

Exploring the Dimensionality and Validation of Social Media E-Loyalty: A Multidimensional Approach

Badriah Alfozan
University of Bath
ALISTAIR BRANDON-JONES
Sheik Meeran
University of Bath
Judith De Groot
University of Groningen

Cite as:

Alfozan Badriah, BRANDON-JONES ALISTAIR, Meeran Sheik, De Groot Judith (2025), Exploring the Dimensionality and Validation of Social Media E-Loyalty: A Multidimensional Approach. *Proceedings of the European Marketing Academy*, 54th, (125984)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



Exploring the Dimensionality and Validation of Social Media E-Loyalty: A Multidimensional Approach

Abstract

Despite major investments in social media by organizations over the last decade, our understanding of customer loyalty in this context remains limited. The purpose of our paper is to examine social media e-loyalty dimensions and to develop, refine, and validate their measures. Our research, incorporating three empirical studies in Saudi Arabia, the Netherlands, and the United States of America, identifies seven distinct universally applicable dimensions of social media e-loyalty: *contextual intention, contextual behavior, participation intention, participation behavior, transactional intention, transactional behavior, and company preference*. Our research represents one of the most extensive investigations of social media e-loyalty to date and is novel in examining the construct's dimensional structure. The validated multi-item scales are suitable for theory building and testing, as well as offering diagnostic value to practitioners.

Keywords: loyalty; social media; multidimensional approach.

Track: Digital Marketing & Social Media track.