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Sultana, Saira

School of Business, Independent University,Bangladesh

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Impact of Non-verbal Communication on Loyalty in a Social Media Context: A Systematic Review

Saira Sultana
University of Bedfordshire, Bedford, UK

ABSTRACT

This paper is based on a systematic review that has explored the impact of non-verbal communication on loyalty in a social media context. This structured literature review looks at an appropriate sample of papers was collected through a systemic search and a relevant sample of articles was analysed in order to identify the impact of non-verbal communication via social media on loyalty. Customers involve in non-verbal brand engagement, they associate themselves with a specific brand or product and any non -verbal communication including that brand is often guided by a purpose of self-presentation and social approval. In addition to that the detailed structured literature showed an evidence of engaging in verbal communication increases customer loyalty. In contrast, Social media have complicated matters further for the corporations as they offer a new array for non-verbal behaviours and communications and thus present a new challenge for the corporation as it seeks to enhance the effectiveness of their brand communication strategies. A conceptual framework is then suggested that may assist in understanding Non-verbal Communication via social media on Loyalty.

Keywords: Nonverbal Commutation, Nonverbal Cues, Nonverbal Attributes, Loyalty and Social Media.

INTRODUCTION

Customer-to-customer interaction (C2C) is important when choosing a product brand or a service provider. Customer recommendations have a greater impact on purchase decision than the marketers' commercial messages (Blazevic et al., 2013). With the advent of social media and communication technology C2C interactions are multiplying and expanding beyond the traditional friends and family interactions. Making it important for the marketers to understand how these C2C interactions are influencing purchasing behaviour (Blazevic et al., 2013).

Premium brands in the retail industry such as Burberry, Coach, Gucci, Louis Vuitton and Ralph Lauren are purchased by consumers at a premium price because of a range of

psychological values (hedonic and symbolic), rather than any functional or economic values (Nueno and Quelch 1998)(Berry, 1994). The value of a luxury brand is linked to the status and according to Vigneron and Johnson (1999) it comprises of five distinctive values: a premium brand has a conspicuous, unique, social, hedonic and quality value. Thus luxury products emphasize an image and personal attributes rather than physical or economic attributes and tend to demonstrate success, confidence and social status putting the implied, the unspoken and the non-verbal aspects of communication into centre stage (Degen, 2009).

Consumer loyalty is built up from the start of the cycle with customers' product choice, product use, satisfaction and amusement with the product moving onto recommending the product to others (Rapp et al., 2013). According to research in the field customer communications to a company and their products are verbal and non-verbal (Libai et al., 2010). Word-of-mouth as a verbal communication is vital to generating goodwill and loyalty for a certain product (Dobele and Ward, 2003). Non-verbal behaviour is influential too in the form of the product as a status signifier or an icon linked to a brand image(Han et al., 2010). In fact research suggests that non- verbal communication is more effective with only 7-8% of impact based on verbal content and the remaining impact is derived from non-verbal communication (Fiore, 2010).

Non- verbal communication can be defined as human communication that is not controlled by speech (Kacperck, 1997). Non-verbal communication can be defined as "all non-linguistic aspects of behaviour that contribute to the meaning of messages, such as body movement, gesture, proxemics, facial expression, eye contact, posture, and certain paralinguistic cues associated with vocal quality and intonation" (Mortensen, 1972, Argyle, 2013). More important, the non-verbal portions of communication convey meanings and intentions, which are relatively free of deception and distortion (Leathers and Eaves, 2008). An important aspect overlooked by these definitions is the aesthetic aspect of any interaction which is linked to other non-verbal signifiers such as style, colour, physical arrangements and the use of objects to shape and signify meaning. Aesthetics can be seen as the study of human reaction to the non-instrumental qualities of an object or occurrence (De Klerk and Lubbe, 2008). The entire aesthetic experiences comprise the appreciation of the formal, expressive and symbolic qualities of a product, appearance or environment (O'Neal, 1998).

According to DeLong (1998) for example, there is a relationship between aesthetics and the way that consumers apparel to be appreciated by themselves and also by others. Consciously or unconsciously, aesthetics play as significant function during the decision making process to the extent that it could overshadow other factors when assessing the quality of an item (De Klerk and Lubbe, 2008). The aesthetics of a fashion item, engage the multi-sensory properties, the psychological aspects and the socio-cultural characteristics of the creators, the purchasers as well as the observers of that particular product or apparel (Fiore and DeLong, 1994).

According to the research, the advent of social media did not reduce the non-verbal communication aspects as people continue conveying meaning non-verbally via for example posing together with a favourite brand on a Facebook page photograph or via a YouTube video (Blazevic et al., 2013). The fashion-retailing industries in the past had to rely upon the

intelligent distribution of digital information within offline retailer shops in order to maximise sales and increase customer value and loyalty. Increasingly, now they also need to rely on the internet, intranet, and extranet to manage, distribute and share information business to customers (B2C) and increasingly C2C that would link customer to customer. According to Piercy (2002) , this is an evolution of value -based marketing with high customer sophistication and high customer loyalty. C2C stresses customer behaviour and attitude as key to other customers' attitudes and behaviour as customers increasingly pay attention to the cognitive insights and the consumption patterns of fellow customers (Hinz et al., 2011)

PROBLEM STATEMENT

Fashion retailing industry is highly competitive with continuous new entries into the market as well as continuously evolving customer requirements (Newman and Foxall, 2003). When it comes to fashion each person wants to present his/her personality and identify his/her fashion as a unique symbol to get the social recognition making any product purchase a social experience (Blazevic et al., 2013).

When customers involve in non-verbal brand engagement, they associate themselves with a specific brand or product and any non -verbal communication including that brand is often guided by a purpose of self-presentation and social approval (Wilcox et al., 2009). Consequently, this nature of communication should lead to an association with a certain social group, or social status (Han et al., 2010). Conversely, a customer might unintentionally engage with a certain brand, such as walking by other people with branded shopping bags where the sender unintentionally communicates a message to the receiver (Blazevic et al., 2013).

Fashion brands such as Burberry, Coach, Gucci, Louis Vuitton and Ralph Lauren are associated with functional, inspirational and luxurious themes in the UK. They try and maintain a premium image of style, and functionality. Nevertheless, there is a conscious effort to distinguish themselves from each other, a uniqueness that is often expressed via non-verbal communication.

Social media have complicated matters further for the corporations as they offer a new array for non-verbal behaviours and communications and thus present a new challenge for the corporation as it seeks to enhance the effectiveness of their brand communication strategies.

RESEARCH AIM

The aim of the research is to assess the impact of non-verbal communication via social media on loyalty in the context of UK fashion retail.

RESEARCH OBJECTIVE

From a broader perspective, the objective is to identify the non-verbal communication of the British customers which subsequently lead them to loyalty. Specifically, the study intends to accomplish the following objectives:

- To assess the impact of non-verbal communication via social media on loyalty
- To develop a conceptual framework of the non-verbal communication factors and their moderation/mediation attributes on customer loyalty.

REVIEW OF LITERATURE

As a first step in responding to this aim a structured literature review was undertaken. The aim of the structured literature review is to get a sense of the state-of-the-art landscape of non-verbal communication and customer loyalty, online and offline. It is a systematic and structured approach to searching and reviewing that should lead to a holistic account of the fields under investigation (Breazeale, 2009).

Systematic reviews differ from traditional narrative reviews by adopting a replicable, scientific and transparent process, a detailed approach in minimizing bias by using exhaustive and holistic literature search of published and unpublished studies and thus providing an audit trail of the reviewers' decisions, procedures and conclusions (Tranfield et al., 2003)

Covered research area

This study is going to focus on the systematic literature review but it will be in three stages: in the first stage the reviewer will consider the literature on nonverbal communication or nonverbal cues. In the second stage the reviewer will focus on the confluence of retail and social media and the third review will be the combined area of non-verbal communication, loyalty, retail and social media. The researcher would like to explore individual element and then gradually will proceed with the relationship among three elements and the research gap. Moreover, there are a low

number of results while combining the three elements together. This study is intending to identify the possible loyalty effect so the researcher will be considering customer loyalty in the literature review along with the non-verbal communication and the influence of social media which considered as developing form of virtual communities that mediated social spaces in the digital environment and allow groups to form the social bonds.

Article' selection method

This study will consider 3 structured literature review content, where the researcher will go through 3 systematic review searches. The literatures survey has been undertaken using Business source premier and Scopus online databases. Both Databases have been used to identify potentially relevant studies. Business Source Premier is the industry's most popular business research database (Nesbeitt, 2000) . It has been used to perform the systematic review of nonverbal communication independently and in addition, to find out about loyalty and social media.
Scopus is the largest abstract and citation database of peer-reviewed literature and quality web source (Falagas et al., 2008). The quality of the journals and the articles identified by other databases is confirmed by the Scopus database site. Articles identified in Scopus are sourced in a variety of databases such as Emerald, Science Direct, Sage publications.

For the structured literature review the researcher has identified three key knowledge bases: non-verbal communication, loyalty and social media. To ensure the best possible result the researcher has tried three systematic review; such as,

- Non-verbal communication (Structured literature review I)
- Loyalty and social media. (Structured literature review II)
- Non-verbal communication, loyalty and social media. (Structured literature review III)

Table I: Articles' selection process/ steps

Structured literature review		2		3
Search engine	EBSCO HOST interface: Business source premier	EBSCO HOST interface: Business source premier		Scopus

Keywords	"Nonverbal Cues" OR Customer appearance" (All field)	Loyalty All (All field) AND "Social Media" (All field)	"Non-verbal communication" (All field) AND Loyalty (All field) AND social media (All field)
Result	271	393	12
Limit to	"abstract or author supplied abstract"	"abstract or author supplied abstract"	Academic journals
Result	153	296	9
Limit to	full text	full text	10 years publications 2005-2015
Result	121	202	8
Limit to	Academic journals	Academic journals	Relevancy: Such as Super-organism account of human sociality, effects of a salesperson's regional dialect, the role of national culture and multimedia, employee behaviour are excluded due to non-relevancy to the study
Result	84	30	4
Limit to	10 years publications 2005-2015	10 years publications 2005-2015	
Result	46	27	

Limit to	Relevancy. Such as: classification of gender, for sexual intent, detects deception, truth-lie detection via nonverbal cues; are excluded due to non-relevancy to the study	Relevancy: Such as: bicycle retailing, gender diffidence in trust formation and hospitality marketing; are excluded due to non-relevancy to the study.	
Result	14	18	4
Total: 37 articles			

The results of each search sequence were assessed on screen in order to ascertain whether the documents were likely to meet pre-determined inclusion and exclusion criteria. The inclusion and exclusion criteria were derived from concepts inherent in both the main review question and the sub-questions. The final sample of academic sources was captured in the reference software manager EndNoteX7.

Table II: Articles' screening criteria.

Factors	Studies included	Studies excluded
Language	English	Not English
Conducted year	After 2005	Before 2005
Draw on	Published research	Not published research
Focused on	Academic journals	Books, conference paper, trade publications and magazines
Availability	Full text	Not in full text

Structured literature review I

The initial keyword search for articles are containing any of the terms of the phrase “non-verbal cues” OR “Customer appearance”. The step by step process has been followed which is mentioned in the above table I. After review the 46 articles 14 articles has been selected. Others were excluded due to non-related to the study. For example: the articles were eliminated because few were based on classification of gender, for sexual intent, detect deception, truth-lie detection via nonverbal cues.

Structured literature review II

The initial keyword search for articles are containing any of the terms of the phrase “loyalty” AND “social media”. The stage by stage process has been followed which is mentioned in the above table1. After review the 27 articles 18 were selected and rest of the articles were excluded due to non-related to the study. For example: the articles were eliminated because few were based on bicycle retailing, gender diffidence in trust formation and hospitality marketing.

Structured literature review III

The initial keyword search for articles are containing any of the terms of the phrase “non-verbal communication”, loyalty and social media. It is to be mentioned that with “non-verbal communication”; loyalty and social media these individual terms has been added by ‘AND’. Moreover, the above mentioned three individual terms has been identified in all fields, which point toward the availability of the words on any part of the journal article. After the initial search it has revealed that there were only 9 articles present in the database. In this regard, the last 10 years articles and the relevant articles have been selected so the total numbers of articles are 4. For example: Super-organism account of human sociality, effects of a salesperson's regional dialect, the role of national culture and multimedia, employee behaviour are excluded due to non-relevancy to the study.

By this review process of the journals it has been possible to identify each element and define them to support the study.

Publication year and source

In this paper, to conduct the systematic literature review, the last 10 years articles have been selected. The following graph is indicating that they are dated from 2005 to 2015 where the resent years 2013 and 2014 have the highest number of research in comparison of all 37. So, it could be mentioned that the sample of academic articles chosen is contemporary.

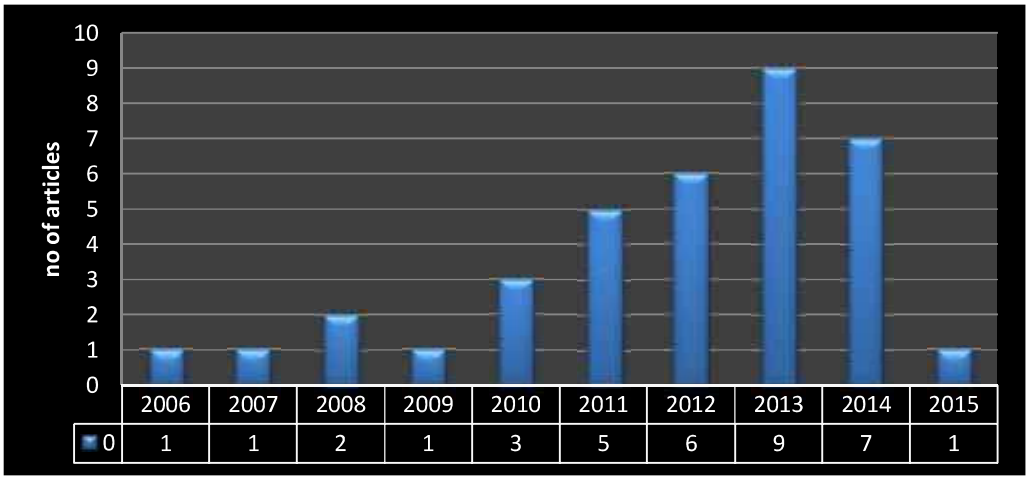

Figure I: Publication of research articles from year 2005-2015

After reviewing all 37 articles it has found that these articles are focused on customer loyalty non-verbal communication\ nonverbal cues and social media. There is no single publication that dominates the chart (thus representing a good range of the academic research that exists in the field).

Additionally, the quality level of publication has been assessed (Harzing, 2005) in the following table and considered the ABS 2010 — Association of Business Schools Academic Journal Quality Guide March 2010 (Harzing, 2005). The selected list of journals are representing the good ranked; A top journal (ranked 4), highly regarded journal (ranked 3), A well regarded journal (ranked 2), and A recognised journal (ranked 1). Although few journals are not in the quality list but it has been considered due to the rich content and the relevancy with the paper.

Table III: Publication source of selected research articles

Publication Source	No of articles	Quality level of publication
Basic & Applied Social Psychology	1	None
Business Horizons	3	1

Cognition & Emotion	1	None
Communication Reports	1	None
Cyber Psychology & Behaviour	2	None
Decision Support Systems	1	3
European Journal of Marketing	1	3
International Journal of Electronic Commerce	1	3
International Journal of Information Management	1	2
International Journal of Market Research	1	2
International Journal of Mobile Marketing	1	None
International Journal of Services and Standards	1	None
International Negotiation	1	None
Journal of Applied Social Psychology	1	2
Journal of Database Marketing & Customer Strategy Management	1	None
Journal of Enterprise Information Management	1	1
Journal of Healthcare Management	1	None
Journal of Interactive Marketing	1	2

Journal of Personal Selling & Sales Management	1	None
Journal of Personality & Social Psychology	2	4
Journal of Retailing and Consumer Services	2	1
Journal of Service Management	1	2
Journal of Social Psychology	1	None
Journal of the Academy of Marketing Science	1	3
Journal of the Association for Information Systems	1	3
Management Decision	1	1
Marketing Intelligence and Planning	1	None
Marketing Review	1	3
Psychological Science (Wiley-Blackwell)	2	None
Recherche et Applications en Marketing (English Edition) (AFM c/o ESCP-EAP)	1	None

Selected articles' research methodologies

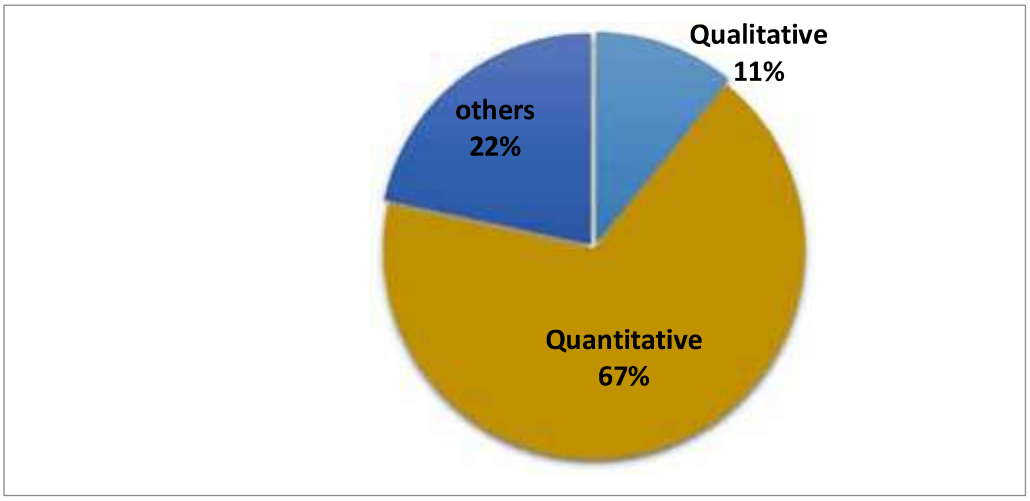

Figure II: Selected articles' research methodologies

The above pie chart shows that the distribution of identified articles by research methods. In the 37 studies found, 25 research articles or 67% have followed a quantitative approach (for example; Weiquan et al., 2014, Rapp et al., 2013). (11%), 4 research articles have followed qualitative approaches (for example; Castelli et al., 2012). Of the remaining articles 2 were editorials, 2 were literature reviews, and 4 were conceptual paper (Kaplan, 2012).

However, some of the journals were based on different study but it has been considered to ensure that all relevant studies to get the best scenario of earlier research. The supportive journals has defined the related element of the study and ensured that there is an impact of verbal communication on customer loyalty and engaging in verbal communication increases customer loyalty. Subsequently, it helped to identify the research gap which indicates potential loyalty effects of non-verbal communication. So, this research will add a new literature how and in what extant non-verbal communication increases customer loyalty. By identifying the new research gap from the selected articles, this paper has identified three key areas. Such as: customer loyalty, non-verbal communication and social media and has described the previous literature of these key elements.

Customer loyalty

Customer loyalty appears hard to define in the literature. Unsurprisingly there are many types of 'loyalty' that may exist for an individual product, service or brand from narrowly defined loyalties to a deeper psychological loyalty, linked to dependency and addiction (Hawkins and Vel, 2013) So when attempting to 'create customer loyalty', the process employed is important (Hawkins and Vel, 2013). Loyalty could be conceived as a deeply held commitment to rebuy a preferred product constantly in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour (Yoon et al., 2013). The motif that customer loyalty often is measured by the customer's purchase behaviour and especially the customer's higher propensity to continue purchasing a particular brand is one often found in the literature identified (Rapp et al., 2013).

According to Hawkins and Vel (2013) customer service is a basic expectation even though it is product differentiation, where superior value comes from especially in the premium segment of the market. Customers will keep returning to a brand or product, and even go out of their way to get there, if there is a difference between this product and that of a competitor (Hawkins and Vel, 2013). Moreover, Customers who are loyal to a retailer are more open to learning about new or add-on products, and tend to recommend a retailer to others. When customers are loyal to a specific retailer, they are more likely to visit the retailer and prefer the retailer over its competitors (Rapp et al., 2013). A loyal customer must frequently purchase a product and have a favourable attitude toward it so the benefits of customer loyalty: increased revenue and decreased cost of customer acquisition (Rapp et al., 2013).

Loyalty requires that there are both an attitudinal and a behavioural component, such as attitudinal loyalty which can be stated as affective feeling of a bond and behavioural loyalty; that can be considered as repeat purchase behaviour (Hawkins and Vel, 2013). This raises the question of not just building attitudinal loyalty, but also how to maintain it in such a competitive, global marketplace. Losing differentiation may lose a fickle customer's loyalty. (Hawkins and Vel, 2013) thus, all of these desired behaviours are ultimately expected to translate into consistent cash flows and increased revenues for the business. Customers must have a favourable attitude towards an offer and engage in repeat patronage if loyalty is to emerge (Yoon et al., 2013). A theoretical frame work of customer loyalty suggests that customer relative attitude is consists of cognitive antecedents, (such as accessibility, confidence, clarity, centrality) Affective antecedents, (such as emotion, feeling state/mood, primary effect, satisfaction) and Conative antecedents (such as switching cost, sunk cost, expectation) which leads to repeat patronage where social norms and situational influence affects but the ultimate consequences are search of motivation, resistance to counter persuasion, word-of-mouth (Yoon et al., 2013).

Word of mouth may be related to loyalty; however it is a be distinct construct (Sweeney et al., 2012). For example, loyalty results in repeat patronage of products and services, but this can be little more than habit and 'loyal 'consumers might not necessarily go so far as to actually feel so strongly that they should recommend a product but there is an evidence that engaging in verbal communication increases customer loyalty (Blazevic et al., 2013) but no research has yet investigated potential loyalty effects of non-verbal communication (Blazevic et al., 2013). So, this research will add attempt to elucidate the extent to which non-verbal communication increases customer loyalty.

Non-verbal communication

Verbal and nonverbal cues are two inter-connected cue-communication strategies. When defining the functional aspect of nonverbal communication cues, scholars believe the goal of nonverbal cues is to convey emotional messages, and the goal of verbal cues is to communicate ideas. (Lo, 2008). People use nonverbal cues to express messages that verbal communication cannot and the nonverbal behaviour is assumed to be unconscious, it is often trusted more than verbal messages, especially when these channels of communication are in conflict (Semnani-Azad and Adair, 2011). Thus, nonverbal communication is an essential part of how negotiators search for information and try to understand the other party's goals, intentions, and underlying interests (Semnani-Azad and Adair, 2011).

Conversely, non-verbal communication can also occur when no goal is activated. Customers sometimes have no goal at all and just unintentionally carriage with a certain brand. For example, walking by other people with branded shopping bags might not be intentional however the sender unintentionally communicates a message to the receiver (Blazevic et al., 2013). The nonverbal displays that accompany specific emotions guide interpersonal interactions by communicating social information to others. People rely on nonverbal emotion cues in the face, voice, and body to infer not only an expresser's emotional state but also her appraisals, social roles, status, beliefs, and moral attributes like humanity (Horberg et al., 2013).

In light of research demonstrating, the self-promoting nature of pride displays consistently interpretations that the expresser endorses meritocracy over consensus, mediated by perceptions of the target's heightened self-interest (Horberg et al., 2013). Pride is an emotion of self-focus, self-promotion and the pleasurable feeling elicited by the achievement of a valued goal or ideal that follows from appraisals of the self as successful or superior, and often occurs in situations involving a favourable social comparison (Horberg et al., 2013).

Moreover, people are particularly likely to feel proud when they attribute their success to personal ability or effort from an evolutionary perspective, pride's self-promoting nature and associated nonverbal behaviours facilitate the establishment,

regulation, and reinforcement of social hierarchies. In addition to that in the act of forming first impressions, observers treat nonverbal cues of emotion as powerful sources of social and moral information (Horberg et al., 2013). According to Semnani-Azad and Adair (2011), high status is associated with a relaxed, easy going appearance because a person who feels powerful is confident and more able to be relaxed in social interactions, and nonverbal cues associated with the confident side of dominance include relaxed and expansive postures. Moreover, exposure to a few minutes of nonverbal behaviour, or even just a picture of the face, leads observers to form reliable impressions of a stranger's personality traits, socioeconomic status, and moral attributes like trustworthiness and altruism (Horberg et al., 2013).

Research on impression formation generally undertakes the effects of nonverbal cues are independent of the message's context, the message's content, and recipients' characteristics. Additionally, the faster rates increase message effectiveness by increasing positive impressions of the source's credibility, confidence, or competence (Cesario and Higgins, 2008) . In the case of persuasion, the way nonverbal cues make a recipient feel could depend on contextual factors, and the motivational orientation or concerns of the recipient may be one such factor. Rather than being a direct function of nonverbal cues, whether or not recipients feel right about a persuasive attempt could depend on whether the cues fit their orientation during their reception of the message (Cesario and Higgins, 2008).

Business and academia alike have become aware of the crucial role of customer-to-customer interactions that are facilitated by the increasing customer connectedness through online media possibilities, companies need to understand how customers influence each other and how to manage these customer interactions (Blazevic et al., 2013). A conceptualize of an expanded model of customer-driven influence (CDI) has developed that presents an overview of the influence process and its determinants. The model covers important issues, such as deliberate versus unintentional sender actions, verbal and non-verbal communication, and reflective and impulsive receiver reactions (Blazevic et al., 2013). Moreover, the model shows the importance of considering goal theory in studying customer-driven influence. Both sender and receiver can act and react in deliberate and unintentional ways. The mechanisms for customer-driven influence are then contingent upon which particular goal (combination) is activated. (Blazevic et al., 2013). Message reception is either verbal or non-verbal. Furthermore, the receiver can react either by reflective processing or by impulsive processing leading to liking a particular product or wanting the product (respectively). Accordingly, the receiver builds behavioural intentions of purchasing and further talking about the particular product (Blazevic et al., 2013).

Social Media

Social media can be defined as consumer- generated media that covers a variety of new sources of online information, created and used by consumer's intent on sharing information with others regarding any topic of interest (Sashi, 2012). Social media is not intended primarily for marketing. Consumers carry on discussions and exchanges, paying inadequate attention to branding or marketing (Kohli et al., 2015). Marketing, from this perspective, is a peripheral part of the social media consumer culture. A quick review of Facebook updates and tweets suggests that consumers are not focused on brands; however, marketers are keen to explore this avenue and thus intrude on consumers' dialog. Since consumers have control, they can block out marketers in a variety of ways (Kohli et al., 2015).

Technology has given power to the customers to establish contact more quickly via new forms of interactivity facilitated by Web 2.0 (Gamboa and Gonçalves, 2014). Web 2.0 has changed the communication model from one-to-many (whereby only the company played an active role) and to many-to-many (whereby the collaboration and participation of consumers becomes imperative). The concept of Web 2.0: a set of open source applications that allows for the expansion of experiences, knowledge, and the power of users in an interactive way that the users control and this shared knowledge can thus be understood as collective intelligence (Gamboa and Gonçalves, 2014). Web 2.0 facilitates several applications:

Blogs : online journals that can combine content with audio and video;

Social networks: applications that allow users to create personal pages accessible to others for the exchange of information;

- Communities: sites that organize and share particular content;
- Forums: sites to exchange ideas and information; and
- Content aggregators: applications that allow customization by users.
- (Gamboa and Gonçalves, 2014)

In addition to that, Facebook has unveiled a new initiative, called Open Graph, which allows users to express their approval by clicking a ' Like ' button licensed to appear next to a piece of content on a website. This information is then automatically filed under the person's Facebook profile, which allows others to see and comment (Ang, 2011).Marketing research indicate that 30 per cent higher recall of the message if users see their friends indicate that they like it or have commented on it (Ang, 2011).

In contrast, In light of the growth of internet usage and its important role in the field of e-commerce, electronic word-of-mouth has been changing people's behaviour and decisions. People count on other users' opinions and information; they sometimes even make offline decisions based on information acquired online (Chan and Ngai, 2011). Additionally, when it come toward a non-verbal

communication various consumer-generated contents including photos, video, and audio of wearing or carrying such brand and thus create consciousness or awareness of that certain brand among others without saying anything verbally but with the look and expression itself. Thus all these attitudes are reducing uncertainty and improving efficiency of consumers' online searches before making an actual purchase (Sashi, 2012). Conversely, Using social media, organizations can build relationships with existing along with new customers and form communities that interactively work together to identify problems and develop solutions for them. These interactions change the traditional roles of both seller and customer in exchange relationships. Indeed, customers add value to the interaction, generating content, and they can influence purchase decisions of others in peer-to-peer interactions (Sashi, 2012).

Researchers have examined numerous aspects of Facebook including self-presentation though profile images, personalities of Facebook users, technology acceptance , brand communities and experiences , psychological factors underlying usage, credibility of Face- book advertising (Anderson et al., 2014). Social media adoption is designed to allow consumer input on consumption, participation, or production activities, with the ultimate goal to achieve greater participation of and increased production by the community and the consumption is when the audience is given product information and enabled to interact with it that lead participants to experience a feeling of belonging and community (Richter et al., 2014).

Moreover, along with the experiencing a feeling of belonging and community, Kohli et al. (2015) indicate that social media is also unique in that consumers not only control the information they hear from marketers, but also what they pass on to others if they find it useful or interesting. This information could be based on communication from marketers or users' own personal experiences with the brand. So, this affects not just communications about brands, but also what consumers expect from brands. In other words this is important to recognize that social media can impact the design and delivery of brands, and has the potential to do this on a much larger scale as consumers become more adept at taking control and influencing marketers through its use (Kohli et al., 2015).

Proposed conceptual framework (Nonverbal communication, Social Media, Customer Loyalty and the Research Gap)

Business and academia alike have become aware of the crucial role of customer-to-customer interactions that are facilitated by the increasing customer association through online media possibilities (Hinz et al., 2011). Companies need to understand how customers influence each other and how to manage these customer interactions for the advancement of value -based marketing with high customer sophistication and high customer loyalty (Hinz et al., 2011). Loyalty results in repeat purchase of products and services, but this can be little more than habit and 'loyal' consumers

might not necessarily go so far as to actually feel so strongly that they should recommend a product (Blazevic et al., 2013) however, the research has shown the evidence that engaging in verbal communication increases customer loyalty (Garnefeld et al., 2010) but no research has yet investigated potential loyalty effects of non-verbal communication (Blazevic et al., 2013). So, this research will add attempt to elucidate that non-verbal communication can increase customer loyalty. In contrast, social media did not restrict non-verbal communication rather people continue conveying message non-verbally via social media. for example posing together with a favourite brand on a Facebook page photograph or via a YouTube video (Blazevic et al., 2013). Social media may also act as a vehicle for achieving customer loyalty (Gamboa and Gonçalves, 2014). So the possible loyalty effects of non-verbal communication via social media can gain important additional insights in research and will add a new literature and can cover the gaps in knowledge. In responding to the gaps to the knowledge and from the above literature, the following conceptual framework can be presented.

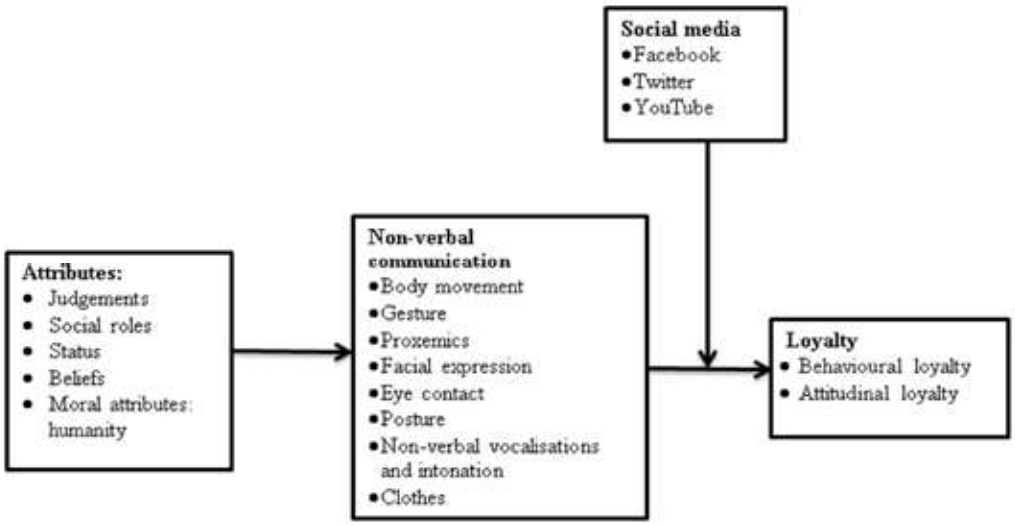

Figure III: conceptual framework

CONCLUSION

Based on the selected journals the current study is deviating from aesthetics though at the beginning of the paper, it was intellectual to be considered as a scope of the study. However, it can be clearly comprehensible from the conceptual framework that it has identified the possible relationship among non-verbal communication, social media and loyalty and also classified each variable. As discussed earlier when customers involve in non-verbal brand engagement, they associate themselves with a specific brand or product and any non -verbal communication including that brand is often guided by a purpose of self-presentation and social approval (Wilcox et al., 2009). In addition to that the detailed structured literature showed an evidence of engaging in verbal communication increases customer loyalty (Blazevic et al., 2013). In contrast, Social media have complicated matters further for the corporations as they offer a new array for non-verbal behaviours and communications and thus present a new challenge for the corporation as it seeks to enhance the effectiveness of their brand communication strategies. Whereas, the advent of social media did not reduce the non-verbal communication aspects as people continue conveying meaning non-verbally via for example posing together with a favourite brand on a Facebook page photograph or via a YouTube video (Blazevic et al., 2013). Thus, the findings by measuring the proposed conceptual framework relationship, might give the marketer a possible gateway to keep up the brand image and generate more customers and a clear view of how and in what extant non-verbal communication increases customer loyalty via social media.

LIMITATION AND FUTURE RESEARCH DIRECTION

The above discussed literature has identify that there is an evidence that engaging in verbal communication increases customer loyalty (Blazevic et al., 2013), but no research has yet investigated potential loyalty effects of non-verbal communication (Blazevic et al., 2013). In contrast, when it come toward a non-verbal communication various consumer-generated contents including photos, video, and audio of wearing or carrying such brand and thus create consciousness or awareness of that certain brand among others without saying anything verbally but with the look and expression itself (Sashi, 2012). According to (Fiore, 2010), the effectiveness of non-verbal communication indicates that 7-8% of communication effectiveness consists of the content of message, the rest is non-verbal. So the possible loyalty effects of non-verbal communication can gain important additional

insights in research. This will have implications for the marketing communications and information that the marketer provides. It will help them to develop their plan and strategies. Moreover, it will allow doing an analytical intensive based on cross section people and comparative review in emerging context set.

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