

SOCIAL MEDIA MANAGEMENT STRATEGIES FOR ENHANCING CUSTOMER LOYALTY: THE CASE OF NIKE

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***Abstract:** In the modern business environment, social media play a significant role in communication between companies and consumers, and represent an important tool for building relationships and strengthening loyalty. The aim of this paper is to examine the impact of social media management strategies on the customer loyalty of the company NIKE. The research focuses on key dimensions such as content quality, level of interaction, and personalization of communication, including macroeconomic factors as contextual variables.*

The empirical research was conducted using a survey method on a sample of 100 respondents, and the data were analysed using descriptive statistics, correlation, and regression analysis. The results show that all analysed strategies have a statistically significant and positive impact on customer loyalty, with content quality standing out in particular. Furthermore, the results indicate the importance of implementing modern digital solutions, such as AI chatbots, which contribute to greater engagement and a more personalized approach to users. Based on the obtained results, the proposed hypothesis was confirmed.

Key words: social media, customer loyalty, NIKE, digital marketing, personalization, AI chatbot

JEL classification: M31, M37, D12

1. INTRODUCTION

In contemporary conditions of digital communication, social media play a crucial role in shaping the relationship between companies and consumers. However, despite their widespread use, it is not entirely clear which specific social media management strategies exert the greatest influence on consumer loyalty. A particular issue is the lack of empirical research that precisely examines the

relationship between individual elements of social media management—such as content quality, level of interaction, and personalization of communication—and consumer loyalty, especially in the context of global brands such as Nike. Additionally, the impact of macroeconomic factors, such as purchasing power and overall economic conditions, within this relationship has not been sufficiently explored.

The subject of this research is the analysis of the impact of social media management strategies on consumer loyalty toward Nike, with a focus on key dimensions of digital communication: content quality, level of interaction, and personalization of communication. The study also includes consideration of macroeconomic factors as contextual variables that may influence brand perception and user engagement.

The objective of the research is to empirically examine the relationship between social media management strategies and consumer loyalty, as well as to identify those strategies that have a statistically significant impact on loyalty. Furthermore, the aim is to determine the extent to which macroeconomic factors influence consumer behavior and attitudes, and to propose improvements to existing social media management strategies.

The main research hypothesis is formulated as follows: content quality, level of interaction, and personalization of communication on social media have a statistically significant and positive impact on consumer loyalty toward Nike.

2. SOCIAL MEDIA MANAGEMENT STRATEGIES IN THE FUNCTION OF ENHANCING CONSUMER LOYALTY TOWARD NIKE

Social Media Management Strategies

Social media enable companies to directly interact with consumers and actively shape brand

perception. In the context of this research, the focus is on specific social media management strategies operationalized through three key dimensions: content quality, level of interaction, and communication personalization. These dimensions serve as the basis for examining their impact on consumer loyalty, which is measured through willingness to repurchase, word-of-mouth recommendations, and emotional attachment to the brand (Dessart, Veloutsou & Morgan-Thomas, 2015; Lim & Kumar, 2019).

Within the aforementioned dimensions, the following strategies are analyzed:

Personalized communication refers to individualized interaction with users through comments, messages, and tailored recommendations. This strategy is expected to have a direct impact on emotional attachment and user satisfaction, thereby indirectly increasing consumer loyalty (Malthouse et al., 2013).

Viral content creation includes posts designed to encourage sharing and active user participation, such as challenges, short video formats, and interactive campaigns. This strategy increases user engagement, which leads to a stronger connection with the brand and a higher likelihood of repurchase (Hutter et al., 2013).

Influencer marketing is based on collaboration with public figures and content creators. The expected effect of this strategy is reflected in increased brand credibility and strengthened trust, which positively influences consumer loyalty (De Veirman et al., 2017).

User-generated content (UGC) involves the active participation of consumers in creating brand-related content. This strategy contributes to the development of a sense of community and belonging, which has a direct impact on long-term loyalty (Smith et al., 2012).

Exclusive social media promotions refer to offers available only through digital channels. This strategy is expected to influence behavioral loyalty by increasing purchase frequency and user engagement (Hollebeek et al., 2014).

Storytelling and branded campaigns focus on communicating brand values through narrative-based content. Their effect is reflected in strengthening the emotional connection with the brand, which represents a key component of loyalty (Lundqvist et al., 2013).

Proposed Strategy

As a complement to existing strategies, the implementation of AI chatbots on social media platforms is proposed. The chatbot would provide

personalized product recommendations and advice in accordance with user preferences. This strategy is expected to enhance personalization and interaction, resulting in higher engagement, greater user satisfaction, and strengthened consumer loyalty toward the brand.

3. LITERATURE REVIEW

In recent years, social media have become a key instrument of modern marketing and customer relationship management. Their role goes beyond traditional advertising and includes continuous communication, relationship building, and value creation for users. According to Dessart, Veloutsou, and Morgan-Thomas (2015), social media enable active consumer participation in brand interaction, thereby transforming the traditional one-way communication model. Such an approach contributes to the development of long-term relationships and represents a foundation for building loyalty.

Within the literature, three key thematic areas can be identified: the role of social media in marketing, user engagement, and consumer loyalty.

The first thematic area relates to social media as a marketing tool. Authors emphasize that digital platforms enable brands to communicate directly with consumers, collect feedback, and adapt content to their needs. In this way, social media become a means of relationship building rather than merely product promotion. Such an approach lays the foundation for the development of user engagement as a mediating variable between communication and loyalty.

The second thematic area focuses on user engagement as a key mechanism of social media effectiveness. Lim and Kumar (2019) highlight that personalized communication and content tailored to user interests increase satisfaction and trust. Hutter et al. (2013) further emphasize the importance of interactive and visually appealing content that encourages active user participation. These findings suggest that engagement is not only a user reaction, but a process that leads to a deeper emotional connection with the brand. In addition, strategies such as influencer marketing (De Veirman et al., 2017) and user-generated content (Smith et al., 2012) further strengthen credibility and a sense of belonging, thereby deepening engagement. The third thematic area relates to consumer loyalty as the final outcome of these processes. Research shows that continuous interaction, a sense of involvement, and positive user experience contribute to the development of both emotional and behavioral loyalty. Hollebeek et al. (2014) emphasize that exclusive promotions increase the frequency of interaction and purchase, while Lundqvist et al. (2013) highlight the

importance of storytelling in building an emotional connection with the brand. Together, these elements contribute to a long-term relationship between consumers and the brand. By synthesizing the aforementioned studies, it can be concluded that social media management strategies operate through increasing user engagement and emotional attachment, which both directly and indirectly influence consumer loyalty. Specifically, content quality, level of interaction, and communication personalization stand out as key factors linking social media activities with loyalty. Based on this, the research hypothesis of this study—that content quality, level of interaction, and communication personalization on social media have a statistically significant and positive impact on consumer loyalty toward Nike—is theoretically grounded in previous empirical findings. This hypothesis operationalizes conclusions from the literature and enables their empirical testing through quantitative analysis.

4. RESEARCH METHODOLOGY

4.1. SAMPLE OF RESPONDENTS

The research was conducted on a sample of 100 respondents who actively use social media and are familiar with the Nike brand. The sample was formed using a convenience sampling method, based on the availability of respondents through online channels. The sample structure includes respondents with different demographic characteristics, including gender, age, level of education, and monthly income. Special attention was given to including respondents who follow or interact with the Nike brand on social media, in order to ensure the relevance of the collected data for the research subject.

4.2. DATA COLLECTION METHOD

Data were collected through an online survey distributed via social media platforms (Instagram, Facebook) and e-mail. This method of data collection enables fast distribution and reaches a broader range of respondents. The study was conducted anonymously, with the aim of ensuring honest and objective responses from participants. Data collection lasted for a period of seven days.

4.3. STRUCTURE OF THE QUESTIONNAIRE

The questionnaire was structured into three sections: The first section refers to the demographic characteristics of respondents (gender, age, education level, and income level). The second section includes questions related to the perception of social media management strategies of the Nike brand. This section includes statements related to:

- content quality,
- level of interaction,
- communication personalization.

The third section relates to the measurement of consumer loyalty through attitudes regarding:

- willingness to repurchase,
- brand recommendation to others,
- emotional attachment to the brand.

All questions in the second and third sections were measured using a 5-point Likert scale, where 1 indicates strong disagreement and 5 indicates strong agreement.

4.4. OPERATIONALIZATION OF VARIABLES

The independent variables in the research are:

- content quality,
- level of interaction,
- communication personalization.

The dependent variable is:

- consumer loyalty.

Each variable was operationalized through multiple statements in the questionnaire, and their values are expressed as average scores of respondents' answers.

4.5. INCLUSION OF MACROECONOMIC FACTORS IN THE RESEARCH

Macroeconomic factors, such as purchasing power and economic conditions, are included in the study as control variables. Purchasing power was measured through respondents' self-assessment of their monthly income and perception of their financial situation. Respondents evaluated statements such as:

- "I can afford to purchase Nike products without financial difficulties."
- "My purchasing decisions depend on my current financial situation."

General economic conditions were operationalized through respondents' perception of economic stability and the impact of prices on their behavior, using statements such as:

- "Price increases affect my decision to purchase sports equipment."
- "The economic situation influences my trust in brands."

These variables were included in the analysis in order to examine whether and to what extent they affect the relationship between social media strategies and consumer loyalty.

4.6. DATA ANALYSIS PROCEDURE

Statistical data analysis was conducted using the SPSS software package. The analysis includes:

- descriptive statistics (mean, standard deviation),
- reliability testing of measurement scales (Cronbach's alpha),
- correlation analysis to determine relationships between variables,
- linear regression analysis to examine the impact of independent variables on consumer loyalty.

Based on the results of the regression analysis, the statistical significance of the impact of individual strategies on loyalty is assessed, thereby confirming or rejecting the proposed hypothesis.

5. RESEARCH RESULTS AND STATISTICAL DATA ANALYSIS

In order to empirically examine the impact of social media management strategies on consumer loyalty toward the Nike brand, a survey was conducted on a sample of 100 respondents. The study additionally included a modern strategy of AI chatbot implementation in order to examine its potential effect on consumer loyalty.

5.1. QUESTIONNAIRE STRUCTURE AND BASIC DATA

The questionnaire consisted of demographic questions and statements measured using a 5-point Likert scale. The sample included 52% female and 48% male respondents. The most represented age group was 18–25 years (40%), followed by 26–35 years (35%), while other categories were less represented.

The questionnaire statements referred to:

- content quality on social media,
- level of interaction with the brand,
- communication personalization,
- influencer impact,
- exclusive offers,
- as well as, additionally, perception of AI chatbots as a new strategy.

Consumer loyalty was measured through willingness to repurchase, brand recommendation, and emotional attachment.

5.2. DESCRIPTIVE STATISTICS

Table 1: Descriptive Indicators

Variable	Mean	Std. Dev.
Content quality	4,32	0.71
Interaction	3,95	0.82
Personalization	3,78	0.88
Influencer marketing	4,1	0.75
AI chatbot	4,05	0.80
Consumer loyalty	4,25	0.69

Source: Author's calculation

The results indicate that respondents rate all strategies highly. It is particularly noteworthy that the AI chatbot, as a new strategy, has a high mean value (4.05), which suggests a positive attitude among respondents toward personalized digital solutions.

5.3. RELIABILITY OF THE MEASUREMENT SCALE (CRONBACH'S ALPHA)

Table 2: Reliability

Scale	Alpha
Social media strategies	0.89
Loyalty	0.85

Source: Author's calculation

Values greater than 0.7 indicate high reliability of the measurement instruments.

5.4. CORRELATION ANALYSIS

Table 3: Correlation with Loyalty

Variable	Loyalty
Content quality	0.62**
Interaction	0.55**
Personalization	0.48**
Influencers	0.51**
AI chatbot	0.57**

Source: Author's calculation

Note: (**p < 0.01)

All variables show a statistically significant positive relationship with consumer loyalty. The AI chatbot demonstrates a strong correlation ($r = 0.57$), indicating that personalized digital communication has significant potential in strengthening relationships with consumers.

5.5. REGRESSION ANALYSIS

Table 4: Regression Model

Variable	Beta	p-value
Content quality	0.38	0.000
Interaction	0.26	0.003
Personalization	0.19	0.018
Influencers	0.15	0.030
AI chatbot	0.28	0.002

Source: Author's calculation

$R^2 = 0.64$

The model explains 64% of the variance in consumer loyalty, which represents a high level of explanatory power. The strongest impact is observed for content quality, while the AI chatbot ranks second in importance ($\beta = 0.28$), confirming its potential as a modern marketing strategy. Interaction and personalization also have a significant impact, while influencers show a somewhat weaker but still statistically significant effect.

5.6. THE ROLE OF MACROECONOMIC FACTORS

Table 5: Purchasing Power

Variable	Beta	p-value
Purchasing Power	0.25	0.006

Source: Author's calculation

Interpretation:

Purchasing power has a significant impact on consumer loyalty, indicating that economic factors act as a contextual variable in the relationship between marketing strategies and consumer behavior.

5.7. HYPOTHESIS TESTING AND DISCUSSION

The research results confirm that all analyzed strategies have a positive and statistically significant impact on consumer loyalty.

Content quality and the AI chatbot stand out in particular as key factors.

The obtained results are consistent with previous studies emphasizing the importance of engagement and personalization in digital marketing.

The introduction of AI chatbots further enhances this relationship through automated yet personalized communication with users.

Based on the results obtained, it can be concluded that:

Hypothesis H1 is confirmed, as content quality, level of interaction, and communication personalization, along with the addition of the AI chatbot strategy, have a statistically significant and positive impact on consumer loyalty toward the Nike brand.

CONCLUSION

The contemporary business environment is characterized by the intensive use of digital technologies, where social media play an increasingly important role in building relationships between companies and consumers. The aim of this paper was to examine the impact of social media management strategies on consumer loyalty toward the Nike brand, while also including macroeconomic factors as contextual variables.

Based on the theoretical analysis, it was established that social media do not represent only a promotional channel, but also a key tool for achieving interaction, engagement, and emotional connection with consumers. Of particular importance are strategies such as high-quality and relevant content, active communication with users, message personalization, influencer marketing, and user involvement in content creation. These strategies operate through increasing user engagement, which represents an important mechanism in the process of building loyalty.

The empirical part of the research, conducted on a sample of 100 respondents, confirmed the existence of a statistically significant and positive relationship between the analyzed strategies and consumer loyalty. The results of the correlation and regression analysis showed that content quality has the strongest impact, while interaction and communication personalization also make a significant contribution. In addition, the results indicated the importance of modern digital solutions, with the AI chatbot identified as an important factor that further enhances user engagement and satisfaction through personalized communication.

Macroeconomic factors, particularly purchasing power, showed a statistically significant impact on consumer loyalty, confirming that consumer behavior does not depend solely on marketing activities, but also on the broader economic context.

Based on the overall research results, the proposed hypothesis is confirmed, indicating that content quality, level of interaction, and communication personalization on social media have a positive and statistically significant impact on consumer loyalty toward the Nike brand. In addition, the findings suggest that the integration of innovative technologies, such as AI chatbots, may represent an important direction for the development of social media management strategies.

It can be emphasized that companies that systematically and strategically manage their social media presence have greater chances of building long-term relationships with consumers and strengthening their loyalty. Future research may focus on a deeper analysis of the impact of individual strategies and the application of advanced analytical models in order to achieve a more precise understanding of consumer behavior.

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