The Conceptual Model for the Measurement of Social Media Engagement Toward Brand Equity

1st Nuttawat Srisuk
Technopreneurship and Innovation Management Program, Graduate School, Chulalongkorn University,
Bangkok, Thailand
6281046320@student.chula.ac.th

2nd Wilert Puriwat
Department of Commerce, Chulalongkorn Business School, Chulalongkorn University,
Bangkok, Thailand
wilert@cbs.chula.ac.th

3rd Chavalit Ratanatamskul
Department of Environment Engineering, Chulalongkorn University,
Bangkok, Thailand
chavalit.r@chula.ac.th

4th Danupol Hoonsopon
Department of Commerce, Chulalongkorn Business School, Chulalongkorn University,
Bangkok, Thailand
danupol@cbs.chula.ac.th

Abstract—**The purpose of this paper is to propose a study of the conceptual model for measuring social media engagement toward brand equity.   Factors for measuring brand equity were identified in the literature review. A conceptual model that describes the relationship between social media engagement and each element of brand equity. The proposed conceptual model aims to provide guidelines for measuring brand equity caused by social media engagement to improve the effectiveness of the digital marketing communication plan and activities in achieving business objectives. Decisions are offered based on the research results.**

Keywords—Social media engagement, brand equity, brand relationship connection, self-presentation, and purchase intention.

I. INTRODUCTION

Digital technology change is happening rapidly, intensely, and continuously at present. It affects the lives and living of people or consumers to step into the digital era and inevitably change. People are connected and communicate with each other in all dimensions. Businesses themselves are facing and competing in a digital internet business environment. Modern business organizations, including SMEs, must adapt quickly. Business strategies and marketing plans are implemented through both traditional marketing and digital marketing perspectives.

At the heart of the ability to build up to the current competitive advantage, Businesses have recognized the importance of building a strong brand by creating more equality in terms of value for brands [1] The brand is considered an important asset. And it has become a center for formulating business strategies that can create and maintain sustainable growth for almost every modern business. A brand is not just the most valuable intangible asset on a company's balance sheet.

Only a strong brand helps consumers distinguish a company's products from competitors. Brands cultivate relationships, trust, and customer loyalty. Brands allow businesses to charge a premium through the selling price for their products and services.

And brands play an important role in making products stand out in the increasingly competitive global market [2]. Social media marketing is related to relationship marketing.

The company needs to shift its concept from "trying to sell" to "building relationships" with consumers [3]. Moreover, the changing behavior of people using the media has resulted in the company having to adjust its concept in marketing activities. Companies should avoid "Large campaigns" and turn to focusing on "Small actions" due to small campaigns, some campaigns can reach a large number of people and achieve their objectives easily in a short period [4].

Advances in technology and the introduction of social networking platforms with engaging features have profoundly changed the internet. It turns each user from a simple content consumer into an active participant and content creator. [5] Social media networks offer many ways to interact with content. including subscription interactions through expressions, likes, dislikes, shares, and comments. Such activities generate data and metrics that are combined into meaningful information [6].

And most of them are publicly available on social media networks. The number of followers (e.g. Instagram), likes and comments (e.g. Facebook), or views of a post (e.g. YouTube) depends on the platform. Some of these metrics are platform-specific. (i.e. subscriber count) It can have more abstract meanings, such as clicking the Like button [7]. The emergence of this social media platform has caused a paradigm shift in customer behavior online. It changes the way customers interact and interact with brands. Especially the interactive features of social media have transformed consumers from passive content observers to active participants who now generate massive amounts of content through their online conversations, interactions, and behaviors [8].

Measuring the impact of social media communications is a prominent and relevant challenge. Although quantitative success metrics (such as the number of followers, likes, and the number of comments) are readily available. But it is unclear whether the metrics offer a suitable proxy for evaluating the results of a brand equity marketing campaign with social media communications. These indicators act as a proxy. For example, the number of intentional post views is more meaningful than the number of account followers. It can be seen that the metrics from the results of social media communication that the account holder can obtain information cannot be interpreted directly or the results can be read and interpreted easily and accurately [9].

Customer engagement through social media engagement is defined as a psychological process that can lead customers to brand loyalty [10] with specific characteristics that stimulate emotions, perceptions, and behaviors in brand interactions [11].

Companies still struggle to understand the meaning of social media engagement that will resonate with consumers and lead to engagement that may also be amplified to broaden their brand equity, while spending a lot of time and money marketing their brands on social media platforms [12].

This conceptual model contributed to the investigation of the measuring methodology for social media engagement regarding brand equity. In addition, this could serve as a guide for establishing brand strategies to support digital marketing communication and activity performance on social media to accomplish corporate objectives and increase business competitiveness and sustainability.

The purpose of this research is to perform a systematic literature review utilizing documentary research and the preferred reporting items for systematic review methodology to uncover each element of brand equity evaluation that are impacted by social media engagement. The research questions for this review were:

RQ1: How is brand equity impacted by social media engagement?

RQ2: What impact do various responses to social media engagement have on the various brand equity elements?

RQ3: What measures and approaches are used to evaluate the impact of social media engagement on brand equity?

II. LITERATURE REVIEW

A. Brand Equity Definition

Brand equity "is the value provided to a company, store, or customer by the brand on a product" [13], or "brand equity is the knowledge of a brand's worth" [14] In addition, there is a definition for brand value. "The value of a company's brand is directly related to its profitability." customer expectations about the business, products, and services as well as the experience of "communicating and perceive the past" [15]

David A. Aaker, professor emeritus of marketing at the University of California, Berkeley, describes brand value as a brand is an intangible asset, but it is essential to establish a competitive advantage as well. As a consequence, the brand has a distinctive market value that contains a combination of two values: 1) Financial Value is a numerical representation of brand value. This is mostly reflected in the operating and sales outcomes. 2) Emotional Value is a measure of a brand's value that customers can perceive, such as the value of leadership or social position. Brand equity cannot be created spontaneously and must consist of five essential components. These five components contribute to the perception and actual value of a brand: [2], [16], [17]

Brand Awareness is the strength of a brand's presence in the thoughts of customers and is a significant component of brand equity [2] and cited Keller's definition of brand awareness that brand awareness or brand recognition refers to the consumer's ability to extract a brand from memory [18]. Brand awareness is the first step in creating brand narrative awareness. Because knowing the name of a certain brand signifies a future purchasing opportunity. Therefore, having a brand name that people will remember is a crucial strategy for gaining a competitive advantage. To establish a recognizable name, it must also convey the distinguishing characteristics of the brand.

Perceived Quality is another crucial aspect of brand value. [19] The perception of brand quality is not the same as the real product quality. It is the consumer's subjective evaluation of the product [20]. Perceived brand quality is a crucial component of corporate success and sustainability. Because quality is the foundation of brand loyalty. This will result in long-term sales profits. This attribute can be separated into two components. The first is the actual quality of a product or service is its true quality and the second is perceived quality is the quality that consumers perceive, which may exceed or fall short of actual quality. Depending on the information consumers receive, this information is called brand image [21].

Brand Associations are "everything consumers associate in their memory with a brand" [2]. Brand associations can have different levels of strength. The link to the consumer brand can be strengthened depending on the brand's experience or exposure to communications as well as a network of additional interconnected linkages brand associations might reflect the product's nature. Brand associations typically come in the form of brand association with the product or brand association with the corporate entity that owns the brand. These are two styles that are frequently referred to by the brand association [22].

Brand association is an important aspect of brand development and management. High brand equity shows that the brand has a strong favorable link with the consumers [23] Brands that have a strong association with their consumers can develop a bond that leads to brand loyalty, but genuine associations or relationships should be established with all brand-related stakeholders. it is not solely concerned with consumers [24].

Brand Loyalty is an essential element of brand value. Brand loyalty reflects the likelihood that our customers will choose another brand over ours. Particularly when manufacturers alter their prices or product attributes [2]. Brand loyalty is a deep commitment to repurchasing or reselling a desired product or service in the future. Although influences from circumstances and marketing efforts are likely to cause behavior change [25]. Additionally, customer attitudes play a role in determining brand [26]This is exhibited or evaluated by the purchasing intent of a specific brand as the preferred option among consumer brands [27]. Repeated purchases can be used to determine a consumer's brand loyalty. Consumers with strong brand loyalty will not switch to competing brands within the same product or service sector even though it has a lower price.

Other Proprietary Brand Assets provide consumers with security by utilizing assets such as patents and trademarks. The relationship between the business partner network and the distribution channel network [2].

B. Brand Equity Measurement

Professor Emeritus David Aaker of the University of California, Berkley, has proposed a method for measuring brand equity from a consumer's perspective by identifying four fundamental aspects:

First, the metrics should reflect the internal structure of the measure's metrics, i.e. the brand equity component should be utilized as a guide for developing a set of measurements. Setting the indicator structure's objectives to cover and access the entire scope of brand equity, which comprises Brand Awareness, Perceived Quality, Brand Loyalty, and Brand Associations. Particularly The measurements should represent brand values and emphasize lasting competitive advantages that are difficult for competitors to replicate. The metric should not be a tactical indication, such as a marketing mix or advertising expenditure indicator. These indications from the marketing action strategies are easily imitated and do not accurately represent brand equity.

Second, the metrics should represent the structure of the measurement's indications that may truly drive the execution of the market activity. Since these indications are associated with future sales and earnings. Metrics for brand value must inspire user trust in results that can produce successful metrics that influence brand and business pricing, sales, and profitability.

Thirdly, the metrics and measuring indicators employed should be responsive to brand changes based on the competitive environment and business context. The indicator should have been that a change could well be identified by rivals' tactical or marketing errors. The metrics should be able to respond efficiently to measure results to let users know or vice versa, if the value component of any brand is stable, the metrics should reflect that stability and should not obscure its true value.

Fourth, brand equity metrics should apply to multiple brands, product categories, and market levels. The metrics should be broader and flexible. It is more than just a measure for managing a certain brand [2], [18].

Based on the above four requirements for establishing brand equity measurements, Professor Emeritus David Aaker researched and developed The Brand Equity 10, a toolset of brand equity measuring indicators comprised of ten indicators.

The 10 indications comprising this measure can be categorized into the 5 categories described below. The measurements and indicators in the first four categories represent client impressions based on four factors of brand value: loyalty, quality perceptions, and associations. The fifth category is comprised of two sets of market behavior indicators that are more predictive of data obtained through marketing data than directly from customers [28], [29].

TABLE 1 The Brand Equity Ten

Classification 1	Awareness Measures	- Brand Awareness
Classification 2	Association/ Differentiations Measures	- Perceived Valued - Brand Personality - Organizational Association
Classification 3	Perceived Quality/ Leadership Measure	- Perceived Quality - Leadership
Classification 4	Loyalty Measures	- Price Premium - Satisfaction/ Loyalty
Classification 5	Market Behavior Measures	- Market Share - Price and - Distribution Indices

C. Relationships between brands and social media engagement

According to a literature review, Kunal Swani and Lauren I. Labrecque's empirical research investigates key drivers of social media engagement consumer choices [30], The underlying mechanism that drives consumer engagement choices in brand communications in the form of post content on social media is self-presentation and brand relationships as motivators for social media interaction.

Exploratory research looks into two fundamental mechanisms: self-presentation and brand-relationship connection which motivational influence aspect generates engagement options or influences customer decisions to interact with branded posts? Some of these incentives determine social media engagement options such as Like, Comment, Share, and Reacts. A paper with a summary of the study's findings uncovered this fact: [30]

(1) Consumer engagement with branded content on social media will be primarily influenced by the Brand Relationship Connection through likes and reactions, influencing consumer engagement with branded postings.

(2) Consumer engagement with brand communications on social media will be motivated by the Brand Relationship Connection, and the Self-Presentation of the Consumers is also a significant factor influencing consumer decisions to participate with branded postings via comments.

(3) Consumer engagement in brand communication on social media will be motivated by Consumer self-presentation is the main reason that influences consumers' decision to engage with brand posts through Share [30], [31].

	Self-presentation	Brand relationship connection	Both
Like	"I like that adidas has products that fit my personality and my likes."	"I wanted to show my support for Google Assistant and show Google that I am glad that they are putting games on Google Assistant"	"Because it is a great local news station and I want people to know I enjoy it maybe they will watch to."
Comment	"I feel that I can identify well with the brand."	"Commenting is like you're talking to the company."	"I have a passion for coffee and I love to try different coffee creamers. I wanted to encourage them to keep flavors year round versus seasonal."
Share	"I thought it was a really cool product and I wanted others to be able to see it and identify me with it."	"I love Under Armour and Tom Brady, and that post was about Tom Brady and his success."	"I shared Garage's post because aside from working for the company, I love the brand and what it stands for, and I love to promote Garage and its message to others whenever I can"

Fig. 1. Illustrate the criterion of open-end response between BRC versus SP for social media engagement.

Social media interactions help brands able to build and strengthen relationships with consumers [32]. Brand Relationship Connection and Self-Presentation encourages consumers to interact with a brand's content where the desire to belong to a group or community drives the formation and maintenance of relationships [33] It has been identified as a motivator for social media usage by consumers [34]. Facilitate and support user relationships with social networks via both online and offline channels, as well as with customers and other brands. People frequently use social media to manipulate and impress others, as well as to develop a personal brand or communicate their identity. The owner of a social media account uniquely portrays themselves to improve the image they desire through the use of the development of an identity profile from the content users engage with to the information they share, they are carefully presented with reflective information [35], [36].

Social media users, in particular, deliberately select content to disclose information that can be used to identify them. It tends to avoid content that is conflicting with the identity they want to express. Brand of a product or service, as a result, social media users can utilize it to generate and communicate their ideas [37] Consumers use the brand and its narrative content to create and communicate ideas about themselves to their target audience or social networks, also including conveying or expressing meaning to others [38].

Consumers are also using content and stories that brands communicate, such as: Reusing brand content Presenting the brand's logo on a personal website, or, sharing brand links to communicate the quality of a brand that has a connection to itself [6] People's identities are shaped by their social interactions. Therefore, their self-reflection plays a crucial role in determining how they should interact with their social environment according to how they construct their identity and interpret their interactions with others [39] whether, in a conscious or unconscious state to manipulate and impress others, people will communicate and share content that supports their desired image.

D. Social Media Engagement

Over the last decade, the term "consumer engagement" has become more prevalent in marketing research studies and several definitions have been proposed [36]. Consumer engagement is a series of interactive consumer interactions that
can be measured on social media to connect with brand-related content [40].

Alternatively, consumer engagement is the aggregate of consumer behaviors on social media about content. There are variations in the facts and narratives presented by brands, such as Reacts, Likes, Comments, and Shares. Brands' actions or interactions on various social media platforms vary over time and from person to person. Each action or interaction represents a particular amount of commitment and effort on the part of the consumer [30].
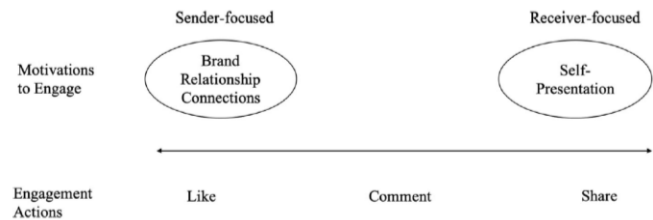

Fig. 2. Illustrate the relationship between BRC versus SP for social media engagement.

Social media engagement with Likes:

This can be illustrated with the example of social engagement on Facebook. consumer interaction through likes is one of the most common Facebook behaviors. However, this "Like" represents the consumer's actions that indicate the least importance or engagement weight [9].

A "like" can reflect an attitude and acceptance of the content, page, or creator. The user exerts almost minimal effort because users only require a single click [41]. When consumers view or read the brand's content, users frequently read the brand's message. A "Like" will only be a descriptive symbol of support for the firm's content and the brand itself in this scenario. It is not a reflection of how much you know, like, or are genuinely pleased with the brand's content [42].

As a result, rather than being motivated by self-presentation, the major mechanism driving social media users' brand content likes is Brand Relationship Connection (BRC). This is because brand content likes represent the relationship between sender and recipient. This interaction with Likes is more influenced by the sender or the brand owner [30].

Likes social media users' brand content. It is more about supporting the brand and communicating the relationship between the person and the brand than it is about the true user's inner feelings. Likes on content open the door to behaviors that generate the least exposure or have the least influence on exposure to others which is unrelated to the user's likes or admiration. Users just "like" posts to stay in touch with the company they're supporting. By clicking "Like," you're showing your support for the brands with which you've established a connection [30], [43].

Social media engagement with Comments:

Commenting needs a few more steps than commenting and liking. On the contrary, to leave a comment, viewers must first click the Comment button then compose a message as needed, and click again to post a comment on Facebook. It's more probable that other social media followers will examine the brand's original material and information before reading the comments of prior social media users to choose the proper response based on their viewpoint and attitude. As a result of these further actions, connecting on social media with the press of a comment can be seen as requiring more work and comprehension than engaging in conversation [41].

In addition, a comment generates a two-way interaction between the sender and the receiver, but a "like" does not. Such interactions may add to or alter the original post's significance. The sender and recipient have a stronger bond as a result of these interactions. Furthermore, commenting also enables users to post opinions on topics that demonstrate their legitimacy, expertise, and concerns. Thus, engagement through commenting is driven by both brand relationship connections and self-presentation, and it is equally motivated by both sender and recipient [7], [41].

Social media engagement with Share:

Social media user interactions with the share button enable them to share the original sender's content or add a personal message to other people's content before sharing it on their timeline, thereby increasing the exposure of the brand's content. The sharing mechanism is Facebook's only option for users to disseminate information to their networks [44].

By sharing, you are allowing more people to view this content, which is clearer than responding with likes or comments. This is because sharing might increase the number of people who see your post. Therefore, the fundamental reason for users to share content on social media is self-fulfillment or self-serving rather than branding. People are more inclined to engage on social media when they share content that tends to raise their ideal selves and present them to others [40].

TABLE 2 Factors and Indicators of Measurement of Social Media Engagement toward Brand Equity

FACTORS	INDICATORS	AUTHOR
Social Media Engagement	Brand Relationship Connection (BRC) (Like/Comment) Self - Presentation (Share)	(Swani & Labrecque, 2020) [30] (Coursaris, 2016) [42] (Dwivedi, 2019) [45] (Krishnaprabha & Tarunika, 2020) [46] (Schivinski & Dabrowski, 2015) [47] (Seo & Park, 2018) [48] (Ansary & Nik Hashim, 2018) [49] (Hollebeek, 2014) [50] (Paruthi & Kaur, 2017) [51] (Helme-Guizon & Magnoni, 2019)[52]

FACTORS	INDICATORS	AUTHOR
		(Cheung, 2020)[6] (Johnston & Taylor, 2018) [53] (Gómez, 2019) [54] (Gligor, 2019) [55] (Kim, 2021) [43] (Yoon, 2018)[56] (Dabbous & Barakat, 2020)[3] (Machado et al., 2019)[57] (Gangi & Wasko, 2016)[58] (Quan, 2020)[59] (Schivinski & Dabrowski, 2015)[47] (Simon & Tossan, 2018)[44]
Brand Equity	Brand Awareness Perceived Quality Brand Association Brand Loyalty	(Keller,1997;Keller&Brexendorf, 2019a)[18, 60] (Hepola, 2017)[61] (Aaker, 1996)[2] (Naidoo & Abratt, 2018)[62] (Aaker, 1992)[19] (Girard, 2017)[63] (Ozbal, 2020)[64] (Bohm, 2016)[65] (Lim, 2020)[66] (Bilgin, 2018)[67] (Romaniuk et al., 2017) [68] (Pappu & Christodoulides, 2017)[69] (Tasci, 2021)[70] (Yoo & Donthu, 2001)[27] (Foroudi et al., 2018)[21] (Ahirrao & Patil, 2017)[17]
Measuring Brand Equity (Across Products and Markets)	The Brand Equity Ten	(Aaker, 1996)[2] (Fayrene & Lee, 2011)[29] (Christodoulides & De Chernatony, 2010) [71] (Keller & Brexendorf, 2019b)[72] (Washburn & Plank, 2002)[28]
Consumer Response	Purchase Intention	(Foroudi, 2018)[21] (Wang, 2019)[73] (Cobb-Walgren, 1995) [74]

III. RESULTS AND DISCUSSION

This study investigates the fundamental mechanisms influencing social media engagement decisions with the brand to better understand consumer involvement with social media engagement toward brand equity. The systematic literature review findings are further supported and validated, showing that Self-presentation (SP) has a greater positive impact on the decision to share a brand's social media post than Brand relationship connection (BRC), whereas BRC has a greater positive impact on the decision to Like and Comment to a brand's social media post. Both motivating factors are equally as important for Comment [30], [41].

To learn more about the factors that influence consumer engagement with branded social media content, marketers are still looking for suggestions. No research has empirically examined the different motivations that might cause various social media engagement actions (Like, Comment, Share) to contribute to brand equity. While social network media has nearly completely replaced traditional media and marketing

communications platforms, the model and method for measuring brand equity are still valid. Furthermore, the majority of studies on consumer social media engagement motivations concentrate on consumer- to- consumer motivations rather than specifically examining consumer-brand equity interactions.

Applying this conceptual framework to social media engagement, it is essential for companies to understand how meaning will be encoded and processed (decoded) by the target audience (receivers/viewers). We contend that during the decoding process, consumers process the content to determine whether liking, commenting, and sharing the brand's content will improve their brand equity and comprehend its meaning in their relationship with the brand.
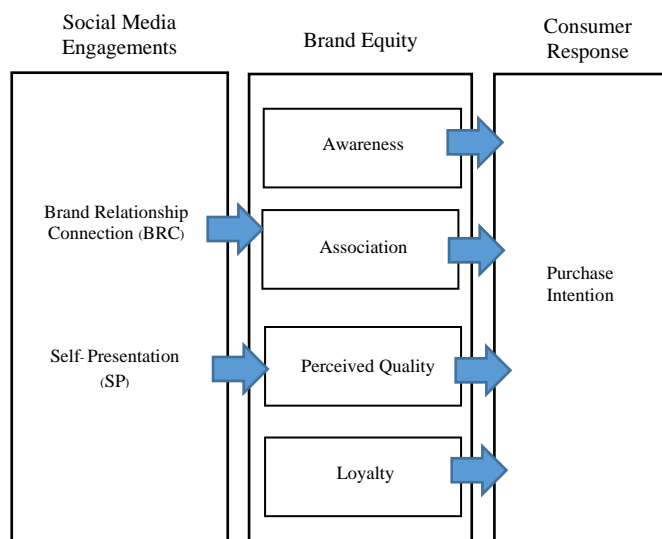

Fig. 3. A proposed conceptual model for measuring social media engagement toward brand equity

IV. CONCLUSION

According to the results of a systematic literature review and documentary research on the conceptual model for measuring social media engagement toward brand equity, interaction via likes, shares, and comments generates users' distinct differential meanings toward the published content. Brand and marketing communication, as well as activities on social media platforms, could be used to further accurately indicate consumer thoughts and feelings by measuring the results of social media engagement that affect each element of brand equity. Apart from the campaign's results of sales volume, the proposed framework would guide practitioners in identifying and developing the brand and marketing communication plan on the social media platform to significantly enhance brand relationships and engagement.

Furthermore, brand and advertising agencies, business owners, marketers, and organizations involved in brand and marketing management would benefit from this research. All of them can employ the knowledge acquired to measure brand equity based on their campaigns' social media engagement results by focusing on the mentioned factors and indicators to enhance the outcome of digital marketing communication on social media platforms, thereby achieving and sustaining their brand in long run.

However, the following future research directions are suggested by this paper:

(i) employing empirical research methodologies to validate the framework; and

(ii) assessing the case study's brand and marketing communication campaign enablers to analyze brand equity and consumer response through social media engagement based on the expected campaign objective and performance.

ACKNOWLEDGMENT

REFERENCES

[1] D. Dumitriu, G. Militaru, D. C. Deselnicu, A. Niculescu, and M. A.-M. Popescu, "A Perspective Over Modern SMEs: Managing Brand Equity, Growth, and Sustainability Through Digital Marketing Tools and Techniques," *Sustainability*, Vol. 11, no. 7, p. 2111, Apr. 2019, doi: doi.org/10.3390/su 11072111

[2] D. A. Aaker, "Measuring Brand Equity Across Products And Markets," *Calif Manage Rev*, vol. 38, pp. 102-120, Apr. 1996, doi: 10.2307/41165845

[3] A. Dabbous and K. A. Barakat, "Bridging the online-offeeee gap: Assessing the impact of brandì social network content quality on brand awareness and purchase intention," *J. Retail. Consum. Serv.*, vol. 53, p. 101966, Mar. 2020.

[4] İ. E. Erdoğmuş and M. Çiçek, "The Impact of Social Media Marketing on Brand Loyalty. *Procedia Soc. Behav. Sci.*, vol. 58, pp. 1353-1360, Oct. 2012.

[5] C. Gerlitz and A. Helmond, "The like economy: Social buttons and the data-intensive web," *New Media Soc.*, vol. 15 No. 8, pp. 1348-1365, Feb. 2013.

[6] M. L. Cheung, G. D. Pires, and P. J. Rosenberger, "The influence of perceived social media marketing elements on consumeí brand engagement and brand knowledge," *Asia Pacific J. Mark. Logist.*, vol. 32, no. 3, pp. 695-720, Apr. 2020.

[7] E. M. Sumner, L. Ruge-Jones, and D. Alcorn, "A functional approach to the Facebook Like button: An exploration of meaning, interpersonal functionality, and potential alternative response buttons," *New Media Soc.*, vol. 20, no. 4, pp. 1451-1469, Mar. 2018.

[8] E. C. Malthouse, M. Haenlein, B. Skiera, E. Wege, and M. Zhang, "Managing Customer Relationships in the Social Media Era: Introducing the Social CRM House," *J. Interact. Mark.*, vol. 27, no 4, pp. 270-280, Nov. 2013.

[9] R. Dolan, J., Conduit, C. Frethey-Bentham, J. Fahy, and S. Goodman, "Social media engagement behavior," *Eur. J. Mark.*, Sep. 2019.

[10] J. L.-H. Bowden, "The Process of Customer Engagement: A Conceptual Framework," *J. Mark. Theory Pract.*, vol. 17 no. 1, pp. 63-74. Dec. 2009.

[11] R. J. Brodie, L. D., Hollebeek, B. Jurić, and A. Ilić, "Customer Engagement: Conceptual Domain, Fundamental Propositions,

and Implications for Research," *J. Serv. Res.*, vol. 14, no. 3, pp. 252-271, Jul. 2011.

[12] L. I. Labrecque, K. Swani, and A. T. Stephen, "The impact of pronoun choices on consumer engagement actions: Exploring top global brands' social media communications," *Psychol. Mark.*, vol. 37, no. 6, pp. 796-814. Feb. 2020.

[13] P. H. Farquhar, "Managing Brand Equity," *Mark. Res.*, vol. 1, pp. 24-33, Sep. 1989.

[14] J. Marconi, *Beyond branding: how savvy marketers build brand equity to create products and open new markets*, Kuala Lumpur: Joe Marconi, 1993.

[15] E. Mogaji, *Brand management : an introduction through storytelling*, Cham: Palgrave Macmillan, 2021.

[16] D. A. Aaker and A. L. Biel, Brand Equity & Advertising: Advertising's Role in Building Strong Brands, Hillsdale, NJ: Erlbaum, 1993.

[17] M. B. Ahirrao and D. S. Patil, "Customer-Based Brand Equity: A Review of Literature," in *2017 Int. Conf. Proc. ICGTETM*, 2017, pp. 547-558.

[18] K. L. Keller and T. O. Brexendorf, "Measuring Brand Equity," in *Handbuch Markenführung*, F. R. Esch, Ed. Wiesbaden: Springer Gabler, 2019, pp. 1409-1439.

[19] D. A. Aaker, "The Value of Brand Equity,". *J. Bus. Strategy*, vol. 13, no. 4, pp. 27-32, Apr. 1992.

[20] V. A., Zeithaml, "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence," *J. Mark.*, vol. 52, no. 3, pp. 2-22, Jul. 1988.

[21] P. Foroudi, Z. Jin, S. Gupta, M. M. Foroudi, and P. J. kitchen, "Perceptional components of brand equity: Configuring the Symmetrical and Asymmetrical Paths to brand loyalty and brand purchase intention," *J. Bus. Res.*,. vol. 89, pp. 462-474, Aug. 2018.

[22] A. C. N. Chen and C. S. Herrmann, "Perception of pain coincide with the spatial expansion of electroence phalographic dynamics in human subjects," *Neurosci. Lett.*, vol. 297, no. 3, pp. 183-186, Jan. 2001.

[23] A. B. Del Rio, R. Vazquez, and V. Iglesias, "The effects of brand associations on consumer response," *J. Consum. Mark*., Vol. 18, No. 5, pp. 410-425, Sep. 2001.

[24] C. W. Park, D. J. Macinnis, J. Priester, A. B. Eisingerich, and Dawn Iacobucci, "Brand Attachment and Brand Attitude Strength: Conceptual and Empirical Differentiation of Two Critical Brand Equity Drivers," *J. Mark.*, vol. 74, no. 6, pp. 1-17, Nov. 2010.

[25] R. L. Oliver, "Impact of Customer Perceived Value and Customer Perception of Public Relation on Customer Loyalty with Moderating Role of Brand Image," *J. Internet Bank. Commer*, vol. 21, no. 2, Apr. 2016.

[26] R. Sidorchuk, S. V. Mkhitaryan, B. V. Musatov, A. A. Meshkov, and T. A. Tultaev, "The influence of high-level values on brand preferences of student youth in Russia," *Int. J. Retail. Distrib. Manag*, vol. 46, no. 7, Aug. 2018.

[27] B. Yoo and Donthu N., "Developing and validating a multidimensional consumer-based brand equity scale," *J. Bus. Res.*, vol. 52, no. 1, pp. 1-14, Apr. 2001.

[28] J. H. Washburn and R. E. Plank, "Measuring brand equity: An evaluation of a consumer-based brand equity scale," *J. Mark. Theory Pract.*, vol. 10, no.1, pp. 46-62, Aug 2002.

[29] C. Y. Fayrene and G. C. Lee, "Customer-based brand equity: A literature review,"*Journal of Arts Science & Commerce*, vol. 2, no. 1, pp. 33-42. Jan. 2011.

[30] K. Swani and L. I. Labrecque, "Like, Comment, or Share? Self-presentation vs. brand relationships as drivers of social media engagement choices,". *Mark. Lett.* vol. 31, no. 2, pp. 279-298, Sep. 2020.

[31] Z. Ramadan, M. F. Farah and A. Dukenjian, "Typology of social media followers: the case of luxury brands," *Mark. Intell. Plan.*, vol. 36, no. 5, pp. 558-571, Aug. 2018.

[32] L. I. Labrecque, "Fostering consumer–brand relationships in social media environments: The role of parasocial interaction," *J. Interact. Mark.*, vol. 28, no. 2, pp. 134-148. May 2014.

[33] M. R. Leary and R. F. Baumeister, "The nature and function of self-esteem: Sociometer theory," *Adv. Exp. Soc. Psychol.*, vol. 32, pp. 1-62, 2000.

[34] E. C. Buechel and J. Berger, "Motivations for consumer engagement with social media," in *Consumer Psychology in a social media world*, C. V. Dimofte, C. P. Haugtvedt, R. F. Yalch, Eds. London: Routledge, 2015, pp. 3-22.

[35] L. I. Labrecque, E. Markos, and G. R. Milne, "Online personal branding: Processes, challenges, and implications," *J. Interact. Mark.*, vol. 25, no. 1, pp. 37-50, Feb. 2011.

[36] C. R. Hollenbeck and A. M. Kaikati, "Consumers' use of brands to reflect their actual and ideal selves on Facebook," *Int. J. Res.*, vol. 29, no. 4, pp. 395-405, Dec. 2012.

[37] J. E. Escalas, "Narrative processing: Building consumer connections to brands. Journal of consumer psychology," vol. 14, no. 1-2, pp. 168-180. 2004.

[38] H. J. Schau and M. C. Gilly, "We are what we post? Self-presentation in personal web space. *J. Consum. Res.*," vol. 30, no. 3, pp. 385-404, Dec. 2003.

[39] H. Markus and E. Wurf, "The dynamic self-concept: A social psychological perspective," *Annu. Rev. Psychol.*, vol. 38, pp. 299-337, Feb. 1987.

[40] V. Barger, J. W. Peltier, and D. E. Schultz, "Social media and consumer engagement: a review and research agenda", *J. Res. Interact. Mark.*, vol. 10, no.4, pp. 268-287, Oct. 2016.

[41] K. Swani, G. Milne, B. P. Brown, A. G. Assaf, and N. Donthu, "What messages to post? Evaluating the popularity of social media communications in business versus consumer markets," *Ind. Mark. Manag.*, vol. 62, pp. 77-87. Aug. 2017.

[42] C. K. Coursaris, , W. V. Osch, and B. A. Balogh, "Do Facebook Likes Lead to Shares or Sales? Exploring the Empirical Links between Social Media Content, Brand Equity, Purchase Intention, and Engagement," in *2016 49th Hawaii Int. Conf. on Syst. Sci.* (HICSS), 2016, pp. 3546-3555.

[43] J. Kim, "The Meaning of Numbers: Effect of Social Media Engagement Metrics in Risk Communication," *Commun. Stud.*, vol. 72, no. 2, pp. 195-213, Sep. 2020.

[44] F. Simon and V. Tossan, "Does brand-consumer social sharing matter? A relational framework of customer engagement to brand-hosted social media," *J. Bus. Res.*, vol. 85, pp. 175-184, Apr. 2018.

[45] A. Dwivedi, L. W. Johnson, D. C. Wilkie, and L. de Araujo Gil, "Consumer emotional brand attachment with social media brands and social media brand equity," *Eur. J. Mark.*, vol. 53, no. 6, pp. 1176-1204. Jul. 2019.

[46] S. Krishnaprabha and R. Tarunika, "An Analysis on building Brand Awareness through Digital Marketing Initiatives," *IJRESM*, vol. 3, no. 7, pp. 266-270, Jul. 2020.

[47] B. Schivinski and D. Dabrowski, "The impact of brand communication on brand equity through Facebook," *J. Interact. Mark.*, vol. 9, no. 1, pp. 31-53. Mar. 2015.

[48] E.-J. Seo and J.-W. Park, "A study on the effects of social media marketing activities on brand equity and customer response in the airline industry," *J. Air Transp. Manag.*, vol. 66, pp. 36-41. Jan. 2018.

[49] A. Ansary and N. M. H. Nik Hashim, "Brand image and equity: the mediating role of brand equity drivers and moderating effects of product type and word of mouth. *Rev. Manag. Sci.*, vol. 12, no. 4, pp. 969-1002. Oct. 2018.

[50] L. D. Hollebeek, M. Glynn and R. Brodie, "Consumer Brand Engagement in Social Media: Conceptualization, Scale Development, and Validation," *J. Interact. Mark.*, vol. 28, no. 2, pp. 149-165. May. 2014.

[51] M. Paruthi and H. Kaur, "Scale Development and Validation for Measuring Online Engagement," *J. Internet Commer.*, vol. 16, no.2, pp. 127 - 147. May. 2017.

[52] A. Helme-Guizon and F. Magnoni, "Consumer brand engagement and its social side on brand-hosted social media: how do they contribute to brand loyalty?," *J. Mark. Manage.*, vol. 35, pp. 716 - 741. Apr. 2019.

[53] K. A. Johnston and M. P. Taylor, "Engagement as communication: Pathways, possibilities, and future directions," in *Handbooks in Communication and Media*, Newark: John Wiley & Sons, 2018.

[54] M. Gómez, Lopez C., and A. Molina, "An integrated model of social media brand engagement," *Comput. Hum. Behav.*, vol. 96, pp. 196-206. Jul. 2019.

[55] D. Gligor, S. Bozkurt, and I. Russo, "Achieving customer engagement with social media: A qualitative comparative analysis approach," *J. Bus. Res.*, vol. 101, pp. 59-69, Aug. 2019.

[56] G. Yoon, C. L. Ji, M. North, C. Hong, and J. Liu, "Attracting Comments: Digital Engagement Metrics on Facebook and Financial Performance," *J. Advert.*, vol. 47, no. 1, pp. 24-37. Jan. 2018.

[57] J. C. Machado, L. Vacas-de-Carvalho, S. L. Azar, A. R. André, and B. P. dos Santos, "Brand gender and consumer-based brand equity on Facebook: The mediating role of consumer-brand engagement and brand love," *J. Bus. Res.*, vol. 96, pp. 376-385, Jul. 2019.

[58] P. M. D. Gangi and M. M. Wasko, "Social Media Engagement Theory: Exploring the Influence of User Engagement on Social Media Usage," *J. Organ. End User Comput.*, vol. 28, pp. 53-73. 2016.

[59] N. H. Quan, N. T. K. Chia, D. T. H. Nhunga, N. T. K. Ngana, and L. T. Phong, "The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction," *Manag. Sci. Lett.*, vol. 10, pp. 63-76, Jan. 2020.

[60] K. L. Keller, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Upper Saddle River, NJ: Pearson Education, 1997.

[61] J. Hepola, H. Karjaluoto, and A. Hintikka, "The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement," *J. Prod. Brand Manag.*, vol. 26, no. 3, pp. 282-293. May 2017.

[62] C. Naidoo and R. Abratt, "Brands that do good: insight into social brand equity," *J. Brand Manag.*, vol. 25, no. 1, pp. 3-13. Jan. 2018.

[63] T. Girard, P. Trapp, M. Pinar, T. Gulsoy, and T. E. Boyt, "Consumer-Based Brand Equity of a Private-Label Brand: Measuring and Examining Determinants," *J. Mark. Theory Pract.*, vol. 25, no. 1, pp. 39-56, Dec. 2017.

[64] O. Ozbal, , T. Duman, and O. Topaloglu, "A trust-based peer-to-peer digital brand equity (P2P-DBE) model," *J. Mark. Theory Pract.*, vol. 28, no. 4, pp. 497-520, Aug. 2020.

[65] D. Bohm, S*trategic Brand Management Building Measuring And Managing Brand Equity*, 2016.

[66] W. M. Lim, "An equity theory perspective of online group buying," *J. Retail. Consum. Serv.*, vol. 54, p. 101729, May 2020.

[67] Y. Bilgin, "The Effect Of Social Media Marketing Activities On Brand Awareness, Brand Image, And Brand Loyalty," B*us. Manag. Stud.: An Int. J.*, vol. 6, no. 1, pp. 128-148, Apr. 2018

[68] J. Romaniuk, S. Wight, and M. Faulkner, "Brand awareness: revisiting an old metric for a new world," *J. Prod. Brand. Manag.*, vol. 26, no. 5, pp. 469-476, Aug. 2017.

[69] R. Pappu, and G. Christodoulides, "Defining, measuring and managing brand equity," *J. Prod. Brand. Manag.*, vol. 26, pp. 433-434, Aug. 2017.

[70] A. D. A. Tasci, "A critical review and reconstruction of perceptual brand equity," *Int. J. Contemp. Hosp. Manag.*, vol. 33, no. 1, pp. 166-198, Oct. 2021.

[71] G. Christodoulides and L. De Chernatony, " Consumer-Based Brand Equity Conceptualization and Measurement: A Literature Review," *Int. J. Mark. Res.*, vol. 52, no. 1, pp. 43-66. JAn. 2010.

[72] K. L. Keller and T. O. Brexendorf, "Measuring Brand Equity," in *Handbuch Markenführung*, F. R. Esch, Ed. Wiesbaden: Springer Gabler, 2019, pp. 1409-1439.

[73] X.-W. Wang, Y.-M. Cao, and C., "Park, The relationships among community experience, community commitment, brand attitude, and purchase intention in social media," *Int. J. Inf. Manag.*, vol. 49, pp. 475-488. Dec. 2019.

[74] C. J. Cobb-Walgren, C. A. Ruble, and N. Donthu, "Brand equity, brand preference, and purchase intent" *J. Advert.*, vol. 24, no. 3, pp. 25-40. May 1995.