

The Impact of Social Media Marketing on Consumer based brand Equity for White Goods brands in India

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Abstract

Purpose-Social Media has become an integral part of today's life. The business world has seen numerous opportunities in its application, and it has added new dimensions to the marketing function. This paper studies the impact of social media marketing (SMM) functionalities on the brand equity elements for the white goods brands in India.

Design/Methodology/ Approach-The study approaches social media functionalities and brand equity as developed by the ISMBE model (Babac,2011) and explores the impact of social media marketing (SMM) variables on the brand equity of the white goods brands in India. The researcher has drawn from past studies on social media marketing and study of brand equity to develop a standardized questionnaire which was administered on a random sample of 150 respondents using Google forms. Various tests of reliability and validity were applied to test the variables, data was analyzed using linear and multiple regression, and finally regressions equations were established to understand the impact of dependent and independent variables.

Findings-The study is effective in determining that social media marketing is helpful in building brand equity. The study stresses that white goods brands should consider social media marketing to access consumers in a cost-effective way to build and strengthen brand equity. The findings of the research corroborate with the framework suggested in the ISMBE model.

Originality / Value-There is very little research done in the areas of social media marketing and its impact on consumer-based brand equity. While past research has dealt with some categories of brands like mobiles, fashion, malls etc. but there is no study on impact of social media variables on the brand equity of white goods brands in India therefore to that extent it contributes to a fresh understanding on this category in India.

Keywords-Social Media Marketing (SMM), Honeycomb Model, Consumer Based Brand Equity (CBBE), Brand, Identity, Conversation, Sharing, Presence, Relationship, Reputation.

Paper Type - Research Paper Psychological Impact, Depression, Anxiety, Stress, AHP.

Paper type- Research paper.

1. Introduction

1.1 Social media

Social Media has revolutionized the scenario of people connecting with each other. The virtual connections facilitated through technology has changed the face of business interaction with their customers (B2C) as well as with other businesses (B2B). Social media is defined as a group of Internet-based applications that facilitate the creation, sharing, and linking of user-generated content developed on basis of Web 2.0 (Kaplan,2010). The companies are aligning with tech-savvy customers by changing their marketing priorities. The proliferation of social media in the marketing area has brought social media marketing at the center of all marketing efforts.

1.2 Social Media Marketing



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There is a consensus among academicians and professionals that old marketing approach of mass marketing is not relevant for the today's aware, technology equipped, powerful customer (Constantinides,2014). Media proliferation, the emergence of an Internet enabled generation of Information and Communication Technologies calls for innovative marketing rules and dynamics by leveraging the role of social media marketing in the corporate marketing strategy (Rha,2002). Social-media marketing brings value to the business by developing a relationship between the online web community and the brand. To derive maximum value for the brand it is extremely important for the brand to know where and when to network effectively to attract users and prospective customers of the brand.

1.3 Social Media Marketing and White Goods brands in India

Consumer home appliances referred to as White Goods have a lot to draw from the social media marketing, since it is still a category of product where touch and feel is very important for the consumer. The SMM activities can help build the trust and bond required for increasing the online sale. Since it is an involved decision-making process the buyers usually seek a lot of information on the features and technical details of competing brands before making a buying decision (Hu,1989). The Internet and other online mediums like social media allow brands to provide detailed information to the consumers which was not possible in the earlier days, therefore the importance of SMM in creating CBBE in the minds of the consumers is gaining significance. The SMM of white goods brands and their impact on CBBE is a gap area for which not much have been found in the literature.

1.4 Social media marketing Activities

The social media marketing activities are the set of the holistic efforts that a brand makes to influence its customers digitally. Although social media provide new opportunities and benefits for brand management (Kaplan and Haenlein, 2010), one of the biggest challenges - despite increasing scholarly interest - is the difficulty with measuring the impact of social media marketing variables on key brand success measures (Schultz and Block, 2012).

2. Literature Review

The review of literature gives an insight into the studies done on various social media marketing activities, the concept of the brand equity and its relationship with SMM activities. SMM occupy important place in the promotional mix in the contemporary marketing efforts (Mangold and Faulds,2009). Studies show that Entertainment, Interaction, Trendiness, Customization, and Word of mouth are the most frequently tested (Kim and Ko,2012) SMM variables. These have been tested for impact on CBBE, and results show strong positive impact (Godey; et al 2016). Variables like Online Communities, Interaction, Sharing of Content, Accessibility, Credibility are another set of popular variables (Abu-Rumman and Alhadid,2014). There has been other research with SMM variables (de Vries, Gensler and Leeflang,2012) but they were not tested for CBBE. Some researchers (Tresna and Wijaya,2015) have also tested Honeycomb model developed by (Smith,2007), that contains the functionalities of social media. It has been tested following a qualitative approach for analyzing the impact of SMM on the brand equity of a fashion magazine. This model has not been used very frequently, has a lot to improve and there is a gap area here. The paper explores it by researching the honeycomb model following a quantitative approach, for its impact on the CBBE of white goods brands.

2.1 Honeycomb Model

The honeycomb model (Smith2007) further developed by (Kietzmann, JH. et al,2011) suggests that Identity, Presence, Conversation, Sharing, Reputation, Relationship, and Groups are the key variables of social media marketing that play a key role in customer engagement. suggesting that corona virus was a highly transmitted form of virus. By 30 March, the number of reported cases has risen exponentially to 7.25 lakhs worldwide. Latest evaluations have shown that COVID-19 has a median incubation time of 3 days (range 0-24 days) with possible asymptomatic transmission (Zu et al., 2020). In their work, (McKee and Stuckler, 2020) said that if the world struggles to secure the economy, COVID-19 would hurt wellbeing

not only now, but also in the future. Today's everyday life was unthinkable to everyone as some months earlier. Managers, policymakers and research economists have concentrated

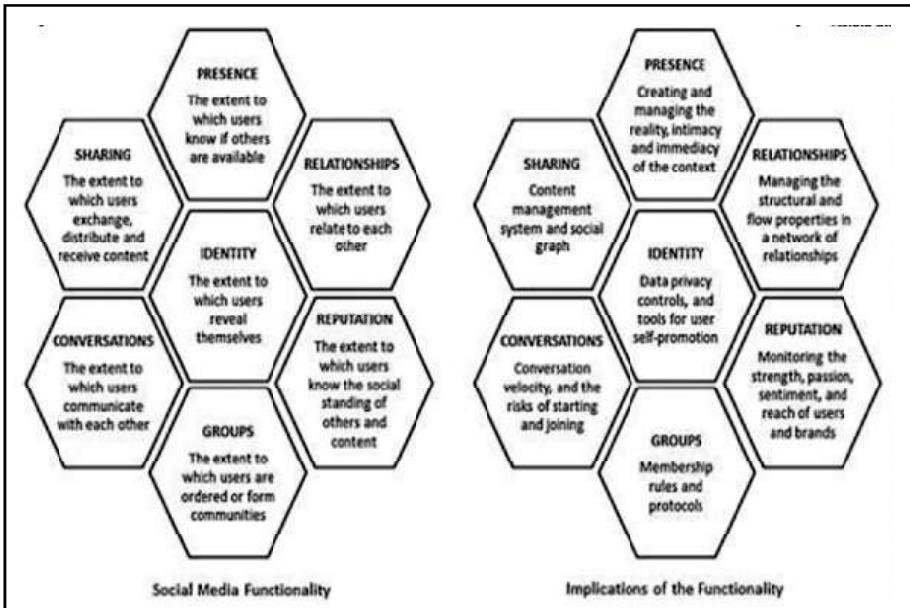


Figure 1.
Honeycomb model of social media

Source: (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011)

2.1.1 Identity

Individuals by expressing their likes, dislikes, thoughts, and feelings reveal information about themselves and tend to portray a certain image of the brand (Kietzmann et al., 2011). The Brand Identity of the brands on social media helps to create fans and followers for them, which are likely to be their loyal customers and culminate in a purchase intention.

2.1.2 Conversation

The primary objective of social media is to promote interaction and conversations amongst individuals and groups on the web (Kietzmann et al., 2011). It attracts various sorts of conversations including the individual or the organization attempts to look for information, create an image or making a message heard and circulate (Smith,2007). The opportunity of being part of the conversations relating to the brand is the most important aspect of the conversation dimension of social media marketing as by leaving a message for their audience that they care about they end up building a deep relationship with their customers (Babac,2011).

2.1.3 Sharing

The sharing functionality describes the exchange, distribution, and dispersion of information by a member on the social network. The shared content evokes responses thus leading to exponential growth of content on the web. The implication of sharing lies in the quality of the content itself. The shared content can generate favorable or unfavorable responses leading to good or bad e-Wom. Thus, the brands have to understand that by sharing content they create an impression of their ideology and vision towards the brand image and customer care having a long-term effect on their bond with the customer (Kietzmann et al,2011)

2.1.4 Presence

The presence section touches the aspects of information about the presence of a peer group of an individual online. The presence dimension connects the real world and the virtual world by unifying an individual with its peer group by identifying the common thread. Organizations are benefitted through a high level of social media presence as it creates a stronger connection with its audiences and in the process, the conversation with them also results in a meaningful and lasting impact on the audiences (Kietzmann et al.,2011).

2.1.5 Relationship

Research shows that the intensity of the relationship plays a role in generating the influence in their network of relationships. The implication for the organizations engaging in social

media is to understand the increase in influence due to initiation and building of the relationships between the brand and its consumers. (Kietzmann et al.,2011).

2.1.6 Reputation

The reputation in social media marketing is all about building an image relative to the other brands in the eyes of the consumer (Babac,2011). The social media reputation is built through shared content, thoughts expressed, likes, and shares and the reputation can make a difference in the positioning of the brand in the minds of consumers and lead to purchase decisions (Kietzmann et al.,2011).

2.1.7 Groups

The Group dimension in social media marketing is the extent to which the brand forms communities and followers of people who identify with the brand and more the number of followers or groups that a brand can form, the greater is the fan following of the brand and greater is the chance that it would lead to purchase decisions or brand equity (Kietzmann et al., 2011). The study does not take group functionality in its scope of investigation.

2.2 Brand Equity

Brand equity is the most pertinent asset of the organization in building a competitive advantage, through the efficiency and effectiveness it adds to the marketing of the brands, generating loyalty and purchase intention on part of the customer. The term has a much wider scope of interpretation and has been defined by different researchers. Brand equity is defined as the aggregate of the assets and liabilities attached to the brands that leads to inclusion or exclusion to the worth of the core service or product (Aaker, 1991). As per (Keller, 2003) brand equity is function of the awareness and familiarity that the consumer has about the brand which leads to possession of some positive and unique brand associations in their memory. Brand Equity has been approached by researchers from the marketing perspective (Aaker,1991) and (Keller 1993) as well as from the financial perspective (Simon and Sullivan,1993). It has been noted by the researchers (Keller,1993) that brand equity approached from marketing perspective or the consumer perspective is termed as Consumer based brand equity. This paper studies the CBBE aspect of brand equity. The most widely accepted model of CBBE (Aaker,1991) conceptualizes it under four heads as Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty.

2.2.1 Brand Awareness

Brand awareness is seen as the possibility that a brand would be recognized by a prospective buyer. It can be understood as brand recognition and brand recall. While for a new product recognition holds the key, recall can be significant for the established brands (Aaker,1996). It has been studied as a strong mediating factor on the relation between social media marketing activities and consumer response (Godey et al,2016).

2.2.2 Brand Association

Brand Association includes the thoughts, feelings, perceptions, images, experiences, beliefs, and attitudes (Kotler & Keller,2006) related to the brand. A positive experience based on numerous repetitive exposures is likely to generate a strong association (Keller, 2003). It is the most important dimension of CBBE as they form the basis for building loyalty and purchase intention on part of the consumers.

2.2.3 Perceived Quality

Perceived quality is referred as the perception of the consumer towards the quality and superiority of the brand with reference to another brand of similar characteristics from the same category or industry. It is built progressively through the gained credibility and superiority in comparison with others by delivering consistent quality. (Mustafa Karadeniz, 2010). Perceived quality helps a customer in choosing a given brand over the others (Yoo, Donthu, & Lee, 2000).

2.2.4 Brand Loyalty

Brand Loyalty is understood as the confidence that is placed by the consumer in a brand as compared to its competitors' product, enabling the brand to charge a premium price. The concept of brand loyalty has been understood in literature from attitudinal (Yoo and Donthu, 2000) and behavioral (Keller,1998) perspective. The paper focuses on the attitudinal aspect. Brand loyalty has been seen as the most important determinant of brand equity as it acts as

an entry barrier and a competitive tool (Jayasuriya.N,2018) The studies on the relationship with brand loyalty with social media marketing (Erdo?mu? and Çiçek, 2012) shows that social media are the most significant drivers of brand loyalty.

2.3 Relationship between SMM and CBBE

The study adapts the framework (Figure. 1) of ISMSE model from a journal titled "Impact of Social-Media Use on Brand Equity of Magazine Brands: A Qualitative Study of Vogue Turkey" developed by (Rana Babac,2011) to understand the relationship between the SMM variables developed through Honeycomb model and components of CBBE given by (Aaker,1991; Keller,2001).

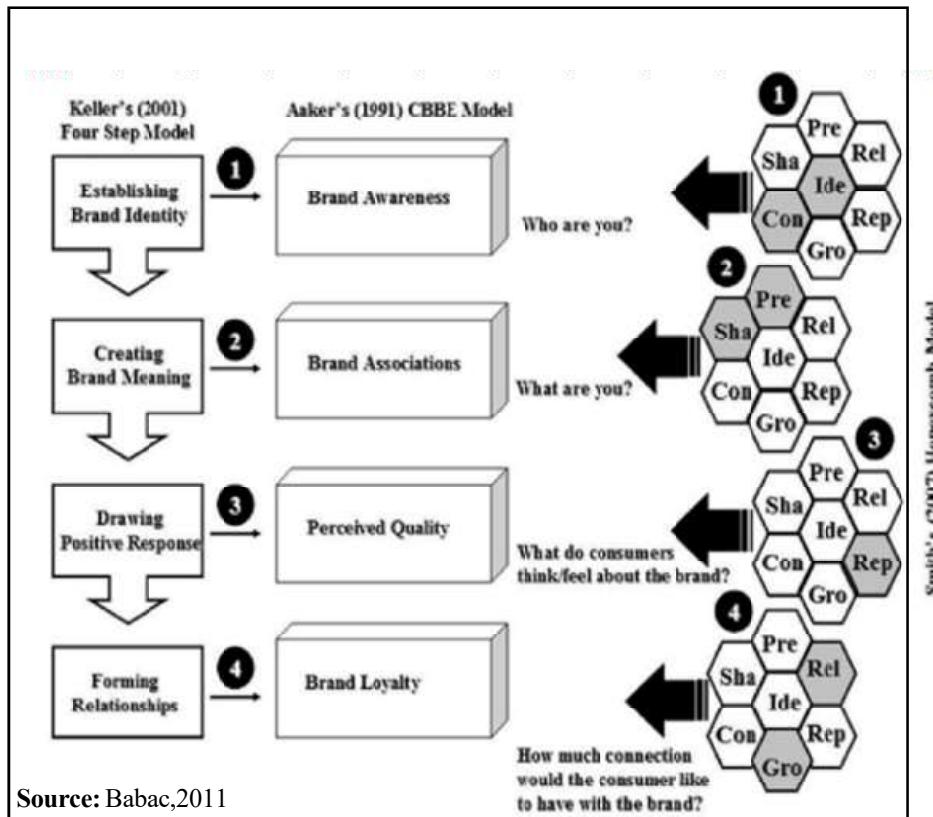


Figure 2.
Impact of social media use
on Brand Equity Model
(ISMSE) inspired by
Aakar,1991; Keller, 2001;
Smith, 2007

The paper studies the impact of SMM on the CBBE of white goods brands in a quantitative approach using the ISMSE model. Based on the literature review the objective of the study has been laid down.

3. Objectives

- Study the impact of Social Media Marketing functionalities singularly on Consumer Based Brand Equity for white goods brands in India based on the ISMSE model.
- Study the impact of Social Media Marketing functionalities jointly on Consumer Based Brand Equity for white goods brands in India based on the ISMSE model.

3.1 Hypothesis

The following Null hypotheses flowing out of the objectives will be tested.

- H 01. There is no significant influence of Identity, a feature of the Social Media Marketing functionality on Brand Awareness for a white goods brand.
 H 02. There is no significant influence of Conversation, a feature of the Social Media Marketing functionality on Brand Awareness for a White Goods brand.
 H 03. There is no significant influence of Sharing feature of the Social Media Marketing functionality on Brand Association for a White Goods brand.
 H 04. There is no significant influence of Presence feature of the Social Media Marketing functionality on Brand Association for a White Goods Brand.

- H 05. There is no significant influence of Reputation feature of the Social Media Marketing functionality on Perceived Quality for a White Goods brands.
- H 06. There is no significant influence of Relationship feature of the Social Media Marketing functionality on Brand Loyalty for a White Goods Brands
- H 07. The Identity and Conversation feature of Social Media Marketing functionality do not jointly influence the Brand Awareness of white Goods Brands in India.
- H 08. The Sharing and Presence feature of Social Media Marketing functionality do not jointly influence the Brand Association of white Goods Brands in India.

4. Research Methodology

4.1 Population and Sampling Design

The statistical population of this study consists of males or females in the age group of 18 years and above who are involved in the decision making of purchase of any white goods brands in their household and are also exposed to social media like Facebook, Twitter, LinkedIn, Instagram etc. Since this study was conducted during the time of Pandemic the questionnaire could not be administered face to face therefore the complete questionnaire was created on Google forms and the google forms link was randomly sent through WhatsApp to diverse groups of University faculty, housewives, working professionals, friends, and relatives living in different locations in India. The choice to fill or not fill the questionnaire was left to the respondent to remove any bias and bring randomness in the sampling procedure. The questionnaire was sent to more than 500 people and a total of 150 valid responses were collated out of a total 170 responses received from the above motley groups based on the completeness of responses and response to all the questions in the questionnaire.

4.2 Variable Measurement

The data for the study was collected using both primary and secondary sources. In the first phase the researcher tapped secondary sources like past studies and research papers in the relevant Journals, magazines, reports, books, articles, research papers, and websites to find the gap areas in previous research studies. In the second step to collect the primary data a self-administered structured questionnaire has been used to collect the information from the 150 respondents. The questionnaire was constructed in three parts. The first part had a few questions on the demographics of the respondent like age, income, education background, and gender and a few questions on the psychographic factors like frequency and time spent on use of social media, type of social media, and brands of white goods that they are aware of who show interesting content on social media, Respondents were shown a compilation of screenshots of social media posts and videos of the selected brands of white goods to remind them. In the second part of the questionnaire the standard questions pertaining to consumer-based brand equity which is the dependent variable were asked from respondents. The dependent variables that have been used are namely brand awareness, brand association, perceived quality, and brand loyalty which are the various components of Consumer based brand equity as given in the ISMBE model proposed by (Babac,2011). In the third part of the questionnaire standard questions of the Social media marketing which is the independent variable have been taken. The Independent variables as proposed in the Honeycomb model (Smith, 2007) have been taken namely identity, presence, conversation, reputation, sharing, and relationship with the exclusion of the group functionality as the various groups have their own stringent rules, thus similarity cannot be drawn while collecting and analyzing data (Tresna & Wijaya, 2015). All the questions in sections Part two and three of the questionnaire have been measured using a 5-point Likert scale ranging from, 1 for Strongly Disagree to 5 for Strongly Agree.

4.3 Data Analysis Methods

The primary data collected through 150 randomly filled questionnaire responses were analyzed using the statistical software package SPSS 22 for windows. The individual coded responses were inputted in excel first and then uploaded in SPSS 22 for analysis. There are four dependent variables such as Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty and six Independent variables such as Identity, Presence, Reputation,

Sharing, Conversation, and Relationship. All the above variables were tested using the validity and reliability tests such as Cronbach's Alpha and Corrected items Total correlation. Further, there are four multiple Linear regression models to be tested using the various tests to establish the coefficients and build the regression equations to explain the variance of the 4 dependent variables with the change in the 6 independent variables. The first multiple regression analyses the impact of Conversation and Identity on Brand Awareness, the second multiple regression model analyses the impact of Presence and Sharing on Brand Association, the third regression model analyses the impact of Reputation with perceived quality and the last regression model analyses the impact of Relationship on Brand Loyalty. SPSS was used to run the regression analysis on the variables and the Adjusted R Square coefficients were determined. Tests were performed to check the multicollinearity between the variables. Further F test and t test were also conducted to understand the check whether the independent variables jointly or singularly impact the dependent variables.

5. Results

5.1 Reliability and Validity of the Questionnaire

As mentioned in the research methodology section the reliability and validity of the various variables of social media marketing and Consumer based Brand equity are tested for reliability. The Cronbach's Alpha was calculated for all the variables and it is shown in Table 1:

As seen in Table 1 all the variables have a Cronbach's Alpha above 0.7 and as per (Nunnaly,1978; Ghozali,2013) 0.7 is an acceptable reliability coefficient and if the variables alpha value >0.7, it is safe to keep all the variables in the construct regardless of "Cronbach's Alpha if Item Deleted" value.

S.No	Variable	Cronbach's Alpha	No of items
1	Identity	0.792	3
2	Conversation	0.834	3
3	Sharing	0.873	5
4	Presence	0.833	3
5	Reputation	0.675	2
6	Relationship	0.777	3
7	Entertainment	0.728	2
8	Word of Mouth	0.739	2
9	Brand Awareness	0.873	5
10	Perceived Quality	0.860	4
11	Brand Association	0.778	3
12	Brand Loyalty	0.849	3
13	Brand Preference	0.784	3
14	Purchase Intention	0.792	3

Table 1.
Results of construct
Reliability

The next test was done to check the validity of the variables by checking the corrected Item total correlation of the various variables. The results are presented in the Table 2. Also, on checking the "Corrected item-total correlations" as per table 2 below all the items have scores above 0.5 therefore, all the items have been retained for analysis.

S.No	Variable	Item	Corrected Item-Total Correlation
1	Identity	PI1	.684
		PI2	.583
		PI3	.637
2	Conversation	SMC2	.678
		SMC1	.730
		SMC3	.684
3	Sharing	SMS2	.649
		SMS6	.709
		SMS1	.695
		SMS3	.809
		SMS4	.641
4	Presence	SMP2	.676
		SMP3	.733
		SMP1	.675
5	Reputation	SMR1	.517
		SMR2	.517
6	Relationship	SMRL3	.684
		SMRL2	.595
		SMRL1	.566
7	Entertainment	SME2	.572
		SME1	.572
8	Word of Mouth	SMW2	.591
		SMW1	.591
9	Brand Awareness	BAW2	.737
		BAW3	.747
		BAW4	.764
		BAW5	.631
		BAW1	.642
10	Perceived Quality	PQ1	.675
		PQ4	.736
		PQ3	.636
		PQ2	.784
11	Brand Association	AS9	.599
		AS8	.638
		AS7	.606
12	Brand Loyalty	LO3	.666
		LO1	.804
		LO2	.688
13	Brand Preference	PRE3	.520
		PRE2	.696
		PRE1	.664
14	Purchase Intention	PI1	.684
		PI2	.583
		PI3	.637

Table 2.
Results of construct validity

5.2 Multicollinearity between the variable

To check the multicollinearity amongst the variables there are classical assumption tests to be performed on the four linear regression models. Foremost amongst them is the check on the Tolerance values and Variance Inflation factors (VIF) for all the variables. As per (Ghozali2013) Tolerance value >0.1 and VIF <10 indicate that there is a multicollinearity problem. As seen in table 3 below all the Tolerance values are >0.1 and VIF is <10 , therefore, indicating that there is no multicollinearity problem with the items of all the variables and there is no need to delete any item from the analysis.

Table 3.
Collinearity Statistics

S.No	Dependent Variable	Independent Variables	Tolerance	VIF
1	Brand Awareness	Identity	.434	2.303
		Conversation	.434	2.303
2	Brand Association	Sharing	.341	2.931
		Presence	.341	2.931
3	Perceived Quality	Reputation	1.000	1.000
4	Brand Loyalty	Relationship	1.000	1.000

5.3 Autocorrelation between the variables

The next assumption test is the Durbin-Watson test and as enumerated by (Ghozali2013) it is done to check that there is no autocorrelation between the variables. This test is aimed to get $dU < d < 4-dU$. According to the Durbin-Watson table using a sample size of 150 and significance level of 0.05 the value of dU and dL for two independent variables are recorded as 1.706 and 1.760 respectively. As per the Durbin- Watson test the values of test has to be above dU and below $4-dU$.

S.No	Dependent Variable	Independent Variables	Durbin Watson
1	Brand Awareness	Identity	2.213
		Conversation	
2	Brand Association	Sharing	2.226
		Presence	
3	Perceived Quality	Reputation	2.114
4	Brand Loyalty	Relationship	1.720

Table 4.
Durbin Watson
Autocorrelation test

As can be seen from the Table 4 above the values of Durbin-Watson in the case of all two multilinear regression cases are above dU and below $4-dU$ to conclude that there is no positive or negative auto correlation in the variables. As per the test results in table 4 below it can be seen that the values are within the specified range therefore it was appropriate to conclude that there is no auto correlation in the variables and the assumption holds good. Secondly as per the Durbin- Watson table using a sample of 150 and with a significance of 0.05 the value dU and dL for one independent variable are 1.720 and 1.747. In the case of the last 2 single variable linear regression cases also the values are above dU and below $4-dU$ therefore it can be concluded that there is no auto correlation between the variables and assumptions are true in this case also.

5.4 Conceptual Model fitness

After the classical Assumption tests are done then the Adjusted R square value, t test, and F test values are calculated using SPSS.

S.No	Dependent Variable	Independent Variables	Adjusted R Square
1	Brand Awareness	Identity	0.333
		Conversation	
2	Brand Association	Sharing	.391
		Presence	
3	Perceived Quality	Reputation	.369
4	Brand Loyalty	Relationship	.337

Table 5.
Adjusted R square
Test for Model Fitness

As one can see from the table 5 above that in case of the first regression equation the Adjusted R square has a value of 0.333 which implies that 33.3% of the variation in dependent variable Brand Awareness is explained by the variation in the two independent variables Identity and Conversation and rest of the 66.7% is explained by other variables. Similarly, in the second regression equation Adjusted R square value of 0.391 indicates that Sharing and Presence variables explain 39.1% of the variation in Brand Association. While in the third regression equation Reputation explains 36.9% of the variation in Perceived Quality whereas Relationship explains 33.7% of the variation in Brand Loyalty.

S.No	Dependent Variable	Independent Variables	F-test sig
1	Brand Awareness	Identity	0.000
		Conversation	
2	Brand Association	Sharing	0.000
		Presence	
3	Perceived Quality	Reputation	0.000
4	Brand Loyalty	Relationship	0.000

Table 6.
Results of F test

The table 6 above indicates that all F test Sig. values are 0.00 which are below 0.05 which implies that in each of the regression equations the independent variables have a significant impact on the respective dependent variables. For example, in the case of the first regression equation both the independent variables Identity and conversation have a simultaneous significant impact on the dependent variable Brand Awareness and similarly sharing and presence have a significant impact on the Brand Association.

5.5 Conceptual Model Estimation

In the table 7 on the next page the relationship between Brand Awareness and the two independent variables Identity and Conversation shows that Unstandardized coefficient of Identity is 0.778 which indicates that every unit in case of Identity will have a 0.778 unit increase in Brand Awareness and similarly for every unit increase in Conversation will have a 0.100 unit in the case in Brand Awareness as the coefficient of Conversation is 0.100. It can be observed that the t-test sig values of both Identity and Conversation are lesser than 0.05 which is the threshold indicating that both these variables have a significant impact on Brand Awareness singularly. The multiple linear regression equation for the Brand Awareness can be put across as follows:

$$1. \quad \text{Brand Awareness} = \beta_0 + 0.778 \text{ Identity} + 0.100 \text{ Conversation} + \varepsilon$$

S.No	Dependent Variable	Independent Variables	Unstandardised coefficients	t-test sig.
1	Brand Awareness	Identity	.778	.000
		Conversation	.100	.002
2	Brand Association	Sharing	.307	.000
		Presence	.120	.001
3	Perceived Quality	Reputation	1.120	.000
4	Brand Loyalty	Relationship	.678	.000

Table 7.
Regression Coefficients

As can be seen from the table 7 above the t-test sig values for the other independent variables are also lower than the threshold of 0.05, therefore, it can be concluded that each of the independent variables has a significant impact singularly on the respective dependent variable therefore in a similar manner as we used to work out the first regression equation the other three regression equations for the dependent variable i.e. Brand Association, Brand perceived quality and brand loyalty can be put forth as follows:

$$2. \text{Brand Association} = \beta_0 + 0.307 \text{ Sharing} + 0.120 \text{ Presence} + \varepsilon$$

$$3. \text{Brand Perceived Quality} = \beta_0 + 1.120 \text{ reputation} + \varepsilon$$

$$4. \text{Brand Loyalty} = \beta_0 + 0.678 \text{ Relationship} + \varepsilon$$

The model diagram showing the relationship between the linear equations is as shown in the Table 8 below.

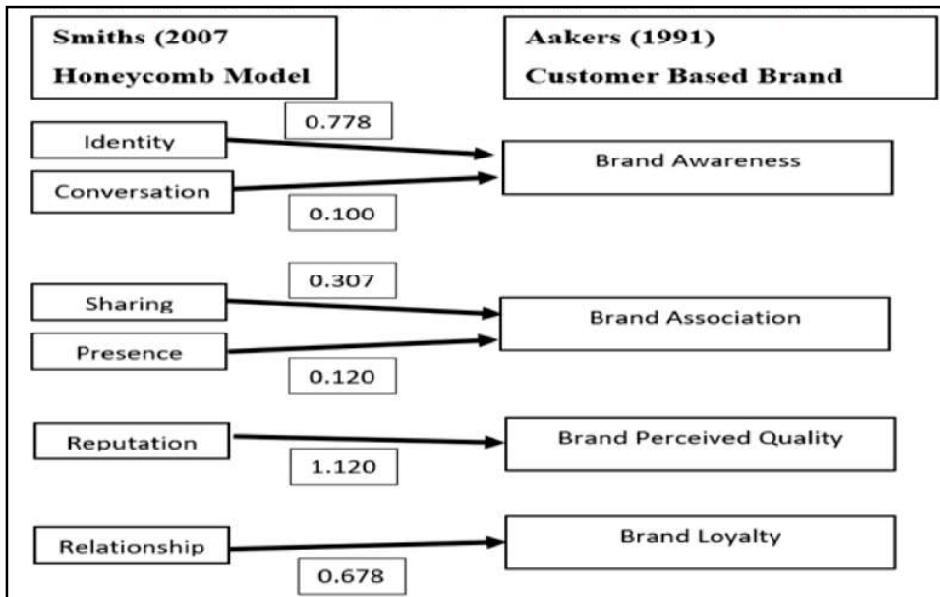


Table 8.
Regression Model

6. Findings and Discussion

As indicated in the results section all the Null hypotheses were rejected as various tests have shown that there is a significant impact of social media marketing variables on the consumer-based Brand equity. It was seen that both Identity and Conversation has a significant impact both singularly and jointly on brand awareness and similarly Sharing and Presence have a significant impact on the Brand Association. The social media marketing variable reputation significantly impacts Brand perceived quality whereas the social media relationship has an impact on the Brand Loyalty. The findings are congruent to the studies done by the previous authors (Tresna & Vijaya, 2015) and hold good for the white goods brands in India.

7. Theoretical Implications

There have been many research studies undertaken on social media and how it can be used for the marketing of their brands by the companies. Researchers have grappled with the problem of finding empirical evidence on how social media marketing can be instrumental in increasing the brand equity. The present research studies the application of the functionalities of the HoneyComb model (Smith, 2007) of social media to generate and strengthen the brand equity. By exploring the application of the social media functionalities as the marketing variables and its impact on the brand equity in a quantitative study on the white goods brands, the study contributes to the existing literature as the previous research have been qualitative and also white goods brands have been digitally influenced quite recently by the increased usage of smart phones and cheap data, this area has not been explored much in previous studies.

8. Practical Implications

The practical implication of the study is it establishes that social media marketing positively influences the brand equity. The application of the ISMBE model (Babac, 2011) to a quantitative

study of white goods it shows that these brands by creating an Identity on the social media and initiating or participating in the conversation showing they care can lead to generation of brand awareness. The exchange between individuals characterizes social media interactions i.e sharing, generation of meaningful content depends upon the level of social media presence. Thus sharing, and presence influence the Brand Association. The Reputation and relationship built by the brands are the predictor for Perceived Quality and brand Loyalty. Thus, the study is effective in determining that social media marketing is helpful in building brand equity. The study stresses that white goods brands should not consider social media marketing as a way to access consumer but a cost-effective way to build and strengthen brand equity. The marketing department should effectively allocate its budgetary resources between the traditional and Social media (Leong & Huang, 1998).

9. Future Directions and Limitations of the Study

The study limits itself to a small sample size (it studies only 150 questionnaires), thus more clarity can be gathered by studying a larger sample. The impact of the demographic variables might have a significant effect on the results these need to be studied and analysed to understand the concept. The study has taken honeycomb model of social media, which has been used infrequently. Thus, the general nature of the findings can be established in future studies.

The future studies can research the influence of each functionality of social media as a marketing variable and its influence on each component of consumer-based brand equity. By scrutinizing the effect of customer demography on the relationship between SMM and CBBE the future studies can be more pragmatic.

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Annexure-1

Questionnaire Items

Brand Awareness (Yoo et al., 2000); (Netemeyer et al., 2004)

BAW1: I am aware of brand X.

BAW2: When I think of white goods, brand X is one of the brands that comes to mind

BAW 3: I am very familiar with Brand X.

BAW4: I know what brand X looks like.

BAW5: I can recognize brand X among other competing brands of white goods.

Perceived Quality (Pappu et al., 2005, 2006)

PQ1: Brand X offers very good quality products.

PQ2: Brand X offers products of consistent quality.

PQ3: Brand X offers very reliable products.

PQ4: Brand X offers products with excellent features.

Brand Association (Tong & Hawley, 2009);

BAS1: Do you respect and admire people who own white goods of brand X.

BAS2: Do you like the brand image of brand X.

BAS3: Do you like and trust the company, which produces brand X.

Brand loyalty (.750; CR = .750; AVE = .500)

Brand Loyalty (Yoo et al., 2000)

BL1: I consider myself to be loyal to the X brand

BL2: X brand would be my first choice

BL3: I will not buy other brands if X brand is available at the store

Social Media Marketing Functionalities (Smith 2007 Honeycomb Model)

IDENTITY (Tresna & Wijaya,2015)

SMI1: Brand X reveals its company information through its Profile in social media marketing

SMI2: Brand X shared content follows the trend (lifestyle)

SMI3: Brand X social media what you identify with.

CONVERSATION (Tresna & Wijaya,2015)

SMC1: Brand X usually mentions other brands that have social networking sites.

SMC2: Brand X usually mentions customers that have Social media account

SMC3: Brand X replies comments from customers on its Social media

SHARING (Tresna & Wijaya,2015)

SMS1: Brand X shares interesting photos.

SMS2: Brand X shares at least medium quality of photos (MDPI), not blurred on phone.

SMS3: Brand X shares interesting videos.

SMS4: Brand X shares informative captions.

SMS5: Brand X shares persuasive captions.

PRESENCE (Tresna & Wijaya,2015)

SMP1: Brand X puts a specific location on promotion posting.

SMP2: Brand X puts specific locations on new store posting.

GBR	SMP3: Brand X puts specific location on event posting.
Vol. 17	REPUTATION (Tresna & Wijaya,2015)
	SMR1: Brand X has a big number of followers compared to other brands on Social media
14	SMR2: Brand X receives positive comments from customers
	SMR3: Brand X receives a lot of "likes" in posting
	RELATIONSHIP (Tresna & Wijaya,2015)
	SMRL1: Brand X receives a lot of "likes" in posting
	SMRL2: Brand X follows accounts in relevance with its Business
	SMRL3: Brand X reposts pictures from customers