

Customer Loyalty towards Branded Jewellery.

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- **Abstract:** The antecedent of the branding co-creations which includes socially networking site participations motivation, customer's participation, brands trust & brand loyalties into socially media brands community from applying stimulus organisms' responses paradigms. Data that were analyzed by utilising structured equations modelling technique. These findings revealed the SNSs participations motivation positively influences customers' participations that in turned significantly affect brands trusts & brands loyalties. Presently, brands trust and the loyalties both are influencing branding co-creations into brand community on the socially media. Furtherly, brands trust contributed as the mediators between customers participations & brands loyalties onto the socially media brands community. According to a consumer satisfaction poll, the majority of consumers are satisfied with the organization's operation. That brand recall isn't a major issue. It can be inferred that SKDJ has many ways to represent its future customers in the jewellery industry. It has been a great honour to work on a project for Sri Krishna Diamonds & Jewellery, which has enabled me to gain a better understanding of the company and its various functions in terms of product delivery.
- **Keywords:** antecedent, co-creations, loyalties, paradigms, SNSs, satisfaction, SKDJ, Krishna.