



ORIGINAL RESEARCH PAPER

Management

IMPACT OF BRAND EQUITY DIMENSIONS ON BRAND PURCHASE INTENTION OF CUSTOMERS THROUGH SOCIAL MEDIA NETWORKS WITH REFERENCE TO INDIA

KEY WORDS: Brand Equity, Brand purchase intention, Social Media Networks

Dr. R. Gokilavani Associate Professor, PSG College of Arts & Science, Coimbatore.

Dr. V. Chitra* Associate Professor, PSG College of Arts & Science, Coimbatore
*Corresponding Author

ABSTRACT

This study examines the brand equity dimensions on brand purchase intention of customers through social media networks with reference to Indian Scenario was undertaken in Chennai city. 200 customers have been selected by adopting random sampling technique through pre-tested and structured questionnaire and the data and information pertain to the year 2018-2019. In order to understand demographic features of customers, frequency and percentage analysis are carried out. In order to identify the dimensions of brand equity, exploratory factor analysis has been employed. The study concludes that social media platforms provide unlimited ways for customers to interact, express, share and create content about brands and products. Thus, the joint implementation of firm-created social media communication and user-generated social media communication offer numerous opportunities for increasing brand equity dimensions, consequently growing brand equity.

INTRODUCTION

Social media has managed to revolutionize the way Internet users communicate and interact with each other within a very short period. Users have adopted in masses many such websites, taking advantage of the free services that they offer, enabling them to stay connected with their friends, meet new acquaintances, share user-generated content such as photos, videos and text, and get informed about news and trends (Giannakos et al 2012).

Social media channels offer both firms and customers new ways of engaging with each other. Companies hope to engage with loyal customers and influence individuals' perceptions about their products, spread information, and learn from and about their audience. Among traditional sources of communication, social media have been established as mass phenomena with a wide demographic appeal (Kaplan and Haenlein, 2010). One of the reasons for such rapid popularity of social media among companies is the vital dissemination of information via the Internet.

Social media currently have a far greater capacity for reaching the general public than do traditional media, such as television, radio, and magazines (Keller, 2009). Moreover, Internet users are turning away from traditional media and are increasingly using social media to search for information (Mangold and Faulds, 2009).

Social media provide opportunities for Internet users to create and share content (Kaplan and Haenlein, 2012). The content created by Internet users involves different topics, including brands and products, making companies no longer the primary source of brand communication (Berthon et al 2008). Therefore, the present study is attempted to analyze the impact of brand equity dimensions on brand purchase intention of customers through social media networks in Chennai, India.

METHODOLOGY

Among the different metropolitan cities in India, the Chennai city has been purposively selected for the present study. 200 customers have been selected by adopting random sampling technique through pre-tested and structured questionnaire and the data and information pertain to the year 2018-2019. In order to understand demographic features of customers, frequency and percentage analysis are carried out. In order to identify the dimensions of brand equity, exploratory factor analysis has been employed. In order to examine the impact of brand equity dimensions on brand purchase intention of customers through social media networks, multiple linear

regression has been applied.

RESULTS AND DISCUSSION

DEMOGRAPHIC FEATURES OF CUSTOMERS

The demographic features of customers were analyzed and the results are presented in Table 1.

Table 1 Demographic Features Of Customers

Demographic Profile	Frequency	Percentage
Gender		
Male	122	61.00
Female	78	39.00
Age Group		
15-20 years	52	26.00
21-30 years	114	57.00
31-40 years	34	17.00
Educational Qualification		
Higher Secondary	40	20.00
Under Graduation	102	51.00
Post Graduation	58	29.00
Monthly Income		
Rs. 10,000 – Rs.20,000	38	19.00
Rs.20,001 – Rs.30,000	116	58.00
Rs.30,001 – Rs.40,000	46	23.00

Source: Primary Data

The results show that about 61.00 per cent of customers are males and the rest of 39.00 per cent of customers are females. The results indicate that about 57.00 per cent of customers belong to age group of 21-30 years followed by 15-20 years (26.00 per cent) and 31-40 years (17.00 per cent).

The results reveal that 51.00 per cent of customers are under graduates followed by post graduates (29.00 per cent) and higher secondary (26.00 per cent). It is apparent that about 58.00 per cent of customers belong to monthly income group of Rs.20,001 -Rs.30,000 followed by Rs.30,001 – Rs.40,000 (23.00 per cent) and Rs. 10,000-Rs.20,000 (19.00 per cent).

Identification Of Brand Equity Dimensions Through Social Media Networks

In order to identify the dimensions of brand equity through social media networks, exploratory factor analysis has been employed. The principal component method of factor analysis was carried out with Eigen values greater than one through varimax rotation and the results obtained through rotated component matrix are presented in Table 2. The results of Kaiser-Meyer-Olkin (KMO Test) measure of sampling adequacy (KMO = 0.816) and Bartlett's test of

Sphericity (Chi-square Value = 0.0014; Significance = 0.000) indicate that the factor analysis method is appropriate.

Four independent dimensions are extracted accounting for a total of 63.87 per cent of variations on 11 variables. Each of the four dimensions contributes to 19.98 per cent, 16.84 per cent, 14.70 per cent and 12.35 per cent respectively.

Table 2 Identification Of Brand Equity Dimensions Through Social Media Networks

Factor	Item	Rotated Factor Loadings	Eigen Value	% of Variation	Factor Name			
I	I easily recognize the brand	0.62	1.32	19.98	Brand Awareness			
	I can quickly recall the symbol or logo of brand	0.56						
	I can recognize a particular brand among other competing brands	0.58						
II	Most of the brands are of great quality	0.57	1.24	16.84	Perceived Quality			
	Brands are worth their price	0.60						
	Reliability on brand is very high	0.59						
III	I am satisfied with the social media communications for brand	0.57	1.12	14.70	Satisfaction			
	I am satisfied with the attractiveness of social media communication	0.53						
	The social media communication is on par with my expectations	0.59						
IV	I intend to remain the company's customer	0.64	1.06	12.35	Brand Loyalty			
	The prospect of lower prices would make me switch to another company	0.54						
	Cumulative % of Variation	-				-	63.87	-
	Cronbach's Alpha	-				-	-	0.82

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 7 iterations.

Factor - I: From the results, it is inferred that out of 11 variables, five variables have their high, relatively tightly grouped factor loadings on factor - I.

This factor consists of:

- I easily recognize the brand (0.62)
- I can quickly recall the symbol or logo of brand (0.56)
- I can recognize a particular brand among other competing brands (0.58)

Hence, this factor is named as **"Brand awareness"**.

Factor - II: is formed with:

- Most of the brands are of great quality (0.57)
- Brands are worth their price (0.60)
- Reliability on brand is very high (0.59)

These variables are named as **"Perceived Quality"**

Factor - III: This factor includes:

- I am satisfied with the social media communications for brand (0.57)
- I am satisfied with the attractiveness of social media communication (0.53)
- The social media communication is on par with my expectations (0.59)

These variables are named as **"Satisfaction"**

Factor - IV: This factor is formed with:

- I intend to remain the company's customer (0.64)
- The prospect of lower prices would make me switch to another company (0.54)

This factor is named as **"Brand Loyalty"**

Cronbach's alpha of the scale was 0.82 indicating that each measure demonstrated acceptable internal consistency. It is inferred that brand awareness, perceived quality, satisfaction and brand loyalty are the dimensions of brand equity through social media networks.

Impact Of Brand Equity Dimensions On Brand Purchase Intention Of Customers Through Social Media Networks

In order to examine the impact of brand equity dimensions on brand purchase intention of customers through social media networks, multiple linear regression has been applied and the results are presented in Table 3. The dimensions of brand equity through social media networks extracted through exploratory factor analysis are considered as independent variables and brand purchase intention is considered as dependent variable.

Table 3 Impact Of Brand Equity Dimensions On Brand Purchase Intention Of Customers Through Social Media Networks

Brand Equity Dimensions	Regression Co-efficients	t - Value	Sig.
Intercept	1.002**	3.416	.010
Brand Awareness (X ₁)	.142**	3.534	.000
Perceived Quality (X ₂)	.154**	3.482	.001
Satisfaction (X ₃)	.178**	3.740	.000
Brand Loyalty (X ₄)	.135**	3.578	.000
R ²	0.61	-	-
Adjusted R ²	0.59	-	-
F	9.857	-	0.00
N	200	-	-

Note: **Significance at one per cent level

The results indicate that the coefficient of multiple determination (R²) is 0.61 and adjusted R² is 0.59 indicating that the regression model is good fit. It is inferred that about 59.00 per cent of the variation in dependent variable (Brand Purchasing Intention) is explained by the independent variables (Brand Equity Dimensions) under social media context. The F-value of 9.857 is statistically significant at one per cent level indicating that the model is good fit.

The results show that brand awareness, perceived quality, satisfaction and brand loyalty have positive and significant impact on brand purchase intention of customers through social media networks at one per cent level. Therefore, the null hypothesis of there is no significant impact of brand equity dimensions on brand purchase intention of customers

through social media networks is rejected.

CONCLUSION

The present study concludes that majority of customers are males and most of them belong to age group of 21-30 years. Majority of customers are under graduates and most of them belong to monthly income group of Rs.20,001 – Rs.30,000. The exploratory factor analysis reveals that brand awareness, perceived quality, satisfaction and brand loyalty are the dimensions of brand equity through social media networks.

The regression analysis indicates that brand awareness, perceived quality, satisfaction and brand loyalty have positive and significant impact on brand purchase intention of customers through social media networks at one per cent level. Since, the satisfaction and perceived quality have higher impact on brand purchase intention, it is recommended that companies should improve the quality of information and enhance higher customer satisfaction through meeting their promises.

Besides, social media platforms provide unlimited ways for customers to interact, express, share and create content about brands and products. Thus, the joint implementation of firm-created social media communication and user-generated social media communication offer numerous opportunities for increasing brand equity dimensions, consequently growing brand equity.

Brand managers should incorporate social media communication as part of their marketing communication agenda. Marketing and brand managers must recognize that social networking sites are an essential aspect of the Internet, and many customers use them in their daily routines. Social networking sites offer firms the opportunity to engage with customers and even to influence their conversations.

REFERENCES:

1. Amichai-Hamburger, Y., (2008), "Internet Empowerment", *Computers in Human Behaviour*, 24 (5):pp.1773-1775.
2. Berthon, P. R., Pitt, L. and Campbell, C., (2008), "Ad Lib: When Customers Create the Ad", *California Management Review*, 50 (4):pp.6-31.
3. Chen, S. C., Yen, D. C. and Hwang, M. I., (2012), "Factors Influencing the Continuance Intention to the Usage of Web 2.0: An Empirical Study", *Computers in Human Behaviour* 28 (3):pp.933-941.
4. Erdem, T. and Swait, J., (1998), "Brand Equity as a Signaling Phenomenon", *Journal of Consumer Psychology*, 7 (2):pp.131-157.
5. Giannakos, M. N., Chorianopoulos, K., Giotopoulos, K and Vlamos, P., (2012), "Using Facebook out of Habit", *Behaviour & Information Technology*, 32 (4): pp.325-337.
6. Kaplan, A. M. and Haenlein, M., (2010), "Users of the World, Unite! The Challenges and Opportunities of Social Media", *Business Horizons*, 53 (1): pp.59-68.
7. Kaplan, A. M. and Haenlein, M., (2012), "The Britney Spears Universe: Social Media and Viral Marketing at Its Best", *Business Horizons*, 55 (1):pp.27-31.
8. Keller, K. L., (2009), "Building Strong Brands in a Modern Marketing Communications Environment", *Journal of Marketing Communications*, 15 (2-3): pp.139-155.
9. Laroche, M., Habibi, M. R., Richard, M. O. and Sankaranarayanan, R., (2012), "The Effects of Social Media Based Brand Communities on Brand Community Markers, Value Creation Practices, Brand Trust and Brand Loyalty", *Computers in Human Behaviour*, 28 (5):pp.1755-1767.
10. Mangold, W. G. and Faulds, D. J., (2009), "Social Media: The New Hybrid Element of the Promotion Mix", *Business Horizons*, 52 (4):pp.357-365.
11. Pappu, R., Quester, P. G. and Cooksey, R. W., (2005), "Consumer-Based Brand Equity: Improving the Measurement - Empirical Evidence", *Journal of Product & Brand Management*, 14 (3):pp.143-154.
12. Tsiros, M., Mittal, V. and Ross, Jr., W. T., (2004), "The Role of Attributions in Customer Satisfaction: A Re-examination", *Journal of Consumer Research*, 31 (2): pp.476-483.