Impact of Social Networks on Brand Value Based on Customer Behavior Using Structural Equations

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ABSTRACT

One of the most influential services provided on the internet is an online social networking site. With increasing competition in global and regional markets, having a brand is not a choice, but an inevitable necessity that in the case of negligence, there could be a reduction in the product market. The present article examines the impact of social network marketing on the creation of customer-specific brand value. In this article, 384 people were selected randomly. Data was collected using a social networking and brand equity questionnaire. After collecting the data, a structural equation model of research hypotheses was used, specifically LISREL and SPSS software for data analysis. Findings of the analysis indicate that all aspects of social network marketing are effective in creating a brand-specific brand value for the customer.

KEYWORDS

Brand Equity, Data Analysis, Marketing, Social Networks

1. INTRODUCTION

The Internet and in particular the communications environment, a vast network of uncertain infinites, has created a new ecosystem for marketing research and business today, and has become the main highway in today’s business world. Social networks are tools that companies can use to strengthen and complete marketing techniques and processes, and can even replace traditional and old practices and practices (Vera & Trujillo, 2017). These networks have created a smart environment with a vast array of connectivity and incredible capacity for inclusive participation. Social networking platforms have emerged today as dominant communication channels in which consumers and consumers connect, brand, and share information, and share information about them. These networks are extremely easy to use and can be used anywhere and at any time. Therefore, marketing researchers have focused their strategies on increasing social networking users (Mohan, Bijua, & Sequera, 2016)

The purpose of this study is to fill the gap of previous research in particular:

1. Review the relative importance of virtual network marketing components in creating brand equity.
2. Rotation of brand equity components

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The statistical population of this study consists of users of Channel Telegram and Page Instagram with the number of members over 1,000. The number of people in the community is unlimited. The pages targeted in this study are based on the introduction and marketing of Samsung mobile phones. Two detailed social network marketing questionnaires (Godey, Manthiou, Pedezoli, & Rokka, 2016) and a brand equity questionnaire (Acker, 1984) have been used to gather accurate data and data.

This study shows to marketers and sales managers that the importance of which social networking components is more important to brand equity, as well as the ranking of brand equity components that can play an important role in sales and marketing management.

2. STUDY LITERATURE AND RECURRING RECORDS

2.1. Social Networks

Social networking is a group of people with common interests or interests that are rounded up to achieve specific goals.

Come together. Every member is called an actor. The social networking feature is the existence of complex relationships and interactions between individuals (Feyz, Shafie Nikabadi, & Molki, 2015)

The main reasons for creating social networks:

1-Individual Relationships, 2-Working Relationships, 3-Scientific Relationships, 4-Tastes and Common Interests and Attractions, 5-Social-Political Motives

Generally, social networks are social structures made up of nodes, which usually associate individuals or organizations with one or more specific types of communication such as financial transactions, friendships, commerce, emotions, biases, hobbies, and habits. Social networks connect people with different interests. One of the areas that has been expanded in using these networks is corporate and corporate environments.

2.1.1. Dimensions of Social Networks

Social media provide marketers with remarkable opportunities to reach consumers in their social communities and build more personal relationships with them (Kelly, L., Kerr, G., & Drennan, J., 2010). Social media have changed the way brand content is created, distributed, and consumed, transferring the power to shape brand images from marketers to consumers’ online connections and content (Tsai, & Men, 2013). In the luxury sector, social media seem to play a key role in a brand’s success (Phan, M., Thomas, & Heine, 2011). For example, Louis Vuitton (LV) posts videos of its catwalk presentations on its Facebook page, giving all LV fans the opportunity to enjoy the show (Kapferer, 2012).

The dimension of social network marketing will be defined in the following sections:


2.1.1.1. Entertainment

Entertainment is the result of games and entertainment available on the social network. Social networks attract the user through hobbies and entertainment. Several studies have shown hobby as an effective means of attracting customers. (Muntinga, Moorman, & Smit, 2011) states that the user uses social networks at rest while in need of entertainment and enjoyable time (Godey, Manthiou, Pedezoli, & Rokka, 2016).
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