SOCIAL MEDIA COMMUNICATION AFFECTING CONSUMER BRAND PERCEPTION

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Abstract
Experts and brand managers have short and limited understanding of the effects social media communication has on how consumers perceive brands. Data collected from 100 university students in order to observe the impact of firm-created and user-generated (UG) social media communication on brand equity (BE), brand attitude (BA) and purchase intention (PI), that were selected by simple random sampling method. Results showed that a significance positive relation exist between social media communication and brands consciousness, also results showed that user-generated social media communication had a positive influence on both brand equity and brand attitude. Although firm-created social media connection affected solely brand name attitude, brand equity and brand attitude both have a positive influence on purchase intention. Cronbach’s Alpha estimates for the reliability, frequency test, descriptive statistics (Mean, SD), T-test of significance. Results were shown by using SPSS.

Keywords: Social media, Brand equity, User-generated communication, Brand attitude, Purchase intention

1. Introduction:
The media have encountered an enormous change over the past decade. Recent insights show that the quantity of individuals getting to the Internet surpasses two billion four hundred thousand, i.e. 34% the world's population. Moreover, one out of each seven individuals in the world has a Facebook Profile and about four in five Internet clients visit online networking sites. With the quantity of Internet and online networking clients developing around the world, it is key for correspondence administrators to comprehend online customer conduct. Buyers are progressively utilizing social networking destinations to get data and moving in the opposite direction of consumer media, for example, TV, radio, and magazines. The approach of online networking has changed conventional restricted correspondence into multi-dimensional, two-path, shared communication. Social media stages offer an open door for clients to interface with different customers; accordingly, organizations are no more the sole source of brand communication. The social Web is changing consumer marketing communication. Conventional brand correspondence beforehand controlled and directed by brand and marketing managers and continuously being molded by purchasers. For a long time, researchers have been focusing on the field of social networking correspondence trying to comprehend its consequences for brands and...
brand administration by concentrating on applicable topics, for example, electronic expression of-mouth, virtual brand communities, brand fan pages, advertising and client produced substance. Yet, regardless of the increment in experimental examination into the topic of social networking, there is still small of how firm-understanding made and client created social networking correspondence impact purchaser impression of brands and buyer conduct. This is of major significance as one type of communication is controlled by the organization, while the other is compulsory of the association’s control. To address this gap, we intend to examine the impacts of firm-made social networking communication and client produced online networking communication on brand value (BE), brand mentality (BA), also, buy expectation (PI). A second gap in the exact exploration did so far concerns the examination of the impacts of firm-made and client produced online networking communication as to industry-particular contrasts, as these two sorts of correspondence change regarding social media strategy. While social networking correspondence is all around recorded in the writing to date, no study has separated between the impacts of online networking communication on brand value and brand disposition taking industry-particular contrasts into record. This study delivers the need to do as such. With a specific end goal to address the two gaps in the exploration presented above, we planned the taking after examination question “How do firm-created and user-generated social media Communication influence consumers’ perceptions and behavior, both overall and with regard to industry-specific differences?” This study utilizes structural modeling equation (SEM) to watch the impacts of firm made and client produced online networking correspondence on brand value, brand mentality buy aim. In particular, it concentrates on the informal communication site Facebook and the accompanying commercial enterprises: non-alcoholic refreshments, dress and mobile network operators. These were picked as they contrast in their administration of social networking communication. To conclude, this study contributes toward creating knowledge in the field of social media communication identified with brand administration, a phenomena that can't be completely acknowledged until we see not just how social networking impact customers' impression of brands, additionally how they influence customers' mentality and conduct with respect to industry sort. Supervisors obviously need to be convinced of the effect that online networking communication has on how everything adds up. This study contributes toward promoting learning here by demonstrating the impact that social networking communication has on how buyer see brands and consequently on buying intention of customer to brand.

2. Literature Review:
Web 2.0 and social media has given to internet user good online exposure and the thing which has a good contribution is social networking. Social media can be used to understand variety of information that are created, initiated and consumed about the products, services, brand and about certain idea. (Saji, Chauhan, & Pillai, 2013). Now a days, companies have more emphases on to create two way relationships with customers to increase interaction. (Hanna, Rohm, & Crittenden, 2011). Companies and customer can be engage with each through social media that is the reason companies consider social media communication as the part of their marketing mix. (Weinberg & Pehlivan, 2011). Marketing managers are also use social media to be connected with their loyal customer to know about their perception towards the product and to learn from their responses. (Brodie, Illic, Juric, & Hollebeek, 2013). When we compare ways of communication formed by companies social media communication is considered as most viewed and liked way of communication. (Kaplan & Haenlein, 2010). Although social media is increasing but still it is a new advertisement practice. The popularity of social media communication can be understand by its characteristics of quick information spread by internet and its capacity to reach
to journal public .(Thackeray, Neiger, & Keller, 2012). Internet users are now preferring social media channel rather than traditional media to search the information about the products and brand.(Mangold & Faulds, 2009). Consumers have now demand of quick information about the products and brand by comfortable ways. (Mangold & Faulds, 2009). Moreover social media channels are helpful for consumer to consumer communication and also facilitate to increase the communication among them.(Gu, Huang, Duan, & Whinston, 2009). Internet and social media have given the improvement to customer having proactive behavior to information and purchase process.(Bonhomme, Christodoulides, & Jevons, 2010).

A. User-generated social media communication:
Among all the networks, social media websites like Facebook, twitter and YouTube, YouTube have unique contribution towards the publicity of academic and products of brand. The development of these websites and their popularity shows that we are in web 2.0 era where UGC can create a good communication with each other for the people of same interest.(Inman, Winer, & Ferraro, 2009). This is the era of information and customer use the social media to get desired product and brand information.(Schivinski & Dabrowski, 2014). The growth on online brand communities, including social networking sites, has supported the increase of user-generated social media communication. (Gangadharbatla, 2008). UCG is rapidly growing way for brand conversation and perception of consumer about brand.2. Because of its early stage of research, there is still no widely accepted definition for UGC, According to the content classifications introduced by Daugherty, Eastin, and Bright (2008), UGC is focused on the consumer dimension, is created by the general public rather than by marketing professionals and is primarily distributed on the Internet.

B. Brand equity:
The concept of brand equity is a vital marketing asset(Ambler & Styles, 1997). Although broad exploration has been devoted to the field of brand value, the literature on this topic is inconclusive.(Christodoulides & De Chernatony, 2010). In literature some scholars have emphasis on financial perspective of brand equity(Simon & Sullivan, 1993) and some focused on customer based perspective. (Kim & Kim, 2005). So the dominant stream of research has been grounded in cognitive psychology such as mental processes. (Barwise, 1993). According to Aaker brand equity can be defined as ‘a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers. Another concept of consumer based brand equity was presented by Keller, he defined the differential effect of brand knowledge on consumer response to the marketing of the brand, he focus that brand equity should understood in term of brand awareness and in the strength and uniqueness of brand that the customer have in mind about the brand.

C. Brand attitude:
Brand attitude is defined as a ‘consumer’s overall evaluation of a brand, brand attitude is normally understand as the global evaluation that is based on favorable and unfavorable reaction to brand related belief.(Murphy & Zajonc, 1993). Multi-attribute attitude model show that the in general assessment of a brand is an element of the convictions about particular properties of the brand and item. The expansion of brand mentality to the theoretical system proposed in this study intends to upgrade our comprehension of the impacts of social networking correspondence on purchaser view of brands.(Ajzen & Madden, 1986). There is a good consensus about the fact that communication with customers is an influential source of information transmission.(Cheung
Brand attitude is concerned with product attributes which includes quality, durability toughness etc. (Flynn, Schroeder, & Sakakibara, 1994).

**D. Purchase intention:**

To assess the behavioral influences of social media communication on brand equity and on brand attitude among Facebook users, we added brand purchase intention to the conceptual model. Consumers are turning more frequently to social media to conduct their information searches and to make their purchasing decisions. We expect brand equity to positively influence the brand purchase intentions of consumers. Past studies have suggested that high levels of brand equity drive permanent purchase of the same brand. (Kim & Kim, 2005). Loyal customers buy more than the new customer and moderately loyal customer. (Yoo, Donthu, & Lee, 2000). We further expect brand attitude to have a strong impact on purchase intention. Brand attitude is considered to be an indicator of behavioral intention. (Wang, Yu, & Wei, 2012). Purchase intention is recognized as an interceding mental variable in the middle of disposition and real conduct. (Miniard, Obermiller, & Page Jr, 1983). In addition, studies affirmed that an uplifting mentality toward a brand impacts a client's buy proposition and his eagerness to pay a premium cost. (Coulter, Bruhn, Schoenmueller, & Schäfer, 2012).

**3. Hypotheses:**

Company conversation absolutely has an effect on company fairness given that the meaning generates an effective consumer reaction to the product or service involved when compared to much the same non-branded solution. In addition, research workers have realized an optimistic relationship among advertising as well as manufacturer collateral from the wording associated with advertising costs. Essentially to brand mindfulness, brand affiliations get from the buyer's contact with brands. Expanding upon the standards of brand correspondence and promoting, we expect that a positive assessment of firm-made online networking brand correspondence will decidedly impact brand value. Their education involving individual relevance in addition to significance about the user-generated web 2.0 stimulus is reflected by the level of effort with a brand. Thus, we have formulated the following hypotheses.

- **H1a:** Firm-created social media communication positively influences brand equity.
- **H1b:** User-generated social media communication positively influences brand equity.
- **H2:** Brand attitude positively influences brand equity.
- **H3a:** Firm-created social media communication positively influences the brand attitudes of consumers.
- **H3b:** User-generated social media communication positively influences the brand attitudes of consumers.
- **H4:** Brand equity positively influences purchase intention.
- **H5:** Brand attitude positively influences purchase intention.
4. Theoretical Model:

![Proposed model]

Figure 1. Proposed model

5. Research Methodology

5.1. Population and sample size
110 questionnaires were distributed to the university students that were selected by simple random sampling method. All together, 100 questionnaires were returned and analyzed. The response rate was 91%. From this sample 75% were men and 25% were female.

5.2. Measures

5.2.1. Firm-created social media communication scale
Firm-created social media communication scale was measured with a 5-item scale developed by Price and Mueller (1981). Response options ranged from 1 (strongly disagree) to 5 (strongly agree). The reliability for this scale was .747 to .742. Alpha coefficient in this study was .828.

5.2.2. User-generated social media communication scale
User-generated social media communication scale was measured with a 5-item scale developed by Price and Mueller (1981). Response options ranged from 1 (strongly disagree) to 5 (strongly agree). The reliability for this scale was .643 to .653. Alpha coefficient in this study was .712.

5.2.3. Brand equity scale
Brand equity scale was measured with a 5-item scale developed by Price and Mueller (1981). Response options ranged from 1 (strongly disagree) to 5 (strongly agree). The reliability for this scale was .658 to .614. Alpha coefficient in this study was .656.

5.2.4. Brand attitude scale
Brand attitude scale was measured with a 5-item scale developed by Price and Mueller (1981). Response options ranged from 1 (strongly disagree) to 5 (strongly
agree). The reliability for this scale was .437 to .670. Alpha coefficient in this study was .581

5.2.5. Purchase intention scale

Purchase intention scale was measured with a 5-item scale developed by Price and Mueller (1981). Response options ranged from 1 (strongly disagree) to 5 (strongly agree). The reliability for this scale was .570 to .661. Alpha coefficient in this study was .745.

6. Data Analysis and Interpretations:

We use Statistical package for the social sciences (SPSS) for the data analysis on the responses that we collect through our research questionnaires. We apply both descriptive and inferential statistics that includes overall items of our questionnaire. Descriptive statistics implies on demographic section that includes gender, age, education of the respondents thorough which we receive the responses.

6.1. Descriptive statistics

<table>
<thead>
<tr>
<th>Table 2: Respondents Demographic</th>
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<tbody>
<tr>
<td>Variables</td>
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</tr>
<tr>
<td><strong>Age</strong></td>
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<tr>
<td>18-24</td>
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<td>25-30</td>
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<tr>
<td>31-36</td>
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<td>37-42</td>
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<tr>
<td>43-48</td>
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<tr>
<td>Total</td>
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<tr>
<td><strong>Education</strong></td>
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<tr>
<td>Bachelor</td>
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<tr>
<td>Masters</td>
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<tr>
<td>M.phil</td>
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<tr>
<td>Ph.D</td>
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<tr>
<td>Others</td>
</tr>
<tr>
<td>Total</td>
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</tbody>
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6.2. Correlation Matrix
Means, standard deviations, and correlations among the variables under study are presented in table 3.

Table 3: Mean Standard Deviation and Inter-Correlations among variables

<table>
<thead>
<tr>
<th>Variable</th>
<th>M</th>
<th>SD</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Firm_created_Social_media_Communication</td>
<td>3.8400</td>
<td>.8509</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>2. User-generated social media communication</td>
<td>3.6200</td>
<td>.7674</td>
<td>.066</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>3. Overall brand equity</td>
<td>3.8975</td>
<td>.6780</td>
<td>.085</td>
<td>.274**</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>4. Brand Attitude</td>
<td>4.0100</td>
<td>.7066</td>
<td>.221*</td>
<td>.141</td>
<td>.440**</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>5. Brand purchase Intention</td>
<td>3.8933</td>
<td>.81081</td>
<td>-.142</td>
<td>.053</td>
<td>.118</td>
<td>.337**</td>
<td>-</td>
</tr>
</tbody>
</table>

**Correlation is significant at the 0.01 level
* Correlation is significant at the 0.05 level

5.3. Interpretations

- The correlation coefficient between Firm-created social media communication and User-generated social media communication is 0.066; this means that there is no correlation between Firm-created social media communication and User-generated social media communication.
- The correlation coefficient between Firm-created social media communication and Overall brand equity is .085 this shows that there is no correlation between Firm-created social media communication and Overall brand equity.
- The correlation coefficient between Firm-created social media communication and Brand Attitude is .221*; this means that there is significant positive correlation between Firm-created social media communication and Brand Attitude.
- The correlation coefficient between Firm-created social media communication and Brand purchase Intention is -.142; this means that there is significant negative correlation between Firm-created social media communication and Brand purchase Intention.
- The correlation coefficient between User-generated social media communication and Overall brand equity is .274**; this means that there is highly significant positive correlation between User-generated social media communication Overall brand equity.
- The correlation coefficient between User-generated social media communication and Brand Attitude .141; this means that there is no correlation between User-generated social media communication and Brand Attitude.
• The correlation coefficient between User-generated social media communication and Brand purchase Intention is .053; this means that there is no correlation between User-generated social media communication and Brand purchase Intention.

• The correlation coefficient between Overall brand equity and Brand Attitude is .440**; this means that there is highly significant positive correlation between Overall brand equity and Brand Attitude.

• The correlation coefficient between overall brand equity and Brand purchase Intention is .118; this means that there is no correlation between overall brand equity and Brand purchase Intention.

• The correlation coefficient between Brand Attitude and Brand purchase Intention is .337**; this means that there is highly significant positive correlation between Brand Attitude and Brand purchase Intention.

7. Discussion & Conclusion

Now a day the most famous trend in the area of virtual marketing and branding is the development of social networking and its popularity among people. Social media also introduces new channels of communication. Companies such as Starbucks, Coca-Cola and Guinness are following the customer preferences for development of their product. It is not a fortuitous event that social media were quickly incorporated into their advertising motivation. The basic aim of our study is to create new knowledge about social networking’s affect on brand equity, brand attitude, consumer purchase intention and also examining industry-specific differences. Social media sites also provide opportunities to brand managers and marketers to access the customers and visibility. Firm created social media communication indirectly affects the consumer perception of value based on brand attitude. On the basis of findings marketing managers have to build positive brand association and on exploring brand features that affect the consumer’s attitude toward brand. Three item classifications were decided to look at the impact of brand correspondence on customer reactions. The brands categories were non-alcoholic beverages, clothing and mobile network operators. This determination was in view of the distinctions in the degree to which they oversee social networking proactively. The item classifications are natural and no doubt understood to polish social networking clients. For every single class, the actual respondent mentioned a brand that they possess ‘Liked’ with Facebook. In the wake of utilizing the choice 'Like', the Internet clients naturally begin to get substance made by both the manager of the brand page and different clients who have "Preferred" the same page. Subsequently, we accept that customers have been presented to social networking correspondence from Schoenmueller, and Scha¨fer 2012; Yoo, Donthu, and Lee 2000). Since positive client produced social networking correspondence, subsequently, likewise builds brand mindfulness and brand affiliations.

This article also explains the effect of social media communication on brand equity, brand attitude and brand purchase intention in different industries. The study examined brand purchase intention to survey the distinctions in the behavioral impacts of social networking correspondence on brand value and on brand disposition in the three commercial ventures. our discoveries exhibit that albeit firm-made substance does not seem to specifically impact purchaser view of brand value, this substance does influence purchaser mentality toward brands. So the purpose of firm-created social media content is to enhance consumers brand awareness and brand attitude instead of to rival user generated social networking content.
8. Limitations & further research
Despite the fact that this study makes a huge commitment to the social networking correspondence writing, this examination is not without limitations. Subsequently, the confinements of our study can give rules to future examination. The confinements of our study can give rules to future examination. We only considered one social networking site. We recommend that all driving social networking locales be examined to pick up a more extensive comprehension of the firm-made and client produced online networking correspondence. More industries should be examined for further research. This practice would give a sign of how costumers see brands from diverse commercial ventures in social networking channels. Further research ought to additionally explore how genuine and saw promoting use on social networking impacts brand value and its measurements. At last, in light of the fact that a Central European test was utilized as a part of this study, it might be troublesome to sum up the outcomes to different societies. It is likewise prescribed that such research be directed in diverse nations to deliver more grounded approval and speculation of the discoveries. Additionally it is advised of which such research become done in several nations to generate stronger approval and generalization from the results.

References


