INTERNATIONAL JOURNAL OF SOCIAL SCIENCES BULLETIN
ISSN: (E) 3007-1917 (P) 3007-1909
Volume 4, Issue 1, 2026

THE INFLUENCE OF BRAND EQUITY ON E-WOM AND PURCHASE INTENTION THROUGH SOCIAL MEDIA MARKETING

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DOI: https://doi.org/10.5281/zenodo.18323140

Received	Accepted	Published
22 November 2025	07 January 2026	**21** January 2026

ABSTRACT
Social media is creating a platform for widespread information sharing and grouping people on a worldwide scale, which will also support and enable businesses to market their brands. one of the greatest platforms, and since its released, it has expanded quickly and effectively. Social media marketing has helped a lot of businesses succeed by enabling them to reach a big audience. Companies establish brands for their best-selling items and customers to inspire them to associate the product with the company's identity. The goal of the quantitative approach in the context of social media marketing is to provide measurable insights that contribute to our understanding of the quantitative aspects of how brand equity influences on e-WOM and purchase intention. A deductive approach is used to investigate how brand equity influences electronic word-of-mouth (e-WOM) and purchase intention through social media marketing, starting with well-established theories and hypotheses. Using an explanatory approach in this study on the impact of brand equity on e-WOM and purchase intention through social media marketing, current theories are tested and improved. Our research concludes by highlighting the crucial roles that social media marketing, e-WOM, and brand equity play in influencing purchase intention. Businesses can use electronic word-of-mouth (e-WOM) to drive sales and achieve long-term success by concentrating on developing a strong brand image, encouraging loyalty, and optimizing social media. Furthermore, in light of the policy implications brought to light by our research, stakeholders ought to collaborate in order to create an open and moral online space that safeguards users and encourages reliable electronic word-of-mouth.

INTRODUCTION

SOCIAL MEDIA connects people globally and provide a platform for sharing the information at mass level, this will enable and helps the businesses to promote their brands. It is among the top platforms which rapidly increasing day by day as a time it's started. Social media marketing has lent a hand of many firms to reach large-scale audience which lead them towards the success and Businesses set brands for their most popular products and customers, where they show their loyalty and enthusiasm for the product and connect it with the brand representing the business. Likewise Kohli (2015) said, that, Brands are integral for customers because they provide enthusiastic and figurative advantages, for example self-improvement and self-endorsement.

The study investigates the dynamics relationship that exist between brand equity (brand image, brad awareness and brand loyalty), e-WoM broadcast the announcement of brand to experienced and potential audiences, and consumers share their opinion and experience with others (Park & Lee 2008). This is an intriguing and modern research issue. This study is necessary understand the need of virtualization (Tuten & Solomon 2014). Whereas e-WOM valence influences purchase intentions by affecting consumers' emotions, risk perceptions, and susceptibility to social influence. Consumer purchase decision have long been impacted by e-WOM, moreover understanding the relation between e-WOM and brand equity is essential as e-WOM has become a powerful tool for consumer which is directly proportional to brand image, This viral marketing will trigger the purchase intention through social media marketing SMM.

1.1 Background of the Study

These days, businesses are gradually coming to view social media platforms as a powerful tool for reaching and promoting to target audiences (Van & Poell, 2013). This is a network where businesses can build their brand equity with their target audience. In additionally, utilitarians make good use of social media for things like easy access to resources (Xu et al., 2012). Whereas social media refers to an online means of synchronization, transportation, communication, coordination, and the development of connections with various groups of people for management and collaboration with enhanced technological capabilities (Tuten & Solomon 2014). A brand can make its brand image with the help of e-WOM to create a high intention of purchase decision. According to Kelly et al., (2010), The product's value rises above its peak when the intended buyer makes a strong purchase decision. To which they purchase from and develop a favorable opinion of the brand because of the increased level of personalization and connectivity offered by sites like Instagram. Instagram is used in marketing to sway idealistic consumers (Tuten & Solomon 2014). In further, Everson (2014) recommends that to improve the way their brands are perceived, companies should have a social analytics team that can effectively specify and interact with targeted audiences on social media platforms. This is because community managers are not enough to win this battle on their own. The way people interact and communicate has changed because of the increased use of social media. Social media networks to market and promote their products have become incredibly simple for brands. Customers can participate in the communication process, so it's not just a one-way conversation, though.

1.2 Problem Statement

As we know social media had a great impact on selling products worldwide by their helping elements like e-word of mouth or viral marketing. This study is used to find out the impact of brand equity on viral marketing which has a direct link on purchase intention through social media marketing. As social media platforms give companies a new way to more quickly and naturally contact key customer segments. So, a certain investigation is going to find that does it really have a great impact to make brand its equity with support of these variables, and we will get to know this through examining different research relatable to our topic.

1.3 Research Questions

What impact of brand equity on e-word of mouth and purchase intention through social media marketing?
What is the significance of e-word of mouth on brand equity?
What is the relationship between e-word of mouth and purchase intention?
What is the difference between social media marketing and e-word of mouth?

1.4 Purpose of Study

In the light of background of study and problem statement our investigation is going to find that does it really have a impact of brand equity on e-word of mouth of mouth and brand equity on purchase intention through social media marketing.

1.5 Significance of the Study

The importance of this study is to determine the primary cause of these variables, how they relate to one another, and how customers are getting benefit in a limited time frame. As it shows that the consumers engage in social media behaviors that encourage them to utilize brand-related material by sharing, amusing, promoting, and displaying their connections to the brand with others (Hall-Phillips et al., 2016). The actions that encourage consumers to utilize brand-related social media are reflected in the image engagement of shoppers in online networks (Brodie et al., 2013). According to Kaplan and Haenlein (2010), social media networks provide brand managers additional options and benefits. According to Hollebeek et al. (2014), examining online networks from the standpoint of markup authoring to demonstrate the influence is still essentially experimental and needs careful research.

1.6 Research Gap

A few of the studies that we have located discuss how social media marketing affects E-WOM and how social media marketing influences purchase intention in relation to brand equity, but we do not find a direct relationship between brand equity on eWOM and purchase intention through social media marketing. In this respect, it is hoped that this study eWOM will fit in between social media marketing of brand equity (product) and purchase intention (consumer).

1.7 Definitions

This study investigates the undirect, mediated relationship between brand equity and purchase intention through electronic word-of-mouth (e-WOM) within the context of social media marketing (SMM). It addresses a current research gap by analyzing how brand equity, composed of brand image, brand awareness, and brand loyalty, influences consumers' online word-of-mouth behavior on social media platforms, and how this e-WOM, in turn, affects their purchase intention for the brand's products or services.

Specifically, the study examines:

How building brand image, awareness, and loyalty through SMM activities like user-generated content, influencer marketing, and social media advertising encourages positive e-WOM among consumers.

What a positive e-WOM on social media (e.g., online reviews, recommendations, sharing brand content) influences consumer perceptions and attitudes towards the brand.

How these positive perceptions and attitudes ultimately translate into increased purchase intention, leading consumers to consider purchasing the brand's offerings.

While provide valuable insights for brands and marketers on how to leverage SMM strategically to optimize brand equity and drive purchase intention. With respect of Contribute to the understanding of the complex dynamics between brand equity, e-WOM, and purchase intention within the evolving digital landscape of social media. Advance the field of marketing communications.

Literature Review

2.1 Social Media Marketing

Web 2.0 technologies are used by social media applications, which can be mobile or web-based and enable user-generated content creation and sharing. Social media comes in a wide variety of forms, such as social networks, blogs, wikis, microblog sites, and more. These days, Facebook, Twitter, YouTube, and Instagram are extensively used social media sites by the general public [Gammoh & Pham, 2015]. Enterprises employ diverse social media channels to attract customer and up rise them of recently launched merchandise. Interaction with the public media is a dynamic approach to uphold and improve consumer rights and boost satisfaction (Balakrishnan et al., 2014). Social media marketing is being used as an effective channel that can be connected to big networks and connections in addition to scientific and information technology advancements (Kavisekera & Abeysekera, 2016). Marketers can use social media for a variety of objectives, such as strengthening their brands and possibly increasing sales (Laudon & Traver, 2017). to accomplish organizational goals by building and sustaining profitable business relationships with target markets. The procedure for Marketing management is the process of analyzing, planning, coordinating, and overseeing marketing-related activities, including concept development, pricing, distribution, and product, service, and idea promotion (Lindgreen et al., 2006). Businesses can create more fruitful and successful partnerships and gain a deeper understanding of their customers' needs by utilizing social media marketing (Setiawati et al., 2022). Consumers frequently start social media marketing conversations in order to discuss and share promotional material or to learn from one another's usage experiences, both of which can be advantageous to all parties (Rathore et al., 2016). Social media businesses use it as part of their marketing strategy because it is less expensive than other platforms and can support integrated marketing campaigns (Kim & Ko, 2010). Businesses can develop aspects of brand equity by using social media for marketing, such as raising consumer awareness of their brand and changing public perception of them. recommendations (Keller, 2009). Social media marketing is a tool that businesses use to build brand equity. Brand equity is raised by its solid reputation and positive social impact (Nam et al., 2011). Extra caution and planning are required when utilizing social media marketing to increase brand equity. Companies must use relationship marketing, which incorporates social media marketing, to move from "trying to sell" to "making connections" with their clients (Gordhamer, 2009).

2.2 Brand Equity

A person's perceived value to a brand is known as brand equity, and it can rise or fall depending on how they view their experiences. Brand equity is the value that a company or its clients place on its products or services. It is defined as the asset and liability associated with the brand, name, and symbol (Cheng-Hsui Chen, 2001). Additionally, because brand equity is a quality that consists of symbols and meanings that help businesses lower promotion costs and attract new customers based on the impressions left on consumers, it is a strategic asset for businesses. Consumers can gain from brand equity by becoming more adept at processing and interpreting information, feeling more comfortable making purchases, and making wiser choices (Ricardianto et al., 2022). Consumer awareness, attitudes, associations, attachments, and loyalty to a specific brand are measured by consumer-based brand equity constructs (Keller & Lehmann, 2006). A strong brand is important because it can provide marketers with a competitive edge by enabling possible brand extensions, strengthening their resistance to the pressures of rivals' promotions, and erecting obstacles to entry for them (Rangaswamy, Burke & Oliva, 1993).

2.2.1 Brand Awareness

Brand Awareness is a strategy that helps customers recognize, understand, and recall a specific brand (Barreda et al., 2015). Social media marketing may help increase brand awareness and foster a positive brand image by giving businesses the chance to communicate with both present and potential customers (Seo & Park, 2018). Since social media marketing are not limited by location or time, a brand's social media presence can effectively raise brand awareness through familiarization, education, and brand building (O'Flynn, 2017). Barreda et al. (2015) state that a high level of brand awareness influences brand image and brand loyalty in addition to other brand-related factors. Additionally, BBA has a positive impact on brand loyalty and willingness to pay a premium, according to Anselmson et al. (2014). When a brand's logo is recognized by customers, they are more likely to pay more for its products and services and to recommend it to others (Hyun and Kim, 2011). Prior studies (Bougenvile and Ruswanti, 2017) indicate that a high degree of brand awareness may improve a company's capacity to command a premium price in the marketplace.

2.2.2 Brand Loyalty

Nyadzayo and Khajehzadeh (2016) define brand loyalty as a customer's resolve to stick with a particular brand over competitors and their plan to make further purchases. According to earlier research on luxury brands, brand recall level (BRL) is a measure of consumers' intention to buy a brand (Godey et al., 2016). Brand loyalty can be developed as a result of improved customer relations, according to Laroche et al. (2013) in their social media marketing article. Yodpram and Intalar (2020) assert a direct correlation between consumers' willingness to pay higher prices, brand loyalty, and brand image. Pourazad et al. (2020) empirical research proved the beneficial effects of brand loyalty on consumers' willingness to pay a premium.

2.2.3 Brand Image

Consumer perception of a brand is known as its "brand image" (Keller, 1993). According to Kazmi and Mehmood (2016), a negative brand image would quickly incite unfavorable attitudes among customers, which would cause a sizeable percentage of customers to avoid interacting with that brand. On the other hand, a strong brand image ought to come with an extra benefit and influence consumer behavior. A strong brand image is supposed to influence consumers' perceptions and boost brand loyalty, according to Li et al. (2021b). Customers ought to accept a favorable image of the company with ease, which will boost their satisfaction and loyalty to the brand (Savitri et al., 2022). A company with a solid reputation would be able to swiftly and successfully execute promotional strategies, boosting customer loyalty, whereas one with a negative perception of brand would actually do the exact opposite (Dash et al., 2021). Yodpram and Intalar (2020) also suggested that customer willingness to pay greater amounts is directly influenced by brand image. Customers are more eager to pay more for a good or service when they have a positive brand perception (Keller, 1993).

2.3 E-WoM

People directly share information with others through social media platforms or other electronic communication devices this is referred to as electronic word-of-mouth (e-WOM). E-WOM refers to feedback on a good or service provided by a real, prospective, or former customer that is shared with other individuals or businesses via the media (Hennig-Thurau et al. (2004). Consumers always go through the stage of researching products and services that can be found online through uploads and user reviews before making a purchase or using a service. The internet is changing how consumers behave when it comes to online data queries, online conversations, and acceptance of e-WOM information. Electronic word-of-mouth (e-WOM), which has grown in popularity as a type of interactional advertising, allows customers to easily engage in social networking interactions and share information about products or services (Arumugam & Omar, 2016). Word-of-mouth (WOM) is a potent marketing tool because it ignites the development of effective and successful strategies to boost sales. Word-of-mouth marketing has led to the emergence of many well-known brands (Kotler & Armstrong, 2018). People's behavior has been changing because of the e-WOM phenomenon due to the rise in Internet usage. People commonly base their in-person choices on facts they have found on the internet and frequently consider the views of other customers when deciding about things like which film to watch or which companies to invest in (Dellarocas, 2003). E-WOM can be found in a variety of places, including e-mail correspondence from businesses, blogs, newsgroups, fan clubs, online communities, and product reviews. In their investigation, Tseng, Kuo, and Chen (2013) discovered that e-WOM had a significant impact on purchase intentions. According to this study, purchase intentions are positively correlated with positive e-WOM, which has a greater influence on them than advertisements. The findings suggest that companies, especially in non-transactional online communities, ought to encourage participants to contribute their knowledge or experiences rather than just posting adverts.

2.4 Purchase Intention

Purchase intention is the strong desire of a person to purchase an offering because it meets his implicit needs (Ajzen, 1991). There are several factors influencing purchasing decisions, including the presence of rivals, alternatives, and new products that influence consumers' intentions to make purchases. Intention to buy refers to a plan to buy goods based on consumers' preferences and the information that is currently available. Purchase intentions and brand equity are raised when positive e-WOM boosts perceived quality, brand associations, and other aspects of Aaker's model. More purchases are typically made by loyal customers than by moderately loyal or new ones (Yoo et al., 2000). A customer's desire to buy is determined by their perception regarding a brand (Keller & Lehmann, 2006). In addition, greater purchase intentions are related to consumers' higher perceptions of a brand's supremacy (Aaker, 1991). Therefore, marketers aim at boosting the desire of customers for making a purchase through excessive use and promotion.

2.5 Social Media Marketing and Brand Equity

The creation and consumption of content that has no temporal or spatial restrictions is the primary feature of social media. This demonstrates that active consumer participation in social media has a bigger influence on consumer behavior and brand perception than corporate-led, one-sided communication. Kim and Ko (2012) stated that social media marketing significantly impacted the value of a brand, in relation to research on how it influenced consumer trust for luxury brands. The research of Chae and Han (2015), encouraging users to use hashtags on social media increases the likelihood that they will boost consumer engagement and the value of the brand.

2.6 Brand Equity and E-WOM

Social media marketing makes it easier and faster for businesses to interact with customers. From a business standpoint, social media involvement yields the same benefits as conventional advertising. Positive communication is made possible for businesses through interacting with both current and potential customers. Engaging with both current and prospective clients enables the business to communicate favorable Brand Equity. Social media is a potent communication tool since it can spark word-of-mouth and the entrance of new customers through product marketing (Bae, 2002). It is demonstrated by Seo and Kim (2003) that Brand Equity has a major impact on WOM. Park (2013) also looks into the impact of the franchisee's brand equity on consumer behavior before reporting that brand equity boosts word-of-mouth (WOM).

2.7 E-WoM and Purchase Intention

The effectiveness of word-of-mouth marketing can significantly influence consumer intention. The advice of other customers might be more trustworthy than that of commercial sources, like ads or salespeople (Kotler & Armstrong, 2012). The oldest marketing strategy is word-of-mouth advertising. People now use the Internet in conjunction with brands to share their opinions about goods and services. On social media, thousands of people occasionally come across a comment, and many more who are interested in learning more about a product or brand read the comments that have already been made about it. These may affect the intention and behavior of purchases.

2.8 Social Media Marketing and Purchase Intention

Social media is becoming a more popular tool for brands to communicate, build relationships with customers, and make sales. This two-way communication platform is perfect for sharing information and ideas. Social media is regarded as being more honest with consumers since it presents a brand's actual identity rather than trying to manipulate it. A positive mindset is enhanced by this kind of communication, resilient intent to buy and dedication toward the business (Hutter et al., 2013). Furthermore, Zhu and Zhang (2010) found that brand sales performance is impacted by social media. Moreover, Kim and Ko (2010) discovered a relationship between the use of social media Promotion Activity and the intention to buy.

2.9 Theoretical Model

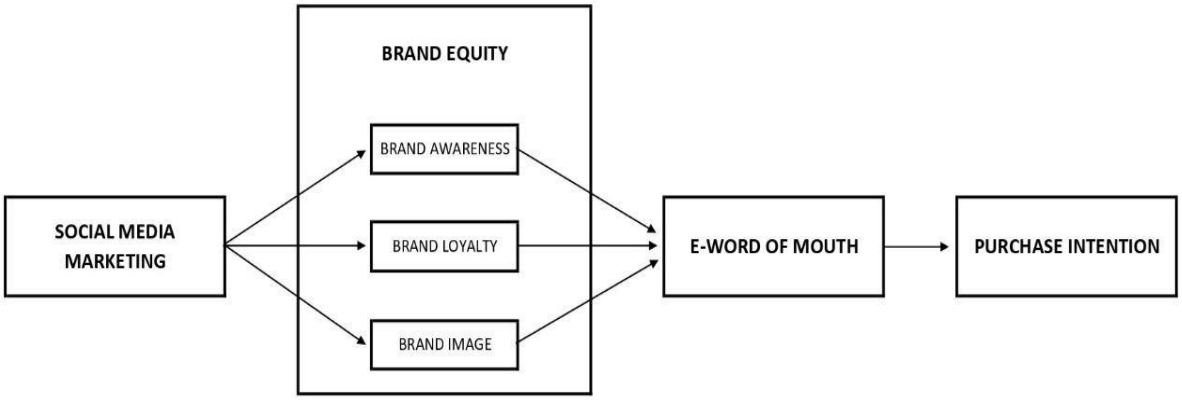

Figure 2.1: Theoretical Framework

Research Method

This study aims to investigate the relationship between brand equity, E-WOM, and purchase intention as it relates to social media marketing. This study employed quantitative and deductive methods based on the objectives of the research, the background, and the formulation of the problem. It is a research methodology that seeks to measure behavior, cognition, opinions, or attitudes as precisely as possible (Indrawati, 2015). In order to employ both descriptive and causal research, the objective is to characterize and elucidate the impact of the independent variables— Purchase intention is the dependent variable, and electronic word-of-mouth and social media marketing are the intervening variables.

The formation of e-WOM and the procedures involved are thoroughly explained in the literature review. We started by looking at various writers' theories regarding e-WOM and associated ideas in order to focus this approach on particular research issues. It is crucial for researchers conducting quantitative research to formulate sound hypotheses and test them with appropriate statistical instruments. Finding correlations between various variables through statistical calculations is also very beneficial. As is typically the case with the deductive approach, a quantitative research design was adopted for the current study. To determine the result and the relationship between the constructs in this research, several hypotheses are developed. Furthermore, SPPS software is used for hypothesis testing and quantitative result interpretation. Correlation is a statistical technique that is used to get the desired results.

3.1 Research Approach

Structured data is gathered using a quantitative technique in order to evaluate the impact of brand equity on electronic word-of-mouth (e-WOM) and purchase intention in the context of social media marketing. A survey instrument records pertinent variables, including participants' perceptions of brand equity, their involvement in e-WOM activities on social media channels, and their subsequent purchase intentions. Sampling techniques are used to target a representative and diverse group of social media users. The direction and strength of the relationships between brand equity, e-WOM, and purchase intention are measured, and trends are identified using regression models and other statistical analyses. This quantitative approach aims to provide numerical insights and empirical support for the specific brand equity dimensions that significantly influence e-WOM behaviors and purchase decisions in relation to social media.

3.1.1 Quantitative Research.

The objective of the quantitative approach based on social media marketing is to offer measurable data that advances our comprehension of the quantitative elements of the relationship between brand equity and eWOM and purchase intention.

3.1.2 Deductive Approach.

Starting with well-established theories and hypotheses, a method known as deductive reasoning is used to investigate how brand equity impacts electronic word-of-mouth (e-WOM) and purchase intention via social media marketing. Specific hypotheses were developed regarding the anticipated effect of various aspects of brand equity on e-WOM and purchase intention in connection with social media, based on previous research and the body of existing literature. Research instruments, like surveys and data analytics tools, are developed using this deductive reasoning to make sure that data collection is in line with the theoretical framework.

3.1.3 Explanatory Research.

Using an explanatory approach, this study examines how brand equity affects e-WOM and purchase intention through social media marketing in an effort to test and enhance existing theories. The study began with a comprehensive review of the literature in order to develop a theoretical framework. The quantitative information that was gathered, probably via questionnaires. With the use of social media platforms, this strategy provides a detailed understanding of the ways in which specific brand equity dimensions influence eWOM behaviors and subsequent purchase intentions. The explanatory approach emphasizes causal relationships and statistical validation in order to advance and improve current theories in the context of social media marketing dynamics.

3.2 Research Design

The study uses a sequential explanatory co-relational method design to examine how brand equity influences e-WOM and purchase intention using social media marketing. This design seeks to provide a thorough and nuanced analysis of the ways in which brand equity influences e-WOM and purchase intention within the dynamic realm of social media marketing by triangulating findings.

3.2.1 Quantitative Research Design

The choice of the quantitative research design was based on its capacity to offer statistical validation and quantitative insights into how brand equity affects social media marketing-driven electronic word-of-mouth (e-WOM) and purchase intention. Through the systematic collection of organized data, typically through questionnaires, this methodology facilitates the measurement of respondents' attitudes and behaviors. The strength of relationships between variables, patterns, and co-relations can all be found using statistical analyses. In the context of social media marketing, a quantitative design facilitates the efficient collection of large amounts of data, allowing for the identification of trends and generalizability. This increases our understanding of the exact influence of brand equity on electronic word-of-mouth (e-WOM) and intention to purchase among various social media users.

3.3 Sampling Design

Data for the study will be gathered using a non-predictive (probability) sampling technique. On this occasion, a non-probable sampling method is employed. The convenience sampling is a method that selects readily accessible representative data from a population. Using this sampling strategy does not require any additional requirements or sample patterns. People who live nearby the sample are included in the sampling. This holds true for coworkers, friends, and relatives, among others.

3.4 Instrument of Data Collection

A structured survey will probably be the main tool used to collect data for the study on how brand equity affects electronic word-of-mouth (e-WOM) and purchase intention through social media marketing. The purpose of the survey is to collect quantitative data from participants about their perceptions of brand equity, their engagement with e-WOM on social media, and their intentions to make more purchases. The specifics of brand equity, the type and frequency of electronic word-of-mouth interactions, and the participants' inclination to make purchases influenced by social media marketing would all be thoroughly covered by the survey questions. Convenience sampling is used in an online survey created with Google Forms to collect the data.

3.5 Procedure of Data Collection

A number of crucial steps are involved in the data collection process for the study on how brand equity affects electronic word-of-mouth (e-WOM) and purchase intention through social media marketing.

1. Create a structured questionnaire and include questions about brand equity, e-WOM on social media, and whether or not social media marketing has affected participants' intentions to make purchases.
2. Use a sampling technique to focus on a representative and diverse subset of social media users. Using random sampling, stratified sampling, or other techniques, a diverse group of participants can be guaranteed.
3. Based on the results of validity and reliability assessments, make the necessary adjustments, replace any problematic items, and improve overall validity and reliability.
4. Make the survey accessible online via social media sites and other websites. Make sure participants understand the purpose of the study and that their privacy will be respected. Encourage pensive and truthful answers.
5. Use statistical techniques to collect and evaluate quantitative data in order to investigate the connections between e-WOM, brand equity, and purchase intention.

Through adherence to this rigorous process, the study is able to collect quantitative data and offer a comprehensive picture of how brand equity impacts e-WOM purchase intentions via social media marketing.

3.6 Statistical Technique

When examining the impact of brand equity on electronic word-of-mouth (e-WOM) and purchase intention through social media marketing, a co-relation test is a useful statistical method. The degree to which changes in e-WOM activities and purchase intention are correlated with changes in brand equity scores can be ascertained through the co-relation test. A positive correlation implies that there will probably be a rise in e-wom purchase intentions along with brand equity. It is ironic that an inverse relationship would be implied by a negative correlation. This statistical method advances the in-depth investigation of the relationships between brand equity, e-WOM, and purchase intention in the context of social media marketing by offering a quantitative framework for understanding the interdependencies between them.

3.6.1 Exploratory Factor Analysis (EFA)

By reducing the amount of data into a more manageable number of summary variables and looking into the theoretical underpinnings of the phenomenon, exploratory factor analysis (EFA) is a statistical technique which is employed. It is used to ascertain the structural relationship between the respondent and the variable.

3.6.2 Confirmatory Factor Analysis (CFA)

Confirmatory factor analysis, or CFA, is the process of assessing the efficacy of measurement models in which the number of factors and their relationship are confirmed.

3.6.3 Reliability

Reliability is the ability to measure something multiple times with an instrument and obtain the same result each time. Reliability refers to the degree to which a research strategy yields steady and consistent results. When a measure is consistently applied to the same object of measurement on a regular basis, it is considered as reliable.

3.6.4 Validity

A test's validity is assessed by looking at how well it measures the result it was intended to measure. Following are the types of validity:

1. Face Validity

Face validity refers to how much an exam is thought to cover the concept it is supposed to evaluate. It refers to how test takers view the importance or transparency of an exam. Stated differently, a test has face validity if it "looks similar" it is going to determine what it is intended to measure.

2. Convergent Validity

Convergent validity is the level where two measures that ought to be related theoretically are related in practice.

3. Discriminant Validity

Test results for discriminant validity if theoretically unrelated concepts or measurements are truly unrelated.

4. Construct Validity

Construct validity is the degree to which a collection of indicators accurately captures or reflects a notion that is not quantifiable. The body of evidence supporting how a measure should be interpreted is known as construct validation.

3.6.5 Structure Equation Modeling (SEM)

SEM uses a model to show how different elements of a phenomenon are believed to be causally related to one another. Postulated causal relationships between some latent variables—variables assumed to exist but not directly observable—are frequently found in structural equation models.

3.7 Ethical Considerations

Obtaining participants' informed consent is crucial, as is providing a clear explanation of the study's objectives and ensuring confidentiality. By anonymizing and safely storing participant data, as well as by only collecting personal data that is absolutely required for the study, participant privacy is meticulously preserved. The study maintains the principle of voluntary participation, permitting participants to leave the study at any time without facing any consequences. Transparency is still a crucial ethical principle throughout the process, with researchers being upfront about the nature of their questions, their methods, and any possible consequences. A guiding principle is to avoid physical and psychological harm, which calls for a delicate approach to potentially delicate subjects. Furthermore, researchers maintain ethical integrity by getting approval from pertinent review boards prior to starting the study, which guarantees adherence to professional standards and participant welfare.

Results and Findings

This chapter will provide the analysis of data collected responses of our questionaries. This aim is to present findings and interpretations derived through analysis software SPSS & Smart PLS.

4.1 Descriptive Profile of the Data

Table 4.1 Descriptive Profile of the Data

Demographics			
		Frequency	Percentage
Gender	Female	67	57.8
	Male	49	42.2
	Total	116	100
Age	21-30	68	58.6
	31-40	15	12.9
	41-50	19	16.4
	above 50	8	6.9
	less than 20	6	5.2
	Total	116	100
Education	Doctorate	3	2.6
	Graduate	75	64.7
	Intermidiate/A level	3	2.6
	Matriculation/O level	1	0.9
	Undergraduate	34	29.3
	Total	116	100
Marital status	Married	46	39.7
	Single	70	60.3
	Total	116	100
Work status	House wife	1	0.9
	None	1	0.9
	Retaired	3	2.6
	Self employed	17	14.7
	Student	41	35.3
	Woking	52	44.8
	Total	116	100

4.2 Factor Analysis

Appendix

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.759
Bartlett's Test of Sphericity	Approx. Chi-Square	2917.333
	df	378
	Sig.	0.000

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.552	30.541	30.541	8.552	30.541	30.541
2	4.196	14.987	45.528	4.196	14.987	45.528
3	3.085	11.017	56.545	3.085	11.017	56.545
4	2.553	9.116	65.661	2.553	9.116	65.661
5	2.113	7.545	73.206	2.113	7.545	73.206
6	1.602	5.722	78.928	1.602	5.722	78.928
7	.765	2.733	81.661			
8	.623	2.226	83.887			
9	.523	1.868	85.755			
10	.507	1.811	87.566			
11	.483	1.725	89.291			
12	.382	1.366	90.657			
13	.353	1.259	91.916			
14	.312	1.115	93.030			
15	.260	.928	93.958			
16	.240	.856	94.814			
17	.235	.839	95.653			
18	.211	.754	96.408			
19	.179	.638	97.046			
20	.163	.581	97.627			
21	.142	.507	98.134			
22	.122	.436	98.570			
23	.108	.384	98.954			
24	.084	.301	99.255			
25	.074	.263	99.518			
26	.064	.228	99.746			
27	.039	.141	99.887			
28	.032	.113	100.000			

Table 4.2 Factor Analysis

Rotation Sums of Squared Loadings		
Total	% of Variance	Cumulative %
4.260	15.215	15.215
3.907	13.954	29.168
3.891	13.895	43.064
3.768	13.459	56.522
3.224	11.514	68.036
3.050	10.892	78.928

4.3 Reliability and Validity Analysis

Table 4.3 Reliability and Validity Analysis

Construct	Items	EFA	CFA	Cronbach Alpha	AVE (Convergent Validity)
Social Media Marketing	smm1	.881	0.888	0.954	0.844
	smm2	.929	0.888		
	smm3	.908	0.888		
	smm4	.877	0.888		
	smm5	.891	0.888		
Brand Awareness	ba1	.773	0.879	0.913	0.792
	ba2	.821	0.925		
	ba3	.840	0.838		
	ba4	.884	0.915		
Brand Loyality	bl1	.895	0.898	0.91	0.734
	bl2	.818	0.844		
	bl3	.838	0.885		
	bl4	.820	0.791		
	bl5	.848	0.861		
Brand Image	bi1	.788	0.849	0.892	0.754
	bi2	.805	0.785		
	bi3	.878	0.924		
	bi4	.855	0.908		
E-Word Of Mouth	ew1	.858	0.915	0.92	0.757
	ew2	.883	0.850		
	ew3	.804	0.851		
	ew4	.792	0.852		
	ew5	.812	0.880		
Purchase Intention	pi1	.887	0.861	0.917	0.751
	pi2	.782	0.860		
	pi3	.865	0.892		
	pi4	.812	0.861		
	pi5	.749	0.861		

The chart contains data related to the variables in constructs. The "Construct" column lists the categories or groups being measured or evaluated. Labeled as social media marketing, Brand Equity which contains (Brand Awareness, Brand Image and Brand Loyalty), e-Word of Mouth and

Purchase Intention. Its values relay on the cut point which is 0.7 so, if the values are greater then cut point value indicates that these responses are valid, as per result we obtained, shows in above table.

As per result we obtained through CFA (confirmatory factor analysis) is positive, because the values we got is greater than 0.7 which specify that respondent have submitted their response in an accurate manner by reading and submitting this questionnaire carefully, this verifies that the findings we have generates are correct.

Whereas Cronbach alpha authorized that the over all data is reliable by configuring the values which are higher than 0.7 so, the above-mentioned result identified that the data we got by analyzing Social Media Marketing, Brand Equity, E-Word of Mouth and Purchase Intention is trustworthy.

At the last column AVE (convergent validity) has a significant role in our model this shows the co-relation between items is strong or weak if the values are greater than 0.5 indicates good or strong co-relation between items.

In general, we have shown this to "one subject specialist" then he validates it, that's why its face validation is ok.

4.4 Pls-SEM Algorithm Model

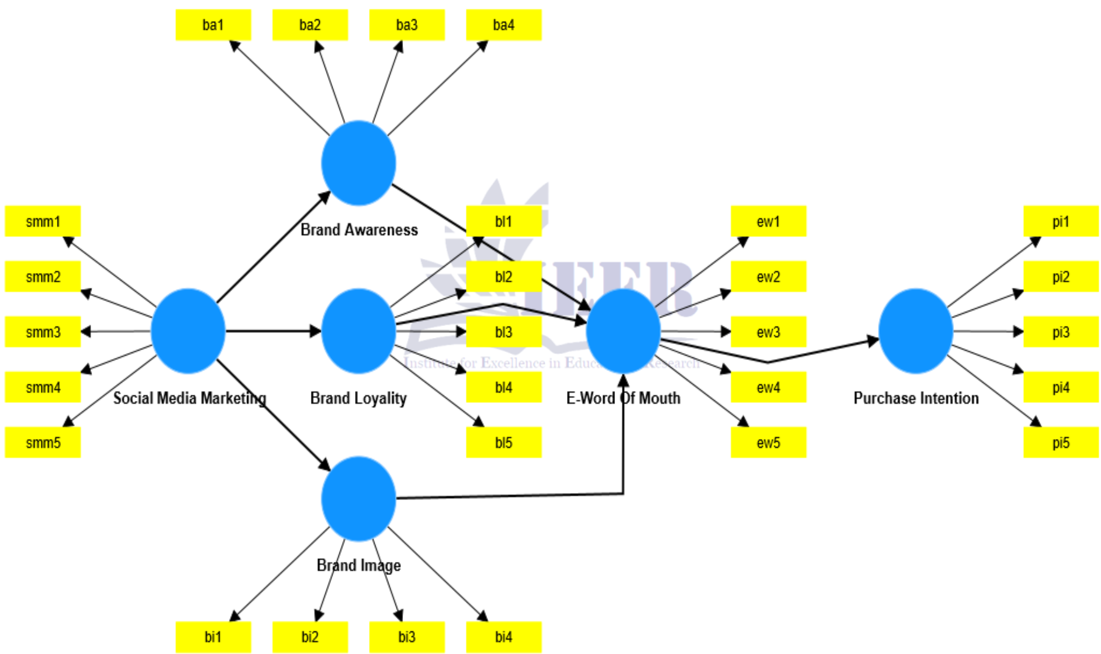

Figure 4.1 Pls-SEM Algorithm Model

4.5 Discriminant Validity (HTMT)

Table 4.4 Discriminant Validity (HTMT)

Heterotrait-monotrait ratio (HTMT) - Matrix

	Brand Awareness	Brand Image	Brand Loyality	E-Word Of Mouth	Purchase Intention	Social Media Marketing
Brand Awareness						
Brand Image	0.440					
Brand Loyality	0.234	0.262				
E-Word Of Mouth	0.283	0.314	0.288			
Purchase Intention	0.536	0.371	0.190	0.453		
Social Media Marketing	0.090	0.154	0.226	0.349	0.107	

By seeing our upper findings understandings accurate discriminant validity helps us to evaluates different construct co-relations that are these have different co-relation or same if the value scored by HTMT, 0.9 considered satisfaction but the values found in this table is less than 0.9 which shows the existence of discriminant validity.

4.6 Quality Criteria

The R-squared value is a measure of how well a regression model fits the data. It ranges from 0 to 1, with a value of 1 indicating a perfect fit. However, a high R-squared value does not necessarily mean that the model is good. It is important to consider other factors, such as the adjusted R-squared value and the p-values of the coefficients.

- **Adjusted R-squared value:**
  - The adjusted R-squared value should be higher than the R-squared value. This is because the adjusted R-squared value takes into account the number of independent variables in the model.
- **P-values of the coefficients:**
  - The p-values of the coefficients tells whether the coefficients are statistically significant. A p-value of less than 0.05 means that the coefficient is statistically significant.

Table 4.5 R-Square

R-square

	R-square	R-square adjusted
Brand Awareness	0.008	-0.001
Brand Image	0.020	0.011
Brand Loyality	0.052	0.043
E-Word Of Mouth	0.155	0.132
Purchase Intention	0.179	0.172

4.7 Model Fit

Table 4.6 Model Fit

	Saturated model	Estimated model
SRMR	0.060	0.140
d_ULS	1.459	7.976
d_G	1.445	1.600
Chi-square	860.356	910.164
NFI	0.737	0.722

Based on the fit indices, the estimated model appears to fit the data well. The SRMR, NFI, d_ULS, and d_G values all suggest that the model is able to reproduce the observed relationships between the constructs in the model. In notice of model fit it results must fall in between 0 to 1, if it's closer to 1 it will be stronger

4.8 Hypothesis Testing (Path Coefficient)

4.8.1 Hypothesis Testing (Specific Testing)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Awareness -> E-Word Of Mouth	0.154	0.175	0.103	1.495	0.135
Brand Image -> E-Word Of Mouth	0.196	0.197	0.107	1.841	0.066
Brand Loyality -> E-Word Of Mouth	0.194	0.193	0.098	1.985	0.047
E-Word Of Mouth -> Purchase Intention	0.423	0.425	0.123	3.446	0.001
Social Media Marketing -> Brand Awareness	0.087	0.101	0.125	0.700	0.484
Social Media Marketing -> Brand Image	0.141	0.149	0.100	1.408	0.159
Social Media Marketing -> Brand Loyality	0.228	0.238	0.100	2.272	0.023

Table 4.7 Hypothesis Testing (Specific Testing)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Brand Awareness -> E-Word Of Mouth -> Purchase Intention	0.065	0.079	0.055	1.184	0.236
Brand Image -> E-Word Of Mouth -> Purchase Intention	0.083	0.089	0.060	1.394	0.164
Brand Loyality -> E-Word Of Mouth -> Purchase Intention	0.082	0.083	0.049	1.690	0.091
Social Media Marketing -> Brand Loyality -> E-Word Of Mouth	0.044	0.049	0.035	1.247	0.213
Social Media Marketing -> Brand Image -> E-Word Of Mouth	0.028	0.029	0.028	1.010	0.312
Social Media Marketing -> Brand Awareness -> E-Word Of Mouth	0.013	0.020	0.028	0.479	0.632
Social Media Marketing -> Brand Awareness -> E-Word Of Mouth -> Purchase Intention	0.006	0.009	0.013	0.427	0.669
Social Media Marketing -> Brand Image -> E-Word Of Mouth -> Purchase Intention	0.012	0.013	0.014	0.856	0.392
Social Media Marketing -> Brand Loyality -> E-Word Of Mouth -> Purchase Intention	0.019	0.021	0.016	1.157	0.247

4.9 Pls-Bootstrapping Model

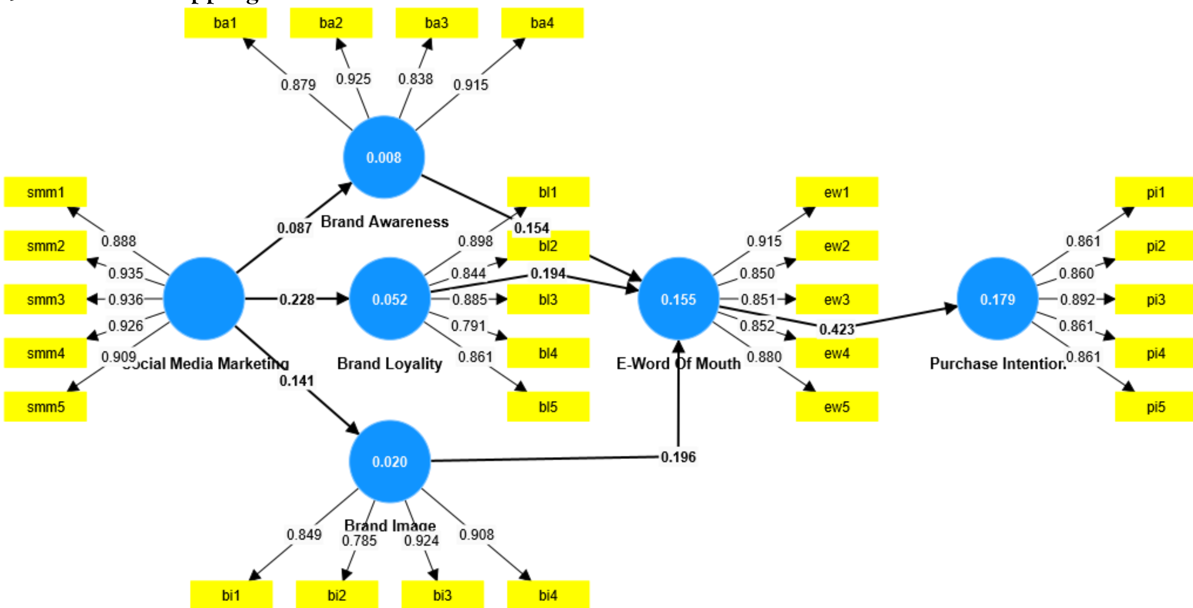

Figure 4.2 Pls-Bootstrapping Model

4.10 Factor Influence Hypothesis

1. Brand Awareness -> E-Word of Mouth:

The significant value is 0.135 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Brand awareness on e-word of mouth.

2. Brand Image -> E-Word of Mouth:

The significant value is 0.066 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Brand image on e-word of mouth.

3. Brand Loyalty -> E-Word Of Mouth:

The significant value is 0.0047 < 0.05 which means the null hypothesis is rejected, and current hypothesis is accepted therefore there is no significant impact of Brand loyalty on e-word of mouth.

4. E-Word of Mouth -> Purchase Intention:

The significant value is 0.001 < 0.05 which means the null hypothesis is rejected, and current hypothesis is accepted therefore there is no significant impact of e-word of mouth on purchase intention.

5. Social Media Marketing -> Brand Awareness:

The significant value is 0.484 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of social media marketing on Brand awareness.

6. Social Media Marketing -> Brand Image:

The significant value is 0.159 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of social media marketing on Brand image.

7. Social Media Marketing -> Brand Loyalty:

The significant value is 0.023 < 0.05 which means the null hypothesis is rejected, and current hypothesis is accepted therefore there is no significant impact of social media marketing on Brand loyalty.

8. Brand Awareness -> E-Word of Mouth -> Purchase Intention:

The significant value is 0.236 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Brand Awareness -> E-Word of Mouth -> Purchase Intention.

9. Brand Image -> E-Word of Mouth -> Purchase Intention:
The significant value is 0.164 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Brand Image -> E-Word of Mouth -> Purchase Intention

10. Brand Loyalty -> E-Word of Mouth - > Purchase Intention:
The significant value is 0.091 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Brand Loyalty -> E-Word of Mouth - > Purchase Intention.

11. Social Media Marketing -> Brand Loyalty -> E-Word of Mouth:
The significant value is 0.213 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Social Media Marketing -> Brand Loyalty -> E-Word of Mouth.

12. Social Media Marketing -> Brand Image -> E-Word of Mouth:
The significant value is 0.312 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Social Media Marketing -> Brand Image -> E-Word of Mouth.

13. Social Media Marketing -> Brand Awareness -> E-Word of Mouth:
The significant value is 0.632 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Social Media Marketing -> Brand Awareness -> E-Word of Mouth.

14. Social Media Marketing -> Brand Awareness -> E-Word of Mouth -> Purchase Intention:
The significant value is 0.669 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Social Media Marketing -> Brand Awareness -> E-Word of Mouth -> Purchase Intention.

15. Social Media Marketing -> Brand Image -> E-Word of Mouth -> Purchase Intention:
The significant value is 0.392 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Social Media Marketing -> Brand Image -> E-Word Of Mouth -> Purchase Intention.

16. Social Media Marketing -> Brand Loyalty -> E-Word of Mouth -> Purchase Intention:
The significant value is 0.247 > 0.05 which means the null hypothesis is accepted, and current hypothesis is rejected therefore there is no significant impact of Social Media Marketing -> Brand Loyalty -> E-Word of Mouth -> Purchase Intention.

Conclusion, Discussion, Implications, Limitations and Recommendations

5.1 Conclusion
In conclusion, our research underscores the critical role of brand equity, e-WOM, and social media marketing in influencing purchase intention. By focusing on building a strong brand image, fostering loyalty, and utilizing social media effectively, businesses can leverage e-WOM to drive sales and achieve lasting success. Additionally, considering the policy implications highlighted by our findings, stakeholders should work together to establish a transparent and ethical online environment that protects consumers and promotes trustworthy e-WOM.

5.2 Discussion
Our investigation unveiled a captivating interplay between brand equity, e-WOM, and purchase intention, particularly within the fertile ground of social media marketing. Analyzing deeper into these relationships, we uncover refines insights that hold valuable implications for businesses navigating the dynamic landscape of today's consumer market.
Positive e-WOM is really ignited by a strong brand image, even though brand awareness simply sets the groundwork. Our research supports the idea that when a brand speaks to a customer's values, goals, or sense of identity, they become enthusiastic supporters rather than just passive

information consumers. This emphasizes how important it is for companies to go beyond marketing strategies and establish real connections with their target market. Creating a brand image that appeals to them, makes them feel good, and represents something important increases their sense of identity and belonging, inspiring devoted consumers to become enthusiastic brand ambassadors.

Recurring purchases isn't the only thing that defines brand loyalty; it's a deep bond rooted in confidence, fulfilling experiences, and a feeling of community. Our study sheds light on the strong co-relation between e-WOM and loyalty. Consumers who experience a sense of value and engagement turn into devoted brand advocates, eager to share their good views and recommendations online. This natural advocacy has great power to influence prospective clients and enhance brand recognition. Consequently, the cornerstone of any marketing strategy ought to be loyalty. By delivering on brand promises, encouraging community involvement, and personalizing interactions, you can turn consumers into devoted brand ambassadors who spread the word about your company through sincere electronic word-of-mouth (e-WOM).

The results demonstrate that e-WOM is a powerful factor that greatly affects purchase intention. Consumers in today's digitally connected world mainly rely on online reviews and peer recommendations when making decisions about what to buy. Good electronic word-of-mouth (eWOM) serves as a potent social proof mechanism, fostering brand trust and confidence and ultimately influencing potential customers to make a purchase. This emphasizes how crucial it is to actively promote organic e-WOM through motivating client interaction, truthful evaluations and testimonials, and the development of online communication channels. Incorporating feedback from current customers and interacting with them can further stimulate positive electronic word-of-mouth (e-WOM), leading to a positive feedback loop and a rise in sales.

The role that social media marketing plays in fostering brand loyalty cannot be overstated, even though its direct effects on brand awareness and image may seem modest. According to our research, social media makes it easier for businesses to have a two-way conversation with their customers and create enduring bonds. Proactive community management, attentive communication, and interesting content foster a feeling of community and emotional connection that turns infrequent visitors into devoted followers. This ultimately influences purchase intention by fostering positive electronic word-of-mouth (e-WOM). As a result, companies ought to see social media as an effective instrument for increasing e-WOM impact, encouraging engagement, and cultivating loyalty rather than as a device for advertising.

Our research highlights how these variables are interrelated. Developing a solid brand reputation and customer loyalty serve as stimulants for favorable e-WOM, which then spreads and influences enhancing brand equity and influencing purchase intention. This interaction is set up in large part by social media marketing, which makes connections, encourages participation, and provides an environment that is conducive to the growth of organic e-WOM. Acknowledging this interdependence enables companies to create comprehensive marketing plans that take advantage of the positive feedback loops created by social media, e-WOM, and brand equity to achieve long-term success.

5.3 Implications

Policies that support openness in online reviews and user education regarding the identification of paid endorsements can aid in confirming the veracity of e-WOM and shielding customers from false information. Fighting false reviews and deceptive marketing: The problem of false reviews and deceptive social media marketing techniques that tarnish consumer confidence and distort brand image can be addressed by regulatory frameworks and enforcement tools. Encouragement of social media usage in a responsible manner: Regulations encouraging platforms and companies to use social media in a responsible manner can improve the online atmosphere and encourage real user interaction and reliable electronic word-of-mouth communication.

5.4 Recommendations

strategies for companies looking to use social media to build brand equity and encourage purchase intention are based on our research. Make an investment in producing experiences and content that speak to your target market and convey your brand's values. To make sure your brand is remembered, promote consumer interaction and feedback. Establish customer advocacy by implementing customer loyalty programs, providing individualized experiences, and actively engaging with your clientele. Create interesting content for pertinent platforms, get back to customers' questions and comments right away, and support user-generated content to take advantage of e-WOM' power. Keep an eye on your e-WOM and social media marketing activities to see how they're affecting purchase intent and brand equity. To maximize your efforts, make adjustments to your strategies in light of the data.

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