EFFECT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY

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ABSTRACT

Consumers are increasingly turning to brand communities on social media in order to learn more about respective brands and inform their decision-making regarding those brands. This study investigates the impact that marketing via social media has on the value of a brand. Building on the theory of uses and gratifications as well as the concept of brand experiences, our hypothesis was that the relationship between social media marketing activities and consumer benefits, such as brand awareness and value consciousness, is mediated by consumer experiences with brands, brand experiences, and participation in online communities. A survey with a total of 350 consumers who use social media and are actively engaged in branding was carried out, and the data collected from the survey were analyzed using a variety of statistical tools. The findings indicate that social media marketing had a significant impact on all aspects of the brand experience, including value consciousness, brand awareness, and brand experience.

Key Words: Social Media Marketing Brand Experience, Brand Awareness and Value Consciousness

1. Introduction:

Social Media Marketing (SMM)

The creation of additional content on virtual networks that pertains to a product is an essential part of social media marketing (Vinerean, Cetina, Dumitrescu and Tichindelean, 2013). Already, social media plays a significant part in the process of brand building. The vast majority of companies today use social media in order to communicate with their customers and gain an advantage over their competitors. The use of social media has developed into a prerequisite for bringing in new clients and expanding existing markets. This pattern is particularly noticeable in the fashion industry, which is seeing a rise in the number of brands actively engaging in social media activity.

The name of the item comes from an old Norse word that meant "brand," which is where the product got its name. It was common practise for personnel involved in livestock identification to burn their skin with hot irons (Maurya & Mishra, 2012). According to the definition provided by the Economic Times, a "brand" is "the name given to a product or service as its own." The American Marketing Association defined a brand in 1960 as "a name, a name, a design, a brand, or a combination thereof, intended to identify and distinguish the goods or services of a single seller or group of merchants from those of their competitors." In other words, a brand is "a name, a name, a design, a brand, or a combination thereof, intended to identify and distinguish the goods or services of a single seller This definition is adhered to by a large number of researchers, the most notable of which are Aaker (1991) and Kotler et al. (1996). Therefore, a brand is something that enables a customer to identify a product and differentiate it from other products on the market that are comparable to it.

These brand names contribute to an increase in the value of a product, which is also referred to as brand equity (Kamakura & Russell, 1993; Biel, 1992). The way in which customers evaluate the worth of a product is one way to comprehend the concept of product equity. (Leone et al., 2006). A financial-based approach and a consumer-oriented approach are both analysed in the research that has been conducted on the topic of product equality. The analysis of a company's profits is what's known as the firm-based brand equity (FBBE), which is another name for financial-based product equity (FBE). Consumer-based product

equity is the term used to refer to product equity when it is considered from the perspective of the consumer or the marketing (Keller, 1993). The reaction of a consumer to a brand name is analysed through the lens of customer-based product equity (Shocker et al., 1994; Keller 1993). Because this study focuses on determining how customers feel about a product, consumer-oriented brand equity (also known as CBBE) is the measurement that will yield the most accurate results.

Laroche et al. (2012) suggest that marketers in charge of brand management should incorporate links to social media platforms into their integrated marketing campaigns. Consumers' awareness of products and their perceptions of brands can be improved through communication in social media; furthermore, this type of communication can have a significant impact on product ratings when consumer participation in communication is high (Zailskaite-Jakste &, Kuvykaite, 2013). Because a high product equity is extremely beneficial for businesses, it is one of the primary goals of every competitive company to develop a reliable product. Keller (2001) enumerated a number of benefits that an organisation can obtain as a result of high product equity, some of which include customer loyalty, a low propensity for market problems, high profit margins, licences, and opportunities for product expansion. These benefits can be obtained as a result of having a high product equity. The size of a brand's equity is essential, especially for businesses, because it maximises returns on marketing expenditures in social networks. This is especially true for businesses that have a strong online presence (Asad & Anas 2014).

The social media platforms Facebook, Instagram, LinkedIn, WeChat, and Twitter are some examples (Tess, 2013). When compared to traditional media such as print, television, and radio, social media is a more cost-effective channel for reaching consumers, as stated by Iankova et al. (2019). In light of this, the significance of SMM activities in the product design process has been highlighted (Islam et al., 2017).

SMM can be approached in a number of different ways by advertisers, one of which involves the processing of a diverse range of messages and activities. This has led to the proliferation of ideas that further illustrate SMM's status as a multifaceted concept (Ngai et al., 2015; Pham and Gammoh, 2015). Kim and Ko (2012) conducted an in-depth study to determine the significance of social media marketing (SMM) product design activities. Based on their findings, they suggested the utilisation of social media platforms in order to communicate with people through SMM content such as entertainment, customization, communication, word-of-mouth (EWOM), and trend activities. Kim and Ko (2012) also suggested that SMM content should be used to communicate with people. In a similar vein, Goodey et al. (2016) defined SMM as a process that brands use to communicate product-related information in order to build customer-product relationships through the provision of engaging content, customised information, collaboration, EWOM, and trend size. Specifically, SMM is a process that brands use to communicate product-related information in order to build customer-product relationships. Yadav and Rahman (2017) conducted recent research that lends support to the idea that SMM is a multifaceted concept that contributes to consumer equity.

Brand Experience and Social Media

"Submissive consumer responses" are demonstrated by product experience. These responses are driven by a particular product-related quality (Brakus et al., 2009, p. 65). The product experience includes plausible ideas regarding the appeal, interactivity, creativity, and behaviour of consumer-product interactions (Zarantonello & Schmitt, 2010). The sensory product experience is the same as the sensory experience, and indicators reflect the sensory experience in order to generate social aura and mystique (Berthon, Pitt, Parent, and Berthon, 2009). An emotional reaction such as feelings, emotions, and emotions directed towards the brand is the affected product experience (Brakus et al., 2009). The stimulation of one's

inquisitiveness, thoughts, and memories in advance of the use of a product results in the creation of a creative product experience (Hamzah et al., 2014). Users are encouraged to make purchases and provide positive verbal feedback when they have a positive experience with the product (Zarantonello & Schmitt, 2010). When consumers associate a product with a positive emotion, there is a high probability that they will develop the goals of honesty and resiliency (Morgan-Thomas & 21 Veloutsou, 2013) in order to remember their first positive experiences. [Citation needed] [Citation needed] [Citation needed] [Citation needed] [Citation needed] [Citation needed] (Yoon, 2013). Therefore, a well-managed product experience improves both customer and product communication. However, customised bid bid communications may be necessary in order to provide product-related motivation (Bridges & Florsheim, 2008), active participation, and customised advertising campaigns (Kim & Ko, 2010).

Brand Consciousness

Product awareness refers to the mental capability of choosing well-known brands and brand names (Sproles and Kendall, 1986). Customers frequently voice their opinions and interests regarding various product features (Manrai et al., 2001). Those who have a deeper understanding of a product are more likely to invest in a pricier and more recognised brand (Liao and Wang, 2009; Sproles and Kendall, 1986). They make use of these items as symbols of status and celebrity (Escalas and Bettman, 2005; Jamal and Goode, 2001). They are dependent on developing their own identities and conveying those identities to other people (Phau and Teah, 2009; Wang et al., 2009). As a result, they are prepared to pay a greater price in exchange for the renowned status of the brand (Liao and Wang, 2009; Sproles and Kendall, 1986). The effect of well-known marketing communications and product recognition is unknown, despite the fact that these factors are significant.

Value of Consciousness

There are some customers who do not subscribe to the idea that buying things will make them happier or elevate their social status. They are conscious of costs and make careful use of resources (Lichtenstein et al., 1990); in addition, they avoid wasting materials (DeYoung, 1986, p. 255). Concern for lower prices while adhering to certain quality limits is what the term "price information" refers to (Lichtenstein, Netemeyer, and Burton, 1990; Lichtenstein et al., 1993; Ailawadi et al., 2001; Lichtenstein et al., 1990; Lichtenstein et al., 1993; Ailawadi et al., 2001). Value-conscious customers frequently consider both price and quality in their purchasing decisions (Sharma, 22 2011). They also have more opportunities to purchase items at much lower prices through the use of social media, which has many significant benefits, including (1) the ability to save money by obtaining lower prices, (2) the capability to identify products that meet their needs, and (3) the capability to compare prices across different industries. For example, there are over 600,000 people who follow the Facebook page that compares priceline.com. The fact that a customer likes this page indicates that they are pleased with the goods and services that the company provides. Consequently, obtaining goods at lower prices is more important than the quality of the product or its image when making a decision regarding a purchase (Batra, 1997; Cui and Liu, 2001).

2. Review of Literature:

The definition of social media developed by Andreas Kaplan and Michael Heinlin (2010) is one of the most widely used and is cited in numerous academic works. According to him, social media is a collection of Internet-based applications that are constructed on the conceptual and technical foundations of Web 2.0. These applications permit the creation and exchange of user-generated content and are built on the foundations of Web 2.0. Users no longer produce new content and applications on their own and publish

them; instead, the content and applications are edited in real time through an interactive and collaborative process that involves all users.

According to Williams and Chin (2010), social media are platforms, applications, and tools that give users the ability to connect with others, communicate with others, and work together with other people. In contrast to traditional media, which disseminates content but does not allow audience participation in content creation or development, social media, as defined by Ward (2010), is an expo-type of online media that speeds up interaction. Traditional media, on the other hand, disseminates content.

According to Chi (2011), social media marketing is an instrument that facilitates social networking and online interaction between brands and consumers. This interaction can take place anywhere, at any time. According to the findings of the study, which investigates how users interact with social networking sites and the influence that these users' interactions have on various forms of online media, content for social media marketing should be adapted to meet the evolving requirements of social media users. Research has been conducted in relation to two different kinds of social media marketing: the virtual brand community, on the one hand, and interactive digital advertising, on the other. The two aspects of consumer motivation under investigation are mental well-being and the need for online social capital.

According to research conducted by Ahuja and Bhardwaj (2016), the significance of social media networks is continuously expanding among young people in India. The study described a variety of employment opportunities for young people, including educational resources, as well as the widespread use of social media networks such as cyberbullying, low self-esteem, and unintentional threats. The study also mentioned that Facebook is the third most popular website among young Indians. The United States of America is Facebook's most important market, but India is the social media platform's second-most important market.

According to Sajid, the new mantra for businesses is to engage in community-based online marketing (2016). It is impossible for a company to operate without having some sort of online presence, particularly when there are many other businesses operating in the same sector. However, a company should not make significant investments before determining whether or not the marketing strategies for social media are suitable for the products that they sell. According to the findings of the study, businesses should wait at least three weeks after putting a strategy into action before attempting to change its outcomes.

Yadav (2017) suggested that we think of ourselves not as consumers but as people who use technology to connect with one another. The author conducts an analysis of the benefits of social media marketing and explains that regardless of the number of social media organisations, it makes communication with a target audience easier to accomplish. As a result of the ever-increasing appeal of social media, 70 percent of businesses all over the world now make use of these platforms.

According to the findings of the study conducted by Reham Shawky Ebrahim (2019), various social media platforms have been incorporated into the marketing strategy. By establishing new communication mechanisms and tools, this new technology enables businesses to interact and engage with both their existing customers and potential new customers. This research was conducted with the intention of determining whether or not social media marketing (SMM) has an impact on customer loyalty as measured by brand trust and equity. Data collection and analysis using structural equation modelling were carried out on the basis of a survey that was sent out to 287 Egyptian social media users who follow various telecommunications companies. The research concluded that the activities associated with SMM can be broken down into only three categories: trendiness, customization, and word-of-mouth. These attributes of social media marketing directly influence brand loyalty and indirectly influence brand equity mediated by brand trust. The study emphasis the role of trust and provide guidance toward measuring the effectiveness of social media marketing.

G vijaya kumar (2019) The purpose of this study is to determine the impact that health-oriented Social advertisements had on respondents from the Ananthapur district. The world is home to a vast array of sociological challenges, including but not limited to issues of health, hygiene, and illiteracy, amongst others. To combat these kinds of problems, the government should put certain measures into effect, such as increasing general public awareness through the use of social advertising. The health and hygiene programmes that have been implemented by the government have not been successful as a result of the existence of a number of barriers in Social Advertisements.

3. Research Methodology

A literature review of the effects and relationships of the study's variables and methods is presented in the chapter that came before this one. In this chapter, we will discuss the methodology of the study, as well as the design, the data collection tools, and the analysis techniques. The purpose of this study was to investigate how the use of social media marketing affects both the value of a brand and how consumers react to it. Those who can access social media are the ones being accused.

Research Design

The process of acquiring the necessary procedures, structures, or data in order to resolve issues is referred to as the research design specification. The operational model or framework of the project decides what kinds of information should be gathered, where the information should come from, and how it should be gathered. If the design is sound, it will ensure that the information gathered is pertinent to the research problem and that it was gathered in an objective and cost-effective manner. The research design is a collection of preconceived notions that are used to create a specific master plan or model for the process of conducting research (Shahjahan, 2006).

"Research design" is a system for collecting and analysing data with the intention of combining research for economic purposes with economic benefit, as stated by Dahoy and Cook in Zohoda. A research design is an approach to directing a research study that is both logical and methodical in nature. It details the approach and procedures that are going to be taken in order to accomplish the aims and goals of the study. It includes a strategy for the collection of data, the measurement of data, and the analysis of data. A plan that guides the researcher through the steps of data collection, analysis, and interpretation is called a research design.

In this particular investigation, for example, in-depth research models were utilised. These models included respondent population profiles, the significance of population variables in social media marketing, and a variety of other topics. The who, what, when, and how questions are intended to be answered by the detailed research design. The detailed research design provides a description, in some sense, of the population characteristics of the respondents. In most cases, the goal of an in-depth study is to ascertain the frequency with which something occurs or the manner in which two variables differ from one another.

Sample Design
a. Population
The primary focus of the research that is being done at the moment is on the effect that social media marketing has on consumer response and the value of brands. The consumers who are most likely to participate actively in brand promotion via social media are of particular interest to the researchers conducting this study. Respondents are considered to be those members of the community who have been branded using various forms of social media.

b. The method for selecting representative samples The probabilistic prototype technique, the decision-making prototype technique, and the snowball model technique are the three prototype techniques that are utilized in this research.

A frequent approach utilised in qualitative research is known as the snowball or chain referral pattern. Utilizing referrals between people who either have in common or are familiar with certain research-relevant characteristics is how this method generates a study model. In the beginning, the researcher selected 63 of the 50 respondents as potential seeds and made direct contact with them via phone and email in order to brief them on the objectives of the study. The data for the entire study was collected through the use of online surveys.

3.1: Objectives of the Study:

1. To analyse the social media usage patterns of consumers.
2. To determine the extent to which customers have preconceived notions concerning social media marketing, brand experience, value consciousness, brand awareness.
3. To determine the extent to which customers have preconceived notions concerning social media marketing brand experience, brand awareness, value consciousness.

3.2: Hypothesis of the Study:

$H_0 1$: There are no significant difference between the social media marketing activity and brand awareness.
$H_0 2$: There are no significant difference between the social media marketing activity and Value Consciousness.
$H_0 3$: There are no significant difference between the social media marketing activity and brand experience.

Sample Size

For the population of above one lakh, Schall (2003) suggested a minimum of 384 samples enough to be surveyed. According to Schall (2003)

Necessary Sample Size = (Z-score)2x StdDev x (1-StdDev) / (margin of error)2

[At 95% confident level Z Score = 1.96]

Margin of error = .05

$$= ((1.96)2x \ .5(.5)) / (.05)2$$
$$= 384.16$$

Therefore, 384 respondents are required

Data Collection Methods:

All of the essential information required for the study was gathered from the relevant resources. Both primary and secondary data are utilised in the process of arriving at conclusions. After collecting some preliminary data through the use of an online questionnaire, the next step is to conduct some interviews in person. The data that the defendants use as their primary source are secondary data, which are derived from structured, controversial, and pre-tested questionnaires as well as published literature, such as research articles, books, magazines, newspapers, and websites. In order to gather the preliminary data from the respondents, we conducted the survey in the field. Since the questionnaire is the primary instrument that is used for data collection, a significant amount of time and care has been devoted to methodically designing the questionnaire by composing 80 questions that are appropriate and pertinent, while keeping in mind the goals of the study. This has required a great deal of effort and care on the part of the researchers. A research supervisor penned the questionnaire, and they did so with the assistance of a research professional.

Main Study

Due to the fact that social media marketing strategies are dependent on the Internet, respondents should only be given access to online surveys. As a direct result of this, the respondents were given an online survey to complete. A comprehensively organised online questionnaire has been crafted with the assistance of Google Forms. The responses of the respondents are immediately recorded in a Google Spreadsheet after they have finished filling out the questionnaire. Email, Facebook's chat application, and WhatsApp were the three primary methods that the researcher used to disseminate the link to the online questionnaire. In this case, the defendants were required to name a number of different investigators. The process of gathering information began in January 2022 and continued until it was completed in July 2022. By the time the researcher had finished collecting all of the necessary data, he had received a total of 655 questionnaires. There were a total of 655 questionnaires, but 40 of them were deemed to have been improperly filled out. As a result, those questionnaires were thrown out, and there were only 615 questionnaires left for analysis. When we were finished collecting responses through an online questionnaire, we exported the responses into a file format that was compatible with SPSS so that we could continue our statistical analysis.

The Application of Statistics used in the study

The process of analysing the data is broken down into its component parts in this article. At this point, field surveying was carried out in the area that was being investigated. 615 participants will have their data collected for the initial analysis. The defendants are coded by using the computer programme Statistical Package for the Social Sciences (SPSS) 23.0, the data are entered and then analysed, and 81 conclusions are drawn as a result.

• A comprehensive analysis is performed in order to determine the number and percentage of components that fall into each category before beginning to describe a model.

• Friedman's comparison test is a method that compares the average rank of the variables belonging to different groups. The researcher is able to determine which statements are most affected by the measuring variable as a result of doing this.

Limitation of the Study

The findings of this research are restricted in a number of ways.

• Study In this particular survey, only customers from India took part. As a result, making broad generalisations about people who use social media or about the entire populations of other countries is not appropriate.

• Technology The research focuses on the rapid and dynamic development of technology, with the goal of reaching a conclusion within a particular time frame in the foreseeable future.

• Study In the context of this study on brand equity, an investigation of the consumer-focused brand equity can also include the financial aspects of brand equity.

4. Data Analysis and Interpretation

H$_0$1: There are no significant difference between the social media marketing activity and brand awareness.

Table 1: Respondents' Opinion About Brand Awareness

Brand Awareness	Mean	SD	Mean Rank

The name of a product's brand gives me some indication of the level of quality it possesses.	4.16	0.819	2.12
There are times when I am willing to pay more money for a product because of its well-known brand.	4.25	0.697	2.50
Products sold under recognisable brands that command a hefty price tag tend to have superior quality.	4.38	0.768	2.67
Friedman Chi-square value and significant	N = 255		
	Chi-Square = 55.395		
	Df = 5		
	P-Value = 0.000		

The responses to the survey are summarised in table 4.30, which focuses on the topic of brand awareness. In this study, we utilised four different items in order to measure participants' familiarity with the brand. The ranking of the variables' significance in relation to brand awareness is arrived at by taking their weighted mean values and averaging them. 'Products sold under recognisable brands that command a hefty price tag tend to have superior quality' (.Mean=4.38 SD=0.768), 'There are times when I am willing to pay more money for a product because of its well-known brand'(Mean=4.25 SD=0.697), 'The name of a product's brand gives me some indication of the level of quality it possesses'(Mean=4.16 SD=0.819).

Additional Friedman tests were carried out in order to establish whether or not the respondents had a distinct rank order preference for the items comprising the dimension. The investigation revealed that there was a disparity in the levels of preference for ranking the various components of the social media campaign designed to raise brand awareness. (Chi-square = 55.395), P<0.000. Therefore, we cannot accept the stated hypothesis (H01) and hence it is rejected. As a result, the conclusion that can be drawn is that the responses of respondents diverge significantly at the 5% level. As a result, there is a diversity of opinion among the respondents with regard to the items. Testing based on additional Friedman multiple comparisons is carried out in order to determine the importance ranking. The level of significance that is placed on the third and second items is the highest. The first items receive the third level of significance for their respective roles.

H_02: There are no significant difference between the social media marketing activity and Value Consciousness.
Table 2: Respondents' Opinion About Value Consciousness

Value Consciousness	Mean	SD	Mean Rank
The price point and the overall quality of the product are both important to me.	4.32	0.733	1.98
When I go shopping, I always make sure to check the prices of a number of different brands to ensure that I am getting the best deal.	4.17	0.874	1.89
Whenever I make a purchase, one of my primary goals is to acquire the item that provides the greatest bang for the buck.	4.42	0.803	2.14
When I make a purchase, I want to ensure that I am receiving value for the money that I have spent.	4.21	0.802	1.79

Friedman Chi-square value and significant	N = 255
	Chi-Square = 30.10
	Df = 2
	P - Value = 0.000

The responses of the participants are summarised in table 2, which focuses on value consciousness. Four different items were utilised in the research project in order to achieve the objective of measuring value consciousness. The significance of having a value consciousness has been determined to be as follows, based on the mean values of the items that were investigated: 'The price point and the overall quality of the product are both important to me' (Mean=4.32 SD=0.733), 'When I go shopping, I always make sure to check the prices of a number of different brands to ensure that I am getting the best deal' (Mean=4.17 SD=0.874), 'Whenever I make a purchase, one of my primary goals is to acquire the item that provides the greatest bang for the buck' (Mean=4.42 SD=0.803), 'When I make a purchase, I want to ensure that I am receiving value for the money that I have spent' (Mean=4.21 SD=0.802).

Additional Friedman tests were carried out in order to establish whether or not the respondents had a distinct rank order preference for the items comprising the dimension. The investigation revealed that there was a disparity in the levels of preference for ranking the various components of the social media campaign designed to raise value consciousness. (Chi-square = 30.10), P<0.000. Therefore, we cannot accept the stated hypothesis (H02) and hence it is rejected. As a result, the conclusion that can be drawn is that the responses of respondents diverge significantly at the 5% level. As a result, there is a diversity of opinion among the respondents with regard to the items. Testing based on additional Friedman multiple comparisons is carried out in order to determine the importance ranking. The level of significance that is placed on the third and first items is the highest. The fourth and second items receive the second level of significance for their respective roles.

H$_0$3: There are no significant difference between the social media marketing activity and brand experience.

Table 3: Respondents' Opinion About Brand Experience

Brand Experience	Mean	SD	Mean Rank
My eyes, as well as my other senses, are left with a lasting, meaningful impression of this brand.	4.12	0.862	2.62
When it comes to my senses, I find this brand to be very interesting.	3.10	0.986	1.79
This brand does not pique my interest.	2.82	0.932	1.59
I do not feel strongly about this brand.	2.97	0.567	1.34
Friedman Chi-square value and significant	N = 255		
	Chi-Square = 57.131		
	Df = 3		
	P-Value = 0.000		

The responses of the participants are summarised in table 3, which focuses on brand experience. Four different items were utilised in the research project in order to achieve the objective of measuring brand experience. The significance of having a brand experience has been determined to be as follows, based on the mean values of the items that were investigated: 'My eyes, as well as my other senses, are left with a lasting, meaningful impression of this brand' ' (Mean=4.12 SD=0.862), 'When it comes to my senses, I find this brand to be very interesting' (Mean=3.10 SD=0.986), 'This brand does not pique my interest ' (Mean=2.82 SD=0.932), 'I do not feel strongly about this brand.' (Mean=2.9 SD=0.567).

Additional Friedman tests were carried out in order to establish whether or not the respondents had a distinct rank order preference for the items comprising the dimension. The investigation revealed that there was a disparity in the levels of preference for ranking the various components of the social media campaign designed to raise brand experience. (Chi-square = 57.13), P<0.000. Therefore, we cannot accept the stated hypothesis (H03) and hence it is rejected. As a result, the conclusion that can be drawn is that the responses of respondents diverge significantly at the 3% level. As a result, there is a diversity of opinion among the respondents with regard to the items. Testing based on additional Friedman multiple comparisons is carried out in order to determine the importance ranking. The level of significance that is placed on the first and second items is the highest. The third and fourth items receive the second level of significance for their respective roles.

Findings:

1. It has been determined which aspects of a respondents' awareness of a brand are most important. Testing based on additional Friedman multiple comparisons is carried out in order to determine the importance ranking. The is accorded the highest priority in terms of importance first is 'Products sold under recognisable brands that command a hefty price tag tend to have superior quality', Second is 'There are times when I am willing to pay more money for a product because of its well-known brand', and 'The name of a product's brand gives me some indication of the level of quality it possesses'.

2. It has been revealed which aspects of a respondents' Value Consciousness are most important. Testing based on additional Friedman multiple comparisons is carried out in order to determine the importance ranking. The is accorded the highest priority in terms of importance first is 'Whenever I make a purchase, one of my primary goals is to acquire the item that provides the greatest bang for the buck' and 'The price point and the overall quality of the product are both important to me', Second is 'When I make a purchase, I want to ensure that I am receiving value for the money that I have spent', and 'When I go shopping, I always make sure to check the prices of a number of different brands to ensure that I am getting the best deal'.

3. It has been determined which aspects of a respondents' brand experience are most important. Testing based on additional Friedman multiple comparisons is carried out in order to determine the importance ranking. The is accorded the highest priority in terms of importance first is 'My eyes, as well as my other senses, are left with a lasting, meaningful impression of this brand' and 'When it comes to my senses, I find this brand to be very interesting., Second is 'I do not feel strongly about this brand', and 'This brand does not pique my interest'.

Suggestion:

1. Include on the Facebook page for the brand a variety of positive experiences that customers have had with features related to the brand (e.g., entertainment, pleasure, pleasure, interaction, word of mouth and attitude).

2. Departments provide oversight to members so that they can locate new market segments and deliver individualised services based on common product/service interests, arrival targets, and other factors.

3. Media The majority of people who use social media are currently students and adults who have not yet tied the knot; these individuals will soon become the primary force driving the market. As a result, it is essential for all brands to ensure that they have a presence on the social media platforms that their prospective clients use on a regular basis. Maintaining communication with a younger audience can be made easier through the utilisation of mobile applications, reward

programmes, coupons, merchandise, competitions, online shopping, celebrity collaborations, and easily shareable entertaining videos. Options for personalization and customization are also available to choose from.

4. True Brand Loyalty to a brand is the single most important factor that contributes to a brand's equity and purchasing power, and customers should make every effort to demonstrate their commitment to their favourite products. In this particular scenario, connecting customers with the brand is accomplished through the use of direct communication, online customer service, and customer interaction.

5. According to the findings, you should take advantage of the social media recognition functionality in order to keep the brand-official Facebook and Instagram pages up to date with new information about profile pictures and products on a consistent basis. When a Facebook page includes up-to-date information about products as well as other activities, the information that is provided to consumers about a brand is improved. This action helps establish the brand identity on the social media website, which in turn influences the consumer's loyalty to the brand. Therefore, by keeping their Facebook profiles up to date, marketers can influence both the consumers' awareness of their brands and their loyalty to those brands..

Conclusion

The primary contribution that can be made by this study is to raise awareness of the effect that social media marketing has on brand equity when considering social media users as a context. This study investigates the effects of social media marketing on brand equity, brand awareness, value consciousness, brand experience, and consumer response; the mediating effects of value consciousness on the relationship between social media benefits, brand experience, and brand awareness; and perceived social media marketing activities and brand equities; and the influence of brand equity on consumer response. Specifically, this research looks at how social media marketing affects brand equity, brand awareness, value consciousness, brand experience, and consumer response.

According to the findings of the comprehensive study, there is a significant connection between the activities of social media marketing and customer feedback, brand experience, brand equity, brand awareness, price consciousness, and brand awareness. It paints a clear picture of the effect that social media marketing has on the most valuable customers of brands as well as the consumers who are most concerned with cost.

Further Research

1. Research In this regard, it would be beneficial for future research to compare the purchasing habits of Indian consumers with those of consumers in developed nations.

2. Study This study covers a wide range of topics. There is a possibility that in the future, one or more organisations will conduct research on the effects of marketing through social media on Generation Y.

3. It's possible that in the future, researchers will decide to measure perceived social media marketing activities for only a single category of brand, in order to address the problem of heterogeneity (luxury or non-luxury).

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