

Impact of Social Media Marketing on Building Brand Equity: An Emperical Study of Pakistan Apparel Brand

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Abstract - Social media marketing has reached its eminent place worldwide. The purpose of this study is examined the social media marketing activities and its impact on brand equity. The relationship between social media marketing and brand equity in apparel brands is established. The study focused on the social media marketing usage by the textile industries as a tool for their marketing activities. A sample of the study totaling 250 customers was chosen using an administered questionnaire. Descriptive statistics and parametric tests were run using SPSS version20. Findings confirmed that social media marketing, content strategy, interaction, advertisement, reliability and brand equity are highly positive related. Findings suggested a new direction in the context of Pakistan sample.

Keywords: Social Media Marketing, Content strategy, Reliability, Brand Equity, Pakistan

INTRODUCTION

Social Media provides a platform for the people for sharing contents information and ideas with each other. At the business point of view in this ERA, It is very important to know what are the customer needs and wants. Through social Media people can directly connect with your customer and can identify what their behavior regarding to your brand. Social media is that phenomena which are very important for both companies and individuals at one end and marketers can create interactive communication platform on the other, where they may built relationships with customer. Social Media increases their value day by day and successful to replacing traditional media. Different times of Era's Many communications tools has developed through rapidly changing in technology It is very sincere communication tool trying to show what their brand is and creating image in customer mind. Due to social media marketing built and make relationship and connections with consumers (Erdogmus and cicek, 2012). Through digital Media the viral information, knowledge between the people is valid and strong rather than the electronic media (Keller, 2009). And it should recognize for its importance as a link source of the competitive advantages and the success of business (Cheung et al 2019; Abrar ul haq et al., 2017).

Communication is a blood of organization. It's very important for brand manager to communicate with their target audience and gather data about them; it helps to find what your customer like, what they think and what they want. Identifying the attitudes of customer regarding the brand that you can easily make the strategy to build brand strength. Create systematic procedure to achieve desired goal. Strategic role of brand to think like buyer and seller prospective. Social Media helps to reach target audience worldwide. If a company would not apply this source to build their brand so that's their fault missing out this business strategy. With the help of Social Media, you can provide a social basis for understanding what influences customer's perceptions of service and the relationships among customers. Then you can improve perception of your product. It helps to occupy distinct and valued positioning in the mind of the customer. The literature highlighted the meaningful points of linking between the communication through social media with channel distribution during the process of brand building (Herausen et al 2015) to maintain the positive and strong positioning of brands (Kumar et al 2017) digital media definitely promoting the customer based brand equity CBBE and the important source of the promoting is social media communication (Schivinski & Dabrowski 2016) usage of social

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media helps the process of exchange information and content between marketer and seller and also in consumers mind (kim & ko 2012) still social networking has successfully creating their influence in customer mind about brand equity (Morra et al 2017; Ul Haq et al., 2019).

The high margin of increment in social media marketing usage brings a lot of success in textile industries. A lot of business organization and industries convert their presence on digital media to gain more customers and run their business in this digital world. Following the importance of e-commerce the companies target the digital world to create more numbers of customers. People love to invest their time on social media and prefer to do things and activities on online platform. During this pandemic situation of world, generation wants to save their time and transportation expenses so they prefer online activities rather than go and invest time in market, also they have other benefits in online shopping like client know the price, they can exchange the things if doesn't like (Farheen et al., 2015). In this era the marketing through social websites and application change the dynamics of youth perspectives. People love to choose social media marketing and have faith and trust to investing their time money and loyalty. Because the lacking of distribution strategy creating the effect between online marketing and offline marketing the combination of strategy of digital media for building online brand equity in customer mind is the most successful strategy of the era (Cheng et al 2019.).

Social media is a platform where every single industry or individual sharing contents and ideas with each other's. Communicating with everyone. But many industries do not rely on social media marketing and facing many issues to be successful in future. The research on this topic is in time, as at the current time many apparel brands facing this issue (Manaa & ul Haq, 2020). They didnot accomplish their industry at social networking and missing out the opportunity to make more customers. Therby, researchon the domain topic is prevelant. Social media is necessity of peoples at this era so this is also necessary to understand how this influence will be creating beneficial and positive impacts on customer minds through the services and product involvement (Kumar et al 2018) The purpose of this research is to identifying the impact of social media marketing in building brand equity. And also to investigate the social media marketing activities on the brand Equity.

Brand Equity mean (design/logo/symbol) uigness and different on the other aspect is considered to build the sustainable competitive advantage (Dhanushanthini , 2017) other way u can say brand should be unique can be differentiate and identify commodities. Its full consideration about sustainable competitive advantages

From the previous encounter with the product, a customer perceives which brands Satisfy their requirements and which don't. Thus, brands rearrange the choice between items and enable customers to make right decisions. If consumers recognize the brand and know about standards and attributes of its product, the decision does not require further to think, processing of information and looking around for options. If consumers gain satisfaction from the product and advantage from purchasing a certain brand, they are likely to continue buying the product (Keller 2003, 34-35). In this time people search for loyal and worth investing brand material which stay long time with demanding price. Unique brands their different products and different services make their brand image and create brand equity in customers mind. To show some creativity and uniqueness which attract your audience and it will help to target new audience also.

Brand Awareness: Create awareness in customer mind of your brand. If customer is much aware of your brand, there are more chances that a customer may purchase the brand. Brand awareness is measured in the term that customer remembers the brand (Aaker 1996, 10.) If the company organization or industries will not make strategies or plans to create awareness of their products. It is very beneficial for the owners to go with the flow of society and peoples and owners should know the society and people's values demand and wants and create awareness in their target customer's minds (Mahesar et al., 2014). Also it is important to sustain brand image in client's mind. Brand quality, image, and sustainability will help to create brand awareness.

In conclusion, there are so many medium of communication. Apart of those, choice of best medium of communication in building brand equity is adequate. This study focuses on to find out the impact on social media to build Brand Equity in Apparel Brands.

In this pandemic situation there is a lot of firm's business organization facing the issues towards earning profits that business that has already alliances on social networking are not facing any more margin of profit but in the comparison of those local brand or industries who is earning profit through local customers in market place they are facing a lot of loss in this situation. So that is the reason why I selected this research that is the main problem in this situation of 2020 business world. Alternative hypothesis are accepted, significance level is less than 0.05 shown the position impact of my IV (independent variable) on DV (dependent variable). This paper also helps for those brands that are not aware to create their presence on social world and facing lost in this pandemic world. Now in Pakistan there is a lot slot of groceries stores start their presence on social sites because of COVID- 19 situation there is also initial step in Pakistan especially in Karachi. So if groceries store start their presence on social networking so local apparel brands also take initiative to run their business in digital world.. This research paper may be helpful for all those customers of brands who are not satisfied of their brand marketing on social sites. And also this research will cater those industries on social sites who

don't want to expand their business on social sites. This research will be applicable or will provide solution for all those industries which do not use social media marketing. There are many Pakistani brands which due to their non-presence on social media lost the brand equity. This research will help those brands to gain their brand equity of apparel brands. This study will be helpful for all those apparel brands which are not using social marketing on ruling their business.

According to the recent study of researchers examine the understanding of social media marketing and building brand values and image in youth the understanding of digital marketer strategist is successfully creating impact on consumer mind (Colicevat al., 2018 De Vries et al 2019)

Industry Brief

Industries are using social sites for attracting and making the existing consumers, brand loyal. In Addition, the importance of social networks, government sectors and private firms also using the digital platform to provide the best possible service for their client's (Kim and Ko 2016). Mostly Apparel Brands titled their eye's towards social sites marketing communication through the web sites such as (Facebook, YouTube, Twitter, LinkedIn, Instagram) (AngellaKIM, and Enju 2014).

In this Era textile industry is one of the liveliest industries because the sense of fashion will not stop ever and ever it is increasing day by day (Fashion united group 2019) Many luxury Textile houses make their official accounts on Facebook Instagram Twitter and LinkedIn. Brand and consumer easily can communicate with each other within discipline with effectively and efficiently manners. So that the old one way of communicating prospect's change into the two-way of the communication programs. (Kim and Ko 2016) Direct communication between customers and brand help to reduce misunderstanding and provide platforms to allow makes honest and loyal relationship between clients and industries. Mostly audiences are losing their interest of brand from traditional media (Radio, TV, Magazines, Newspaper etc) search online platforms for information rather than traditional Media (Mangold and Faulds 2014). Now industries and firms are promoting their business presence on social world because firm's wanted to create their business hype in social network sites conversation to build brand Equity.

The example of the sector of retailer of fashion industry in Sri Lanka developing more quickly day by day (Oxford business group 2018). In Pakistan, those apparel brands that attract are 80% e peoples on their products through social media. Among the top apparels industries KHAADI, JUNAID JAMSHED, ZELLBURY, ALKARAM, SANA SAFINAZ, ALMIRAH are the most favoutrite.brands. Accordingly, the demand and usage of social media marketing the apparel industries on Pakistan convert their more presence on social media to cater more peoples. This is the reason why local apparel organizations convert their presence on social sites so after the ages they will sustain their business more either on some points they will not rule their organization in business world because world is become more digital day by day. Taking insight from the literature the following research questions are proposed.

Q1: Do the role of social media marketing content strategy has an influence on building brand equity?

Q2: Does social media marketing advertising positively impact on brand equity?

Q3: Do social media marketing reliability has a significant relationship with brand equity

LITERATURE REVIEW

Social media marketing creates a high impact in new generation and developing optimum level of business in digital world with the help of technology which -increasing day by day (-Rishi and Sharma 2017) developing business in digital media and communication with the customers via social sites like facebook Instagram, Twitter, Youtube and Snapchat is one of the best strategy of fashion industries (karameian et al., 2018) digital world allow you brands to share information with customers and built trust and make strong connection between two of them through two way communication (-Pepe and Borunique 2016).

Social Media and brand Equity

The most recent interactive technology is changing lifestyles standards and organizations inventive practice. Organizations The ascendancy of web 2.0 the advancement of technology has driven the online users to an abundance of online exposure the most important is social media (chen at el. 2012).

The social media platforms create new ways to engagement for both the customers and organization. The organization desire to meet either loyal customer to make brand position of their product, give relevant information to them and get feedback from them about their product and services.

Brand Equity by SMM

The same authors kim & KO added once the target customers are aware and engaged, they become in a condition that they share their engagements with other clients. Applications created by company or content created by company

about their brand are shared with other clients. It can be a Facebook group or page, a blog or a YouTube video or a twitter presence. The content is shared by customers to clients in a positive affection to the brand to both offline and online customers whereas, there is a threat while customer share their negative comments towards the brand. The main thing which is noted for long time is manager's successful marketing communication strategies that reflects the overall company's mission and vision and create strategies and policies to achieve business objective it was first introduced for nonprofit organizations for it to understand the value of social media later it become useful for profit making organization as well.

Facebook Marketing on Brand Equity

Social media provides a platform for marketers to allows the information share with their customers and target new customers in social networking and delivered the relevant message to the target customers (Rishi and Sharma 2017).

Facebook is considered as the most well liked and extensively used network among other social media networks (Escobar Rodríguez and Bonsón-Fernández, 2017). Currently 92% of the organizations worldwide use Facebook as their marketing tool. To reach to their target audience the massive numbers of users encourage business to use Facebook (Escobar-Rodríguez and Bonsón-Fernández, 2017). The customers in social media follow their favorite brands page among them 80% of them follow the organizations page of Facebook, this make them connected to their favorites brand and company and having Facebook presence of an organization is important for their business

In 2017 Facebook was the only one where business start their presences and catering the customers and reached client at optimum level (Pinto & yagnik 2017) because facebook is the only one platform in history has large number of users at his start so basically brands need traffic of customers and in 2017 facebook creates a lot of traffic (Ahmed & Ibrahim 2018) accordingly the traffic of youth on Facebook business, firms of fashion retailers allow to create their presence in Facebook and start to take initiative to invest their time and money on social sites (Yazdanparast et al., 2018).

Instagram Marketing on Brand Equity

If we talk about the e-commerce industry online marketing after facebook there must be a famous social network Instagram contributes a lot of content to the success of fashion industries in Pakistan. Khadi won the best digital media seller award in 2018 and the brands accept their 80% more success comes from the usage of digital media. (khadi 2018) and after this competition started on digital media a lot of Pakistan's brands now successfully create their presence on social sites and between 2019 to 2020 industries are very earning high margin optimum level of profits during this pandemic situation of covid-19 and successful to make loyal customers and make strong connections between brand's and clients.

Advertising awareness on Brand Equity

The literature of marketing acknowledges that how much customers influences on advertising. It is all about choices of customers in a large numbers of products it's necessary for brand's releasing different types of brands and creates awareness through different and creatively advertising. This awareness turns to change in the choices of consumers. (Calder et al 2017) 90% of marketers now investing their time to find the solution of sustaining their brand on social sites and in Pakistan because of this a lot of digital media opportunities increase for the employees. Now a day marketing managers and business owners expands their business in social sites and investing their time and money to promoting their products in digital level (Arshad & Victor, 2020). In 2020 social media specialist is facing high level of competition during the covid-19 because now a days customers and owners facing a lot of issues for shopping. And firms start to cater customers on social sites and that brings more competition between fashion retailers at digital world in Pakistan in 2020.

Signaling Theory

In 1973 Micheal, create a theory signaling theory that defines the signal the connection between one party share information and ideas with other party. In this era for organizations and marketers it's all about the interaction and sharing content and strategy of advertising with their clients or customers. The theory helps about to create customer trusts on brand base through the advertisement, messages and promotion on different social networking sites, the question comes how to build the trust of customers on your brands? For creating trust of brand the product quality must be high and the sharing of content and information about products should be accurate so people can easily come to your brands without any trust issues. The advertisement, strategy, interaction and reputation of brands it's all in the hand of social media strategist and after following all the prospective of digital media marketing at right network at right time will be very beneficial for marketers.

Interaction impact on brand equity

For every social marketing site either YouTube Instagram twitter snapchat necessary to active daily and communicate with users about the brands and related activities of current affairs (Per Research 2014) communication is the blood of organization. Create engagement with different types of activities with customers like sales, offers discounts, winning rewards, will increase followers and create interaction between firm's and consumers (Mander 2015) accordingly the

author Kim & ko (2012) engagement and friendly communications with users create comforting zone between firms and clients and create awareness in users to ask frequently question and interact with brands and successfully building a positive relationship between them. Organization should make strategies with the help of marketing mix elements that will helps to provide revenue in return to companies (Abu- Rumman and Al Hadid 2014) high interactivity on digital media create high impact on the environment of business and the interaction and corporation create a lot's of flexibility and reliability in business world (Georgescu & Popescul 2015) signaling theory describes the importance of engagement between marketers and consumers and successful to make emotional connection between them (Belle et al., 2017 and & Sun et al., 2015).

Content strategy on brand equity

To the cater customers and attract them by content it's very important that content should be relevant and reliable and strategies. the marketer put the social media strategies to took the brand for users by satisfying their needs wants and desire, and create connection between users and brands via sharing videos, images, and strategies spread every related brand information (Miller & Lammas 2010) the discussion of social media marketing and its implication about online marketing is very potential and powerful key for finding consumers influence through content strategy (Constantinides 2014) social media is a kind of source of creating opportunities for businesses to learn and operate their brands in news feeds (Balakrishnan Yi 2014).

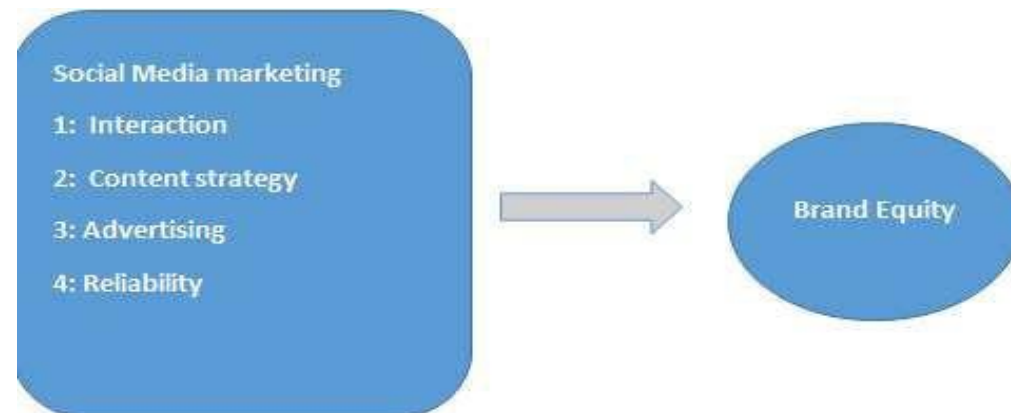
Advertising on brand equity

Online advertisement attract customers and help brand by promoting brand by effecting purchase intension of customers which leads to brand loyalty which directly complements brand equity (Babac, 2011) brands ruling their business on digital world by creating the awareness of products through online advertisements environment this will helps to promote brand and using marketing mix strategies on social sites like YouTube, Instagram, snapchat, twitter its clearly saw that advertisement on social networking creating high influence to building brand's equity in customer's mind (Menezes and Devi 2016).

Reliability on brand equity

Brands should be reliable on their social profile by sustainability and creativity of products, uniqueness and different prospective by marketers of their products make them different from the competitors, creativity and strategies of marketers will helps to make unique and different image of brand in customer mind. (Carlsson 2011; Malik, et al., 2021) brand association, perceived quality, accessibility and credibility makes brand image and reliability of brands in digital world, brand could be reliable by the image and clarity of their products in online platform (Hsieh and li 2013; Waqas et al., 2014) perceived quality of brands create awareness and helps to target more customers just because the reliability and reputation of brands in consumer's mind. Now a days users comes to brand after the reviews and feedback on the brands pages and then take decision to stay or not. Marketers should maintain their clear position of brands in social sites and built instant and positive relationship between customers and brand by providing the best quality which built trust and loyalty (Armstrong, 2009).

Conceptual Framework:



HYPOTHESIS

- H1: Interaction has a positive impact on Brand Equity
- H2: Social Media Content Strategy has a positive impact on Brand Equity
- H3: Social Media Advertising has a positive impact on Brand Equity
- H4: Social Media Reliability has a positive impact on Brand Equity

RESEARCH METHODOLOGY

This study is purely in quantitative nature and was conducted with all ethical perspective. The data was gathered through survey questionnaire. The method of survey questionnaire was utilized for the Pakistan apparel brands outlets and the targeted population was the customers using the brands. The sample size measure was 384 as indicated by Uma Sekaran's sampling formulation the responses received were 250. After the data collection data was analyzed using SPSS software package.

In total 250 sample was obtained, the respondent were all the customers who use social media to purchase of apparel brands. The research deals with the customers of apparel brands which are active on Social Media Networking, like: Face book, Twitter and Instagram. Now day's brands of Pakistan create application of customers. That is more beneficial for peoples who download the application in mobile and do shopping. So the targeted sample chosen was those customers using social media for online shopping. Responses were recorded in likert scale starting from 1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree.

DATA ANALYSIS

Preliminary analysis showed that in total 162 were female and 88 were male. The reliability tool use to know the reliability of data. The minimum reliability of research is 0.6. The overall Cronbach Alpha showed the acceptable rang of reliability 0.79.

Table 1: Reliability Analysis

| Variables | Items | Cronbach's Alpha |
|------------------|-------|------------------|
| Content strategy | 2 | 0.66 |
| Interaction | 2 | 0.67 |
| Advertising | 2 | 0.611 |
| Reliability | 2 | 0.511 |
| Brand Equity | 12 | 0.78 |

The total questions asked were 20 from which 8 questions of Independent variable and 12 questions of dependent variable The reliability of content strategy is 0.66, Interaction is 0.67, advertising 0.611, reliability 0.511, and brand equity 0.78 showed acceptable range.

Table 2: Correlations

| | Content Strategy | Interaction | Advertising | Reliability | Brand Equity |
|-------------------------|------------------|-------------|-------------|-------------|--------------|
| Content strategy | 1 | .582** | .564** | .523** | .617** |
| Interaction | .582** | 1 | .612** | .493** | .564** |
| Advertising | .564** | .612** | 1 | .654** | .638** |
| Reliability | .523** | .493** | .654** | 1 | .612** |
| Brand Equity | .617** | .564** | .638** | .612** | 1 |

The correlation test was run between variables content strategy, interaction, advertising, reliability and brand equity. The results of correlation showed significant positive relationship of all the variables.

Table 3: Regression Model Summary

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| 1 | (Constant) | 13.805 | .884 | 15.622 | .000 |
| | Content strategy | 1.248 | .260 | .274 | .4801 |
| | Interaction | .558 | .238 | .137 | .2342 |
| | advertising | 1.056 | .285 | .239 | .3712 |
| | reliability | 1.119 | .270 | .244 | .4148 |

Regression applied to analyze the influence of social media marketing dimensions on building brand equity of Pakistani apparel brands. 95% of confidence interval was selected with 5% of error margin. Value of t in regression must be greater than 1.96. The value of t is 15.622 which determine the strong relationship and impact of independent and dependent variables.

Regression Model

$$Y=a+BX_1+B_2X_2+B_3X_3+B_4X_4$$

Brand Equity= 13.805 + 1.248 (content strategy) + 0.558(interaction) + (1.056) advertising+ 1.119(reliability)

In regression model the significance value must be less than 0.05 to find significant result. All the significance values of independent variable (interaction / content strategy / advertising / reliability) are less than 0.05 they are significant, thus the hypotheses are accepted.

Table 4: Regression Explanation

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|--|-------------------|----------|-------------------|----------------------------|
| 1 | .741 ^a | .548 | .541 | 4.00162 |
| a. Predictors: (Constant), Interaction, Content strategy, Advertising, Reliability | | | | |

R is the correlation between predictor variable and dependent variable. The predictor variable is social media marketing and correlation of .741 between social media marketing and brand equity.

Whereas R- Square helps in explaining the effect of predictor variable has on dependent variable. From the model summary it is illustrated that social media marketing explains 0.548 of brand equity in Pakistani apparel brand.

Table 5: ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|--------------|----------------|-----|-------------|--------|-------------------|
| 1 Regression | 4746.461 | 4 | 1186.615 | 74.103 | .000 ^b |
| Residual | 3907.160 | 244 | 16.013 | | |
| Total | 8653.621 | 248 | | | |

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Interaction, Content strategy, Advertising, Reliability

ANOVA stands for analysis of variance; this also helps in gauging the statistical results. It measures the mean variance between our predictors of in (depend variables the alternative hypotheses are accepted. Because the result showing the value of significance is less than 0.05.

Table 6: Hypothesis

| Hypothesis | t-Statistics | Significant level | Accepted / Rejected |
|---|--------------|-------------------|---------------------|
| Social Media content strategy has a positive impact on Brand Equity | 4.801 | .000 | Accepted |
| Social Media interaction has a positive impact on Brand Equity | 2.342 | .020 | Accepted |
| Social Media advertising has a positive impact on Brand Equity | 3.712 | .000 | Accepted |
| Social Media reliability has a positive impact on Brand Equity | 4.148 | .000 | Accepted |

If the significant value is less than 0.05 so the hypothesis is accepted. Accordingly the result of this all hypothesis are accepted because all values are less than 0.05 it means social media Content strategy, Interaction, advertising, reliability/ has a positive impact on building brand equity.

CONCLUSION:

Social Media Marketing influences in customer mind towards their brands. Social media marketing creates brand awareness and association which leads to brand equity. Dependent variable of this research was “Brand Equity” and

Independent Variable was “Social Media Marketing” The results of the research indicate that interaction advertising sharing content and reliability has significance positive impact to build brand equity. As compared to the previous finding of (Abdullah awad allahdad 2015) found that advertising on digital environment has positive relation on brand equity. The same author found that positive relation between brand image reliability on brand equity supported by the significance values. The findings of the study had shown that interaction on social media successfully creating hype and building brand equity through online communication it's also proved in (Asad Abu Rumman 2014) and the same author is in line with the findings of content strategy positive impact on brand equity by digital media which conclude and appreciate my results.

RECOMMENDATION AND LIMITATIONS

The research is limited in scope and is only be applicable to Pakistani apparel brands. The findings showed new direction to the industry.

This research will provide a solution for all those apparel industries which do not use social media marketing as a tool. The industrialist can take insight from the findings and improve their social media marketing strategies. This will help them to create and even boost the image of the brands and expedite the brand equity role. Other researcher may add more variables including some moderating and intervening variables to bring the more meaningful findings in future.

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