

Social Media Marketing Efforts to Influence Brand Equity and Consumer Behavior: The Case of Luxury Fashion Brands in Pakistan

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Abstract : Social media is not only acting as a medium of communication; rather it has provided a platform where customers can actually live with the brands they so dearly envy and interact with others with same interest. Organizations are making social media marketing efforts (SMME) to convert this opportunity into a meaningful experience. It may be resembled or considered as an act of branding where the notion is not only to understand the consumer behavior but also developing a strong link with them. Ultimately the quest is to influence and bend it into a mutual benefit of the stakeholders. This study investigates SMME of brands with the help of five dimensions (i.e., entertainment, interaction, trendiness, customization and word of mouth). The study has found that there is no significant impact of SMME as a construct on brand equity and consumer behavior. However, few of the dimensions (i.e. customization and word of mouth), have been found to have influence on brand equity (brand association, brand image) and consumer response (brand preferences).

Keywords : social media marketing efforts (SMME), brand equity, preference, loyalty price premium, luxury brands, international

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