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Zia, Syeda Hamna and Muneer, Naima and Siddiqui, Amna and Huda, Rozmeen

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**The Impact of Perceived Social Media Activities On Consumer-Based Brand
Equity: A Perspective from Emerging Economy**

Syeda Hamna Zia

Amna Siddiqui

Naima Muneer

Rozmeen Huda

Abstract

Every day every traditional business is shifting online, following the Digital marketing trend to grow their business. The primary aim of the research is to investigate those factors that will help the business grow in online market. For this purpose, SOR Model is used. In this research, two dependent variables that are brand experience and customer based brand equity and independent variables are Informativeness, Trendiness, Personalization, and Word of mouth. In this research, quantitative method is used to investigate concepts to find relationships. Between variables and forecast results. The correlation research approach is used in this research. A survey was conducted with internet users via questionnaire (n=205). For data analysis, SPSS and smart PLS-SEM is used in this research. According to the findings of the study, Informativeness, Personalization, Consumer Based- equity and Word of mouth impacts significantly on Brand Experience, while Trendiness impacts insignificantly on Brand Experience. We recommend taking quizzes during or at the end of the session would be very helpful.

CHAPTER 1 - INTRODUCTION

1.1 Background of the Study:

The issue of Brand Experience and online impulse buying need immediate attention. For internet merchants and marketers, this is crucial information. Online shopping has becoming increasingly popular among Internet users. Bourlakis and his colleagues (Bourlakis et al., 2008). Even the most difficult goods may now be found by just typing the name of the item or product into a web search engine. (Sparks and Browning, 2011; Cheung and Thadani, 2012; Sparks and Browning, 2011; Cheung and Thadani, 2012; Sparks and Browning, 2011; Cheung and Thadani, 2012). Social networking has an impact on every aspect of our lives. Clients on major social media platforms such as Facebook, Google+, Snapchat, YouTube, and Twitter are as a result more behaviorally and perceptually engaged. As a result, digital marketing has taken centre stage across the marketing landscape. As a result of technical advancements, digital marketing has taken centre stage across the marketing landscape, resulting in a highly engaging environment for clients, particularly on social media. (Zhao et al., 2019; Ananda et al., 2019; Felix et al., 2017; Sembada and Koay, in press; Zhao et al., 2019)

In general, businesses survive and thrive as a result of their social media brand page engagements, which involve sharing information and communicating with new and existing customers in the hopes of increasing brand awareness and building brand image through social media marketing, ultimately leading to increased sales. (Yadav et al., 2016; Choi et al., 2016; De Vries et al., 2012; Kunja and GVRK, 2018; Yadav et al., 2016; Yadav et al., 2016; Yadav et al., 2016; Yadav et al., 2016; Yadav et al., 2016; Yadav et al., 2016; Yadav et al. Because of the unique character of the online environment, further research into the effects of social media is required. Previous study has shown gains in brand engagement and at-attachment, as well as perceived quality and brand loyalty, in traditional marketing channels.

Because the customer can interact directly with the ad and the company on social media, it is a more intimate setting than traditional channels like direct mail or telemarketing. Additionally, many customers use social media throughout the day, allowing for a greater opportunity to build a customer relationship. (2012, Sashi) There has been minimal research into how individuals perceive personalization in social media up to this point. (See, for example, Sunikka and Bragge, 2009.) According to Sahni et al. (2018), using such data to personalise email content with

consumer-specific information boosts engagement and sales leads, and using prior internet surfing data to create a user-tailored website experience boosts web sales (Sahni et al., 2018). Oberoi et al., 2017) According to Kim and Niehm (2009), the quality of information offered on a website has a strong positive association with customers' e-loyalty intentions.

This study's findings show that both informativeness and advertising innovation are important indicators of an empathy-expressing attitude. The role of informativeness can be viewed from a utilitarian or instrumental standpoint. Electric Word of Mouth, according to the study, can influence a consumer's online perceptual behaviour, including initial brand trust and buy intent. The utilitarian values of social media advertising, according to Muk and Chung (2014), boost consumers' positive sentiments toward brand pages. Knowing a product's or service's utilitarian qualities, according to our research, can assist consumers in meeting their functional needs (Khan, Dhar, & Wertebroch, 2005).

Independent variables were used for this study. According to Aslam et al. (2021), marketers and advertisers employ personalization for marketing on social media. Furthermore, Lee and Hong (2016) demonstrated the positive impact of informativeness on customers' reactions to social media advertising and, as a result, on their intent to purchase the products advertised in the social media ads. According to Balter and Butman (2005), WOM differs from other marketing methods because of its natural structure, which is built by real reviews and information about products and services. As a result, customers regard to word of mouth to be an effective strategy to lower perceived risk by learning more about items. The power of word-of-mouth marketing has a significant impact on consumer interest in purchasing. Because, after a customer buys a product, he or she will usually tell others about it in the form of perceived benefits, based on personal experience with the product. As a result, trendiness is defined as offering the most up-to-date information on items or services (Bruno et al., 2016). The amount to which the brand conveys the most recent, up-to-date, and fashionable (i.e. "hot issues") information about the brand is referred to as trendiness (Naaman et al., 2011). Brand experience, on the other hand, is defined as the sensations, feelings, cognitions, and behavioral responses elicited by brand-related stimuli such as brand design and identity, packaging, communication, and environment (Brakus et al., 2009). Brand experience can be formed through marketing communication on a company's

website (Lee & Jeong, 2014). The result of a series of interactions between the brand and the customers during the service encounter is the brand experience (Jiang et al., 2018).

As a result, businesses are able to create a very enticing environment for customers, mostly through the use of social media platforms as a marketing communication medium. Businesses can engage directly with their customers using the elements of social media communication. This may have a positive influence on their decision-making.

1.2 Problem Statement:

In the marketplace, digital business is gaining traction and becoming more compatible with traditional firms. Many conventional craftsmen are seeking guidance on how to use social media to grow their businesses, which has become a popular trend in the industry. People would rather shop online than spend a full day at a store seeking for the perfect item. This study was carried out in order to gain a better understanding of customer behaviour and their interactions with internet businesses. Because each customer encounters everything firsthand and judges it based on subjective criteria in the context of experience, the consumer becomes an important part of marketing and communication. As a result, subjectivity, emotions, symbols, and social elements all gain more weight and relevance (Batat, 2019). This point of view demonstrates an important feature of customer experience understanding: value is found not only in consumption (products or services), but also in the consumer experience. The internal and subjective responses of a customer to direct or indirect contact with a firm are referred to as customer experience. As a result, anticipating the emotional consumer experience is crucial. Analyzing successful answers to service encounters is critical, as is comparing reactions to different sorts of situations. Personalization, informativeness, word of mouth, and trendiness all contribute to a better brand experience; yet, when these factors are lacking in any encounter, customers lose interest. Pakistani social media users are growing by the day, resulting in a shift in marketing techniques. Acceptance of e-commerce reflects a customer's willingness to try new things. Even yet, some digital entrepreneurs are oblivious of client behaviour and desires, resulting in marketing techniques that fail. Even if the internet has expanded the number of e-shoppers, some people are still cautious due to concerns about personal safety and privacy. Whether or whether a person accepts new technology is determined by how they approach it. People's domain-specific

innovation is expected to lead them to engage in e-shopping. This study is being conducted in order to reach more precise conclusions regarding how to run a business with flawless marketing. When a sound strategy is put in place, it happens. Internet shopping will continue to gain popularity as online retailers and franchisees become more advanced.

1.3 Research Objective:

The aim of this research is to see how perceived social media marketing activities on consumer-based brand equity.

1.4 Research question:

How do social media marketing activities affect consumer-based brand equity?

1.5 Significance of study:

The requirement to determine the influence of perceived social media marketing activities on consumer-based brand equity will result in improved marketing tactics and customer behaviour, allowing business owners to manage their businesses on social media. To understand a customer's brand experience, one must first understand the aspects that influence it, such as informativeness, personalisation, trendiness, and word of mouth. The value that draws a buyer to a product varies from one trend to the next, with good feedback enhancing a company's trust and sales. This is advantageous to the market, consumers, policymakers, and others.

Market: The market will benefit the most from this research. It will assist business owners in updating their operations in accordance with the current trending business of E-commerce. Traditional business owners will gain a better grasp of how to convert their firm to digital, and digital businesses will be recognised for their current and future needs.

Consumers: Consumers will get the better shopping experience. It will ease their hurdles to go to market and find their favorable product which became an old method. Also, it will fill the gap in their E-shopping.

PolicyMaker: Policymakers will be most benefited from this study because this study it will help policymakers to understand specific needs, ensure relevant needs, improve communication and
Dissemination of e-learning so they could implement our recommendation from the research.

1.6 Limitations:

This research has a number of flaws. One of them is that this study focuses on digital clients' E-shopping experiences. There are numerous fundamental limitations to the study that is being conducted. Our study's sample size is limited to 200 Pakistani respondents. Because we only obtained data from Pakistan, the scope of the study is limited. Only persons who shop online are included in the study. The study is limited to only a few factors, such as INF, TR, PER, WOM, and BE on CBBE for Pakistani online shoppers.

1.7 Organization of study:

The rest of the research is as follows. In chapter 2, there is a literature review, and in chapter 3, the methodology is discussed. Chapter 4 defines the findings, as well as their discussion and conclusion; Chapter 5 discusses the study's policy implications and limitations.

Chapter 2:
LITERATURE
REVIEW

2.1 Theoretical Background:

The SOR model theory has been applied in this paper. Mehrabian and Russell (1974) proposed it based on their research into consumer behaviour and environmental psychology.

Environmental stimuli (S) produce two types of behavioural responses (R) in this model: approach and avoidance. The three parts of the S-O-R model are stimulation, impact, and reaction. External stimuli (S) are supposed to influence people's behaviour through causing changes in their internal organs (O) (R; Mehrabian and Russell, 1974). This method is used to understand how people react to environmental information. It can capture both behavioural responses and portions of complex decision-making processes (Bagozzi, 1983). Stimuli can take numerous forms in this theoretical framework, including environmental influences and interpersonal interactions, as well as internal status changes in stimuli perception and behaviour, such as affective, cognitive, perceptual, and mental processes. The S-O-R model is a suitable fit for the context, according to Zhai et al. (2020), whether considering students' participation in e-learning or SNSs. Many learning patterns have begun to shift from offline to online classrooms as a result of the global COVID-19 epidemic, and students have been pushed to try to employ multimedia technology for learning (Khan et al., 2017; Zhan et al., 2020). As a result of the psychological changes, children may acquire a range of learning styles and engagement behaviours, necessitating the use of the S-O-R model to better comprehend their complete learning process. The S-O-R model has already been used to investigate social support (Zhang et al., 2014), flow (Animesh et al., 2011; Gao and Bai, 2014; Zhang et al., 2014), feeling (Koo and Ju, 2010; Vieira, 2013; Kim and Johnson, 2016), and interaction (Koo and Ju, 2010; Vieira, 2013; Kim and Johnson, 2016). Animesh et al., 2011; Zhao and Lu, 2012) Animesh et al., 2011; Zhao and Lu, 2012) (Mollen and Wilson, 2010). Individual responses to stimuli pertain to a person's effective attitude and objective when performing specific tasks, such as learning autonomy and learning intention (Animesh et al., 2011; Ha and Im, 2012).

2.2 Hypothesis Development:

2.2.1 Informativeness:

The percentage of total alarms that correctly communicates a specific occurrence and the seriousness with which it poses a hazard is known as informativeness. It is addressed how to measure informativeness and alarm reaction. Informativeness initiatives, as well as the other evidence-based measures mentioned, will help us shift clinician attention more effectively, efficiently, and reliably, improving alarm response. We investigate whether a user's information-sharing habits are linked to the attitude expressed in social media content (Michael F Rayo¹, Susan D Moffatt-Bruce²). We conduct Twitter research in the context of political communication. We discovered that emotional Twitter messages get retweeted more frequently and fast than non-emotional tweets based on two data sets comprising more than 165,000 tweets. As a result, businesses should place a greater emphasis on sentiment research relating to their brands and products in social media communications, as well as developing emotionally arousing advertising content. Customer equity and purchasing intent are inextricably linked (Linh Dang-Xuan 2014). This study's findings can be utilised to help luxury brands better predict their clients' future purchasing behaviour and serve as a roadmap for asset management and marketing operations (Angella J.Kima¹EunjuKob 2011).

H1: Informativeness has a significant effect on social media brand experience.

2.2.2:Personalization:

Many companies utilise personalization to provide individualised marketing to individuals based on their distinct tastes (Li, 2016). Many businesses employ personalization in social media and email for successful advertising and relationship management (Montgomery and Smith, 2009). As the relationship develops, consumer attachment and loyalty to the brand should grow, ultimately influencing consumer purchasing decisions (Hollebeek et al., 2014). Perceived customization influences customer brand engagement and attachment, as well as the perceived quality and loyalty of advertised brands. Personalization can be effective—and is becoming increasingly important in the current online environment—because businesses have access to massive amounts of data on customer shopping and buying habits, website browsing, and tastes and preferences, all of which can be analysed and compared to similar usage patterns to create

customer profiles (e.g., Ansari and Mela, 2003; Lavie et al., 2010; Li, 2016; Wedel and Kannan, 2016). Personalization allows businesses to tailor their interactions with customers based on this information, such as highlighting a specific product that the user has looked at or highlighting brand characteristics that the user is likely to enjoy.

H2: Personalization has a significant effect on social media brand experience.

2.2.3 Trendiness:

As a result, trendiness is defined as providing the most recent information on products or services (Bruno et al., 2016). "Trendiness" refers to the degree to which a brand communicates the most recent, up-to-date, and current (i.e. "hot issues") information about itself (Naaman et al., 2011). The study assists businesses by increasing knowledge and information about the value of brand awareness by expanding influencing variables such as social media marketing. Trendiness has no effect on Smartphone purchase intentions, according to the findings of the SmartPLS study. Wijayaa, Sulistiyani, Pudjowati, et al. (2021) present an integrated framework that incorporates the mobile technology acceptance model (MTAM), as well as social media-based engagement, trendiness, and electronic word-of-mouth (e-WoM). According to the findings, mobile usefulness and mobile simplicity of use all had an indirect impact on satisfaction via interaction, trendiness, and e-WoM. Simultaneously, mobile utility and ease of use had a direct impact on satisfaction, which had a significant impact on the intention to use such features in long-term destination marketing. Sharmin, Sultan, Badulescu, and the rest of the group (2021).

H3: Trendiness has a significant effect on social media brand experience.

2.2.4 Word Of Mouth:

WOM is defined as consumer-to-consumer communication about a product, service, or company that is free of commercial influence (Litvin et al., 2008). Customer behavior is widely thought to be influenced by word of mouth (WOM) (Daugherty and Hoffman, 2014). This is especially true for intangibles like tourism and hospitality, which are difficult to value before use. As a result, word-of-mouth (WOM) is seen as the most important source of information in consumers' purchasing decisions (Litvin et al., 2008; Jalilvand and Samiei, 2012) and intended behavior. It's undeniable that social media has a significant impact on festival brand attitudes and attachments,

and that social media-based interactions result in desired outcomes like favorable word of mouth. (Simon Hudson Martin S.Roth b1 Thomas J.Maddenc2RupertHudsonc3 2014) claims According to the findings, specific qualities trigger Utilitarian (Convenience and Product Selection) and Hedonic (Idea and Adventure) motives, which influence user intention to browse products on such mediums in order. (Simon Hudson Martin S.Roth b1 Thomas J.Maddenc2RupertHudsonc3 2013).

H4: Word Of Mouth has a significant effect on social media brand experience.

2.2.5 Brand Experience and Consumer-based brand equity:

Brand experience, defined as true sensations, thoughts, cognition, and behavioural responses, has gotten a lot of attention in the marketing literature (Brakus et al., 2009; Mathew and Thomas, 2018). The social media brand experience can help you build customer equity (Kim and Ko, 2012; Yuan et al., 2016). These studies demonstrate how a positive social media brand experience can boost client retention. It also sheds light on the relative value of different product features that improve brand experience, brand attachment, trust, and consumer equity.

H5: Brand experience is significantly related to Consumer Based Brand Equity.

2.3 Conceptual Model:

2.3 FRAMEWORK:



CHAPTER 3 - METHODOLOGY

3.1. Research purpose:

3.1.1 Explanatory Method:

In this research, we used explanatory research. Explanatory research is the research which had been already published in the previous articles. In this we use secondary research in which we collect relative information about the specific study from the previous articles. We are using this research type because we can identify the problem and solve them by researching similar current cases in comparison with previous cases. This is a pre-designed structure so the result is shown in a well-structured design. In this study, the main purpose is to identify the impact of INF, TR, PER, WOM and BE on CBBE and also the impact of BE on CBBE and tell us how and why the variables have effects on each other. In our research we have two dependent variables that are brand experience and customer based brand equity.

3.2 Research Method:

3.2.1 Quantitative method:

We take a quantitative research method in this case. We've obtained data in numerical form, so we'll use hypotheses to come up with a conclusion based on the information we've gathered. It establishes a fundamental link between empirical observation and mathematical articulation of quantitative relationships. The purpose of the survey questionnaire is to determine the impact of independent factors such as INF, TR, PER, and WOM.

3.3 Research Design:

The correlational research design is used in this study. Correlational research is a form of study that involves looking at two variables to discover if they have a statistically significant relationship. The goal of correlational research is to identify variables that are linked in such a way that changing one affects the other to change.

3.4. Sampling Technique:

This study uses convenience sampling (Raza et al., 2020), which is a non-probability sampling method in which a sample is drawn from a group of people who are easy to contact or reach.

3.5. Target Audience/Population:

In this study we are targeting Online shopping customers.

3.6. Sample Size:

The sample size is 200.

3.7. Statistical Techniques:

The software utilized in this study is the Statistical Package for the Social Sciences (SPSS) and Partial Least Square (PLS). Some of the tests that can be run on the data include reliability analysis, factor analysis, and regression analysis.

3.7.1 Reliability analysis:

The concept of reliability analysis refers to the idea that a scale should consistently represent the construct it is measuring. It can be advantageous at times and in some circumstances.

3.7.2 Factor analysis:

Factor analysis is a method for determining which of many probable The most important reason is expressed by expressing the values of observed data as function of those causes.

3.7.3. Regression analysis:

The term "regression analysis" refers to a set of statistical processes for estimating relationships between one or more independent variables and a dependent variable. It can be used to assess the strength of a link between variables and forecast future interactions.

3.8. Questionnaire and Measurement Instrument:

Before we delivered the questionnaire to our respondents, the supervisor prepared and approved it. We utilized Likert scales with five points, ranging from strongly disagree to strongly agree. The survey items for each of SOR's four original concepts (INF, TR, PER, WOM), BE, and CBBE were adapted from Koay, Ong, Khoo, and Yeoh's previous studies (2020)

3.9. Ethical consideration:

For the purposes of the research study, the required information is acquired freely from respondents using a questionnaire. It is only utilized to achieve the study's goal, and it must not be used to infringe on the dignity of research participants. Furthermore, no personal information from any type can be sent without risking its privacy.

3.10 Demographics:

Table 1

Profile of Respondents (N = 205)

Demographics Items	Frequency	Percentile
Male	74	36%
Female	131	64%
Age		
18 to 30	160	78%
31 to 40	22	11%
40 or above	13	6%
Below 18	10	1%
Year of study		
Postgraduate	35	17%
Graduation	59	29%
Undergraduate	100	49%
Others	11	5%

Table 1 exhibits the demographics of respondents. Out of 205 students, 36% are male while 64% are female. Also, 78% of students belong to the age group of between 18-30 years, 11 % of students are belonging to the age group of between 31-40 years. 6% of students are belonging to the age group of between 40 or above years of and 1% of students are belonging to the age group of below 18. Above 29% of students are Graduates, 49% of students are Undergraduate, 17% of students are Postgraduates, and 5% of students are others.

CHAPTER 4 - DATA ANALYSIS

4.1 Data Analysis:

The Partial Least Squares Structural Equation Modeling (PLS-SEM) was carried out using SmartPLS 3.2.7. (Ringle et al., 2015, Ali & Raza, 2017) When there is little prior information of the proposed hypotheses in constructing the conceptual model, or when the focus is more on exploration than confirmation, PLS-SEM is regarded as the optimum technique (J.F. Hair et al., 2014). PLS-SEM is an efficient technique, especially when used for theory construction and exploratory research, because of its widespread acceptance and excellent application in the IS sector (J. Hair et al., 2017; Raza et al., 2019). Furthermore, PLS-SEM works well with complex models and does not impose any restrictions on sample size or data distribution (J. Hair et al., 2014). PLS-SEM is regarded as the right method to use for the settings of this study because it is exploratory in nature and based on the preceding assumptions. A two-step technique is employed to validate the created research model in this study. The first is about evaluating the "outside measurement model," while the second is about evaluating the "inner structural model" (J. Hair et al., 2017; Raza et al., 2018).

4.2 Measurement Model:

It is suggested that during the evaluation of the measurement model, both reliability and validity must be validated (J. Hair et al., 2014; Raza et al., 2020; Qazi et al., 2021). The degree to which a scale generates consistent and stable measures throughout time is referred to as reliability (J. Hair et al., 2017) "Cronbach's alpha" and "composite reliability (CR)" are commonly used to assess reliability. Cronbach's alpha and composite reliability should be 0.70 or above to be considered acceptable. 2014 (J. Hair et al.) According to Table 2, Cronbach's alpha values are greater than 0.70, and Composite validity values are likewise greater than 0.70, indicating that the dependability is confirmed (Raza & Khan, 2021).

Furthermore, both "convergent validity" and "discriminate both" must be established in order to confirm validity. "The amount to which a measure correlates positively with different measures of the same construct," according to convergent validity. The "indicators loadings" and the "Average Variance Extracted "indicators (AVE) "should be considered when assessing convergent validity in research investigations. The AVE values should be at least 0.50, and the indicator loadings should be at least 0.50. (J. Hair et al., 2014; Khaskheli et al., 2020). **Table 2** shows that both requirements are met, indicating that convergent validity has been established.

Table 2 Measurement model results.

Constructs	Items	Loadings	Cronbach's α	Composite reliability	Average Variance extracted
BE	BE1	0.843	0.814	0.853	0.627
	BE2	0.835			
	BE3	0.896			
	BE4	0.713			
	BE5	0.832			
	BE6	0.888			
	BE7	0.823			
	BE8	0.860			
	BE9	0.864			
	BE10	0.819			
	BE11	0.703			
	BE12	0.854			
CBBE	CBBE1	0.791	0.850	0.853	0.806
	CBBE2	0.811			
	CBBE3	0.766			
	CBBE4	0.823			
	CBBE5	0.812			
	CBBE6	0.895			
	CBBE7	0.834			
	CBBE8	0.866			
	CBBE9	0.809			
	CBBE10	0.814			
INF	INF1	0.836	0.808	0.885	0.720
	INF2	0.862			
	INF3	0.847			

PER	PER1	0.813	0.721	0.834	0.627
	PER2	0.854			
	PER3	0.700			
TRED	TRED1	0.853	0.830	0.889	0.728
	TRED2	0.922			
	TRED3	0.779			
WOM	WOM1	0.853	0.886	0.913	0.780
	WOM2	0.973			
	WOM3	0.815			

The correlation matrix, cross loading, and Heterotrait Monotrait ratio of correlations (HTMT) criteria were used to assess' discriminant validity.

Table 3 shows the square root of AVE is more than the latent construct correlation, indicating that the requirements are met, namely that the AVE'S Square root should be bigger than the correlation of latent constructs provided by (Fornell & Larcker, 1981; Ahmed et al., 2021; Raza et al., 2021).

Table 3						
Summary Statistics.						
	BE	CBBE	INF	PER	TRES	WOM
BE	0.850					
CBBE	0.530	0.754				
INF	0.167	0.114	0.849			
INT	0.145	0.420	0.329			
PER	0.166	0.160	0.266	0.792		
TRES	0.195	0.170	0.409	0.500	0.853	
WOM	0.151	0.190	0.573	0.510	0.127	0.883

Table 4 depicts the factor loading of each item whose cross loading is Begin with than its relative construct's loading, and the difference between them is greater than 0.1, indicating that it meets the requirements proposed by (Gefen & Straub, 2005, Qazi et al., 2020; Raza et al., 2021).

Table 4 Loadings and cross-loading.						
	BE	CBBE	INF	PER	TRED	WOM
BE1	0.843	0.370	0.500	0.400	0.333	0.169
BE2	0.835	0.389	0.130	0.300	0.100	0.148
BE3	0.896	0.486	0.150	0.113	0.120	0.168
BE4	0.713	0.485	0.137	0.168	0.182	0.125
BE5	0.832	0.356	0.208	0.170	0.187	0.132
BE6	0.888	0.180	0.226	0.128	0.192	0.150
BE7	0.823	0.128	0.176	0.143	0.153	0.136
BE8	0.860	0.514	0.107	0.240	0.630	0.164
BE9	0.864	0.160	0.151	0.160	0.137	0.130
BE10	0.819	0.287	0.126	0.181	0.225	0.185
BE11	0.703	0.444	0.127	0.530	0.380	0.123
BE12	0.854	0.297	0.171	0.219	0.122	0.168
CBBE1	0.499	0.791	0.176	0.370	0.174	0.108
CBBE2	0.328	0.811	0.460	0.340	0.131	0.177
CBBE3	0.445	0.766	0.241	0.530	0.107	0.130
CBBE4	0.470	0.823	0.177	0.444	0.570	0.163
CBBE5	0.130	0.812	0.107	0.154	0.167	0.131
CBBE6	0.123	0.895	0.143	0.121	0.150	0.172
CBBE7	0.192	0.834	0.117	0.190	0.230	0.191
CBBE8	0.103	0.866	0.270	0.203	0.168	0.164
CBBE9	0.105	0.809	0.185	0.109	0.219	0.193
CBBE10	0.111	0.814	0.147	0.521	0.326	0.187

INF1	0.100	0.134	0.836	0.450	0.266	0.125
INF2	0.146	0.142	0.862	0.570	0.362	0.421
INF3	0.113	0.115	0.847	0.564	0.410	0.537
PER1	0.158	0.138	0.497	0.813	0.467	0.580
PER2	0.164	0.163	0.507	0.854	0.524	0.557
PER3	0.126	0.199	0.530	0.700	0.435	0.525
TRED1	0.166	0.141	0.376	0.517	0.853	0.527
TRED2	0.110	0.104	0.348	0.520	0.922	0.538
TRED3	0.400	0.125	0.353	0.550	0.779	0.572
WOM1	0.123	0.188	0.527	0.590	0.531	0.853
WOM2	0.163	0.166	0.556	0.515	0.559	0.973
WOM3	0.222	0.149	0.451	0.574	0.566	0.815

Table 5 shows the HTMT results, which show that all variables meet the criteria set out by (Henseler et al., 2015) and (Raza et al., 2017), namely that the variable HTMT ratio should be smaller than 0.85.

Table 5 Heterotrait-monotrait ratio						
	BE	CBBE	INF	PER	TRES	WOM
BE						
CBBE	0.602					
INF	0.258	0.253				
PER	0.221	0.178	0.838			
TRES	0.176	0.205	0.507	0.785		
WOM	0.139	0.178	0.673	0.513	0.819	

4.3 Structural Model

The structural model is evaluated when the measurement model has been confirmed. Table 6 displays the outcome. The hypothesis is represented by each path in the table. The sign, magnitude, and significance level of the coefficient are examined (Wixom & Watson, 2001). The

extent to which independent variables influence dependent variables is represented by the coefficient value; the higher the coefficient value, the greater the impact of independent variables on the dependent variables. The p-value, on the other hand, indicates the significance of the hypotheses. If the p-value of a hypothesis is less than 0.1, it is considered significant. The regression path displays Consumer- based brand equity, Informativeness, Personalization and word of mouth have a significant effect on engagement. As shown in table 6, H1, H2, H3, H5 were accepted, while TRED has an insignificant effect on engagement. As shown in table 6, which means the hypothesis H4 was rejected.

Table-6 The Research Model Standardized Regression Weights.					
Hypothesis	Regression Path	Effect type	SRW	p value	Remarks
H1	BE-> CBBE	The Direct effect	0.630	0.024	Supported
H2	INF -> BE	The Direct effect	0.271	0.004	Supported
H3	PER -> BE	The Direct effect	0.170	0.007	Supported
H4	TRED -> BE	The Direct effect	0.211	0.242	Not Supported
H5	WOM -> BE	The Direct effect	-0.426	0.063	Supported

4.4 Discussion:

The results demonstrate that four of the five hypotheses are accepted. The first path is linked to the effect of Consumer Based Equity on Brand Experience, according to the results. Because of the values ($=0.630$ and $P = 0.024$ ($P < 0.1$)), the association between these variables was determined to be positive and significant, implying that hypothesis H1 is supported. The findings support the use of brand experience in social media as a significant technique for building

customer equity (Kim and Ko,2021 Yuan et al., 2016).The feelings, attitudes, cognitions, and behavioural responses evoked by brand-related stimuli such as logo design and identity, packaging, communication, and environment are referred to as brand experience (Brakus et al.,2009). Marketing communication on a company's website can help to shape a brand experience (Lee & Jeong, 2014).As a result, this research shows that brand experience has a beneficial impact on consumer based brand equity. Social media, internet advertising, and customer experience have all improved the ability to connect with customers on a more personal, emotional level and establish a relationship. It's critical that your customers' views, feelings, thoughts, and experiences with your brand remain favorable at all times.

The second path is related to the effect of Informativeness on Brand Experience. The relationship between these variables was found significant because of values ($\beta = 0.271$ and $P = 0.004$ ($P < 0.1$)) which means the hypothesis H2 is accepted. Initiatives that focus on informativeness and the other evidence based measures listed will allow us to more effectively, efficiently and reliably redirect clinician attention thereby improving alarm response, according to the study that supports our conclusion. *Michael F Rayo,Susan D Moffatt-Bruce,Michael F Rayo,Michael F Rayo,Michael F Rayo, Michael F Rayo, Michael F Rayo, Michael F As a result, organizations' should pay greater attention to sentiment research connected to their brands and products in social media communication, as well as producing emotional=triggering advertising content. The association between purchase intention and consumer equity is significant (Linh Dang-Xuan 2014). It is stated here that a brand's product knowledge and fast communication with customers aid in the growth of the rand.

The third path is related to Personalization on Brand Experience. The relationship between these variables was found positive and significant because of values ($\beta = 0.170$ and $P = 0.007$ ($P < 0.1$)) which means the hypothesis H4 is accepted. Perceived customization has a beneficial effect on customer brand engagement and attachment, as well as the perceived quality and loyalty of advertised brands. Personalization can be effective-and is becoming increasingly important in the current online environment- because businesses have access to massive amounts of data on customer shopping and buying habits, websites browsing, and tastes and preferences, all of which

can be analysed and compared to similar user patterns to create customer profiles (e.g., Ansari and Mela, 2003: Lavie et al., 2010: Li,2016: Wedel and Kannan, 2016).

The fourth path is related to the effect of Trendiness on Brand. The relationship between these variables was found positive and insignificant because of values ($\beta=0.211$ and $P = 0.242$ ($P >0.1$)) which means the hypothesis H5 is rejected. It is important for brands to follow the latest trends in both their products and marketing tactics. As Google decides to phase out third-party cookies by the year 2023 brands have to figure out other methods of social media marketing. However, other social media marketing platforms have started opening up which need to be targeted. Products and new additions also need to be in line with ongoing trends in the market to retain and attract customers. Consumer brand engagement is directly influenced by trendiness, which is followed by brand awareness and knowledge. In contrast, the impact of entertainment and personalization on consumer- brand interaction was shown to be non-significant. As a result, trendiness data aids in attracting customers' attention, eliciting favourable emotions, and motivating loyalty intentions (Liu et al., 2019).

The fifth path is related to World of Mouth on Brand Experience. The relationship between these variables was found negative and significant because of values ($\beta=-0.426$ and $P = 0.063$ ($P <0.1$)) which means the hypothesis H6 is accepted. WOM is regarded as the most essential source of information in consumers' purchasing decisions and planned behavior (Litvin et al., 2008: Jalilvand and Samiei, 2012). WOM has a considerable impact on brand experience, according to this study, and WOM is critical to a company's growth since it has a tangible beneficial impact on brand image.

CHAPTER 5 - CONCLUSION

5.1 Conclusion:

The current study's goal is to look into the relationship between perceived social media marketing activity and consumer-based brand equity. As independent variables, informativeness, personalization, trendiness, word of mouth, and consumer-based brand equity are used. The SOR Model theory is used. University students completed a total of 205 questionnaires. The data was analyzed using the Partial Least Square Structured Equation Modeling (PLS-SEM) approach. The result of this CBE, INF, PER, and WOM have a significant impact on the independent variable while INT and TRED have an insignificant impact on the independent variable. The result of the study provides useful insights into new marketing strategies to target the consumer in the right way. The findings of this study will be helpful to Policy Makers, Consumers, Marketers and Salesmen. Through this study, they will be able to better understand all the factors that influence the impact of perceived social media marketing activities.

5.2 Managerial implications:

Based on the results we recommend that most NGOs rely on informational marketing to get their donors invested in their cause. Informational marketing can be made through traditional methods of brochures, advertisements, etc., or through more conventional methods of public documentation of the ingredient list, customers' feedback, making of the product, etc. Many major companies have started giving tours of their factories, kitchens, and warehouses to facilitate information through the chain and earn customers' trust.

As we know nowadays customization or personalization of orders has had all the roar in the 21st century. Companies need to be very data-driven to be able to personalize the experience for the customers. Walmart sends new mothers gift hampers after frequent purchases of baby items are seen on their accounts. Although many have criticized this approach as being slightly unethical, it has famously worked for the big market.

By our research, we recommend that According to Nielson research made recently in 2013 showed that 92% of the customers trust recommendations from their friends, family, and trusted influencers. Companies can target trusted influencers with a large following to instigate a conversation about the brand between followers. It is also possible for companies to offer discounts to customers on posting story updates or posts of their purchases. Word of Mouth

marketing was thought difficult to be instigated by the brand itself but lately with such options available at our whim it has become achievable.

Similarly, recommendations for Trendiness is as customers become more environmentally conscious things such as fast fashion, trendiness and fads have seen a good decrease. It is best for brands to show aversion to trendiness and focus on more profitable marketing tactics.

5.3 Future Recommendations:

This study has a few limitations. The theoretical model was examined on university students only. Maybe the students on the lower level or grown-ups have different behavior towards online business, to increase the generalizability of the study, future research can be done by taking the data from people who are not in university e.g. school students, college students, etc. as they are also shifting towards E-commerce because of the covid pandemic situation and the increasing demand of digital marketing. The sample size can be increased as well, as this study's sample size was 205 and the study was conducted only in Karachi, future researchers can collect data from all over the country. Limited variables were taken to examine, future researchers can examine more variables which as impact on brand experience. This research was not based on a specific brand, future researchers can target a specific brand to study the marketing strategies.

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