

The Interaction Model Of Brand Loyalty On Facebook: A Case Study Of Roshan Telecom Company In Afghanistan

Mohammad Faiq Latoon¹, Afsar Sadiq Shinwari², Sayed Samiullah Saedi³

¹Assistant Professor: Nangarhar University Faculty of Journalism and Mass Communication

²Assistant Professor: Nangarhar University Faculty of Journalism and Mass Communication

³Assistant Professor: Nangarhar University Faculty of Journalism and Mass Communication

ABSTRACT

This research aims to test the relation between Customer's Perceived Satisfaction, perceived values, Facebook participation, and Facebook promotion to customer loyalty to the brand. Meanwhile, this study examines the relationship between Customer's Perceived Satisfaction along with customer's participation and the Customer's Perceived value along with customer's participation in customer loyalty to the brand. Roshan Telecom, the largest mobile service provider in Afghanistan, is selected as the case study of this study. To achieve the research aim, a paper-and-pen survey on Roshan telecom customers who follow the company's Facebook page was conducted. The sample size of this research is 384 participants from the five most populated regions of Afghanistan. Multiple regression was used to explore predictors. While a Pearson Product moment correlations test was employed to examine the relationship among independent variables and the depended variable. The results generated significant relation amongst Customer's Perceived Satisfaction, Customer's Perceived Value, and Customer's Facebook promotion with brand loyalty, while customer's participation on the Facebook page was not significantly related to brand loyalty.

Lack of previous relevant studies regarding Afghanistan society to this topic, which reviews the customer's behavior in the society of Afghanistan, limited to generate a better concept of the customers, and the existence of an only correlation between variables and no causal relationship between them is another limitation of this study. The findings of this research help telecom companies to have a clear and comprehensive understanding of brand loyalty factors and variables.

Keywords: Brand loyalty, Customer's satisfaction, Customer's value, Facebook participation, Facebook promotion, Roshan telecom

1.1 INTRODUCTION

In current years, growing popularity and the spread of the use of web-based social media among people in modern societies have attracted the attention of researchers and activists in the field to find ways to benefit from this media. Social media is a new generation of social relationships that, although they have not had much time to live, have been able to put people in good shape. Many people come together in social media from different ages, from different social backgrounds, and very far away from real-world distances (Chang & Wang, 2011).

Many firms and organizations anywhere in the world have made private groups achieve their workings on the internet; even many of these associations and Organizations built a social media department that works with another different department in a friendly method. Brand loyalty, and Customer Satisfaction, as all know these two ingredients have a secured chain among any other, achieve the primary objectives of each corporate, and schools, charity associations, state-owned companies, business brands, etc., will be present in social media and gain loyalty to customers. Companies and organizations presently focus on its clients by structure actual actively relation, instruction to reach a faithful purchaser who respects and defends the brand.

In Afghanistan, Telecommunication services are provided from far away by Roshan, Etisalat, Afghan-Wireless, and MTN. Ministry of Communications and Information Technology Afghanistan in 2006, passed a project get to \$64.5 million, for put on visual fiber cable across in Afghanistan in 2011, there were 18.5 million GSM subscribers, more than 1.5 million followers of the internet in Afghanistan (Osman K rođlu, 2011).

Before the creation of the interim government, the Agha Khan Foundation donated \$ 50 million to the Afghan government, and a portion of this \$ 50 million included technical assistance to Afghanistan. In post-conflict countries, people are not communicating. The Agha Khan Foundation called for the development of a communication link through the establishment of a telecommunication company. One of the main goals of the Roshan Company is the expansion of communication between the people, now covering about 80% of the population of the country (Rostami, 2018).

Roshan Telecom's subscribers now have reached more than eight million, which is higher than other competing telecommunications companies are. At present, Roshan has installed about 1250 antennas in 34 provinces of the country. Besides, every year Roshan, installs about 50 new antennas to cover most parts of the country (Rostami, 2018).

Roshan has an intense competition in telecommunication sector Etisalat, MTN, Afghan Wireless, and Afghan Telecom are controlling in this part. Each day these firms set of series plenty of suggestions to keep, entice new clients by advertising on a social media platform and another tool of advertising.

Social media have created an interactive policy for vendors and marketers. It has to Increase relations with clients. It can take multiple forms, such as Microblogging, videos, pictures, Wikis, and Blogs. The buying procedures are precisely the effect of marketing in a specific way of the brand. Social media marketing has transpired as a maximum efficient gadget for marketing relations. Organizations, associations, and Companies are applying social media advertising to absorb customers and to increase customer loyalty (Mohammad pour, Arbatani, Gholipour, Farzianpour, & Hosseini, 2014).

Gordhamer (2009) hint that Social media marketing and advertising are dissimilar from customary or traditional marketing and advertising. Social media sell and marketing is relevant to relation marketing that focuses on brand loyalty. Companies, associations, and organizations might target to delight their clients, and maybe labors. Smart firms and Organization build a modern measure of member's satisfaction, who plumbed to further attempt, who leads to better-standard services, and crop, who make better customer satisfaction, who plumbed to repetition trade, which head to development and more revenue (Kotler, Keller, & Lane, 2012).

1.2 Significance of the Study

Social media Consumers to join brand communities, they have their incentives to join brand communities. As a result, schools, charity associations, state-owned companies, brands, and will be present in social media and gain loyalty to customers. Therefore, the role of social media has become more critical in pooling available and likely customers to build some surroundings that link the brand and customer relationship and presents new ways to develop this connection and relationship. (Algesheimer, Dholakia, & Herrmann, 2005).

Social media has positively influenced customer's product relationships, customer brand, client company, and customer new clients, which in turn has an affirmative relation on brand confidence and has a positive connection to satisfaction, value, and brand loyalty (Chang & Wang, 2011).

The importance of this research is that it identifies the Investigating perceived satisfaction, values, and brand loyalty on social networks, especially Facebook, on the management and brand promotion of business firms. Undoubtedly, the satisfaction, value, and loyalty of customers to the brand are of the critical parts behind the advancement of business companies and their popularity among customers.

The Roshan telecom company, which has invested heavily in the Afghan communications sector, is one of Afghanistan's most influential telecommunication companies and people of great significance. The research seeks to demonstrate how Roshan Company works to promote its brand and customer satisfaction, value, and loyalty from Facebook so that the results of this study can be used to plan its strategic plan for better brand management and to provide satisfaction got its customers.

Along with this, other telecom companies also can usage the outcomes of the research to promote their brand and have a better reputation and make their customers satisfy and loyal to their brands. As seen in today's world, networks used to launch the campaign. Companies can continue to

promote brand awareness and customer satisfaction through the proper Use of Facebook campaigns (Myers, 1999).

Undoubtedly, this research served as a scientific work to promote the publication in this area, and researchers who are interested in working on Facebook's branding on business companies can use the data obtained from this research as Use a scientific resource.

The importance of this research is that with the achievement of the results obtained in this research, the objective of this to achieve the effects of virtual social media, especially Facebook, as a non-native technology. Research focuses on consumer relationships that use Facebook's social media, as well as the understanding of the satisfaction, value, and loyalty of customers.

1.3 Objective of the Research

This study intends to examine how the customers' perceived satisfaction, and perceived value on the Facebook page of Roshan telecom company in Afghanistan, and how these perceptions relate to brand loyalty of the company. To address the study purpose, four specific objectives defined as follows:

First, a study of investigating how the level of participation on the Facebook page relates to customers' loyalty to the Rohan telecom brand. Second a study of investigating how the level of promotion on the Facebook page relates to customers' loyalty to the Rohan telecom brand. Third, a study of investigating how the interrelation among Facebook participation and brand loyalty depends on the measure of customers' perceived satisfaction. Fourth, a study of investigating how the relation between Facebook participation and brand loyalty depends on the level of customers' perceived value.

1.4 Research Organization

This study contains five section. The first section start highlights the major topic of this study, describing the world's current state, historical background, study goals, study objectives and research significance. Section two highlights the literature review and explain the Hypoartical and model of the study.

Section one reviewed several important related studies regarding social media and considering the topic of research that examines the relation of client's satisfaction, and value to brand loyalty in Facebook pages of Roshan telecom, the literature on research on social networks, brand and brand loyalty is explored. Section three explains the research methodology in this Section, For example, the data collection technique, statistical population and statistical sample, instruments, demographics, and analysis method of data.

The fourth Section mark out the study results by describing the data analysis; each of them explains in the same Section. In the meanwhile, Section five provides the study discussion and conclusion, study limitations, recommendations for further studies into this area, Novelties of the expected, Expected outcomes, and conclusions. Eventually, it reveals references and appendixes.

LITERATURE REVIEW

2.1 Background

In today's world, social media is undergoing a massive transformation in internet marketing and commerce. Currently, sending emails to people who do not know is obsolete. At any time-extension usage of business and marketing through these new media has given the industries modernist life and loyal customers by these modern tools because it is a powerful tool; for organizations, they are targeting their audience.

At all moments and between all-new boundaries, Media and social networking with its different advantages and disadvantages expand the marketing and business process. Proper business handling leads to prosperity, and failure to pay attention to it can cause job losses. Most small organizations, up to now, do not use social media. Today, there are marketing consultancy offices in many parts of the world that advise people on how to use social media to get a good job and business, thus making good progress in their business.

This section, considering a topic of research that examines the relation of the customer's satisfaction and value to brand loyalty on Facebook pages at Roshan telecom, the literature on research on social networks, brand, and brand loyalty is explored. Based on the concepts in the research literature, this research uses the proposed model (Figure 1) to illustrate six hypotheses better. These hypotheses focus on the relations of perceived value, customer satisfaction, and customer loyalty. From the other hand, the positive relation among promotion and customer participation with customer loyalty and customer satisfaction has been proposed.

2.2 What are Social Media and Social Network?

The social network and social media are a new production of websites that are the focus of attention of Internet users and followers these days. Such sites operate based on the establishment of online associations and communities, every bringing with each other a handful of specific Internet usage. Social networking is a type of social media that has enabled new technologies and styles for deploying, sharing content, and communicating online.

Hundreds of millions of people daily on several different sites and members of multiple social networks conduct part of their online activities. Websites and virtual world tools that were once a new topic and edge have now become ubiquitous. These tools, which have contributed to the evolution of communications networks, are nowadays easily accessible through the Internet that you have. A group of online media born in this new space has been given the title of social media (Robert Gens, 2011).

In the case of the social network, it can be said that a social network is a social combination or structure, which composed of the snag that are linked by one or more specific types of interdependence. In other words, it is a social networking site or set of sites that allow users to share their interests, thoughts, activities with others, and others also share their interests with them. Internet social networks, especially those with non-commercial applications, are places in the

virtual world that briefly introduce people and allow them to communicate between themselves and their peers in a variety of areas of interest (René Algesheimer, 2005).

2.3 Facebook marketing

Mark Zuckerberg created the Facebook social network in February 2004. For the first step, is designed as a networking tool for students of Harvard University. Facebook is the largest Internet user and still the largest social network in the world. This social networking site permits its members to create their pages and profiles, find friends, and share their information and pictures (Statista, 2017).

Today there are so many models and ideas about marketing, which the newest one is marketing through SocialMedia. Based on user demands, there are a lot of Social Media out there which the most famous is Facebook. Facebook provided a good chance for marketing, while it has 2.2 billion users around the world. One of the important things for marketing through Facebook is no money needed for creating a page. By using Facebook, marketers very quickly understanding the worth of brand name promotion.

A significant number of famed corporations are interested in promoting their mark on Facebook, Such as PepsiCo, iPhone, KFC, Zara, and so more. Effective promoting ways facilitate them to build engagement with current clients and attract buyers and customers to brands. Facebook is the social media that marketers and business people can build oral communication with buyers and customers (Yang, Di. 2014).

Facebook opens a door for marketers to market their products and build their brand image online. It becomes doable for firms to achieve a large variety of consumers in a specific region, or everywhere the globe. Besides that, Facebook is a smart platform for interaction between customers and corporations. It is useful for firms to get feedback from customers and improve service for customers; they can instantly get the data of subscribed Facebook page online. Additionally, they can see other customers' views towards the product and exchange experiences with each other. Facebooks were able to make buyers and consumers fans of particular brands and made a huge impact on consumers' behaviors; that is why today, the most famous corporations spend millions of dollars by using Facebook's high level of intelligence and various tools for marketing (Yang, Di. 2014).

2.4 Loyalty

Overall, customer fidelities are essential in many respects. Loyal or truthful customers help the organization specify the capable stream of sales and growth income. Also, clients who are acquaintance with the marks of the organization are haply they are introduced it to their friends, family, and relatives as well, influencing the response and product assessment axle of the organization, which is vital in the current trade domain (Susan Hart, 1999).

According to the Worth of clients' loyalty to the increase of the organization, comprehension of the idea and patterns of loyalty is much significant, the absence of this recognition can reason service providers to choose the wrong indicator to scale customer loyalty

and be able in to relate customer loyalty in the indicators. Failing to perform and thus making mistakes in designing loyalty programs and identifying the right behaviors of customers (James, 2001).

The emergence of the concept of loyalty to the beginning of the decade 1940. The Structure expresses two-part ideas, namely, mark or brand priority (Söderlund, 2006). Loyalty, customer obligation to deal and distribute with the companies, and buyers of Wares and services are frequently defined. However, there is also a comprehensive definition of loyalty. In his view, loyalty recourse guarantees to buy more goods or services in the future is hinted at if the same mark or item is purchased despite the marketing efforts of potential opponents. (Söderlund, 2006).

2.5 Brand loyalty

The brand is a "name, phrase, mark, project, or amalgamation of something that identifies the product or service of a vendor or a group of vendors and which distinguishes them (product/service) from their competitors." One of the brand-related situations can be attributed to the overall customer assessment of a product that often expresses their behavioral feedback (Keller, 1998). Brand, based on the benefits of the product, creates beliefs and modes. These modes can be Product-driven "axis" or product- non-driven, and their benefits can be functional, empirical, or symbolic (Kotler, Keller, & Lane, 2012).

Product-driven or axis is the components that are expected by the customer in product performance or service performance. While the known- driven product refers to the exterior perspectives of the crop or service, which is related to the purchase or use of it. Benefits, mention the Value or Price, that each customer believes a product or service that contains it. The customer finds different ways to brand that they form through the use of the product. These states are heavily influenced by his future behavior, such as the passion for buying and will affect real buying (Gwinner & Eaton, 2013).

In general, customer loyalty is vital by many facets, and loyal customers are helping to determine the forecasted sales flow and increase profits. Besides, customer's acquaintance with the companies' brand is more probably to suggest it to their family, friends, and relatives, influence the response, and crop assessment cycle of the companies and they are critical to the current trade environs (Reichheld, 1999). Because by the significance of customer loyalty to the organization, perception of the idea and the pattern of loyalty is much important; the absence of such cognition might lead to service providers to choose an inappropriate indicator for measuring customer loyalty and not able to connect customer loyalty to performance indicators. Thus, they make mistakes in designing loyalty programs and recognizing customer behaviors (Bartlett, Kotrlík, & Higgins, 2001).

Successful brands upgrade their physical status, so they connect with consumers and stay alive — the energetic brand based on customer loyalty. Brand loyalty empowers a brand to profit from the right as a right, and maintains a market share and ensures the long-term profitability of the company. Brand loyalty is not created overnight; it is created by particles, particles, and over the years. The brand loyalty is similar, in which the shortcut is stable for brands that are committed to

their promises, with values and images and definitions - quality leaders have their ads and are usually the strongest in their industry (Anca E. Cretu, 2009).

Strong brands grow and excel by changing customer needs and demands. Brand loyalty is a purchaser's priority to buy a specific brand in a crop category. It happens when consumers understand that the mark offers the exact crop attributes, image, or level of modality, and standard at the right cost. This perception may interpret into repeat buy resulting in loyalty. Brand Loyalty is so relevant to a client's priority besides interest to a brand. It may happen due to a lengthy history of using a crop and confidence that has expanded because of the high usage.

One of the most significant broad, comprehensive, and most cited perceptual description of brand loyalty was explaining by Jacoby and Chestnut (1978). Jacoby et al. describe brand loyalty as “the biased, behavioral reply expression in over time, from some intention manufacture unity, about one or some more another brand away from to the set of such-brands, and is a subordinate by psychological decision-making, evaluative activities (Ishak & Ghani, 2013).

In general, customers take biased behaviors as follows steps. The difference in the quality of the product from what is expected. Communication is compromised if a brand fails to meet its customer expectations — lack of service support. As a short-cut service, the customer is looking for another brand: psychological misconduct and social norms (Sheth & Park, 1974).

Therefore, the companies have put in place their efforts to maintain current customers and create loyalty among them. Exceptional companies create customer satisfaction; they create loyal fans for the companies. To achieve this goal, these companies have done much research to identify the Agents that operative this loyalty and examine the different dimensions of the constituent component of loyalty or examine the loyalty of the brand versus the repeat of the purchase.

2.6 Customers' perceived Satisfaction

Satisfaction is the kernel of commerce philosophy and aims to focus on creating value for customers, preventing along with managing-customer anticipation, and demonstrating thevalence and accountability that customer wants to meet (Oluseye, Tairat, & Emmanuel, 2014). Due to the difficulty of attracting, retaining customers, customer loyalty (which stems from customer satisfaction) is a vital issue for vendors. However, some e-providers, instead of using this valuable opportunity, by providing low-quality services, eliminate this excellent opportunity to enhance customer loyalty (Bitner, H, Booms, & Mohr, 1994).

As stated by Dutka (1995) Satisfied customer's suggestion trades, a covenant of growing income, and a reduction in working charge. Since most firms perceived they comprehend all there was to be aware of customer satisfaction along with how against hold their-customers pleased. Eventually, by the increase from rivalry, the depression to the year 1990s, along with the shrinkage from the universal bazaar, trades were obliged to relevance regarding customer-satisfaction-surveys, mostly like these surveys befit rather complexed. Stress on customer satisfaction agenda suit ambitious, growing plans to comprehend clients in further method grows a severe target to organization and companies (Myers, 1999).

Company and organization data is the primary source of material and data around critical show Confidants; as regards, customer satisfaction should develop outside the company and to the customer (Gustafsson & Johnsan, 2002). Network efficiency recovery is essential to customer satisfaction. Companies and organizations should specify the efficiency turn of satisfaction and emphasize them. This emphasis on incomes and modality, increase labors that are maximum likely to have the most significant effect on satisfaction” (Eljaom, 2005).

Clients' maintenance and customer satisfaction are deep-seated in the string of selling. The marketing method applies to specify which services or crops will be marvelous to the customer (KHAN, 2013). To arrive at marketing objectives, service companies and organizations apply the marketing mixture (Yasarallah & Vahid, 2012). Progress is one by the roots and origin by the 7Ps. Advancement is generally referential to as marketing connection (Ameer & Irfan, 2014). Traditional marketing communication channels locate newspapers, magazines, radio, and television (Kumar, Duraipandiyam, & Raj, 2012). Therefore, lately, social media has befitted a wished connection kennel through marketing (Clark & Meloncon, 2013).

Customer preservation report to the durability of the commercial relationship among the customer and a corporate (Khani, 2015). Client maintenance may be specified by way of the grade of customer show repetition buying behavior since a company, situation, and discuss using only this company when requirement this produce or service (Yasanallah & Vahid, 2012).

In two approximate satisfaction may be part either as cumulative satisfaction post consuming satisfaction (Lam, Shankar, & Erramilli, 1998). On the other hand, as a dealing particular satisfaction (Lervik-Olsen & Johnson, 2003). Since the 1990s, plenty of writer viewed-satisfaction as customers' cumulative, after purchasing, and in general arbitration toward purchasing conduct (Fornell, Johnson Anderson, Cha, & Bryant, 1996). (Engel Blackwell, & and Kollat, 2013).

According to Ameer, Irfan (2014), satisfaction definite as the client's performance feedback. It is a decision that some crop or service specifications, or the crop or service himself, offering or while an enjoyable measure of using -relevant to performance, including measures of abroad and underperformance (Ameer & Irfan, 2014). Customer satisfaction is a vision as influencing buying conduct and goal, how leads to a future corporate income. Still, as stated by Bowen and Shoemaker (2003), glad buyers' authority does not stream to the corporate and extension of the affirmative word of mouth relation to other peoples. One of the cause is that big companies donot render any buyers demand (Laksamana, 2016).

Eugene Sivadas, Jamie L Baker Prewitt (2000). To the extent that the clients are gladder with the crop or service, it is rather loyal to it. In this sense, it re-purchases or uses those services. Besides, the customer, when loyal, recommends the product or service to relatives and increases the reputation of the product or service. Satisfaction and customer loyalty are an excellent opportunity to attract new customers and develop the brand in the end (James Robert Evans, 1996). Therefore, for this research, this hypotheses are proposed:

H1: The level of perceived customers' satisfaction on the Facebook page is positively related to customers' loyalty to Roshan Telecom users.

H2: The more satisfaction perceived by customers on the Facebook page, the higher is the likelihood that participating in the Facebook pages will lead to higher customer loyalty. However, the less satisfaction perceived by customers on the Facebook page, the higher is the likelihood that participating in Facebook pages will lead to lower brand loyalty.

2.7 Perceived value

In the current competitive market, giving top value to customers is one of the most critical tasks of service companies. Companies that have a high potential in providing services and who consider their customers worthwhile have a significant competitive advantage. Hence, both managers and academics are keen to know how customers value and emphasize the value of the service they provide (Chang & Wang, 2011). Monroi (1991). Describes the perceived value of the customer as the ratio of perceived benefits to perceived disadvantages. Perceived disadvantages are all costs that the buyer encounters when buying them, including items such as buyer's price, attainment, transportation, installation, ordering, maintenance, failure risk, or poor performance.

Perceived benefits are a combination of physical characteristics, service features, and technical support available about the use of the product (Floh, Zauner, Koller, & Rusch, 2014). Customer perceived value is one of the prerequisites for customer satisfaction, belief, dedication, and loyalty of the customer (Dagger, Sweeney, & Johnson, 2007). Perceived-value as one of the main predictions of customer loyalty and all aspects of loyalty, including oral-to-mouth advertising, re-purchase intention, and price insensitivity. The more customers, especially in service industries, have a higher perceived value than services; Loyalty of customers is also increasing (Liang & Wang, 2005). Therefore, the hypotheses are proposed for this study as follows:

H3: The levels of perceived value on Roshan Telecom's service is positively related to customers' brand loyalty.

H4: The higher the level of perceived value, the greater is the likelihood that participating in Facebook pages will lead to higher customer loyalty. However, the lower the level of perceived value, the higher is the likelihood that participating in Facebook pages will lead to lower customer loyalty.

2.8 Promotion and participation

Today, businesses use their customers to grow their brand by building online communities and creating social networks. With that in mind, little research has been done. Some researchers claim that brand loyalty is possible through the participation of customers in online communities. (Dholakia, Bagozzia, & Pearo, 2004) (Jang, Reeve, & Deci, 2010). Studies have been managing in this field and have designed a framework that describes the participation of customers in online communities. In previous literature, the behavior of customers was described as satisfaction and value.

Customer Participation as a behavioral explanation than as a brand, on the for the side of buying, eventuate by stimulant drivers, and better-recognized plenty of connected conduct so as word/of/mouth, clients rank, and blogging. The interactive contribution shows exclusive participation and contention in processes (Long, & Rasid, 2013).

Based on the previous studies on user participation and promotion, an online brand society, it defines user appointment as “separate contribution and promotion conduct” in online brand collection and communities. Exactly, the research efforts to enrich the current literature by discovering the role of user appointment performances in online brand groups and societies, as like as know the relation among user nomination and brand loyalty. Therefore, the hypotheses are proposed for this study as follows:

- H5.** The-degrees of participating in the Roshan telecom company’s Facebook page is positively related to their loyalty to the brand.
- H6.** The degrees of promoting Roshan Telecom Company’s Facebook page is positively related to their loyalty to the brand.

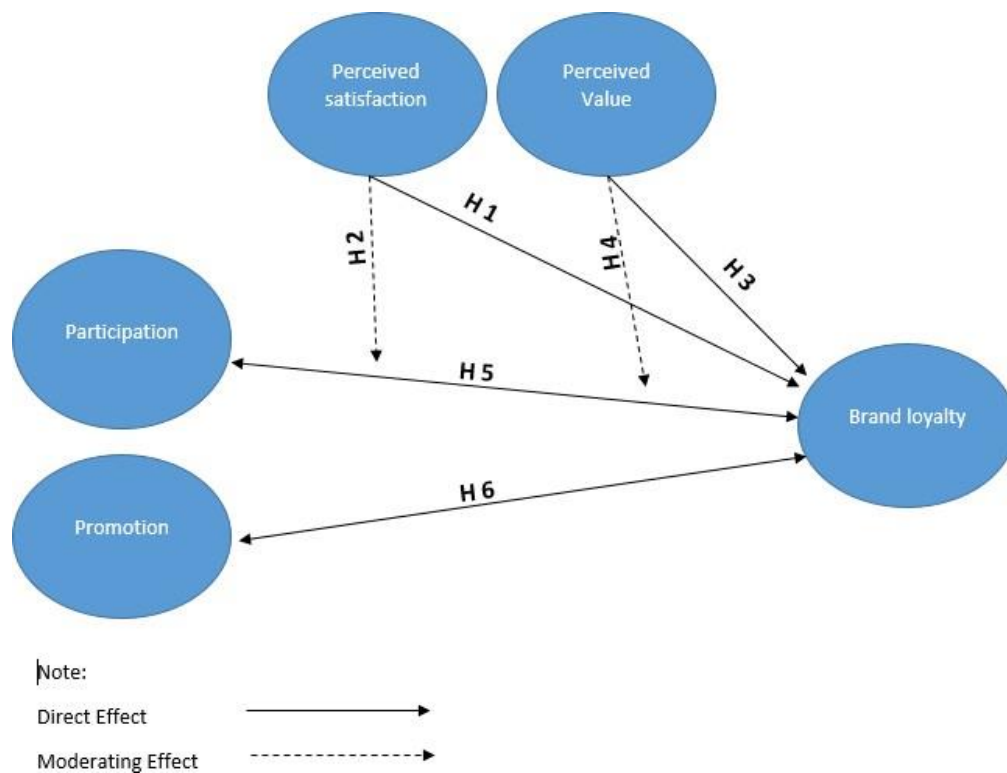


Figure 1. The interaction model of brand loyalty on Facebook

2.8 The case study: Roshan Telecom Company

Roshan Is Afghanistan's outstanding telecommunications supplier and the market head with nearly 6.8 million active subscribers and a network that coverage over 287 cities and towns in 34 provinces of the countries. Whom includethe Aga Khan Foundation for Economic evolution (51.5%), Monaco Telecom International (37. %), and Telia (12.5%), Roshan offers innovative voice and data solutions that meet the necessities and respiration of Roshan's customers, connect Afghans and all over the world. (Roshan C, 2019).

Since its establishment in January 2003, Roshan has invested more than \$850 million in implementation and maintain a great-quality network. By epitomize on its customers, stakeholders, and jobholder, Roshan caters standard and value; ethic while contributes to the social and economic expansion from Afghanistan (Roshan C., 2019).

On Facebook, Roshan has created two separate communities – Roshan Connect, which is used a self-promotional page, and Yarran by Roshan, which is more of a fun community of popular products and services. While the Roshan Connect pages are updated three times a day with self-promotional content. Roshan ranks first in terms of several Facebook fans as compared to other Telecom providers in the country. Among the Facebook pages of all telecom companies' in Afghanistan, Roshan's official Facebook page has more likes and followers. Roshan Connect Facebook page has 1,909,185 likes (Connects, 2019). Also, Yaran by Roshan fun page has 589,570 likes (Roshan Y., 2019).

Roshan build social-media satisfied for any opportunity that people are beneficiary in. On Facebook, Roshan Connect is focused on addressing customer queries, self-promotional messages, organize contests, and new offers quite regularly. Roshan regularly uploads greeting and "Thank You" notes, plus they also reward brand loyalty by rewarding individualist the greatness of existence a Fan of the Week on Facebook. In addition, the Facebook social networking site helped Roshan to promote different ads and promotions. Besides, this company creates multimedia content for advertisements, new packages, and events (Roshan C., 2019).

It seems on Facebook posts Roshan Telecom customers have a lot of queries and complaints about the products of the company and services . Roshan gets the most number of questions and complaints on its Facebook accounts with over 500 comments a day. To engage with its customers and audiences, Roshan responded directly to some of the customers ' queries and complaints on the comments bar and gave feedbacks to some of the criticisms and complaints from its customers.

Even in most case, Roshan does not pay heed to straightforward questions and do not respond on Facebook. For example, when a user acknowledges saying they are interested in changing the service provider, Roshan does not pay attention to response further. So is the sad state of the telecom craft on social media (Roshan C., 2019).

METHOD

3.1. Procedure

The research design of this article was the quantitative method by employing a survey to meet the objectives and examine the study hypotheses. "A survey is a social logical method for congregation

assessable information about an exact cluster of people by requesting group member questions around their individuals' arrogances, values, believes, behaviors, knowledge, perceptions." (Wrench et al., 2016, p. 217).

A paper questionnaire with close-ended questions is designed and distributed among Roshan Telecommunication company users at the national level. Before distributing the actual questionnaires, a pilot study was managed to test the questionnaire and improve upon different aspects of the study approach with 30 participants. After ensuring the reliability of the questionnaire, it was distributed to the respondents.

The questionnaire is targeted to the Afghan citizens who are the costumers of the Roshan Telecommunication Company. The all the questions translated from English to Pashto and Persian languages. The questionnaire has been checked and confirmed by the supervisor.

The paper version of the questionnaires was distributed from June 01 to July 30, 2019, among respondents in five zones of Afghanistan. The survey research managed to collect data from 385 respondents within two months. All the survey respondents voluntarily participated in the study.

3.2 Sample

A population is a group of individuals or objects that are common in the characteristics or attributes of the subject and are connected to the purpose and subject of the research (Ameer & Irfan, 2014). The statistical population of this research is Roshan telecom company users. Based on the report, Roshan Telecom company statics, Roshan is a top telecom company with more than 6.5 million active customers (Roshan C., 2019).

According to the Krejci and Morgan tables, in order to estimate the sample size, 385 participants were selected by employing a random sampling method. The respondents of the survey are both male and female who are the costumers of the Roshan Telecomm Company and follow its page on Facebook. The questionnaires were distributed to the targeted locations, (85) questionnaires in Kabul, (76) Herat, (75) Balkh, (75) Nangarhar, and (75) Kandahar.

3.3 Survey

The paper-and-pen survey has consisted of close-ended questions. The questionnaire questions were being categorized into three parts. The first part includes demographics features. The second part of questions frequency of using Facebook, time spent in Facebook per day, the third section of the questionnaire include a set of questions related to following variables: customer's participation on the Facebook page, promotion on the Facebook page, customers perceived satisfaction, customers perceived value, and brand loyalty. Several 5-Point Likert scales are used to measure variables; the values were strongly agreed (5), agree (4), neutral (3), disagree (2), and strongly disagree (1).

3.3.1 Demographics:

Features are measured by asking participants the age, gender, location, and the period of being Roshan telecom customers. Age as an ordinal scale level would be classified as the following: A: 18-24, B: 25-30, C: 31-36, D: 37-42, E: 43-48 F: Over 48, based on the cultural context of the of

Afghanistan, people especially women are not satisfying to say their exact year of the age. Gender as a nominal level was classified in females and Male. Location is categorized as the following: 1: Central region, 2: West region, 3: North region, 4: South region, 5: East region, finally, the period of being Roshan telecom customers is measured as follow: A: 0-less than 4 years, B: 4-less than 8 years, C: 8-less than 12 years, D: 12-less than 16 years.

3.3.2 Perceived satisfaction, is measured by asking participants: “The company’s staff responses and service providers make me satisfy,” “Financial services advice that is provided by the company, make me satisfy,” “The company services offer, make me satisfy” (Mohsan, Aslam, 2011). All these questions are translated in Persian and Pushto, depended on region language. Likert five-options is used for measure constructs; it is: strongly agree (5), agree (4), neutral (3), disagree (2), and stronglydisagree (1).

3.3.3 Perceived Value, according to Fornell, Johnson, Anderson, Bryant &Cha (1996). The Perceived value measure with "quality is given price and price given quality" it shows the level of customers’ expectations. In the research, these statements will consist of driving to perceived value: “based on the value I receive, providing services for me is done at a reasonable price.”, “I will remain the customer of this company, even if the prices of services will increase somewhat.” Given the existing quality, if the customer is willing to pay more money or be satisfied with existing prices. The customer seems to perceived brand value. Likert five-options will use for measure constructs; it was: strongly agree (5), agree (4), neutral (3), disagree (2), and stronglydisagree (1).

3.3.4 Participation, to measure user Participation on the Facebook page, it is needed to pay attention to the number of customers' interests to receive from the announced programs (Kim, Xu, & Koh, 2004). Customer participation through the Facebook page is measured by asking the following questions: “I read on the posts of the company Facebook Page.” I click on” like” on the company’s Facebook posts.”,” I click on” Love” on the company’s Facebook posts.”,” I click on” Ha-ha” on the company’s Facebook posts.”,” I click on” Wow” on the company’s Facebook posts.”,” I click on” Sad” on the company’s Facebook posts.”,” I click on” Angry” on the company’s Facebook posts.”,” “I send messages to the company’s Facebook page, while I need” (Kim, Xu, & Koh, 2004). A 5-Point Likert scale average is used (5=strongly agree, 4= agree, 3= neutral, 2= disagree, and 1=strongly disagree).

3.3.5 Promotion, Customers promote the company through the Facebook page were measured by asking these questions: “I write positive comments on the company’s Facebook Page.” I share the company’s Facebook posts on my wall.”, “I share the information posted on the Facebook Page.” “I recommend the company’s events on the Facebook Page to my relatives and friends.”, “I send invitations to ask my friends and relatives to like and follow the company’s Facebook Page.” (Algesheimer, Dholakia, & Herrmann, 2005). A 5-Point Likert scale average is used (5=strongly agree, 4= agree, 3= neutral, 2= disagree, and 1=strongly disagree).

3.3.6 Brand Loyalty, costumers, show their loyalty by encouraging others through Facebook pages were measured by asking these questions: “I am committed to use the Roshan telecom brand.”, “I feel using the Roshan telecom brand would be likely.”, “I would recommend the Roshan telecom brand to other people.”, “I would recommend Roshan telecom Company to those who seek my advice about such matters.”, “I would encourage friends and relatives to use Roshan Telecom Company's services.”, “I say positive things about Roshan telecom Company to other people.” (Chatura & Karjaluo, 2017; Soleimani & Einolahzadeh, 2018; Al-maghrabi et al., 2011). A 5-point Likert scale is used (5=strongly agree, 4=agree, 3= neutral, 2=disagree, and 1=strongly disagree).

The five scales implemented in this study; Perceived satisfaction, Perceived Value, Participation, Promotion, and Brand Loyalty represented both independent and dependent variables. All scales featured a 5 point Likert scale, with one being strongly disagreed and five strongly agreeing. Results for Perceived satisfaction yielded M: (mean) 3.91 and SD: (standard deviation) 0.50. Perceived Value M: 3.95 and SD: 0.45. Participation M: 3.99 and SD: 0.39. Promotion yielded M: 4.04 and SD: 0.45. Brand Loyalty yielded M: 3.99, and SD: 0.50.

Report of M: (mean) and Standard Deviation (SD)

NO	Variables	Mean(M)	Standard deviation(SD)
1	Perceived satisfaction	3.91	0.50
2	Perceived Value	3.95	0.45
3	Participation	3.99	0.39
4	Promotion	4.04	0.45
5	Brand Loyalty	3.99	0.50.

3.4 Reliability and Validity

In order to the good reliability of the questionnaire and determine the internal consistency between questions, the Cronbach’s alpha was tested. According to (Bujang, Omar, & Baharum, 2018 Nov).the reliability must be (0.7) or higher.

Table 2: Reliability of the questionnaire

No	Variables	No. of Statements	Cronbach's α Value
1	Perceived satisfaction	4	.679
2	Perceived Value	6	.721

3	Participation	8	.745
4	Promotion	5	.748
5	Brand Loyalty	6	.847

3.5 Validity:

In order to test the questionnaire validity, the researcher considered relevant Previous studies scales and standard items to measure the study's variables. Firstly, the statements of the questionnaire were used the standard items which were tested and drew from previous relevant studies. Secondly, the researcher had assisted in designing questionnaire questions with his expert supervisor and approved the clarity and coherence of the questionnaire.

3.6 Data Analysis

IBM SPSS statistics 25 software is used to analyze the quantitative data. Using this software, after collecting data and examining demographic variables using descriptive statistics, inferential statistics tests were performed. In this research for the analysis purpose, a Multiple Regression model is used to find the relationship between customer satisfaction, perceived value, customer participation, customer promotion, and brand loyalty.

RESULTS

4.1 Descriptive analysis of study variables

The major goals of this article were to investigate how the customers' perceived satisfaction and perceived value on the Facebook page of Roshan telecom company in Afghanistan and how these perceptions relate to brand loyalty of the company. To realizing this purpose and study objectives, a national-wide survey was conducted with the participation of 385 Roshan telecom company Facebook page users. Of 385 respondents, 77 were female, and 308 were male. This study featured more males (80%) than females (20%). Majority of both genders were aged 28 less than 38 years old (44.9%), with 48 less than 58 years old (22.9%), with 38 less than 48 years old (21.3%), with 18 less than 28 years old (7.3%), and the smallest age demographic being between 58 less than 68 years old (3.6%). Since all followers of Facebook page of Roshan telecom, the majority of participants were selected from central region, Kabul 85, (21.8%), 76 participants are from Zone of North, Balkh (19.7%), and 75 participants are from western zone, Herat (19.5%), participants from southern zone, Kandahar are 75, (19.5%), and participants from eastern zone, Nangarhar is 75 (19.5%). 7% of Participants Use Facebook for personal purposes and, 23.1% of Participants Use Facebook for professional purposes. Meanwhile, the majority of participants (69.9%) use Facebook for both personal and professional purposes. Finally, (96.4%) of participants followed the Roshan telecom company Facebook Page, and (3.6%) are not following the Roshan Facebook page. 133 (34.5%), of Participants, use Roshan telecom between 0 to 4 years, while 103 (26.8%), of Participants, use Roshan telecom between 4 to 8 years, 80 of participants who are (20.8%) of the study's participants use Roshan telecom between 8 to 12 years, finally, 69 (17.9%) of participants of the study's use Roshan telecom between 12 to 16 years.

4.2 Analysis adequacy of the data

This study's goal is to examine the relation among Roshan telecom company clients' perceived satisfaction, perceived values, Facebook participation, and Facebook promotion who use Facebook and their brand loyalty. Meanwhile, this study examines the relationship between customer's perceived satisfaction along with customer's participation with brand loyalty and the effect of customer's perceived value along with customer's participation in brand loyalty as interaction relation. Secondly, the study wanted to explore the relationship between a customer's brand loyalty and the independent variables, and this study proposed predictors for more loyalty to the brand.

This study used multiple regression to explore predictors. While to test the study's hypotheses, a Pearson product moment correlation test was employed to examine the relationship between independent variables (customer's perceived satisfaction, perceived values, Facebook participation, and Facebook promotion) and brand loyalty as the depended variable.

As could be seen in table 2, a simple correlation among the research variables is applied. Pearson correlation calculated for five variables. Four variables were significantly correlated to each other at $p < 0.001$ and $P < 0.005$, but the perceived satisfaction among promotion variables was not correlated to each other. Multi collinearity assumption was also checked, and their tolerance was less than 1.000. Thus the assumption of the relationship was not violated.

Multiple linear regression was calculated to predict customers' brand loyalty based on their level of customer's perceived satisfaction, perceived value, participation, and promotion as direct independent variables and customer's satisfaction along with customer's participation and customer's perceived value along with customer's participation as interaction independent variables. A significant regression equation was found ($F(6, 364) = 34.33, p < .05$), with an adjusted R^2 of .351 customers predicted brand loyalty score is equal to $0.236 + 0.177$ (perceived satisfaction) + 0.138 (perceived value) + 0.100 (customer's participation) + 0.524 (customer's promotion) - 0.129 (perceived satisfaction along with participation) + 0.102 (perceived value along with participation) where all independent variables measured in points.

4.2.1 Hypotheses Testing

About H1, the level of perceived customers' satisfaction on the Facebook page was found to be positively related to customers' loyalty to Roshan Telecom users. $\beta = 0.175, p < 0.05$, Thus H1 was supported. Likewise, for H2, the more satisfaction perceived by customers on the Facebook page, the higher is the likelihood that participating in the Facebook pages will lead to higher customer loyalty. However, the less satisfaction perceived by customers on the Facebook page, the higher is the likelihood that participating in Facebook pages will lead to lower brand loyalty. $\beta = -0.050, p > 0.05$ was found negative relation, So H2 is not supported.

About H3, the levels of perceived value on Roshan Telecom's service are positively related to customers' brand loyalty, the study results $\beta = 0.124, p < 0.05$, show a positive relationship between customer's value and brand loyalty. So, H3 is supported. H4 states that the higher the level of perceived value, the greater is the likelihood that participating in Facebook pages will lead to higher customer loyalty.

However, the lower the level of perceived value, the higher is the likelihood that participating in Facebook pages will lead to lower customer loyalty. The results revealed that $\beta = 0.041$, $p > 0.05$, thus, statistically, the relation between these two variables is not significant, and H4 is not supported. H5 postulates that the degrees of participating in the Roshan telecom company's Facebook page are positively related to their loyalty to the brand, the results show $\beta = 0.079$, $p > 0.05$. Statistically, H5 was not significant. So, H5 is not supported.

Finally, H6 states that the degrees of promoting the Roshan telecom company's Facebook page are positively related to their loyalty to the brand. The study results revealed, $\beta = 0.474$, $p < 0.05$, Eventually, H6 is supported.

Table 1: Model Summary

Model	Adjusted R Square		Std. The error of the Estimate	R Square Change	Change Statistics			Sig. F Change
	R Square	R Square			F	df1	df2	
1	.601	.361	.40745	.361	34.331	6	364	.000

a. Predictors: (Constant), P Value VS P participation, P Satisfaction Center, P promotion Center, P participation Center, P Value Center, P Satisfaction VS P participation

Table 2: Correlation analyses

	Mean	S.D	P_STFC	P_VL	PRTCP	PRMT	B_LOY
1 P_STFC	3.91	.501					
2 P_VL	3.95	.456	.122*				
3 PRTCP	3.99	.398	.058	.221**			
4 PRMT	4.04	.457	.190**	.239**	.106*		
5 B_LOY	3.99	.505	.289**	.277**	.169**	.545**	

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

*Correlation is significant at the 0.05 level (2-tailed).

P_STFC: Perceived Satisfaction

P_VL: Perceived Values

PRTCP: Participation

PRMT: promotion

B_LOY: Brand loyalty

Table 3. Regression Analysis

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	.236	.313		.752	.453
	PSatisfaction	.177	.043	.175	4.075	.000
	PValue	.138	.049	.124	2.808	.005
	PParticipation	.100	.055	.079	1.824	.069
	PPromotion	.524	.048	.474	10.824	.000
	P Satisfaction * Participation	-.129	.110	-.050	-1.176	.240
	P.Value * Participation	.102	.105	.041	.968	.334

a. Dependent Variable: P.Brand loyalty

b.

c.

d.

Discussion and Conclusion

5.1 : Discussion and Conclusion

This study attempts to understand the relationship between perceived satisfaction, perceived value, participation, and promotion of customers on the Facebook page of Roshan telecom to the company customer's loyalty to the brand. The research questionnaire featured five existing scales measuring based on the interaction model of brand loyalty on Facebook to examine "Perceived satisfaction, perceived values, Facebook participation, Facebook Promotion, and brand loyalty: A case study of Roshan Telecom's Facebook users in Afghanistan.

The results show that perceived satisfaction, perceived value, and promotion variables have a significant relationship to customers' loyalty to the brand. However, the result did not find a significant relationship between customer's participation, customer's satisfaction along with participation and perceived value along with participation on the Facebook page of Roshan telecom to the company customer's loyalty to the brand.

This study found that customer's loyalty to Roshan Telecom Company is depended on customers's perceived satisfaction, perceived value, and customer promotion on the Facebook page of Roshan Telecom Company. However, customer's participation on the Facebook page of Roshan Telecom Company does not mean customers' loyalty to the Roshan telecom company brand.

The result of this current study provides support for previous research that investigated the positive relationship between the customers who have perceived satisfaction and brand loyalty. The results that were found by Ki-Joon Back and Sara C. Parks (2003), provided empirical evidence that customers are more loyal when they are satisfied and intend repurchasing frequently. Furthermore, (Maharjan, 2017) have shown that there is a significant relationship between customer satisfaction and loyalty. The findings show that if customers are satisfied with the standard of the things and services, it strengthens their brand loyalty and even makes loyal customers encourage others to purchase the brand.

These research results demonstrate that there is not a significant relationship of customer satisfaction along with participation on Facebook page to brand loyalty. It means that customer satisfaction does not necessarily mean that they participate on Facebook at the same time, not participating on Facebook does not mean their dissatisfaction. Given that the results of this study show that its customers are participating on the Facebook page of Roshan Telecom Company, but this participation has no significant relationship with customer satisfaction and loyalty. Previous studies have shown that responsiveness to customer comments is directly related to customer satisfaction. If companies respond to their customers' negative comments, it can lead to brand loyalty (Woo Gon & Brymer, 2015).

However, research on the relationship between quality and customer satisfaction in telecommunications companies in Afghanistan shows that customers in telecommunications companies in Afghanistan are not satisfied with how companies respond (Omar Al Serhan, 2017). Thus, given the freedom of expression and free flow of information in Afghanistan, people can freely post their views on the Roshan Telecom Company Facebook page, in which this customer's participation is more negative, and there is no response to most comments. It can be concluded that Roshan telecom customer participation on the company's Facebook page is negative. Furthermore, the company does not respond to customers' comments and complaints.

On the other hand, the research which has been conducted regarding US stores and its costumers shows that the perceived quality of the brand value of the stores affected the customer's intention of repurchasing. This can directly affect the perceived value and also have an indirect impact on customer loyalty to the store brand (Defeng Yang, 2008). Many previous studies including Luis Casalo', Carlos Flasia'n, and Mijuel Guimali'u (2007) found there is significant and positive relationship between customer participation in brand virtual communities and customer loyalty and trust.

However, this study does not support these previous studies. It argues that customer's participation on the Facebook page of Roshan Telecom Company is showing disregard and dissatisfaction with the company services. So, it means customers' participation on the Facebook page of Roshan telecom is for complaining of provided services not loyalty to the brand. On

the other hand, previous studies are in line with this study results about the positive relation of customer's promotion and brand loyalty (Luis V. Casaló & Miguel Guinalú, 2010).

Finally, there are no previous researches that show a significant relationship between customer values along with participation on Facebook to brand loyalty. The results of this study indicate there is not a significant relationship for customer satisfaction along with participation on Facebook page to brand loyalty.

5.2 The implications of the study

The results of the study have several essential practical implications, as follows:

The findings of this study help telecom companies to have a clear and comprehensive understanding of brand loyalty factors and variables. The telecom companies could apply these findings in enhancing their social media marketing, brand loyalty strategies, organizational decision makings, and development of new policies, as well as customer relations and increasing customer satisfaction and sales.

On the other hand, the study findings have shown that managers may promote consumer promotion on the Facebook page due to gain more loyalty and new customers. With the results of this study in mind, customer participation on the Facebook page of Roshan Telecom Company is not significantly related to brand loyalty. Subsequent studies could clarify why Roshan telecom customers often have negative participation on the Roshan Facebook page. Furthermore, the finding could be the beginning of a new discussion regarding social media and brand loyalty and provide new angles researchers and professors in order to further studies.

Furthermore, these results have critical implications for designing new policies and strategies regarding social media and marketing. These findings could be beneficial for government economic organizations, business companies, and policymakers to have a clear and better understanding of using social media for branding and customer satisfaction.

The study findings will be helpful and critical to the academic institutions and universities in order to the teacher for new media and business major's students and school curriculums, as well as the findings of this research suggest discussions, and new angles for professors and researchers conduct some similar studies in the future. Eventually, the study model can be improved by adding more depended variables such as trust to the brand.

5.3 Study Limitations

Although this study provided rich and unique findings in this regard, there were some limitations during the conducting current research which need to be addressed. First, there has not been conducted any previous relevant studies regarding Afghanistan society to this study topic, which reviews the customer's behavior in the society of Afghanistan.

Second, limited convincing the samples of this study for participating in questioner filling out because some of the participants are illiterate and aren't able to give the right answers, so the researcher helped them to fill out the questioner. This may be influenced by researcher bias.

Third, the female's response rate was low. Only 20 percent of the questionnaire respondents were female. Due to the social limitations and traditional society of Afghanistan, females are less likely to use social media and rarely access the telecommunications customer service.

Finally, another limitation of this study is the existence of an only correlation between variables and no causal relationship between them. Future research can be done by emphasizing the causal relationship between variables.

5.4 Recommendations for Further Research

Based on the study results, which showed a significant relationship between perceived satisfaction, perceived value, and customer's promotion on Facebook page to brand loyalty, and not a significant relation between customer's participation, perceived satisfaction along with participation, and perceived value along with participation on Facebook page to brand loyalty.

For future studies, it is suggested to find out how to drive customer's participation on Facebook from a negative to positive participating, concurrently attracting new customers, creating a significant and positive relationship between customer participation on Facebook and their brand loyalty.

On the otherhand, the results of this study show there is not a significant relationship between the study interaction variables and brand loyalty. It is suggested that further researchers find out the reasons for the non-significant relation of customers' perceived satisfaction and value along with customer's participation on Facebook. So, it would be worth investigating in future studies. The research also shows a strong relationship between customer promotion and customer loyalty to the brand. It is also suggested that Roshan Telecom Company make plans for better brand promotion through the company customers to attract new customers. For brand promoting, using word-of-mouth as a technic can be very useful in Afghanistan society as a country where technology is less common.

Therefore, it is suggested for future research to include electronic word-of-mouth advertising variables in their research model. There is a need for further studies on why Roshan telecom company customer's participations are negative on the company's Facebook page, along with how the company responds to customer comments. It is also suggested to Roshan Telecom Company to take its customer's comments on Facebook page seriously for the satisfaction and loyalty of its customers and to provide a satisfactory response with negative customer complaints and comments.

Finally, this study showed that there are weak relationship between customer satisfaction and brand value. Therefore, it is suggested for Roshan Telecommunication Company to have serious plans to satisfy its customers. Through the satisfaction of the brand, the brand value will increase, and it leads to brand loyalty.

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