

STUDY OF SOCIAL MEDIA MARKETING ACTIVITIES AND ITS IMPACT ON THE CONSUMER BASED BRAND EQUITY AND PURCHASE INTENTION FOR WHITE GOODS BRANDS

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ABSTRACT

Social Media has become the most important tool for interpersonal interactions in today's world and its application has led the human interaction to assume greater magnitude, impacting everything around us. The world of business and commerce has also seen opportunities in this field and most importantly the Marketing area sees it as a platform to reach consumers effectively. Various researches have shown that social media marketing (SMM) efforts are effective in building the Consumer based brand equity (CBBE) and Purchase intention (PI) of the consumers and this indicates the role of cyber world in marketing area. The digital marketing and social media marketing are the new age media tools that have revolutionized the marketing scenario.

Although there are numerous researches on the impact of SMM, but there is nothing specific to understand its impact on White goods brands and this gap area has been addressed through literature review and conceptual understanding of terms

Social Media Marketing, Consumer Based Brand Equity, Purchase Intention and also researches done for other industries.

Keywords: Social Media; Social media marketing; Consumer based brand equity; Purchase Intention; SMM; CBBE; PI; White Goods; Honeycomb model.

INTRODUCTION

Social Media Definition

The term "Social Media" has been in use for many years, but its interpretation has been changing over time with the improvement of technology. (Rheingold, 1993) explains social media to be the "social aggregations that emerge from the net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in Cyberspace." Social media has emerged as the pivotal point of marketing intelligence to gain insight into purchase behavior and consumer preferences (Rockendorf, 2011). (Kaplan &

Haenlein, 2010) mentioned that Social media is a mesh of connected applications which facilitates

the creation and transfer of content by users based on web 2.0.

		Social Presence/ Media richness		
		Low	Medium	High
Self - presentation/ Self - disclosure	High	Blogs	Social networking sites (eg., Facebook)	Virtual social worlds (eg., Second life)
	Low	Collaborative projects (eg., Wikipedia)	Content communities (eg., YouTube)	Virtual game worlds (eg., World of Warcraft)

Source: Classification of Social Media (Kaplan and Haenlein, 2010 p. 62)

In 2019, Merriam-Webster defined social media as “forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages and other content (such as videos)”

The above definitions highlight the following features -:

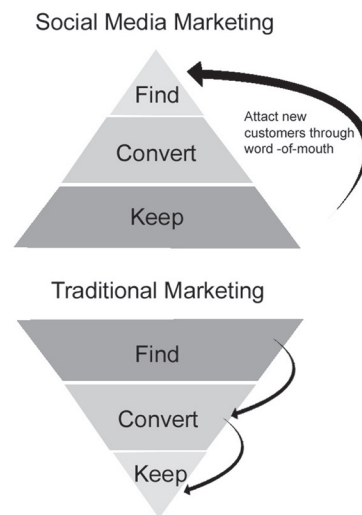
- Social Media is an aggregation of individuals who form a network in a manner that there is transmission of information from many sources to many receivers.
- In Social media user generated content is the heart of all conversations and it is based on web 2.0. Collaborative projects, Wiki, Blogs, Social networking sites, forums are various forms of social media.

Social Media Marketing

Tom Peters, the American writer on Business Management in his book ‘Managing Brand Equity’ has aptly quoted, “In competitive marketplace, fools compete on price whereas winners will find ways to create value in the minds of the consumer.” The above quote brings forth the significance of creation of brand

value in the modern age. The new age media gives opportunity to the firms to explore the possibility of innovative SMM to stay ahead of its competitors in creating value for its customers, shareholders and promoters. The social media has evolved from a friend’s network to a trustworthy source of information about businesses which opens up many opportunities in the marketing area (Rishi O.P &Sharma, 2017).

Traditional vs Social Media Marketing



Source: (Social Media Quick Starter, 2011)

Traditional media has been available for years to access the customers. Television, radio, print, etc. has been the forefront medium for marketing for decades. (Bruhn et al., 2012) articulates that while Brand awareness is largely impacted by Traditional media, however the brand image is strongly influenced by Social Media.

WHITE GOODS

White Goods refers to consumer durables such as air conditioners, refrigerators, stoves etc which were earlier seen in white enamel paint finish but now are available in many colors. In case of white Goods the shoppers prefers touch and feel of the goods before making a purchase. Like any other durable product, the buying decision of White Goods is also an evolved one where all members of the household are involved in the decision making even though the primary user which is the lady of the house may have the major say in the process. Since it is an involved decision-making process the buyers usually seek lot of information on the features and technical details of competing brands before making a buying decision (Hu et al, 1989). The Internet and other online mediums like social media give an opportunity to brands to provide detailed information to the consumers which was not possible in the earlier days, therefore the importance of SMM in creating CBBE and PI in the minds of the consumers (/economictimes.indiatimes.com/articles). The SMM of white good brands and their impact on CBBE and PI is clearly a gap area to be understood.

LITERATURE REVIEW

he literature review has been done to understand the evolution of social media as an important

marketing tool to impact the CBBE and PI of the white goods brands. The explosion of social media in the past few years created a platform for brands, encouraging them to explore modern interactive methods of reaching and engaging with their consumers (Gallaugher et al., 2010). On the contrary CBBE & PI have received limited attention in the context of SMM and its impact (Kim & Ko, 2012). The paper attempts to summarize the findings of literature review by identifying appropriate SMM practices and their impact on CBBE and PI.

CONSUMER BASED BRAND EQUITY (CBBE)

Brand Equity in this paper is approached from the point of view of marketing (Aaker, 1991; Keller, 1993) as against the financial perspective (Simon & Sullivan, 1993) that ascertains brand equity in market based monetary terms. Creating a robust CBBE is significant for an organization in developing a distinct image for itself (Aaker, 1991). Building CBBE is the prime responsibility for the Marketing department as it forms the basis of the communication and relationship which is built with the customers (Doyle, 1989). Keller, defines CBBE as “the differential effect that brand knowledge has on consumer response to the marketing of that brand.” He summarizes that CBBE has four main components viz. (1) Building brand identity by creating the brand awareness (2) Developing a brand through robust, and positive brand associations; (3) Attracting positive brand responses, and (4) Making brand relationships based on trust and loyalty.

In this research the variables of CBBE that have been taken are Brand awareness, Perceived value, Perceived quality, Brand personality,

Brand Association, and Brand loyalty which were developed by (Aaker,1991; Yo etal, 2000). While there are numerous opinions that distinct marketing actions create brand equity (Christodoulides & De Chernatony, 2010) and there was difference of opinion regarding its relative importance and measurement, however the general agreement was that marketing activities should include social media to be more cost effective and larger impact. There is no conflict amongst distinguished researchers that a robust CBBE results in brand preference, willingness to pay, customer loyalty, and subsequent purchases (Aaker, 1991; Keller & Lehmann, 2006).

PURCHASE INTENTION (PI)

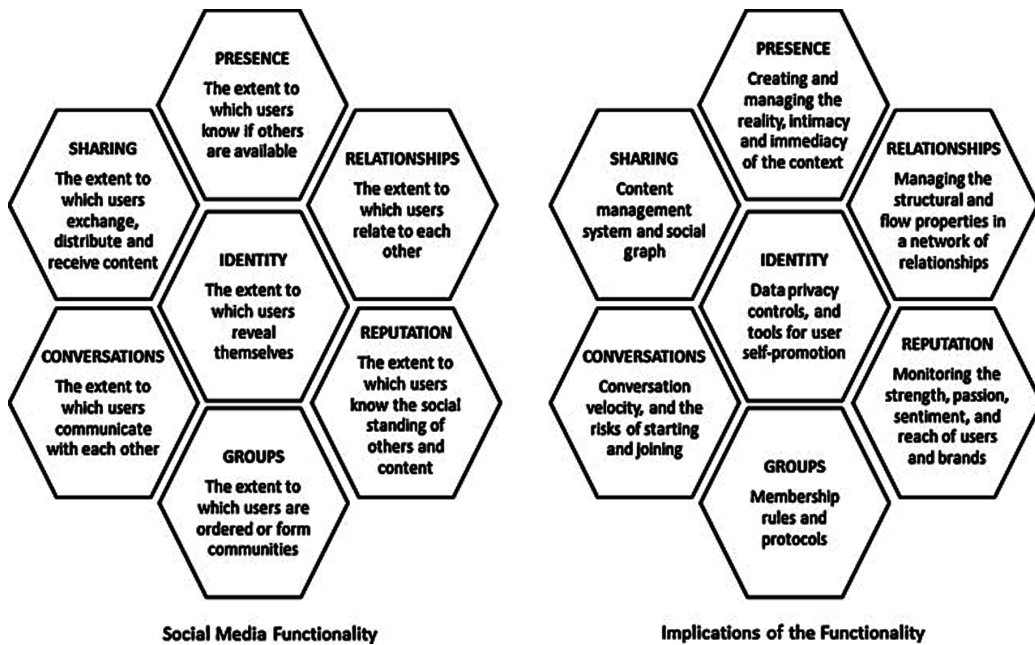
PI represents both, the interest of the consumer in the product and the possibility of a resultant buying. Studies have shown, that PI correlates directly with the awareness and preference of a brand (Kim & Johnson, 2010). Purchase intention measures include consumers' behavior in future resulting from their preference. Since estimating the consumers' future behavior is a critical task for a firm it usually done very diligently (Park, Ko & Kim, 2010).

SOCIAL MEDIA MARKETING ACTIVITIES (SMM)

The SMM activities improves CBBE and the various components form a part of the promotional mix of the brand in the new communication paradigm (Bruhn, Schoen, & Schafer, 2012). As per (Kim & Ko.2010) SMM activities can have a great impact on the reputation of the brand. (Hamed Karamian et al, 2015) in their paper "Do SMM Activities Increase

Brand Equity?" concluded that SMM aides' brands as they discover new communication routes to marketing.

SMM has been explored by researchers (Alalwan & Algharabat, 2017) and variables like Entertainment, Interaction, Trendiness, Customization, and WOM have been commonly used and validated in context of CBBE for specific industries. Positivity, Consistency, Differentiation, Personality, Engagement opportunities were considered important for hospitality Industry (Perera, 2016). Entertainment, Interaction, Trendiness, Customization and WOM were validated for luxury brands (Godes, 2016). Accessibility, Credibility, Exposure and Interaction variables have been researched for mobile service in Jordan (Rumman & Alhadid, 2014). The other popular variables such as Vividness, Interactivity, Informational content, Entertainment, Position, and Valence of comments (De Vries, Gensler, & Leeflang, 2012) have not been used for CBBE as (Kim & Ko, 2012) these are still in the early stage and yet to develop more effective tools. Honeycomb model (Smith, 2007) presents another set of variables, namely Presence, Sharing, Relationship, Conversation, Identity, Reputation and Group which were tested by (Babac, 2011) and a qualitative model was designed showing the impact of Honeycomb variables on CBBE components. Later (Tresna & Wijaya, 2015) tested the Honeycomb model using a quantitative approach to verify the findings. Various researches have attempted to show that the variables of Honeycomb model are significant depending on its relative for social media platforms. (Kietzmann, McCarthy, & Silvestre, 2011). Researchers have established Honeycomb model as an area of great interest, therefore adapting it to a specific industry is a gap area being addressed.



Source: Smith 2007 Honeycomb Model

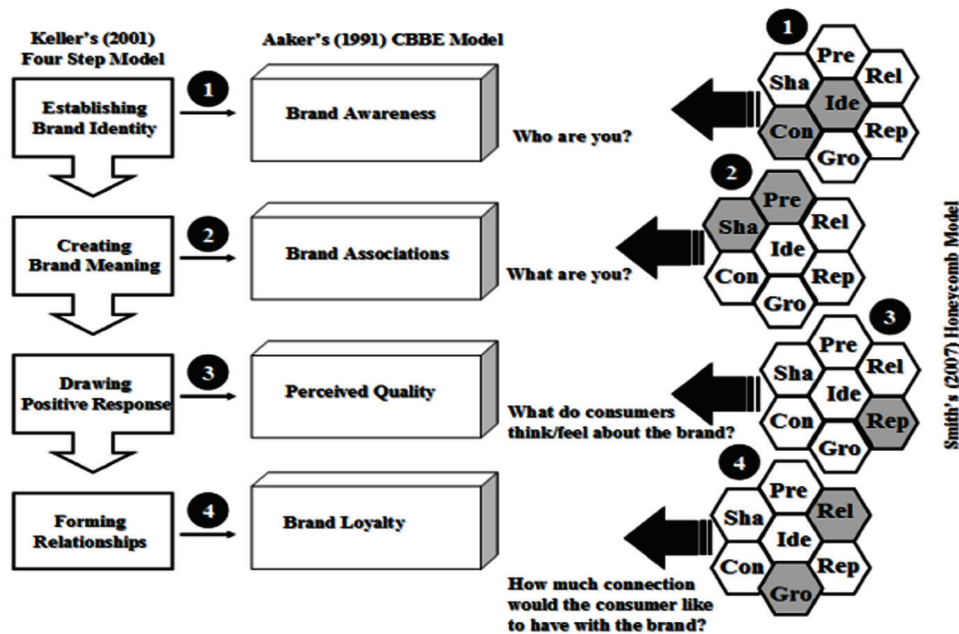


Fig.4: Impact of Social Media Use on Brand Equity Model (ISMBE) inspired by Aaker (1991), Keller (2001) and Smith (2007).

The above model was used by (Babac, 2011) for the qualitative study done on the impact of SMM on the CBBE of Magazine Brands.

HIGHLIGHTS OF THE LITERATURE REVIEW

1. The model of Brand Value Chain given by (Keller and Lehmann, 2003) has four stages and is a linear process thereby each stage influencing the next stage. The second stage of Customer mindset is explained through (Keller, 2001). Consumer based brand equity model that consist of Awareness, Association, Attitude, Attachment and Activity. This research studies the impact that social media marketing activities on the consumer based brand equity and purchase intention of white goods.
2. Purchase Intention can be understood as the consumer willingness to buy and a repurchase decision.
3. Social media marketing is the use of websites and social network sites for promoting products and services. It has been gaining strength in both research and practice.
4. The social media interaction can be both proactive and reactive. The proactive can be through digital photos, videos, texts and conversations and reactive is the companies reacting to the social media user comments, feedbacks.
5. The social media variables are the holistic efforts that contribute towards the marketing strategy of the platform. Entertainment, Interaction, Trendiness, and Word of Mouth are the most commonly used variables.
6. Identity, Conversation, Sharing, Presence, Relationships, Reputation, and Groups are the few variables that have been derived from the Honey Comb Model (Smith,2007). They have been studied in qualitative study (Babac,2011). The present study aims at studying these variables along with Entertainment, Interaction, Word of Mouth on the consumer durable segment.

OBJECTIVES OF RESEARCH PAPER

1. To study the Impact of SMM on the CBBE and PI of White Good Brands through Empirical evidence.
2. To develop a scale to measure CBBE and PI resulting from SMM Activities of White goods brands on social media platforms.

METHODS OF DATA COLLECTION

The research approach carried on in respect of the paper can be enumerated in the following steps: -

Types of data: Both primary and secondary data research has been done in this study.

Sources of data: The secondary data comes from the past studies in various journals, magazines, reports, books, articles, research papers, and websites to understand the context and find the gap areas in previous researches to establish the direction for further studies.

Type of Research: Both the exploratory and descriptive research has been conducted to achieve the research objectives. Secondary data has been used to establish the premise of the research. The empirical study undertaken has been descriptive in nature. The data for the study has been taken from respondents from NCR. A total of 60 respondents were approached.

Research Instrument: A structured questionnaire was used to collect data from random 60 respondents in Gurgaon. Respondents were shown the screen shots and videos of the social media pages of the selected brands of the white goods. Questionnaire consists of three sections. Section A gathers information about the demographic profile of the respondents such as age, gender, income, qualification, frequency and the duration of visiting a social media platform,

the most frequented social media platform. Five White Goods Brands have been taken on the basis of the IBEF report Jan.2019 (www.ibef.org) of top white goods brands active on the social media, namely ONIDA, IFB, WHIRLPOOL, HAIER, and BOSCH and the respondents were asked to rank them basis their social media presence. Section B consisted of twenty-nine questions which measured the CBBE and PI the dependent variable of the research. Measures of CBBE and PI are developed from previous literature related to Brand Equity (Kim & Ko, 2011; Godes et al., 2016). They include Brand Awareness, Perceived Quality, Perceived Value, Brand Association, Brand Personality, Brand Loyalty, and Brand Preference. The scale for Brand Awareness was adopted from (Yoo et al., 2000; Netemeyer et al., 2004), Perceived Quality from (Pappu et al., 2005, 2006), Perceived Value (Lassar et al., 1995; Aaker, 1996; Netemeyer et al., 2004), Brand Personality (Aaker, 1996), Brand Association (Aaker 1996; Pappu et al., 2006), Brand Loyalty (Yoo et al., 2000), Brand Preferences (Sirgy et al., 1997) are developed from (Aaker, 1991) and PI (Erdem et al., 2006). Section C consists of Thirty-One questions to measure the SMM Activities of white goods brands, the Independent variable and these variables are taken from the Honeycomb model (Smith, 2007). The independent variables used are identity, conversation, sharing, presence, reputation, and relationship with the exclusion of group (Tresna & Wijaya). A detailed analysis also showed that entertainment, interaction, and WOM are relevant to customers, so these have also been added to the SMM activities. All items for the section B and C were measured using a 5-point Likert scale ranging from, 1-strongly disagree to 5-strongly agree.

RESULTS AND DISCUSSIONS

The first objective of research has been achieved through the literature review. The Literature review has been divided into three parts viz, CBBE, PI, and SMM. The concept of CBBE and its components has been developed from researches of (Aaker, 1991; Yoo, 2000; Keller, 2001). PI, seen as an important criterion for the success of the brand was studied, and it has a strong relation with brand preference (Hellier et al., 2003). The study of SMM activities contributed to the understanding of the various SMM efforts that created an impact in building CBBE and PI in various industries. The components of Honeycomb model (Smith, 2007) along with Entertainment, Interaction, WOM (Godes et al., 2016) have been found to be an interesting set of SMM activities. Honeycomb Model has been rarely used as a model in academic research (Tresna & Wijaya, 2015) so it would be gap area for further research.

The second objective of developing the scale has been achieved through administering a structured scale. SPSS 22 package was used to calculate the frequency and percentage of the demographic variables in the sample in the preliminary test to check the validity of the sample taken. Also, Cronbach's α was used to test reliability of the various components of each variable and Inter item correlation was also checked for validity of the items within each variable.

The findings and analysis are as follows:

The demographic and Psychographic profile of the 60 randomly selected sample consumers of the pilot survey are shown below in Table 1 and Table 2.

Table 1: Demographics of the Respondents

Measure	Item	Frequency	Percentage
Gender	Others	0	0.0
	Male	21	35.0
	Female	39	65.0
Age	18-25 years	4	6.7
	26-35 years	20	33.3
	36-45 years	27	45.0
	46-55 years	9	15.0
	55 and above	0	0.0
Income	5-10 lacs	19	31.7
	11-15 lacs	21	35.0
	16-20 lacs	15	25.0
	21-25 lacs	4	6.7
	25 lacs +	1	1.7
Education	HSC	3	5.0
	Graduation	12	20.0
	Post-Graduation	18	30.0
	Professional degree	27	45.0

Source: SPSS 22 output

As can be seen for the pilot sample base, majority of respondents are female (65%) and in the age group of 26 – 45 (78.3%) with 45% in the 36-45 age group. The family income of the respondents is less than 20 lacs per annum (91.7%) with 35% in the 11-15 lacs bracket. Regarding education most of the respondents were graduate and above (95%) with 45% having a professional degree and 30% with a Post-Graduation qualification.

Table 2: Psychographic Profile of the Respondents

Measure	Item	Frequency	Percentage
How often the respondent logs into social media	Daily	42	70.0
	Alternate day	13	21.7
	Weekly	5	8.3
	Fortnightly	0	0
	Monthly	0	0

Time spent on social media	Up to 1 Hour	13	21.7
	1-2 hrs	19	31.7
	2-4 hrs	21	35.0
	more than 4 hrs	7	11.7
Rely on Internet based search for purchase of white goods	Always	26	43.3
	Often	9	15.0
	Sometimes	9	15.0
	Rarely	5	8.3
	Never	11	18.3

Source: SPSS 22 output

As can be seen from the data, the respondents are very active on social media and 70% of them log into social media sites daily and 35% spend 2-4 hours daily whereas 31.7% spend 1-2 hours daily on social media. Also, a large proportion of the respondents (73.3%) rely on internet-based search for purchase of white goods.

Customer based Brand equity

The Reliability and Validity test was applied to the 24 items grouped under 7 variables under the Brand Equity and 3 items of Purchase Intention of White Goods and the results are as shown in the Table 3 below:

Table 3: Validity & Reliability test on Brand Equity

Variable	Indicator	Corrected item Total Correlation	Cronbach's Alpha
Brand Awareness	baw1	.642	0.841
	baw2	.835	
	baw3	.706	
	baw4	.683	
	baw5	.404	
Perceived Quality	bpq1	.725	0.846
	bpq2	.784	
	bpq3	.544	
	bpq4	.705	
Perceived Value	bas1	.600	0.758
	bas2	.512	
	bas3	.658	

Brand Personality	bas4	.562	0.757
	bas5	.605	
	bas6	.590	
Brand Association	bas7	.569	0.758
	bas8	.593	
	bas9	.603	
Brand Loyalty	blo1	.646	0.745
	blo2	.499	
	blo3	.582	
Brand Preference	bpre1	.576	0.741
	bpre2	.637	
	bpre3	.490	

Source: SPSS 22 output

In case of Brand Awareness, the Cronbach's alpha value is 0.841 which is higher than the acceptable range of 0.7 and as per the validity test for corrected item total correlation all the values are within the acceptable range of 0.3 – 0.9 hence these items are correlated adequately. In the Perceived Quality all the items adequately correlate and the values are between 0.3 to 0.9 and the Cronbach's alpha value is 0.846, which is more than 0.7. In Perceived Value all the items are within the range and Cronbach's alpha is 0.758 which is within acceptable limits therefore all the items are acceptable. In case of Brand Personality, the Cronbach alpha is 0.757 which is above the acceptable value of 0.7 while the individual items are also adequately correlated. In case of Brand association and Brand Loyalty the Cronbach alpha values are 0.758 and 0.745 respectively which is above the range and the correlation values of the individual items are within the acceptable range of 0.3-0.9. In case of Brand Preference, the Cronbach alpha is 0.741 which is above the acceptable value of 0.7 and the individual items are also adequately correlated. All the 24 items adequately represent the CBBE. These findings are in line with the theory developed by (Aaker, 1991) and the customer mindset as part of the brand value chain model by (K.L. Keller, 2007). They have identified the components of CBBE as Brand Awareness, Perceived Quality, Perceived Value, Brand Personality, Brand Association, Brand Loyalty and Brand Preference and all these variables along with the associated items can be included as a measure of CBBE in the study

PURCHASE INTENTION

The Validity and Reliability test was applied to the 3 items of PI and the results are as displayed in Table 4 below:

Table 4: Validity and Reliability test on PI

Variable	Indicator	Corrected item Total Correlation	Cronbach's Alpha
Purchase Intention	bpi1	.645	0.785
	bpi2	.610	
	bpi3	.616	

Source: SPSS 22 output

The Cronbach alpha is 0.785 and the correlation values of all the 3 items are between the permissible range of 0.3-0.9 therefore, all the items of Purchase intent are adequately correlated. Since this variable predicts the future willingness of consumer to purchase the brand it is considered by most studies as an indicator of market success (Kim & Ko, 2010). Therefore, forecasting the customer value is one of the important factors in business and purchase intention can be identified as a critical element to study (Park, Ko, & Kim, 2010).

SOCIAL MEDIA MARKETING VARIABLES

The Reliability and Validity test was applied to the 27 items grouped under 9 variables of Social Media marketing and the results are shown in the Table 5 below

Table 5: Validity and Reliability test on Social Media marketing variables

Variable	Indicator	Corrected item Total Correlation	Cronbach's Alpha
Social Media Identity	bsmi1	.707	0.833
	bsmi2	.718	
	bsmi3	.668	
Social Media Conversations	bsmc1	.755	0.869
	bsmc2	.694	
	bsmc3	.801	
Social Media Sharing	bsms1	.402	0.792
	bsms2	.612	
	bsms3	.800	
	bsms4	.485	
	bsms5	.618	
Social Media Presence	bsmp1	.560	0.794
	bsmp2	.652	
	bsmp3	.707	
Social Media Reputation	bsmr1	.174	0.274
	bsmr2	.394	
	bsmr3	.321	

Social Media Relationship	bsmrl1	.609	0.826
	bsmrl2	.724	
	bsmrl3	.727	
Social Media Entertainment	bsme1	.589	0.740
	bsme2	.589	
Social Media Interaction	bsmit1	.682	0.849
	bsmit2	.760	
	bsmit3	.716	
Social Media WOM	bsmw1	.593	0.744
	bsmw2	.593	

Source: SPSS 22 output

In case of Brand Identity as per the descriptive statistics and inter correlation values for the test of validity, the Inter item correlation in the construct is between 0.3 to 0.9 therefore, all the items correlate adequately for this variable and the Cronbach's alpha value is 0.833. Therefore, corporate name, slogan, logo, and the content that the brand shares on social media can be considered as elements representing the brand identity (Hamzah & Othman, 2014). The Social media Conversations can be correlated as the communication between the brand and consumers and between consumers themselves (Kaplan & Haenlein, 2010). The Cronbach alpha for this variable is 0.869 and its various items are adequately correlated as the values are between 0.3-0.9. Similarly, for social media Presence the Cronbach alpha and inter correlation values are within the acceptable limits. However, in case of social media Reputation the Cronbach alpha value is mere 0.274 which is lower than 0.7 and even the individual items are not adequately correlated as the values do not fall within the acceptable range of 0.3-0.9 except for two items whose inter correlation is more than 0.3 therefore this variable was partially modified to remove first item and the resultant Cronbach's of two items is 0.843 which is above 0.7 and the two items were also adequately correlated. The social media Relationship, as per descriptive statistics and inter correlation values for the reliability test is also within the range of 0.3 to 0.9 and the Cronbach's alpha value is 0.879. The relationship in the honeycomb model enumerated by Keller is considered as the relationship between individuals and includes retailer to retailer or consumers (Babac, 2011). In social media Entertainment, the Cronbach's alpha value is 0.826 and the inter correlation values are also within the range. Social media Interaction are formal or informal interactions between the brands and consumers. This variable in some manner maybe similar with social media conversations but is different to the extent that interactions would be more conscious and serious and generally initiated by the brand with the users. The Cronbach's alpha values and Intercorrelation values for Interactions is also within the acceptable values hence it is included as an important element of social media marketing activities. In case of e-WOM, intercorrelation values of validity and reliability tests, the values are within the range and all the items correlate adequately and the Cronbach's alpha value is 0.744, which is more than 0.7. E-WOM happens when existing or potential customers make any positive or negative comments

about a brand (Park & Lee, 2009). Even though this may happen between unknown people, but it is considered as a credible source of information by consumers (Kapoor, Jayasimha, & Sadh, 2013).

Table 6: Overall Construct

Constructs	No of Items		Cronbach's Alpha
	Initial	Final	
Brand Equity	24	24	0.957
Purchase Intent	3	3	0.785
Social Media Marketing	27	26	0.972
Overall	54	53	0.936

Source: SPSS 22 output

The overall model consists of 3 constructs viz CBBE, PI, and SMM activities of which the first two are dependent variables and the SMM is a dependent variable. As per descriptive statistics and inter correlation values of validity and reliability tests is within the range of 0.3 to 0.9 therefore, these variables correlate adequately and the Cronbach's alpha of the individual items and overall is more than 0.7.

CONCLUSION AND FUTURE RESEARCH

The three constructs viz CBBE, PI and SMM activities were identified with the help of literature review and tests of reliability and validity was applied to all the variables under these constructs. The reliability of each of the variables as well as the three constructs was tested using Cronbach's Alpha and all three constructs have reliability greater than 0.7, therefore the internal consistency of these constructs has been achieved. The inter-item correlation value of each Variables was also studied to test the discriminant validity. The components of SMM activities such as Identity (Tresna & Wijaya, 2015), Conversation (Kaplan & Haenlein, 2010), Sharing, Presence, Reputation (Veloutsou & Moutinho, 2009), Relationship, Entertainment (Godey et al., 2016), Interaction, and WOM (Park & Lee, 2009) were identified. The 3 items

measuring Reputation have been reduced to 2 items as the correlation of one of the items did not fall in the range. The components of CBBE such as Awareness, Perceived quality, Perceived Value, Brand Personality, Brand Association, Brand loyalty, and Preference were identified. Similarly, in the construct of PI all the items were retained as the values were within the permissible limits of tests of Reliability and Validity. In summary, all three constructs fulfill the requirement of reliability. Out of 54, only 1 item has been removed. The objective of the pilot study to identify the SMM activities and develop measures for CBBE and PI has been met and these will be used to test the above three constructs with a larger sample in the future study.

The key limitations of the research is the small sample size and also they were taken only from NCR where the digital marketing efforts and spends of the various companies may be higher,

therefore in future research this could be avoided. The other limitation is the topic itself as there were limited researches available on the impact

of SMM activities and no study has been done with respect to white goods therefore there is not much empirical evidence.

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APPENDIX

SECTION A

Measurement scales used

1. Gender: **a)** Male **b)** Female **c)** Others
2. Age Group: **a)** 18-25yrs **b)** 26 - 35 yrs **c)** 36 - 45yrs **d)** 46-55 yrs **e)** 55 & Above
3. Family Income per Annum (In Rs.) **a)** 5-10 lacs **b)** 11-15 lacs **c)** 16-20lacs **d)** 21-25 lacs **e)** Above 25 lacs
4. Educational Qualification: **a)** HSC **b)** Graduation **c)** Post Graduation **d)** Professional Degree
5. How often do you log on to social Media sites? **a)** Daily **b)** Alternately **c)** Weekly **d)** Fortnightly **e)** Monthly
6. How much average time (hours) per day do you spend on social Media when you log in?
a) Up to 1hour **b)** 1 - 2 hrs **c)** 2 to 4 hrs **d)** More than 4 hrs.
7. Which social networking sites you most preferably used. **a)** Facebook **b)** Twitter **c)** LinkedIn
d) You tube **e)** Instagram
8. Do you rely on Internet based search for buying a White Good (such as A.C Refrigerator, Washing Machine, Microwave)? **a)** Always **b)** Often **c)** Sometimes **d)** Rarely **e)** Never
9. Please tick mark against the brands of white goods that you are aware of showing interesting contents on social media **a)** ONIDA **b)** IFB **c)** WHIRLPOOL **d)** HAIER **e)** BOSCH
10. According to your perception which of the following brand has maximum visibility on social media
a) ONIDA **b)** IFB **c)** WHIRLPOOL **d)** HAIER **e)** BOSCH

SECTION B

BRAND AWARENESS (Yoo et al.,2000; Netemeyer et al.,2004)

BAW1: I am aware of brand X.

BAW2: When I think of white goods, brand X is one of the brands that comes to mind.

BAW3: I am very familiar with Brand X.

BAW4: I know what brand X looks like.

BAW5: I can recognize brand X among other competing brands of white goods.

PERCEIVED QUALITY (Pappu et al.,2005,2006)

PQ1: Brand X offers very good quality products.

PQ2: Brand X offers products of consistent quality.

PQ3: Brand X offers very reliable products.

PQ4: Brand X offers products with excellent features.

PERCEIVED VALUE (Lassar et al., 1995; Aaker,1996; Netemeyer et al,2004)

AS1: Brand X is good value for the money.

AS2: Within white goods I consider brand X a good buy.

AS3: Considering what I would pay for brand X, I would get much more than my money's worth.

BRAND PERSONALITY (Aaker,1996)

AS4: Brand X has a personality.

AS5: Brand X is interesting.

AS6: I have a clear image of the type of person who would use the brand X (*).

BRAND ASSOCIATIONS (Aaker,1996; Pappu et al.,2005)

AS7: I trust the company which makes brand X

AS8: I like the brand image of the company which makes brand X

AS9: The company which makes brand X has credibility

BRAND LOYALTY (Yoo et al.,2000)

LO1: I consider myself to be loyal to brand X.

LO2: Brand X would be my first choice when considering white Goods.

LO3: I will not buy other brands of white goods if brand X is available at the store.

BRAND PREFERENCE (Sirgy et al.,1997)

PRE1: I like brand X better than other brands of white goods.

PRE2: I would use brand X more than other brands of white goods.

PRE3: In white goods, brand X is my preferred brand.

PURCHASE INTENTION (Erdem et al.,2006)

PI1: I would buy brand X, (white good).

PI2: I would seriously consider buying brand X (white good)

PI3: It is very likely that I would buy brand X (white good)

SECTION C**Social Media Marketing Variables (Smith,2007 Honeycomb Model)****IDENTITY (Tresna & Wijaya,2015)**

SMI1: Brand X reveals its company information through its Profile in social media marketing.

SMI2: Brand X shared content follows the trend. (lifestyle)

SMI3: Brand X social media what I identify with.

CONVERSATION (Tresna & Wijaya,2015)

SMC1: Brand X usually mentions other brands that have social networking sites.

SMC2: Brand X usually mentions customers that have Social media account.

SMC3: Brand X replies to comments from customers on its Social media.

SHARING (Tresna & Wijaya,2015)

SMS1: Brand X shares interesting photo.

SMS2: Brand X shares interesting video.

SMS3: Brand X shares informative caption.

SMS4: Brand X shares persuasive caption.

SMS6: Brand X shares content in relevance with current environment and time.

PRESENCE (Tresna & Wijaya,2015)

SMP1: Brand X puts specific location on promotion posting.

SMP2: Brand X puts specific location on new product launching.

SMP3: Brand X puts specific location on event posting.

REPUTATION (Tresna & Wijaya,2015)

SMR1: Brand X has big number of followers compared to other brands on Social media

SMR2: Brand X receives positive comments from customers

SMR3: Brand X receives a lot of “likes” in posting

RELATIONSHIP (Tresna & Wijaya,2015)

SMRL1: Brand X receives a lot of “likes” in posting

SMRL2: Brand X follows accounts in relevance with its Business

SMRL3: Brand X reposts pictures from customers

Entertainment (Kim & Co,2012)

SME1: Using brand X social media is fun.

SME2: Content of brand X social media seems interesting.

Interaction (Kim & Co,2012)

SMIT1: Brand X social media enable information-sharing with others.

SMIT2: Conversation or opinion exchange with others is possible through brand X social media.

SMIT3: It is easy to provide my opinion through brand X social media.

Word of mouth (Kim & Co,2012)

SMW1: I would like to pass information on brand, product, or services from brand X social media to my friends.

SMW2: I would like to upload content from brand X social media on my blog or micro blog.