

THE EFFECT OF BRAND COMMUNICATION THROUGH FACEBOOK ON BRAND EQUITY METRICS AND BRAND EQUITY METRICS ON EWOM TOWARDS CLOTHING BRAND IN PAKISTAN

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Abstract

This study is done in the context of social media communication and its two types firm created communication and user generated communication and to see their impact on factors of brand equity CBBE (consumer based brand equity) metrics i.e. perceived quality, brand awareness and brand loyalty and what is the impact of the CBBE metrics on eWOM in effect of both types of communication in the selected medium of Facebook. Sample is collected from the users of Facebook who are doing job or in universities mainly targeting the youth as youth represents the maximum ration of the population and maximum users of Facebook. The data is tested with Structural equational modelling, convergent and discriminant validity, Path analysis on IBM SPSS and SMART PLS 3.0 on the basis at which the data is interpreted. social media is a main aspect of today's life having its significant effect in every aspects regarding marketing, politics, new, daily life, brands, business, services and on more, becoming a part of one's daily routine having significant impact.

INTRODUCTION

The social networking sites (SNS) are still generally new advertising specialized instruments, which significantly affect the manner in which those organizations communicate with consumers. Social media encourage the use of online marketing communications, which could essentially be characterized, as publicizing on the Internet, yet is not the same, segment that advances purchaser created content because of data WOM sharing on this stage. (Meyerson, 2010). Brand loyalty demonstrates the inspiration to be faithful to a product, and it is redirected when buyers select the product as their initial decision. (Yoo and Donthu,

2001). In customer preference, brand loyalty is an important foundation of benefit position in numerous business markets, as it develops exchanging costs, which makes public unsure to try new varieties. (Aaker, 1991). One of the characteristics of publicity is to inspire buyers to be faithful to the products they are aware of. (Yoo and Donthu, 2001). Mainly the communication aspect of two categories of social media one is the firm created and other is the user generated type both used on Facebook to give knowledge about a brand, product or service etc. and how it affects the behavior of a consumer and how he builds his perception about

the brand. And how does these communication builds up or effect brand equity with respect to perceived quality, brand loyalty and brand awareness. Social media is an internet-based instruments for sharing and exploring data among individuals and is the growth of devices and online spaces available to inspire people and firms to speed up their data and communication requests. Furthermore, it is a classification of destinations that depends on customer support and customer shaped content. They combine long range interpersonal communication destinations like LinkedIn, Facebook etc. and different purposes that are focused on customer connection with online innovations and practices that individuals use to communicate perceptions, bits of knowledge, meetings, and points of view with each other.

This study is based on the concept of consumer targeting and with what aspect more consumers can be target and become more loyal through the medium of social media marketing in two aspects one is the firm itself doing its advertisement delivering its word of mouth (WOM) and key advertisement on social media. Second is the user generated version, a user of the brand giving its reviews for a brand that it is good or it is worst and how people follow their opinion toward buying of a brand or a product Social media is a place where on cheap cost message is delivered effectively to numerous people and it's a good platform of taking feedbacks from the consumer related to the brand on which a firm can work upon and make its product better. Facebook is a social media website used all over the world with billions of users from every country, culture making connections and share information. Firms now a day's use this medium to market their product or services that what they are delivering and try to make brand equity. Social marketers also increase the facilities to grow and build the interest of consumers on social marketing (Zainuddin, Russell-Bennett and Previte, 2013). Social marketing takes liberal results through marketing approaches and impact individual and society (French and Gordon, 2015). Web based life, for example, Facebook, Twitter, LinkedIn, YouTube, WhatsApp, Instagram, and Google, allow young customers to make modified online pages, impart and associate with partners, and additionally trade

content that they have complete themselves (client produced content) as well as records from other product related sources (Matthee, 2011 and Statista, 2015). Promoters constantly depend more on social and portable ICT channels to highlight and promote their brands in the center of the youth. Furthermore, the thought of actualizing content that is both appealing and present would draw young buyers to communicate and disperse the information to their friends and families. This huge element, which is likewise suggested to as verbal (WOM), can be measured as the ultimate chance of internet based media marketing communications. (Yaakop et al., 2013). The quick development in reputation of social media crossway over customers and organizations has unlocked an incredible research arena for researchers. For as long as couple of years, specialists have been researching the manners by which social media affects the consumers' view of brands by concentrate important themes, for example, electronic word of mouth. (Bambauer-Sachse and Mangold, 2011). Before buying any goods or service, buyers always examine for that material, posted by the earlier buyers on Facebook or other sites. Online networks provide different stages for eWOM e.g. blogs, debate forums, shopping / review / SM websites (Erkan and Evans 2016).

Problem statement

Social media networking is one of the most popular aspect of today's world and there are over billions of people using Facebook as their social media medium to communicate with other people across countries and share information what they like and experienced in their life on this platform. Many researchers all over the world has worked and studied on this topic of social media under it on several of aspects. Advertisement, communication, E-commerce are some of mediums for which, firms and organizations and people are using social media as described in previous papers (Wang and Li, 2012; Winer, 2009). Brands do their advertisement on various aspects and mediums to build their brand value equity and loyalty and target maximum number of consumers to make profits and sustain in the market for the long term. Many empirical studies have been done on this topic of social media on many aspects as mention above but connecting it

with two types of communication on social media i.e. firm created message and user generated message on metrics of consumer based brand equity known as CBBE (Schivinski and Dabrowski, 2015). No study has been done so far on this topic, which creates a lack of knowledge gap on this particular context with regarding to clothing brand industry in Pakistan and further checking the relation of CBBE on Electronic word of mouth. Main idea of the study is to fill the gap of knowledge about how both type of communication firm created and user generated are different and how they are having their effect on perceived quality, brand awareness and brand loyalty, which lies under the umbrella term of brand equity. And then check the impact of CBBE on eWOM to see the effects that can CBBE impacts the electronic word of mouth because Subsequently internet is essential in cost operative distribution of information about product and services, electronic word of mouth (eWOM) is deliberated as a significant marketing gadget in social web environment (Murtiasih et al. 2013).

Objectives of the study

To find out the impact of social media communication on the metrics of CBBE.

To find out the impact does CBBE metrics on Electronic word of mouth.

Research Questions

What impact social media communication has on the metrics of CBBE?

What impact does CBBE metrics has on Electronic word of mouth?

Significance of the thesis

Marketing is one of the strongest aspect in today's world which can create a product or service into a brand and also make a brand lose its market and share just depending on how the marketing was done. This study can benefit the present marketers and upcoming marketers that how can they use Facebook to target their desired audience and make the product/service/brand come on top of the mind of consumers. Policy makers can take advantage from this study by using the strategy on which the study explain its virtues in the environment of Pakistan that how they can apply and dig out the maximum

edge of targeting the consumers, capturing shares of the market and make profits. Researchers can also find their benefit in this study, as they want to continue or conclude something new in this study or take some help as an idea for their research

Scope of the study

Findings of the study will be about the communication difference between firms created and user generated on social media i.e. Facebook, and what impact they will have on the consumer based brand equity CBBE. It will benefit the marketers of different brands to strategize their marketing and advertisement of their brand to target maximum consumes and show their presence in the market and in the mind of consumer. Additional consumers can also learn about the brand advertisement and with what medium of communication they can have more exact knowledge of the brand they require.

Limitations of the Study

Some constituents came in the study, which hoisted obstacles in the working of the study. Due to lack of time many impact could not be check with more factors i.e. Traditional communication could be used as an independent variable on CBBE metrics and comparison between both online communication and tradition marketing communication could be checked, and impact of both types could have been checked with on E-eWOM with CBBE as a mediator.

Literature Review

Social media is changing old-fashioned marketing advertisement aspects. Internet operators are increasingly shaping product message that was earlier controlled and administered by marketers. The traditional one-way of advertisement is now multi-dimensional, two-way and peer-to-peer statements (Berthon et al., 2008). Social media now so much popular that it is being used all over the world and now a day's it has become part of daily life and a big way of communication. Many studies has been done on social media marketing social media communication, although marketing itself is perfectly related with brand equity and social media marketing is now being tested for that purpose also with two type of communication found in social

media i.e. firm created communication (messages, advertisement, communication done by firm or brand itself), second is the user generated communication (message, experience, feedback, comments given by a user of that particular brand). The most recent intuitive advancements are changing way of life designs and business creative praxis. Associations have started to comprehend the significance of the Internet and have taken control of it, exhibiting both awareness and contribution in online networks. (Berthon et al., 2012). Triantafillidou and George Siomkos (2015). The effect of Facebook knowledge on consumers' behavioral Brand engagement. Respondents were reached through snowball technique and overall two surveys had been done to collect the data/ responses from the population. The discoveries recommend that the diverse experiential components of Facebook use effectively affect the two brand commitment factors (consuming and contributing) on Facebook. In particular, the cold component (expending) is emphatically impacted by the measurements of stream and *communitas* (i.e. sentiments of belongingness), while escapism is observed to be a negative indicator. The dynamic component of commitment (contributing) is insistently influenced by measurements, for example, diversion, flow, socializing and *communitas*.

Cho, Woo Lee and Pyun (2018). The influence of arena atmosphere on presence purposes in observer sport. The moderating role of team loyalty. The study was done to find out the impact of arena on consumer perspective and consumer loyalty to the team. The overall finding of the study estimates that atmosphere of the arena have a positive effect on the consumers because of the interaction and socializing aspects which leads to revisit the arena and overall consumer loyalty which strengthens the outcome and create loyalty.

Sijoria, Mukherjee and Datta (2018). Influence of the experiences of eWOM (word of mouth) on CBBE (consumer based brand equity). By using the literature review, method 93 articles and papers were critically studied and analyzed to find the results of this study. This research has associated the experiences of eWOM since the existing studies. It has acknowledged eight experiences of eWOM counting information or quarrel quality, loyalty,

social affiliation, source worth, satisfaction, particular standards, and info magnitude. This research has originated out with a theoretical background, shadowed by 16 hypotheses making potential relations between eWOM, its experiences, and CBBE.

Stojanovic, Andreu and Curras-Perez (2018). Effects of the passion of use of social media on product equity, an experiential study in a traveler purpose. He total sample taken was 249 interviews of the people who were going on tour to Valencia have 18 above age, questionnaires were given to them before the start of travel and having complete information only through social media. Findings conclude that brand awareness have a optimistic effect on brand equity and on other factors of brand equity also and having positive influence on the outcome from the WOM communication.

Morra, Ceruti, Chierici and Gregorio (2017). Social vs traditional media message: brand source relations strike harmony. 192 questionnaires were collected through surveys and structural equation modeling test performed to find out the difference between both social traditional aspects on brand equity with their brand names and origins. Findings conclude that fan and followers have different aspects on both firm created and user generated social media and traditional media and discriminate their properties on relation and origin of the brand. Local brands should look more into firm created social media aspect but international brands should focus on both firm created and user generated social media traits. However, in both situations traditional media losses its effectiveness on brand equity aspects.

Keyzer, Dens and Pelsmacker (2017). Do not be too sensitive! How tendency of speech and service category shake the connection among communication valence and customer replies to WOM in social media. this study is done to reveal insight into the limit states of the impact of the valence of informal exchange on person to person communication locales (sWOM) on customer reactions (disposition toward the service provider, buy aim and constructive verbal expectation). The outcomes demonstrate that message valence applies a more prominent effect on purchaser reactions with verifiable sWOM messages contrasted with excited ones. Besides, the effect of message valence is more

grounded for hedonic managements contrasted with practical administrations. Rather than the makers' desires, there is no noteworthy effect of organizing the manner of speaking to the management constitute.

Chahal and Rani (2017). How belief restrains social media arrangement and brand equity. The reason for this paper is triple: to start with, to create and measure client commitment scale in setting to online networking (SM); second, to explain the factors that effect clients' image commitment on SM and its effect in building client based brand value; lastly, to look at the directing part of trust in SM mark commitment and brand value relationship. The information were gathered from 767 SM clients working in multinational corporation of Gurgaon city, utilizing purposive testing procedure. Exploratory factor examination (EFA) and confirmatory factor analysis (CFA) were embraced to break down the information. results showed SM mark commitment as a bi-dimensional build involving data scheming and individual scheming. Both social components and customer based factors altogether impact clients' SM image commitment. In particular, comes about allocated that tie quality and social personality (social components); and opportunity chasing and item determination (buyer based elements) firmly impact clients' SM image commitment in contrast with other.

Liu, Hu and Xu (2017). Does eWOM make a difference to mark augmentation? An examination of the effect of online audits on mark expansion assessments. A collective of 268 subjects from a state funded college in the Southwest took part in the examination. Investigation of Variance (ANOVA) was utilized as a part of breaking down the information. The discoveries feature the differential effect of eWOM on mark augmentation assessments with various brand pictures. To start with, eWOM is more viable in affecting assessments of utilitarian brand expansions than eminence mark augmentations. Second, while negative eWOM does similarly awful on both high and low-similitude mark augmentations, positive eWOM is more compelling in enhancing valuations of high similarity expansions than low-likeness expansions.

Payne, Peltier and Barger (2017). Omni-channel advertising incorporated promoting interchanges and

purchaser commitment. The author survey writing connecting individual and electronic diverts of correspondence in an Omni-channel setting to customer commitment, with an accentuation on channel and message solidarity. Five noteworthy research zones were recognized look into those better connections Omni-channel and IMC hypothesis and practice, calculated and observational research that aides operationalize the customer mark commitment develop, including its predecessors and results. Build comprehension of now and again line purchaser mark touchpoints and how they may upgrade commitment and benefit; how Omni-channel IMC best adapts buyer- merchant connections; and Omni-divert IMC in other consumer choice settings. Parganas, Anagnostopoulos and Chadwick (2017). Impacts of internet based life connections on brand affiliations. The examination utilized an expert English Premier League soccer group to explore the impacts that web based life collaboration had on brand relationship of the group fan clubs in two national environments i.e. England and Greece. Altogether, 207 online surveys from six fan clubs were gathered and separated utilizing descriptive and inferential techniques. The outcomes uncovered likenesses on Facebook regarding positive gatherings of brand properties and reverberation of perceived brand benefits, while significant contrasts were seen on Twitter, especially as far as brand benefits.

Westhuizen (2018), studied that how does the brand and consumer connection is linked with brand loyalty through brand experience. The data was collected from 317 participants through Facebook. The variable for this study were Brand loyalty, Brand experience, Self-brand connection and Self-verification theory. The data was analyzed using structural equation modelling. The discoveries of the study identify that the brand experience is the significant bridge between self-brand connection and brand loyalty. On the basis of the experience the consumer shapes his loyalty and his connection towards the brand.

Rea, Wang and Stoner (2014), examined that how does the brand equity helps the brand through the product harm crisis for which the data was collected by 317 consumer's participants. Brand equity (consumer), Catastrophe administration, Invention damage crisis and Public associations were the

important variables throughout the study. The results were tested by 11 items, seven points semantic differential scale by Fishbein and Ajzen (1975). the results finalize that in the case of invention damage crisis, negative user insights lead to less negative perceptions, minimum loss in buyer insights for a high equity product than for a low equity product.

Pinar, Trapp, Girard and Boyt (2014), investigated the brand equity of university, it was more focused on the dimensions of the university. The data for this study was collected from the university students of Midwestern USA. A total of 439 surveys were used for the study. the under consideration variables were Advanced education, Branding, Brand equity, Student experience, Brand equity scale and University branding. the finding of the study suggests that some of the brand equity dimensions are more significant in developing strong university trademarks.

Moradi and Zarei (2012) analyzed that building consumer based brand equity for young buyers of Iran through country of source sub-components effect. They collected the statistics from 602 Iranian students who were in possession of different branded laptops and mobile phones, out of which 33.4 percent were female and 67.3 percent were male. the variables used for the study were Brand equity, Country of product, Country of manufacture Invention involvement, Iran, Brand awareness and Customer behavior. The data was tested using structural equation modelling (SEM) in LISREL. The study concluded that COB and COM has a direct and substantial effect on brand loyalty and COB positively effects perceived quality and brand awareness.

Hayes, Alford, Silver and York (2006), found out that looks hold significant importance in maintaining brand relation with consumers. The research was substantiated by a survey of 142 students of four universities in USA. The variables they used in their study are Brand management, Brand image, Customer relations and Relationship marketing. The data was tested using structural equation modelling and the hypotheses tested using multiple linear regression. The findings of the study suggested that physical appearance of the brand does hold important place in creating Brand-consumer

relation. Certain traits that the brand possess largely affect creating consumer's perception.

Duffet (2017) stated in Impact of web-based social networking promoting interchanges on youthful buyers' attitude. An overview was applied by means of three self-directed surveys, which were circulated to in excess of 13,000 students in the age gap of 13-18 years (Generation Z partner) at universities and secondary schools in South Africa. A summed up linear model was utilized for measurable information investigation. The examination learned that web-based social networking displaying correspondences had a optimistic effect on every state of mind part among young people, however on a deteriorating scale, which connects to the acquisition channel. The outcomes additionally uncovered that young individuals who operated internet-based life for long periods; refreshed their profiles frequently and were from the Colored and Black population rallies, showed the most positive attitudinal feedbacks to web based life advertising correspondences.

Barger, Peltier and Schultz (2016) investigated in Social media and user involvement: an evaluation and research program. The paper reviews the endorsing writing via web-based networking media, giving cautious consideration to customer commitment, which was distinguished as an essential zone of worry in Schultz and Peltier (2013). A significant measure of investigation has been directed on customer commitment since 2010. Absence of agreement on the meaning of the develop has stimulated fracture in the train, be that as it may. Therefore, explore identified with purchaser commitment is frequently not distinguished thusly, making it troublesome for scholars and experts to remain side by side of improvements here.

Yazdanparast, Joseph and Muniz (2016). Investigated in Customer based brand equity in the 21st era: an inspection of the part of online broadcasting advertising. Paper-and-pencil reviews were managed to college understudies in a Southwestern college in return for additional recognition. Review questions were adjusted from beforehand approved scales, and estimation adjustments were insignificant and just recognized with the setting of studies to guarantee their pertinence with the setting of this examination. Bi-variate connection, bootstrapping strategy, Sobel test, ANOVA and direct relapse were utilized to test

the theories. The outcomes show that brand-based SMM is essential in affecting consumers' states of mind toward brands and thus, CBBE reflected by means of apparent incentive for the cost, saw exceptionality and the ability to pay a value finest for a brand. Furthermore, the principle clarification behind people to operate online life effects their approaches toward and openness of SMM exercises of brands.

Casado, Navarro, Wensley and Solano (2016). Stated in Social networking websites as an education instrument. An aggregate of 259 clients of SNSs, who were fan or supporters of brand pages, contributed in this examination. Information were gathered through an online overview and they were breaking down utilizing assisting condition signifying. The consequences of the examination validate that brand pages at SNS can perform mark learning by giving purposive pleasures to its clients. Besides, they can likewise build up an indirect impact on client capital, through the immediate impact that brand learning has on it. Along these lines, the results of the investigation will enable directors to plan their learning techniques in connection to SNS and sustain the need of operating SNS as a learning instrument.

Duan and Dholakia (2017) stated in posting buys via web-based networking media builds satisfaction: the intervening parts of buys' effect on self and relational connections. The paper presents three examinations. Study 1 was an examination that controlled buy and posting conduct. Studies 2 and 3 used indications, which requested that members report their real purchases and posting practices. Information were inspected using regression and bootstrap mediation analysis. Posting buys via web-based networking media affects customers' bliss through the mediating parts of perceived effect of buys on self and relational connections.

Mishra, Dash and Cyr (2014). Stated in connecting client experience and customer based brand value: the directing part of consumer mastery and way of life. The research is directed in two stages - exploratory and approval. The exploratory stage included considering a hypothetical structure from inside and out literature survey. The system is then approved through a study based survey stage. Cell phones frame the setting of the work. The three

utilization esteems utilized as a part of the investigation are convenience, social esteem and joy being used. Brand value has been conceptualized and estimated as brand association, saw esteem, mark trust and brand reliability. The directing part of client aptitude, and way of life, was likewise tried on delight inferred. A large share of the speculated connections between various develops of participation and brand value were found significant. Critical confirmation for various leveled development of brand value was additionally settled Torres, Augusto and Lisboa (2015). Defining the causal associations that affect customer-based brand equity: The intermediating consequence of brand loyalty. examine tool suggested by Yoo and Donthu was connected to college understudies of the University of Coimbra. Two driving brands in the Portuguese brew advertise were developed as a part of the investigation. Respondents were erratically doled out to one brand and were requested to rate all things on seven Likert-type scales. In light of Aaker's theoretical system, an auxiliary condition show (SEM) was intended to examine the anticipated connections. A causal request between mark value measurements was set up. The results propose that the beneficial conclusions of perceived quality and brand awareness on in general brand value are intervened by brand loyalty.

Jin (2012) investigated in the impending of social media for luxury brand administration. The survey was done by leading the respondents to Vuitton's Facebook page and then fill a questionnaire, which was established to measure their fulfillment towards luxury brand, Facebook page and different variables. By applying structural equation modelling and different test it is found that there is a solid association between the customer value countenance towards the luxury brand i.e. Vuitton's Facebook page and creates satisfaction towards the intention of utilizing the brand and do online buying through Facebook and Twitter and intension to research online and offline.

Okazaki and Taylor (2013) stated in Social media and global publicity: theoretical challenges and future guidelines. It is an extent form of literature review about the three key theoretical grounds that are used in the research of advertising media in advertising perspectives and its contents i.e. network

competence, image transferability and particular extensibility. The three significant proposed points of view (organizing ability, image transferability, and particular extensibility) give solid potential to better understanding the favorable circumstances and inconveniences of web-based social networking use for advertisers.

Simmons and Thomas (2010) stated in Organizing I-Branding to develop Brand Equity. Inside a contextual analysis approach, seven cases were produced from an initial example of 20 food businesses. In addition, using secondary information, the investigation of findings presents applicable case examples from other industrial divisions. Particular web instruments and their application are talked about inside chances to make mark value for items ordered by involvement, promise and inquiry abilities. A comprehension of target clients will be basic in supporting the choice and arrangement of important I-marking apparatuses. Instruments encouraging intelligence – machine and individual – are especially significant.

Identification of Researchable gaps

By the literatures and research, it is found out that many studies are done on the topics related to social media e.g. eWOM (Bambauer-Sachse and Mangold, 2011) social media advertisement (e.g. Bruhn et al., 2012) brand community and fan pages (e.g. Algesheimer et al., 2005), user generated material (UGC; e.g. Muniz and Schau, 2007). But the main gap that was by the scholars was that the two communications medium of social media was not tested with the metrics of consumer based brand equity, and consumer based brand equity metrics on eWOM, with regardless of numerous studies done on social media this was the main gap found on which no study was done till yet. In addition, this article addresses the knowledge gap.

Methodology

Research approach

To resolve the importance and estimation of the investigation distinctive methodologies are utilized, and there are three classes of methodologies i.e. quantitative approach, qualitative approach and mixed approach. In this investigation, quantitative approach is utilized. Quantitative approach intention

is to observe or determine performance or events using scientific estimations and measurements. It depends on numeric information. The work depends on quantitative approach since it covers less difficulty in research process. It enables researcher to direct a boundless study, which includes numerous points and detail of findings. The quantitative approach based study are even more clear and precise classifying both independent and dependent factors under research. This kind of research having surpass measure of unwavering quality of gathered information by utilizing clarifications, tests, mass surveys and other method of research.

Research purpose

There are three kinds of research purposes that are used in various examinations to be specific; descriptive, explanatory and exploratory from which explanatory research has been chosen to apply in this research. Explanatory research, likewise said to be casual research, is the one performed to distinguish the idea of circumstances and end results relationship. explanatory research is additionally characterizing as an attempt made by the analysts to clarify the connection of causes and their belongings. Explanatory research or casual research is imperative in recognizing details behind process and plays a critical part in surveying the effect of changes. Because of methodical determination of points, causal research is found to be more prominent with high levels of internal validity. Another in addition to purpose of explanatory research is repetition, in the event that it winds up important the researcher can imitate a past research.

Research Design:

Researches uses various kinds of designs for their studies to gather data from the respondents. This research utilizes correlation research design since correlation design have numerous utilizations and advantages in quantitative investigation. Correlation is characterizing as a connection between two factors. Essentially, relationship contemplate is search out variables that seem to associate or interrelate together, with the goal that when one variable changes, you have an idea of how the other variable will change. We can see that correlation can be of two type direct and indirect. Direct correlation is that when X variable increases Y variable also

increases and indirect is define as when X variable increases Y variable decreases. Correlational research allows an investigation to choose whether there is an association between two factors without having to subjectively allocate individuals to conditions.

Data source

The information that is gathered through direct examination or from the first research is primary data and the information that is gathered from common source is secondary data. The source we utilized as a part of the assembling of data is primary source. The fundamental focal point of gathering information from primary source, which gives the advantages that are critical in the exploration of the data that the analyst has been gathered and furthermore had worked on it actually. Other advantage is extremely useful for the examination is essential information could be qualitative and other positive side is while utilizing primary data in the research the researcher is in charge of the data and furthermore made inquiry about its dependability all the while.

Target population

This research is directed in the region of Pakistan geologically the chose target population is taken in province of Sindh narrowing down to the city Karachi. The target respondents of the research on which the outcome will be summed up are working professionals and studying people (students of universities) who has the information about the brand value, loyalty and a user social networking webpage Facebook.

Sample size

Total sample taken for this research is a total of 300 respondents through questionnaire. Recommendation suggested were used to recognize the example measure for this examination. The investigation suggests that the example estimate 1000 is astounding, 500 is great, 300 is great and 50 is poor by Comery and Lee (1992).

Data collection instrument

Questionnaire approach is use in this quantitative research, which is adapted from Schivinski, and Dabrowski, (2015) "The influence of brand message

on brand equity through Facebook" and Poulis, Rizomyliotis & Konstantoulaki (2018) "Do firms still need to be social? Firm generated content in social media". The questionnaire consists of 5 point Likert scale item in which 1 is for strongly disagree, 2 for disagree, 3 for neutral or undecided, 4 for agree and 5 for strongly disagree. He questionnaire consist of 5 variables in which user generated social media communication, firm created social media communication and band association/awareness has 4 question each and brand loyalty and perceived quality contain 3 question each. Questionnaire also contains demographic questions like age, gender, income, education.

Data collection technique

The best path for researchers to accumulate data from the population is questionnaire-based instrument, which is most normal and dependable source to use in the research. For the researchers there are many approaches to accumulate the information for examining however, the information is for the most part gathered from predefined questions arrangement, which gets the response of the respondent. In light of lack of time-period, this procedure is most dependable for the researchers to collect large amount of data in a best strategy.

Sampling technique

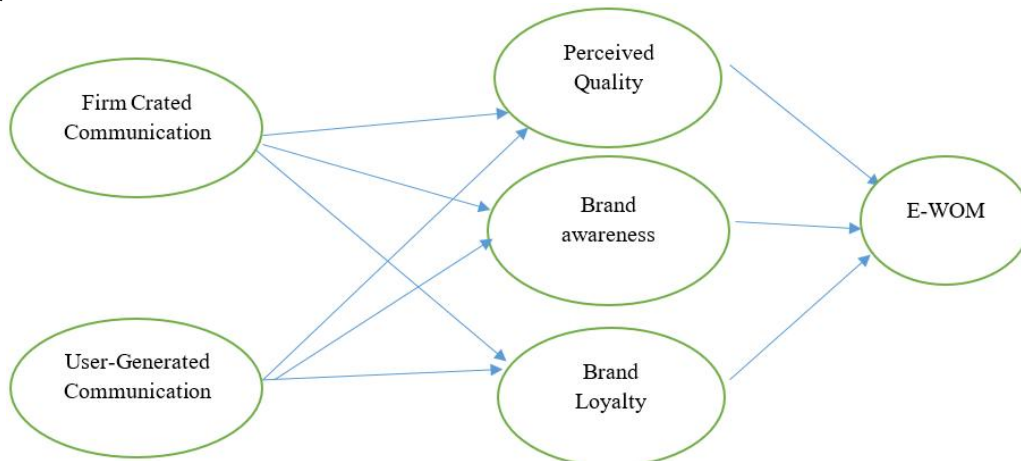
In this research non probability sampling technique is used. Non probability technique is in which respondents are not selected on random basis sample is selected through nonrandom statics because any researchers are in a lack of time and finance and many restrictions stands before them. In these condition non probability techniques are used to select the sample and to collect data from it on which results would be generalize. Random techniques can be expensive and plus many restrictions that lies in the culture and in professional aspects also restrain from using random technique. Within non probability technique convenience sampling is use because it is cheaper and easier than other techniques. In convenience sampling people who are easy to reach are selected e.g. home, work place education institutions etc. from which the data is voluntarily available and easy to reach.

Statistical technique:

To measure the validity and reliability of the instrument use in this research i.e. questionnaire, with Cronbach Alpha value and exploratory factor analysis which is also known as data reduction

technique with confirmatory factor analysis to test the model fitness and path analysis to identify the relation between the endogenous and exogenous variables.

Model / Hypothesis



- H1. Firm-created social media brand communication has significant impact on perceived quality.
- H2. Firm-created social media brand communication has significant impact on brand awareness.
- H3. Firm-created social media brand communication has insignificant impact on brand loyalty.
- H4. User-generated social media brand communication has significant impact on perceived quality.
- H5. User-generated social media brand communication has direct impact on brand awareness.
- H6. User-generated social media brand communication has direct impact on brand loyalty.
- H7. Perceived quality has insignificant impact on electronic word of mouth.
- H8. Brand awareness has insignificant impact on electronic word of mouth
- H9. Brand loyalty has insignificant impact on electronic word of mouth

and no data or any information about the respondent will be given to anyone it will only be used in the context of the research. All the copyrights will be look after and no material of any kind is copied from any source and taken credit of other researcher's work.

Data analysis

In this study total data is collected from 300 respondents out of which pilot study data is separated. The results of pilot study designate the value of Cronbach alpha which should be above 0.7 for all variables which further leads to screening of data trailed by Path analysis from the software Smart PLS 3.

Pilot Study

In Pilot study small portion of the data is taken to check the reliability of the instrument that is being used to collect the data. Value of Cronbach alpha should be above 0.5 (Sekran et al., 2003) of all the items. Pilot study is conducted by using the software IBM SPSS. Results of pilot study was found that all the Cronbach alpha values of the variables are above 0.5 and shows that the instrument is reliable for

Ethical Consideration

In this research confidentiality will be present at highest level and all ethical considerations will be look out for. Confidentiality of data will be there

conducting the research, Cronbach alpha value of Firm created communication is 0.660, User generated communication 0.564, Perceived quality 0.738, Brand awareness 0.724, Brand loyalty 0.671, and Electronic word of mouth is 0.799. overall value of Cronbach alpha is 0.882 that is perfect to further takeaway the research.

Demographic profile

In this study total 289 respondent data was selected to process on it is which 161 were males and 128

were females and most of the respondents were from the age group of 18-30 (64%) and 30 above (36%). Majority percentage of the respondents are student (31.8%), then from private employment (27.7%), public employment (12.8%), semi private (8.7%), business (6.9%) and others (12.1%). Vast portion of the data is the graduate (30.1) then undergraduate (26.3%), masters (23.2%) and others (20.4%), and all the respondents were active users of Facebook.

Table 4.3.1

		Frequency		%
Gender				
Male		161		55.7
Female		128		44.3
Age				
18-25		185		64
30 above		104		36
Education Level				
Undergraduate		76		26.3
Graduate		87		30.1
Masters		67		23.2
Others		59		20.4
EMPLOYEMENT				
Public		37		12.8
Private		80		27.8
Student		92		31.8
Semi Private		25		8.7
Business		20		6.9
Others		35		12.1

Data screening

The total data that is taken to screen out the data is 300 on which missing value analysis was perform to check out that the missing values. After missing value analysis univariate outlier was checked from the z-score values and no outliers were found in this analysis. Now performed the multivariate outlier analysis by Mahalanobis distance in which values must be greater than 0.0001 and l=values which are less from it are consider as outliers, total 11 outliers were found in this analysis total data after performing all analysis and removal of all possible outliers is reduced to 289 respondents.

Factor loading

Criteria for the factor loading is that values must be above 0.7 (fornell and larcker 1981). N this study values are all above 0.7 which meets the criteria except for the perceived quality which is 0.66 but this value of Cronbach alpha is also acceptable by (Cronbach 1951) which states the value above 0.65 can also be accepted for the research. Also, the value of composite reliability is greater than 0.7 of all the variables which meets the criteria according to the required criterion.

1.1.1 Table 4.5.1

Items	Factor Loadings	Adapted Source
FC CR= 0.791 , AVE = 0.558		
I am satisfied with the company’s social media communications for brand.	0.757	Schivinski & Dabrowski (2015)
The level of the company’s social media communications for brand meets my expectations.	0.747	
The company’s social media communications for brand are very attractive.	0.736	
UG CR= 0.860 , AVE =0.754		
I am satisfied with the content generated on social media sites by other users about.	0.895	Schivinski & Dabrowski (2015)
The level of the content generated on social media sites by other users about brand meets my expectations	0.841	
PQ CR= 0.815, AVE =0.597		
Most of the products of brand are of great quality.	0.793	Schivinski & Dabrowski (2015)
Most of the products of brand are of great quality.	0.848	
Products of brand are worth their price.	0.666	
BA CR= 0.814, AVE =0.594		
I easily recognize brand.	0.826	Schivinski & Dabrowski (2015)
Several characteristics of brand instantly come to my mind.	0.755	
I can quickly recall the symbol or logo of brand.	0.728	
BL CR=0.855 , AVE =0.747		
The prospect of lower prices would make me switch to another company.	0.900	Schivinski & Dabrowski (2015)
If it were possible to do so without problems, I would choose another company.	0.827	
EWOM CR= 0.8912, AVE =0.684		
I write comments on social media platforms because I feel good when I can tell others about my buying successes	0.772	Poulis, Rizomyliotis & Konstantoulaki (2018)
I write comments on social media platforms because I am so satisfied with a company and its product that I want to help the company to be successful	0.878	

Convergent and Discriminant validity

In the model convergent and discriminant validity was analyzed to check the model. Convergent validity is calculated through the AVE values, which must be greater than 0.5 (Fornell and Larcker, 1981). Value of Composite reliability (CR) must be greater than 0.6 (Bagozzi and Yi. 1988). Results were found that all the criterion of convergent validity meets the requirement the model. Discriminant validity is checked through Fornell and Larcker criteria and

HTMT criteria. The square root of AVE must be compared with the correlation within the items (Fornell and Larcker 1981). Square root of AVE must be greater than the correlation among the different pairs of constructs (Chin, 1998). Second criteria or discriminant validity is HTMT criterion. All the values must be less than the given threshold of 0.85 (Clark and Watson 1995). The results that are found meet both criteria and show that discriminant validity exists in the model.

Table 4.6.1

	Composite Reliability	Average Variance Extracted (AVE)
BA	0.814	0.594
BL	0.855	0.747
EWOM	0.812	0.684
FC	0.791	0.558
PQ	0.815	0.597

UG	0.860	0.754
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Table 4.6.2

Fornell-Larcker Criterion						
	BA	BL	EWOM	FC	PQ	UG
BA	0.771					
BL	0.204	0.864				
EWOM	0.147	0.152	0.827			
FC	0.373	0.148	-0.01	0.747		
PQ	0.375	0.278	0.147	0.294	0.773	
UG	0.375	0.223	0.054	0.407	0.357	0.868

Table 4.6.3

Heterotrait-Monotrait Ratio (HTMT)						
	BA	BL	EWOM	FC	PQ	UG
BA						
BL	0.297					
EWOM	0.248	0.252				
FC	0.581	0.224	0.124			
PQ	0.547	0.417	0.251	0.443		
UG	0.551	0.330	0.088	0.624	0.527	

Path Analysis

For identifying the relationship between dependent and independent variables and to check the level of significance path analysis is performed. In the table p-values with value less than 0.005 indicates the presence of significance between the variables and values greater than 0.005 indicates level of insignificance between the variables. Between Firm generated and Perceived quality value is 0.004, Firm created with Brand awareness 0.000, User generated with Perceived quality 0.000, User generated with Brand awareness 0.000, User generated with brand loyalty is 0.002, all these relations are significant but Firm created with brand loyalty is 0.338, Perceived quality with e-word of mouth 0.258, Brand awareness with E-word of mouth is 0.192 and Brand

loyalty with E-word of mouth is 0.125 are highly insignificant between the respective variables.

R Square is within the threshold value of 0 to 1 which determines the variance explained of the dependent variables (Joseph, F. Hair 2014). After the Blindfolding Analysis Q square is obtained which determines that how much the exogenous factors are able to predict the observed variables and how much the path model is suitable to observe and explain the forecasting of the endogenous variables with the threshold given by (Hair et. al 2013) Q square value must be greater than 0 and in the table it is verified that all the items are above 0. In the table 4.7.2 R Square value of brand association is 19.9%, Brand loyalty is 5.4%, Perceived quality 15.4 and eWOM 4.3% variance explained.

Table 4.7.1

Path	Coefficient	P Values	Results
FC -> PQ	0.178	0.004	Supported
FC -> BA	0.264	0.000	Supported
FC -> BL	0.069	0.338	Unsupported
UG-> PQ	0.285	0.000	Supported
UG -> BA	0.268	0.000	Supported
UG-> BL	0.195	0.002	Supported
PQ-> EWOM	0.081	0.258	Unsupported

BA -> EWOM	0.095	0.192	Unsupported
BL -> EWOM	0.110	0.125	Unsupported

1.1.2 Table 4.7.2

	R Square	Q ² (=1-SSE/SSO)
BA	0.199	0.106
BL	0.054	0.028
EWOM	0.043	0.014
PQ	0.154	0.084

DISCUSSION

In this research the impact of social media communication on CBBE metrics is found in which both the type of social media communication is taken i.e. firm created social media communication and user generated social media communication it is demonstrated that firm created has a substantial impact brand awareness (Schivinski and Dabrowski, 2015), because it creates awareness in the mind of consumer about the brand that what the brand is trying to deliver in its message. Firm created social media communication has an inconsequential impact on brand loyalty (Schivinski and Dabrowski, 2015). because loyalty is created by the continuous experiences customer gain. Fir created social media communication has significant impact on perceived quality because brand now days have strong impact on the minds of consumer and customers expects the quality what the brand is showing because brands are known for their quality work otherwise they will lose their worth. User generated social media communication has significant effect on brand awareness, brand loyalty and perceived quality (Schivinski and Dabrowski, 2015). Because user generated social media communication comes from experienced customers and are reliable in majority of the case so it has a great impact on the decision making about the brand on the different consumers of the brand. In this study impact of CBBE metrics in which brand awareness, brand loyalty and perceived quality lies is also checked on the electronic word of mouth in which perceived quality has insignificant impact on eWOM because if customers are perceiving any quality of a brand one just don't post any information of the brand without experiencing it. Brand loyalty has insignificant impact on eWOM because loyalty is something that is gain after experiences and eWOM is not a compulsory requirement of loyalty. Brand awareness

has also insignificant impact on eWOM because if someone has brand awareness that customer will apply it on its buying.

Conclusion and Recommendation

Conclusion

Social media is now a day's a platform where everyone is connected and shares their information, opinion and messages what they like it's a platform where anyone can raise his/her voice. Facebook is a social media website where billions of users have their accounts and in interaction with each other. In this research where two types of social media communication through Facebook i.e. Firm created communication and second User generated communication are used to check the impact on Consumer biased band equity metrics CBBE and checking the second impact of Consumer based brand equity on Electronic word of mouth. A total of 300 respondent data was collected through a statistical technique i.e. questionnaire based instrument in from which 50 was used initially in the pilot study. Then perform the statistical test on IBM SPSS data screening test; missing value analysis in which no missing value was found then outliers were checked of both kind univariate and multivariate in which 11 multivariate outlets were found and removed, data was reduced to 289 respondents on which convergent validity with the help of composite reliability & AVE, and discriminant validity with the help of Fornell and Larcker and HTMT table on SMART PLS 3.0. All the test meets with the required threshold of their respective test which states that the model created for this research has sufficient convergent and discriminant validity. Then perform the path analysis rom which the relation between the independent and dependent variable is found that how much one variable impacts the other

variable either positively/ negatively or an independent is impacting the dependent variable or having no impact. In the path analysis Firm Created is significantly impacting Perceived quality with (0.004) as big brands of the clothing industries shows what they deliver because now brands have to build their equity and capture the market due to high competition and substitutes available for the consumers and if they do not show what quality they are offering consumers would prefer other brand who is providing good advertisement of their brand and show what quality they are delivering. Firm created has (0.000) significance level with Brand awareness because to create awareness of the brand to the minds of consumer marketing and advertisement is reality important to create awareness and deliver the message of the brand by the firm itself and on social media is cheaper and vast target market is covered due to it. Firm created has insignificant effect on Brand loyalty (0.338) because advertisement on social media or any kind of advertisement cannot create loyalty for the consumers as loyalty is always created through constant good experiences of what is shown in the message and physically deliver. User generated has significant impact on perceived quality (0.000) because in user generated communication the message that is being delivered is from the experience of others that makes it easy to perceived the real quality of the product. User generated has significant effect on Brand awareness (0.000) because the real experienced information of the brand is given in this type of communication and almost actual information is delivered about the brand. User generated has significant impact on Brand loyalty (0.002). because when a consumer has a good experience of a product and gets a same message from other person this creates strong relation with that brand. Perceived quality has insignificant impact on eWOM (0.258) because perceived quality is something which controls the decision of consuming, buying a product and totally connected to experiences. One who doesn't use the social media can also have perceived quality for a product and have no relation with the eWOM or internet related information. Brand awareness has insignificant relation with eWOM (0.192) because awareness is not dependable on eWOM as information on

internet cannot be 100% true and true awareness can be achieved through direct experience as in our culture of Pakistan many people are still not regularly using online buying at high extent because what is shown and what is delivered I majority of the case don't meet the expectations. Also in a previous study it is proved that awareness than insignificant relationship with WOM (Yan, Shah, Zhai, Khan & Shah, 2018) but due to difference in culture and previously it was studied in developed country and Pakistan is a developing country which creates the criteria of different results from the previous one. Brand loyalty has insignificant relation with eWOM (0.125) because loyalty does not depend on eWOM if a customer is loyal to its brand it is not necessary that he/she would do eWOM for that brand on Facebook or any other social networking site. EWOM has solid impact in hospitality industry. Intangibles, for example, restaurant services/experiences can't be assessed before the utilization encounter; subsequently, buying elusive items and administrations brings a higher hazard, so clients are increasingly subject to the relational impact of eWOM (Yan, Shah, Zhai, Khan & Shah 2018).

Recommendation

This study is one on the latest trend and up growing impact of the world social media in which Facebook is one of the starting medium who created this trend of socializing online and connecting long distance. In this research communication of Firm created and User generated both are used on the CBBE metrics which is useful for the marketing managers of different companies located in Pakistan and advertising their product with different strategies, this study can help them improve their marketing research and advertising strategies on making brand equity of their brand in the minds of the consumer. New upcoming entrepreneurs can have benefit of this research to market their product and understand the consumer minds on how to grab their maximum attention towards their brand. Researchers can have this study as their base for new results and researchers and can use this study to improve and support the desired results because very less studies are conducted on the environment and culture of Pakistan. Based on the findings of this research

brands using social media for their communication should focus more on capturing the eWOM which will create more brand equity and transparency in the communication with the target audience.

Future Recommendation

- In the future time period this study can be done with more number of respondents and by collecting from different sources industries and cities to further check the differentiation in the results.
- New independent items can be added like traditional marketing communication and checking the comparison between all the types of communications with CBBE metrics and eWOM.
- And checking the mediation analysis on this model on which checking direct and indirect impact of all types of marketing communication on eWOM can be checked by making CBBE metrics as a moderator.

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Questionnaire

EFFECT OF BRAND COMMUNICATION THROUGH FACEBOOK ON BRAND EQUITY METRICS TOWARD CLOTHING BRAND IN PAKISTAN

As the student of Business Administration, I am doing research to understand the impact of brand communication on brand equity through social media website Facebook. For this purpose, we need your time to fill this questionnaire. Your personal information is confidential we will not share it with any one.

S NO	ITEMS	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Firm-created social media communication					
1	I am satisfied with the company's social media communications for brand.					
2	The level of the company's social media communications for brand meets my expectations.					
3	The company's social media communications for brand are					

	very attractive.					
4	This company’s social media communications for brand perform well, when compared with the social media communications of other companies.					
	Schivinski, B., & Dabrowski, D. (2015).					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	User-generated social media communication					
1	I am satisfied with the content generated on social media sites by other users about.					
2	The level of the content generated on social media sites by other users about brand meets my expectations					
3	The content generated by other users about brand is very attractive.					
4	The content generated on social media sites by other users about brand performs well, when compared with other brands.					
	Schivinski, B., & Dabrowski, D. (2015).					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Perceived quality					
1	Most of the products of brand are of great quality.					
2	The likelihood that brand is reliable is very high.					
3	Products of brand are worth their price.					
	Schivinski, B., & Dabrowski, D. (2015).					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Brand awareness/association					
1	I easily recognize brand.					
2	Several characteristics of brand instantly come to my mind.					
3	I can quickly recall the symbol or logo of brand.					
4	I can recognize X among other competing brands.					
	Schivinski, B., & Dabrowski, D. (2015).					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Brand loyalty					
1	The prospect of lower prices would make me switch to another company.					
2	If it were possible to do so without problems, I would choose another company.					
3	I intend to remain the company’s customer.					
	Schivinski, B., & Dabrowski, D. (2015).					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	E-WOM					
1	I write comments on social media platforms because I feel good when I can tell others about my buying successes					

2	I write comments on social media platforms because I am so satisfied with a company and its product that I want to help the company to be successful				
3	I write comments on social media platforms because I can tell others about a great experience				
4	I write comments on social media platforms because I want to give others the opportunity to buy the right product				
5	I write comments on social media platforms because I want to help others with my own positive experiences				
	Poulis, A., Rizomyliotis, I., & Konstantoulaki, K. (2018)				

