

SOCIAL MEDIA MARKETING, BRAND EQUITY, AND CONSUMER RESPONSE

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ABSTRACT

A strong showing and movement structures accomplish client improvement, proficiency, and extended length affiliation achievement. Present business regions become more powerful through creating business areas, globalization, and imaginative headway, which have quickly changed the business world. Stages like Facebook, Instagram, Twitter, and YouTube are pushing propelling relationships toward another course utilizing the web entertainment show. Electronic redirection has attacked so remarkably into a colossal number of individuals' lives by and large it has correspondingly stood separated for support. This study will assist with closing what it means for Pakistani purchasers' purchasing conduct. The improvement of the site capacity subsequently upgrades client lead. Other analyzed data confirms that brand equity has a positive and significant effect on the purchase intentions of consumers. In the proposed model of this study, the relationship between brand equity and the dimensions of consumer behavior including the willingness to pay for an extra cost, brand preference, and purchase intention is investigated. A convenient sampling technique has been adopted to collect data from 200 local residents of Faisalabad aged 18-48 onwards who are active users of social networking sites i.e., Instagram, and Facebook, and follow luxury brands such as Nishat Linen, Khaadi, and Sapphire. The collected data has been coded in SPSS and analyzed in descriptive devices. Results proclaimed that an increase in social media marketing of luxury brand directly increase consumer buying behavior and hence, significantly increase brand equity.

Keywords: luxury brands, consumer behavior, brand equity, social media marketing

INTRODUCTION

In this contemporary advancement, age expects an excellent part in our ordinary schedules (De Mooij, 2019). Time has conveyed beast changes and it has fortified each issue in people's lives (Sami & Irfan, 2018). The net is one of the fundamental pieces old enough. The net is liable for giving a locale in which people, workplaces, and others can talk, and specific associations can put it accessible to be bought their things or organizations to fabricate their business community rate (Chaffey & Ellis-Chadwick, 2019).

An online redirection is a basic gadget for monetary effect as its stuff merges - way correspondence and irregular expense raising and showing to accomplish genuine factors, get and fan out a relationship alongside its clients (Irfan et al., 2019). As per Mangold and Faulds (2009), electronic redirection was a gigantic change over the most recent multi-decade. Because of the other being developed, changes in virtual redirection regions are recognizable. Moreover, concerning Web World Nuances (2013), 34% of individuals in the world use this region with the help of the Web. Affiliations and types are trying to find new courses through which they can without a doubt appear at their clients,

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make cooperations and draw in them with the creators (Gallaugher, & Ransbotham, 2010; Kozinets et al., 2010).

Virtual diversions are web fundamentally based liabilities that award individuals, get-togethers, and relationships to collaborate, join, place of cooperation, and creation regions permitting them to make, co-make, changes, degrees, and characteristics of relationship with client conveyed content that is without issues open. (McCay-Peet and Quan-Haase 2017: 17). In this assessment paper, Virtual Amusement proposes on Instagram and Facebook.

Sheep, et al., (2007:7) say showing is set expecting and fulfilling purchaser needs through typically obliging exchange procedures and doing so valuably and more effectively than question by using capable managerial methodologies. In this examination paper, raising proposes back to the fittings that brands finish their SM handles. Excess producers appear as pictures inside the characters of clients that contain foundations around a high season of charge, quality, feel idiosyncrasy, crucial nature, and high demand of non-utilitarian establishments. (Esch 2010, p. 22) In this paper, Lavishness Brand has a spot with Nishat Material, Khaadi, and Sapphire.

"Brand Worth is a lot of assets or liabilities as brand conspicuous quality, picture affiliations, and client responsibility that exchange or deduct from the value of a continuous day or limit affiliations or things went through the brand." (Aacker, 1991). Philip Kotler (2000) portrayed purchaser lead as "all mental, social and genuine direct of likely clients as they emerge as aware of seeing, purchase, eat and illuminate others concerning affiliations and things."

Problem Statement

The publicizing and promoting tries at the internet-based diversion objections of the brands are the fundamental inspiration to make image goodness and change the response. The clients of the brands truly love the makers of these virtual amusement locales and agree to the ongoing day information. These locales redesign the perception several the purchasers and make a symbolic picture. This survey paper has researched the impact of virtual amusement advancing of excess creators on image worth and ally direct.

Research Objectives

The objectives of this research paper are:

1. To understand the impact of social media marketing on consumer buying behavior.
2. To examine the effect of social media marketing on consumer-based brand equity.
3. To analyze the key influences on consumer buying behavior in Pakistan.

Research Questions

This paper is anchored on the following research questions:

1. To what extent does social media have a positive influence on consumer-based- brand equity?
2. To what extent does social media have a negative influence on consumer-based- brand equity?
3. To what extent does social media have a direct influence on consumer-based- brand equity?

REVIEW OF LITERATURE

Social Media and Brand Equity

Babac (2011) did an assessment named —Impact of Virtual Entertainment Use on Brand Worth of Magazine Brands. This study was acted in Turkey on Vogue mag and changed into a basic endeavor to check out the impact obviously of virtual redirection on picture reasonableness. The Honeycomb grouping of Smith (2007) become utilized as a bodywork for virtual redirection functionalities and four perspectives picture thought, logo connection, saw best and brand responsibility have been utilized for picture expectedness. The warning utilized sensible (Social gatherings) paying little mind to quantitative procedures (Encounters). Once more 400 clients have been allowed to fill the accentuation online while the best 81 complete layouts had been gotten. Results guaranteed that Individual and Discussions limit by and large impacts Brand Care, Presence and sharing dominance greatly impact Brand Association, Notoriety accommodation well impacts Clear first in class and Affiliations and Gatherings quality impact Brand Liability.

Consumer Engagement and Brand Equity

Zailskaite-Jakste et al., (2012) completed an assessment of —Consumer Responsibility in virtual entertainment by building the image expectedness. The thinking of this appraisal changed to see how buyer responsibility in electronic redirection regions will help with setting up brand goodness. An arrangement became progressed fundamentally based on the assessment of making and sometime later observationally researched. These reviews changed into accomplished in Lithuania. The outcomes found that when clients become worried about the producers or affiliations through virtual redirection, they revolve around a responsibility in setting up the picture regard by utilizing dispatch, content material age, and different activities. Results other than prompted that client responsibility through internet-based redirection is reasonable handiest while clients are pushed from inside to share and collaborate.

Social Media Marketing and Brand Loyalty

Erdogmus and Cicek (2012) did an examination named —The effect of virtual redirection advancing on logo commitment. Brand dependable quality is one of the most unfathomable colossal bits of brand sensibility and this audit changed into an undertaking to examine the impact of electronic redirection advancing and progressing on brand risk. This exploration centered on those clients in Turkey, who have been following something like one picture through online redirection battles. A spread-out study changed into used to assemble the fundamental certifiable factors and a depiction of 338 respondents became used for the experience's evaluation. The results showed that the picture liability of clients is affected while 1) creators offer obliging levels of progress 2) makers rate present-day insisted factors with their clients three) and assessing that makers are to be had on different electronic redirection structures.

Brand Equity and Consumer Behavior

Chou (2014) played out an evaluation named —Social Media Credits, Client Relationship, and Brand Worth. This notice becomes an endeavor and looks at how online redirection is used to engage purchaser affiliations which in flip affects brand respect. The Center around the framework changed used to add up to the principal records and 177 responses had been accumulated from specialists in Taiwan. Examination of shaping showed that three characteristics of virtual redirection impact the relationship with clients on mechanized locale are data, stage first class, and cutoff sharing part, which moreover enables setting up picture respect. Results revealed that stage five star and data sharing limit of virtual redirection works within building client affiliations which in this way unequivocally impacts logo respect.

There are a few variables like, electronic redirection Functionalities, Client Obligation, Virtual Redirection Correspondence, and Online Brand Social class that have more than one assessment got out through understudies' exceptional setting. Still, there is a key opening in the creation, and a ton of additional key parts can be explored. Once more proportionately several pieces of brand respect complete of seal affiliation seeing logo respect show framework have an unmarried assessment performed, which proposes a titanic opening inside the piece. Further appraisals may be driven in those spaces to what's more track down the relationship between qualities of online redirection and CBBE. The area of studies is new and dynamic as fundamental the students will hold tight examining new factors to look at electronic redirection advancing.

Hypothesis

The following are the hypothesis of this research:

H1: Social Media Marketing has a positive influence on consumer-based- brand equity.

H₀: Social Media Marketing has a negative influence on consumer-based- brand equity.

THEORETICAL FRAMEWORK

Social Cognitive Theory

Social Mental Hypothesis (SCT) began as the Social Learning Hypothesis (SLT) during the 1960s through Albert Bandura. It portrays the impact of individual reports, the enhancements of others, and typical parts of individual thriving ways to deal with acting. This thought manages the cost of chances for social associates through imparting assumptions, self-sufficiency, and utilizing observational learning and various fortresses to achieve lead trade.

Consumer Decision-Making Process

Upholds use the Client Dynamic Cycle to get how a purchaser picks, from the results they may be first uncovered to an image or thing to the piece of acquisition. It very well may be detached thoroughly into 5 regions nearby Consideration, Interest, Thought, Purchase, and Faithfulness.

METHODOLOGY

The Descriptive Method was used to carry out this study because the descriptive research strategy is adopted to increase the knowledge and understanding of the current phenomenon. The following study was descriptive in nature since the researcher wanted to test the hypothesis that are developed in order to identify the relationship between the variables.

Sampling Procedure

This is a cross-sectional study and quantitative in nature. This study used a convenient sampling technique to approach the target audience. The researcher administered the copies of questionnaires to 200 respondents and waited a while for them to fill in the questions and then retrieved them. The respondents were active users of social networking sites such as Instagram and Facebook and followed luxury brands such as Nishat Linen, Khaadi, and Sapphire. Quantitative techniques have been used in this research study.

Data Presentation and Analysis

The researcher checked the instruments for completeness, after gathering data from the sample. The content was organized and edited as per the study objectives. Data was finally presented through a computer program referred to as Statistical Package for the Social Sciences (SPSS).

DATA ANALYSIS AND DISCUSSION

Following is given the frequency tables for all these three variables:

Social Media Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.5	.5	.5
	1.22	1	.5	.5	1.0
	1.33	2	1.0	1.0	2.0
	1.44	3	1.5	1.5	3.5
	1.56	7	3.5	3.5	7.1
	1.67	8	4.0	4.0	11.1
	1.75	1	.5	.5	11.6
	1.78	6	3.0	3.0	14.6
	1.88	1	.5	.5	15.2
	1.89	11	5.5	5.6	20.7
	2.00	23	11.5	11.6	32.3
	2.11	17	8.5	8.6	40.9
	2.22	18	9.0	9.1	50.0
	2.33	17	8.5	8.6	58.6
	2.44	11	5.5	5.6	64.1
	2.56	19	9.5	9.6	73.7
	2.63	1	.5	.5	74.2
	2.67	6	3.0	3.0	77.3
	2.78	13	6.5	6.6	83.8
	2.89	4	2.0	2.0	85.9
3.00	5	2.5	2.5	88.4	
3.11	2	1.0	1.0	89.4	
3.22	5	2.5	2.5	91.9	
3.33	5	2.5	2.5	94.4	
3.44	3	1.5	1.5	96.0	
3.56	1	.5	.5	96.5	
3.67	3	1.5	1.5	98.0	

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	4.00	2	1.0	1.0	99.0
	4.11	1	.5	.5	99.5
	4.33	1	.5	.5	100.0
	Total	198	99.0	100.0	
Missing		2	1.0		
Total		200	100.0		

Brand Equity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	1.18	1	.5	.5	1.5
	1.27	2	1.0	1.0	2.5
	1.36	1	.5	.5	3.0
	1.40	1	.5	.5	3.5
	1.45	7	3.5	3.5	7.0
	1.50	2	1.0	1.0	8.0
	1.55	4	2.0	2.0	10.0
	1.64	8	4.0	4.0	14.0
	1.70	2	1.0	1.0	15.0
	1.73	10	5.0	5.0	20.0
	1.80	2	1.0	1.0	21.0
	1.82	12	6.0	6.0	27.0
	1.90	2	1.0	1.0	28.0
	1.91	9	4.5	4.5	32.5
	2.00	12	6.0	6.0	38.5
	2.09	12	6.0	6.0	44.5
	2.10	1	.5	.5	45.0
	2.18	15	7.5	7.5	52.5
	2.20	1	.5	.5	53.0
	2.27	10	5.0	5.0	58.0
	2.30	1	.5	.5	58.5
	2.36	21	10.5	10.5	69.0
	2.44	1	.5	.5	69.5
	2.45	5	2.5	2.5	72.0
	2.55	9	4.5	4.5	76.5
	2.60	1	.5	.5	77.0
	2.64	8	4.0	4.0	81.0
	2.73	9	4.5	4.5	85.5
	2.80	1	.5	.5	86.0
	2.82	3	1.5	1.5	87.5
	2.91	6	3.0	3.0	90.5
	3.00	5	2.5	2.5	93.0
	3.09	2	1.0	1.0	94.0
	3.18	4	2.0	2.0	96.0
	3.20	1	.5	.5	96.5
	3.36	1	.5	.5	97.0
	3.40	2	1.0	1.0	98.0
	3.55	3	1.5	1.5	99.5
	3.73	1	.5	.5	100.0

Total	200	100.0	100.0
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Consumer Behaviour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	2	1.0	1.0	1.0
	1.17	4	2.0	2.0	3.0
	1.33	1	.5	.5	3.5
	1.50	7	3.5	3.5	7.0
	1.67	12	6.0	6.0	13.1
	1.83	10	5.0	5.0	18.1
	2.00	15	7.5	7.5	25.6
	2.17	8	4.0	4.0	29.6
	2.33	20	10.0	10.1	39.7
	2.50	24	12.0	12.1	51.8
	2.67	11	5.5	5.5	57.3
	2.83	24	12.0	12.1	69.3
	3.00	12	6.0	6.0	75.4
	3.17	11	5.5	5.5	80.9
	3.33	9	4.5	4.5	85.4
	3.50	10	5.0	5.0	90.5
	3.67	5	2.5	2.5	93.0
	3.83	3	1.5	1.5	94.5
	4.00	4	2.0	2.0	96.5
	4.17	2	1.0	1.0	97.5
4.33	2	1.0	1.0	98.5	
4.50	2	1.0	1.0	99.5	
5.00	1	.5	.5	100.0	
	Total	199	99.5	100.0	
Missing		1	.5		
Total		200	100.0		

All three factors showed commonly a silly catalyst for consistent quality as the worth of Cronbach's Alpha evaluation emerged to be .720, .810, and .776 for electronic redirection showing, Brand worth, and Purchaser lead freely.

Subsequently, it proposes that the contraption utilized for this assessment had the least messes up and phoniness, hence making the information conquered fundamentally reliable for our organized study.

The above tables present three factors, Pearson's relationship coefficient, and test size that the evaluation depends upon. A Pearson affiliation was hustled to close the relationship between Online redirection propelling, Brand worth, and Client direct. There were huge strong regions for a relationship between these three components which was genuinely essential. The table enlightens us concerning the relationship between Virtual entertainment showing, Brand worth, and Purchaser purchasing conduct. Online redirection advancing is all around solidly related with Brand regard at .623** and Buyer lead at .542**. It proposes that expansion in electronic redirection propelling will straightforwardly develop the client purchasing conduct and as such additionally plainly increment the brand regard. This enormous number of factors are connected with one another at 0.05 levels. The same is for brand regard which is endlessly out emphatically contrasted and Online entertainment showing at .623** and Buyer direct at .618**. Consumer way to deal with acting is basically unequivocally connected with Virtual redirection progressing at .618** and brand regard at .542**.

Subsequently, this unwinds that any sort of improvement in any of these three factors will cause an equivalent expansion in the other two components as well as a contrary strategy for getting around.

RQ1. To what extent does social media have a positive influence on consumer-based- brand equity?

As a result of this request, most of the general population depends upon virtual diversion for information, entertainment, care, and specifically on bearing. The connection between Online amusement advancement and brand esteem shows the value of chi-square estimation that is considered 1761.124. The p-regard that appears in the asymptomatic significance segment is 0.00.1170 cells (100.0%) having an anticipated count under 5.

In the case of this survey, p regard is more unassuming than the standard alpha worth which gets a handle on that virtual diversion promoting and brand esteem are directly associated with each other suggesting that extension in one, causes development in the other as well as the opposite way around. It proclaims that the two variables are dependent upon each other. The value of the chi-square estimation is seen as 834.586. The p-regard that appears in the asymptomatic significance segment is 0.00.690 cells (100.0%) having an anticipated count under 5. The base expected count is 0.01. Here, p-regard is more unassuming than the standard alpha worth which gets a handle on that virtual diversion exhibiting and customer lead are directly associated with each other suggesting that development in one, causes extension in the other as well as the opposite way around. It validates that the two variables are dependent upon each other. Therefore, it will in general be communicated that electronic amusement significantly affects purchaser-based brand esteem.

RQ2. To what extent does social media have a negative influence on consumer-based- brand equity?

Taking into account this solicitation, online entertainment has appeared to influence the way to deal with the acting of clients. This study shows that web-based redirection impacts the purchasers in a positive manner with a definitive objective that their dynamic cycle is likewise affected. Considering additional electronic redirection obligation purchasers can settle on their choices speedier at any rate in the event that they have a relationship with a different brand than their previous encounters, their choices are quickest. Besides the reaction to the above question clearly shows that electronic entertainment obviously influences CBBE. Thusly, it will overall be imparted that electronic entertainment doesn't horribly influence client-based brand regard.

RQ3. To what extent does social media have a direct influence on consumer-based- brand equity?

Considering this solicitation, Virtual redirection has involved a tremendous situation in our ordinary day-to-day plan. Individuals across the globe utilize virtual entertainment to communicate with others or affiliations.

All around the planet, individuals have begun to utilize electronic entertainment like Facebook, Twitter, Instagram, and LinkedIn to share their encounters. As clients, individuals share things studies, data about help, counsel on food or flourishing, alerts about things, tips on utilizing unequivocal things, and significantly more. Individuals have a great deal of 'affiliations' through online redirection, as such data is consumed by various individuals. This data changes into a wellspring of impact on clients and their purchasing conduct. Research studies have shown that various individuals depend upon the data and surveys through virtual entertainment as a partner for coordinating their future buys. Online redirection impacts buyers when they are attempting to make the care of something specific. Virtual entertainment, which solidifies the substance, visuals, movements, endpoints, and powerhouses, can impact the purchasing conduct of clients. The impacts of virtual entertainment on purchaser leads can't be excused by brands and affiliations. Thus, we can say that virtual entertainment influence CBBE.

CONCLUSION

This evaluation is expected to look at the effect of electronic redirection appearing of flood brands on logo worth and design direction. A part looks at becoming executed inside the spot of side interest that is Faisalabad Punjab, Pakistan. The appraisal changed into achieved inside the condition of chart spin around structures with the commitment of respondents of various age associations and intrigue. Completely out of 3, by and large talking, makers had been involved inside the gander which are Nishat material, Khaadi, and Sapphire

Of the three picked brands under study and their probability of choice through clients, Khaadi changed into among the most picked brand as 49% of individuals picked it. Sapphire changed into the choice of basically 30.5% of people and essentially 20% of people picked Nishat material which somehow depicts ordinarily the surprising of things advanced by brands. Sapphire comes among exceptionally far silly of all of them regardless of watching in view people's yearning it showed up a second which legitimized the reality that individuals need a stunning thing in a stunning and lower assessed charge range.

Conclusively when it showed up to the depiction of picked makers into especially investigated and non-preposterous ones, 81% of individuals examined their picked picture as a rich logo and 19% drifted off from thinking about the creators of the one as excess producers.

The effects of the study screen is that the makers can chip away at their dating with the purchaser through using virtual diversion fights. The dating of makers with clients grants to persuade the client to pick their image and emerge as driving forward. Furthermore, while the clients emerge as unswerving to the picture, they'll finish a top-class cost. This study works with the bits of brand goodness, unequivocally, picture photograph, logo fixation, and logo best. Client-led additionally relies upon 3 perspectives, unequivocally, premium cost, choice, and commitment.

Prior evaluation has been performed on looking through after pours out over brands and such openings have been genuinely similar to the disclosures of various affiliations. These openings for the undertakings in Pakistan in making logo worth might be huge inside the clients' cerebrums. SMM presumably won't impact the information of unprecedented and confirmation more like a logo, they truly help a ton in fanning out fixation and relationship of association more with leaning toward a picture, that could other than influence the direction of clients. In that cutoff, the image chiefs hold tight money and the manager's levels of energy toward charming individuals through virtual redirection which, can be not immediately, yet absolutely assist with making logo sensibility. The excess brands can influence their clients by using the web redirection locale to show their things. Along these lines, it might be yielded that electronic redirection publicizing plays out a gigantic and direct circumstance in logo sensibility and from an overall perspective outlining the client's technique for regulating acting.

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