge frameworks, whereas empirical studies concentrate on data collection, measurement, and statistical validation of hypotheses.

Model Development and Theoretical Basis

Oliver's (1999) created loyalty framework, which offers the structural underpinnings for comprehending sequential loyalty development, serves as the theoretical basis for this investigation. In order to account for the distinct features of algorithm-driven social media platforms, the conceptual approach entails expanding and modifying this classical model. This results in a hybrid theoretical framework that unites old loyalty theory with the reality of modern digital marketing.

Sources of Data and Selection Standards

The conceptual framework is developed and supported by the study using two main categories of secondary data sources:

Sources of Academic Literature

To lay theoretical groundwork and pinpoint existing research gaps in the development of digital loyalty, a systematic review of peer-reviewed journal articles, conference papers, and scholarly publications was conducted. Studies on brand loyalty theory, the efficacy of digital marketing, social media marketing tactics, and Meta platform-specific research published between 2009 and 2024 are all included in the literature review.

Sources for Industry Case Studies and a Critical Assessment of Source Restrictions

Purposive sampling was used to choose publicly available business case studies from Meta's official success story repository. However, there are important methodological constraints to using Meta's own reported success stories as primary data sources, which need to be critically acknowledged. In order to illustrate the efficacy of the advertising platform, Meta selected a limited number of successful ads for these case studies, which introduces selection bias that might compromise the findings' objectivity and generalisability.

Critical Restrictions on Meta Success Stories as Sources of Data:

Successful campaigns are the only ones included in Meta's case study collection, which results in selection bias that leaves out unsuccessful initiatives and restricts balanced representation. Reliability issues arise since the performance indicators are dependent only on Meta's internal data and client self-reporting, making them impossible to independently verify. Furthermore, there may be a conflict of interest in the case study presentation due to Meta's financial interest in enhancing platform efficacy.

Notwithstanding these limitations, these examples are the only publicly available source of comprehensive, platform-specific campaign data that includes performance results and strategic approaches. Four criteria were used in case selection

in order to maximise analytical validity: (1) Platform relevance to Meta platforms, (2) Algorithm-sensitive strategy alignment, (3) Measurable performance results, and (4) English-language public accessibility. To guarantee current relevance, only examples from 2023–2024 were considered.

Theory-Building Case Study Protocol and Analytical Framework

A methodical case study approach based on accepted theory-building research protocols is used in the analytical framework (Eisenhardt, 1989). Oliver's (1999) four-stage loyalty model is used to systematically evaluate each chosen example. Pattern-matching logic is used to determine theoretical connections between algorithm-aware marketing tactics and successive loyalty development stages. This methodological approach is in line with Yin's (2018) suggestions for explanatory case study design, in which rather than producing statistical generalisations, empirical examples are used to explain and support theoretical claims.

Structured Analytical Protocol

A standardised analytical process is followed during the case analysis to guarantee a methodical assessment of each chosen case. Every case study is analysed using four different analytical paradigms: (1) determining the brand's campaign goals and strategic marketing objectives; (2) documenting particular algorithm-sensitive strategies and tactical implementations; (3) evaluating quantifiable performance outcomes, such as return on investment indicators and conversion metrics; and (4) theoretically classifying the brand in accordance with Oliver's loyalty stage taxonomy (cognitive, affective, conative, or behavioural loyalty manifestation).

While preserving theoretical coherence across various industrial contexts and campaign typologies, this multifaceted analytical method makes it easier to recognise cross-case patterns. This protocol's methodical approach facilitates the identification of recurrent strategic patterns and their theoretical implications, hence strengthening the establishment of theoretical propositions that may be broadly applied within the limits of the conceptual framework.

Conceptual Research's Theoretical Contributions and Limitations

Particular Additions to the Theory of Digital Marketing Notwithstanding these limitations, the conceptual study approach offers a number of significant theoretical insights that enhance scholarly comprehension of the development of digital loyalty. The study points out a major disconnect between modern algorithm-mediated marketing strategies and classic loyalty theory, and it suggests a methodical theoretical integration to close this gap. The conceptual framework lays the groundwork for further empirical research by establishing testable theoretical claims about the mediation function of emotional engagement and digital

experience in loyalty building. The study also shows how traditional marketing theories may be modified and expanded to take advantage of new technology without losing their core ideas.

CASE-BASED APPLICATION OF THE CONCEPTUAL MODEL

This study includes seven case studies from marketing efforts carried out on Meta platforms (Facebook and Instagram) to support the suggested conceptual framework. Each instance shows how algorithm-aligned methods work in practice and represents one or more of the cognitive, emotional, conative, and behavioural phases of Oliver's (1999) loyalty model. Using a structured lens, the study determines the brand's strategic objective, the strategy used, the stated result, and how it relates to a certain loyalty phase.

Back Market – Cognitive Loyalty Formation

The goal of Back Market, a marketplace for reconditioned gadgets, was to increase reach while lowering the cost of acquiring new customers. The brand used Advantage+ Shopping Campaigns with Instagram's automatic product catalogue integration to accomplish this. The campaign matched product advertising with high-engagement categories by utilising Meta's machine learning optimisation. Due to algorithmically driven personalisation and placement efficiency, the campaign reported a 22% reduction in acquisition expenses (Meta, 2024a). The cognitive loyalty stage, where users sense high value and functional relevance, is where this falls in Oliver's paradigm.

Showmax – Affective Loyalty through Localized Content

Showmax, a South African video streaming service, aimed to boost subscribers by emotionally connecting with viewers. In order to imitate native content forms, the company created Instagram Reels that included humour, local language, and emoji-rich narrative. With a 32% increase in conversions, the campaign demonstrated a high degree of emotional resonance with the target market (Meta, 2024b). The affective loyalty stage, when brand affinity is strengthened by emotional familiarity and cultural mirroring, is reflected in this result.

Myra Philippines – Conative Loyalty via Influencer Integration

The Philippines-based cosmetics company Myra sought to increase buy intent by using information that was credible. The campaign combined catalogue ads on Instagram with tutorial videos created by influencers. Influencers discreetly incorporated Myra's products into their personal skincare routines.

This strategy demonstrated conversion-driven intent with a 4.8x return on ad spend (ROAS) (Meta, 2024c). According to Oliver's paradigm, this is equivalent to conative loyalty, in which customers demonstrate their dedication by making

explicit behavioural intentions. In line with Pentina et al. (2018)'s analysis of the importance of trust in digital persuasion, the campaign's efficacy stems from the combination of perceived authenticity (via influencers) and personalised relevance (through catalogue targeting).

Gloria Skincare – Behavioral Loyalty via Repetition and UX Consistency

Gloria Skincare used a Reels-focused approach that included vertical video design, product identification, and simple brand visuals. The content was tailored for recurrent exposure and easy Instagram scrolling.

The campaign reduced acquisition expenses by 27% and increased conversion rates by 29% (Meta, 2024d). This corresponds to behavioural loyalty, in which familiarity and frequent engagement combine to form habitual use. In line with Oliver's last stage and the literature on digital user experience, the brand's focus on consistent visual language and interface fluency promotes long-term brand retention (Shabbir & Qiu, 2023).

Additive – Re-engagement and Conative Loyalty

Retargeting customers who had previously interacted with Additive, a direct-to-consumer 3D printing startup, was the main goal. The brand re-engaged warm audiences on Facebook and Instagram by using dynamic retargeting and Advantage+ automated creatives. The ROAS was 4.5x (Meta, 2024e). By reactivating user intention through exposure to familiar information, the campaign exemplifies conative loyalty. According to Oliver's theory that intention precedes behaviour, this case strategically demonstrates the effectiveness of reminder advertising in lowering psychological inertia.

Rollic Games – Transition from Affective to Conative Loyalty

Short-form video advertisements showcasing gaming dynamics were used throughout Meta's network by Rollic, a global publisher of mobile games. Advertisements highlighted minimum cognitive strain and gratifying visual feedback. Engagement and app downloads increased significantly as a result of the campaign (Meta, 2024f). As gaming previews led to trial-based commitment, the campaign eventually shifted consumers towards conative loyalty after initially generating affective attachment through emotional fulfilment and enjoyment. This aligns with Oliver's phased model's description of the emotional-to-intentional change.

Samsung Netherlands – Cognitive Loyalty via Micro-Personalization

Samsung Netherlands sought to enhance electronics add-to-cart behaviour. Using Facebook Carousel Ads targeted by Custom Audiences, the campaign dynamically displayed pertinent product messaging according to user browsing patterns.

According to Meta (2024g), add-to-cart rates increased by 20%, suggesting improved value perception. Since precision targeting promotes recognition and relevance, this instance obviously relates to cognitive loyalty. These seven examples together validate the proposed conceptual model by demonstrating how platform-specific, algorithmically optimised strategies can start different stages of brand loyalty. Although each brand operates in a distinct vertical, the basic trend—aligning creative execution with both user psychology and platform logic—remains consistent across settings.

These Facebook and Instagram examples demonstrate how algorithm-sensitive campaign design, based on dynamic content, emotional alignment, and personalisation, fosters loyalty on several levels. These examples demonstrate that loyalty is a platform-mediated psychological trip rather than a straight-line result of exposure, hence validating the suggested conceptual model.

CONCLUSION

The goal of this thesis was to investigate how companies may create digital marketing plans that appeal to consumers at all stages of their loyalty. According to the conceptual model put out, which is based on Oliver's (1999) four-phase loyalty theory, algorithm-aware techniques have the potential to significantly impact customer relationships—so long as they are presented through experiences that are both emotionally and personally relevant.

Examples from Meta platforms shed light on this procedure. For instance, Showmax employed humour and a local tone to create an emotional connection (affective loyalty), whereas the Back Market campaign showed how automated catalogue ads may improve value perception (cognitive loyalty). Retargeting and influencer storytelling were used in other situations, such as Myra Philippines and Additive, to bolster intention (conative loyalty). Lastly, the data for Gloria Skincare show consistent user interaction over time, indicating behavioural commitment.

The model has a number of shortcomings even if it matches these samples very well. This study's dependence on accessible campaign data limits the scope of its behavioural research. The model has also not yet been tested outside of Meta's environment. Future studies might examine applying the same paradigm on websites like YouTube or TikTok or gathering user-level engagement data in order to assess the mediation effect of emotional engagement and UX. In conclusion, it appears that platform logic, creative design, and user-centred strategy—rather than merely visibility—congruently build brand loyalty in digital environments.

LIMITATIONS AND FUTURE RESEARCH REQUIREMENTS

This study's conceptual nature necessitates the empirical validation of its theoretical claims using a variety of research methodologies. Quantitative surveys assessing consumer loyalty reactions to algorithm-aware ads, experimental designs comparing various strategic approaches, and longitudinal studies monitoring real consumer behaviour patterns over time should all be used in future research to test the suggested framework. The generalisability of the framework and the boundary requirements for its use would also be established by comparative analysis across various platforms, cultural contexts, and product categories.

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