




The Effect of Social Media Marketing on Consumer Behavior Regarding the Mediating Role of Brand Value

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Abstract

The aim of the research is investigating the effect of social media marketing on consumer behavior with regard to the mediating role of brand value. Research method: The research method in this research is practical in terms of its purpose, and in terms of the type of research, it is descriptive-survey of the correlation type and it is cross-sectional in terms of time. The statistical population of this research is the consumers of Nike, Puma, Adidas and Reebok brands in Tehran. The research measurement tool is a standard questionnaire. To measure the validity of the questionnaires using the content method and to determine its reliability, Cronbach's alpha was calculated. Research findings: The total Cronbach's alpha value was estimated to be 0.845. To check the normality of the data, the Kolmogorov-Smirnov test and all these analyzes were performed using SPSS 24 and Smart PLS software. The research results showed that social media marketing has an effect on consumer behavior. And entertainment has no significant effect on brand awareness and brand name image. Also, favorable information does not have a significant effect on brand awareness. The rest of the research hypotheses were confirmed. That is, favorable information has a significant effect on brand image and word of mouth marketing on brand awareness and brand image. Brand awareness also has a significant effect on brand preference and brand loyalty. And finally, the image of the brand name has a significant effect on brand preference and brand loyalty.

Keywords: Social Media Marketing - Brand Value - Consumer Behavior.

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Introduction:

In the world of e-marketing, new business models have been introduced and new trends are also emerging, one of the latest trends and social networking sites that have not only attracted a large number of users and visitors, rather they are a place to create the online advertisements of different companies. Social networks introduce people to different types of interests.

- Problem Statement:

Brand equity is the preference of customers for a brand compared to other brands in the same class of product or service. One of the reasons for the importance of brand equity is its strategic role in gaining competitive advantage and strategic. Different researches have shown that the real value is not inside the product or service, but this value exists in the minds of real and potential customers, and it is the brand that creates real value in the minds of customers. In general, brand equity is the consumer's perception of all the advantages that a brand brings compared to competing brands. Customer-based brand equity, in turn, can lead to more revenue, lower costs, and thus higher profits, and has direct effects on the organization's ability to make pricing decisions, the effectiveness of marketing communications, and the success of business development (keller, 2021). Top brands can affect the feelings, emotions and spirit of consumers and cause the sale and success of a product, although the reverse is also true. Consumers trust brands over time and recommend them to others. This research is investigating the effect of social media marketing on consumer behavior (brand preference and brand loyalty) with the mediating role of brand value (brand awareness and brand name image). In this way, the factors that play an essential role in social media marketing are mentioned, which include: entertainment, favorable information and word-of-mouth marketing. Considering this issue, social media marketing and brand value play an important and necessary role in the promotion and development of any brand, and on the other hand, it is essential to increase the success of any brand in the competitive market that today has developed. In this research, we are looking for an answer to the question of whether social media marketing has an effect on consumer behavior according to the mediating role of brand value.

- Research Purposes:

Investigating the effect of social media marketing on consumer behavior with the mediating role of brand value

-Minor Purposes:

- 1) Examining the effect of entertainment on brand awareness.
- 2) Examining the effect of entertainment on the image of the brand name.
- 3) Examining the effect of favorable information on brand awareness.
- 4) Examining the effect of the desired information on the image of the brand name.
- 5) Examining the effect of word-of-mouth marketing on brand awareness.
- 6) Examining the effect of word-of-mouth marketing on the image of the brand name.
- 7) Examining the effect of brand awareness on brand preference.
- 8) Examining the effect of brand awareness on brand loyalty.
- 9) Examining the effect of brand name image on brand preference.
- 10) Examining the effect of brand name image on brand loyalty.

- Research Hypotheses



Social media marketing has a significant impact on consumer behavior with the mediating role of brand equity.

- Minor-Hypotheses:

H1: Entertainment has a significant effect on brand awareness.

H2: Entertainment has a significant effect on brand name image.

H3: Favorable information has a significant effect on brand awareness.

H4: Favorable information has a significant effect on the image of the brand name.

H5: Word of mouth marketing has a significant effect on brand awareness.

H6: Word-of-mouth marketing has a significant effect on brand name image.

H7: Brand awareness has a significant effect on brand preference.

H8: Brand awareness has a significant effect on brand loyalty.

H9: Brand name image has a significant effect on brand preference.

H10: Brand image has a significant effect on brand loyalty.

-Background:

Hosseini and Sifari (2023) "in research entitled the effect of social media marketing on brand loyalty" the purpose of this research was to study the model of the effect of social media marketing on brand loyalty. The statistical population of this research was all the customers of sports products in Semnan province, of which 391 people were studied as a sample. To collect data after determining validity and reliability, Demographic characteristics questionnaire and social media marketing questionnaire were used. The results of the structural equation modeling test showed that the factors of advertising campaigns, related content, updating content, popular content among friends and application programs had a direct impact on social media marketing.

Mohammadi and Naeli (2022) in research titled analysis of word-of-mouth marketing and its place in the marketing literature, by reviewing the literature and background of foreign research conducted in the period from 1960 to 2019, concluded that word-of-mouth marketing increases the financial performance of businesses. It is effective. Also, word-of-mouth marketing can improve the position of businesses in the minds of customers. It helps to establish a beneficial interaction with customers and has a profound effect on customer loyalty. In addition, word-of-mouth marketing and the emergence of multiple communication channels on brand awareness were identified as the most important concepts in the emergence and expansion of word-of-mouth marketing.

Edward & Wern (2023) in their research, they investigated the effect of food service brand equity on food value, physical risk and brand preference. This research has been conducted among 320 consumers of certain brand foods, which has been analyzed using structural equations of information. The results of the research showed that brand awareness and brand image have a different effect on risk and nutritional value. It has a positive effect on perceived value but has no effect on physical risk.

Kakkos et al., (2022) in an article with the aim of "identifying the drivers of private store brand customer purchase intention" (the statistical population of the research is 250 customers that has been analyzed through structural equations) they came to the conclusion that the risk perceived by the customer and the purchase intention They have a negative relationship with each other, and the brand awareness of the store, which means the customer's knowledge of the brand, has a positive relationship with his purchase intention, and the stores should emphasize brand awareness to reduce the perceived risk.

Methodology

The research method in this research is a descriptive survey type in terms of the research method. It is practical in terms of purpose and correlation in nature. The current research is also a survey type.

Research Findings:

Table (1): regression coefficients

Hypothesis	Significant level	Path coefficient	Result
H1: Entertainment has a significant effect on brand awareness.	۰,۱۵۹	۰/۰۱۶	Rejected
H2: Entertainment has a significant effect on brand name image.	۰,۰۶۳	-۰,۰۰۶۱	Rejected
H3: Favorable information has a significant effect on brand awareness.	۱,۶۲۵	۰,۲۰۹	Rejected
H4: Favorable information has a significant effect on the image of the brand name.	۲,۷۱۹	۰,۳۲۸	confirmed
H5: Word of mouth marketing has a significant effect on brand awareness.	۵,۲۶۹	۰,۵۲۶	confirmed
H6: Word-of-mouth marketing has a significant effect on brand name image.	۳,۸۹۳	۰,۴۰۵	confirmed
H7: Brand awareness has a significant effect on brand preference.	۴,۳۶۱	۰,۴۷۰	confirmed
H8: Brand awareness has a significant effect on brand loyalty.	۵,۰۰۶	۰,۴۵۰	confirmed
H9: Brand name image has a significant effect on brand preference.	۲,۲۷۳	۰,۲۴۲	confirmed
H10: Brand image has a significant effect on brand loyalty.	۳,۸۴۶	۰,۳۴۹	confirmed

Conclusion:

According to the results of the hypotheses test, there is a significant relationship between the desired components and the image of the brand name, and the desired information explained 0.328% of the change in the image of the brand name. also, there was a significant relationship between the word-of-mouth marketing component and brand awareness, and word-of-mouth marketing explained 0.526% of the changes in brand awareness. There was a significant relationship between the word-of-mouth marketing component and brand name image, and word-of-mouth marketing explained 0.405% of the changes in brand name image. There was a significant relationship between brand awareness and brand preference, and brand awareness explained 0.470% of brand preference changes. There was a significant relationship between the component of brand awareness and brand loyalty, and brand awareness explained 0.450% of the changes in brand loyalty. There was a significant relationship between brand name image component and brand preference, and brand name image explained 0.242% of brand preference changes. There was a significant relationship between brand name image component and brand loyalty, and brand name image explained 0.349% of brand loyalty changes.



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