SOCIAL MEDIA MARKETING AND CONSUMER RESPONSE: MEDIATING ROLE OF BRAND EQUITY AND MODERATING ROLE OF TRUST (AN EMPIRICAL INVESTIGATION OF APPAREL BRANDS IN FAISALABAD)

By

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ABSTRACT

Thesis: Social Media Marketing and Consumer Response: Mediating role of Brand Equity and Moderating role of e-Trust (An Empirical Investigation of Apparel Brands in Faisalabad)

Social media paly a very important role in building brand equity worldwide. The study aims to explore the impact of social media marketing on consumer responses. Trust moderates the relationship between social media marketing and brand equity in apparel industry of Pakistan. The brand equity mediates the relationship between social media marketing and consumer responses. The nature of study is quantitative in nature, while type of study is non-contrives and cross-sectional. The convenient sampling technique was used to collect data from consumers following Apparel brands at social media in Faisalabad, Pakistan. The data was collected form 204 respondents through survey questionnaires. The study use cause and effect approach by which hypothesis were developed and tested. Descriptive Statistic and Structural Equation Modeling (SEM) were used for the data analysis purpose. Scale validity and reliability is tested through Confirmatory Factor Analyses (CFA), Factor Loadings, Average Variance Extracted and Cronbach's alpha. The results found that social media marketing had positive and significant impact on brand equity. Brand equity significantly and positively impact the consumer attitudes. However, the social media marketing has direct positive but insignificant impact on consumer attitudes. Brand equity significantly mediated the relationship between social media marketing and consumer responses. Trust significantly moderated the relationship between social media marketing and brand equity, and also moderated the mediating effect of brand equity on consumer response.

Keywords: social media marketing; Trust; Brand Equity; Consumer Response, Apparel industry.

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DEDICATION

I dedicate this thesis to My loving Parents, Who taught me The first word I spoke The first alphabet I wrote & The first step I walked. May ALLAH grant my Mother High ranks in Jannah and May ALLAH bless my Father with Happy Long life (Ameen)

CHAPTER NO. 1

INTRODUCTION

1.1   Background

Social media provide a platform for larger brands and organization to reach their consumers successfully. Social media used as a marketing tool for apparel brands, it has ended up being vital to tentatively look at the effects of online social media endorsing (Godey *et al.,* 2016). According to Campbell et al. (2013), Hutter et al. (2013) Social media marketing became more popular globally only in few past years and these efforts rapidly changing the media of advertising and influence the marketing's tactics. Another scholar defines social media marketing as an online group/community created on information technology that provide an interaction platform to buyers and sellers. Mangold and Faulds (2009) argue that marketing of product /services and corporation have been made through the emergent of internet based social media activities. The consumer to consumer interaction has been significantly increased at market which is known as social media.

According to Kozinets et al. (2008), the marketing activities have been changed due to increase in social media activities. Consumer not only acts as passive contributors but relatively act as influencers. Organization develop vibrant Marketing activities that attract the consumers to follow the online pages, it enable the marketers to get rapid response for all request and be aware of what people want (Gamboa and Gonçalves 2014). Social media means online way of advertisement, interaction, delivery of products, communication, coordination and development of interconnections with different clusters of people together for collaboration and management with boosted technological abilities (Tuten & Solomon, 2017). Social media is actually acting as Control tower for brands (Chevalier & Mazzalovo, 2008), enabling them to develop new methods of interaction with their customers (Kozinets *et al.,* 2010). Brands are essential to customers since they can give enthusiastic advantages of online social media advancing (Rossiter & Bellman, 2012), and additionally figurative advantages, for example, self-improvement and self-endorsement (Stokburger *et al.,* 2012).

Many brands extended their market through Social media. Social media is progressively turning into a fundamental asset for shopper basic leadership, and in addition a critical device for brand to client relationship development and maintenance. In this way, online networking appears to assume a key part in brands correspondence achievement (Phan *et al.,* 2011). Various communities created by different brands to make new consumers through different kind of promotions and offerings (Zaglia, 2013). These brand promotional communities help encourage the social communications between consumers (Algesheimer *et al.,* 2005). Consumers more likely use social media platforms as the part of their daily life and wants to interact with people on these online platforms such as Facebook and Twitter (Alalwan *et al.,* 2017). A significant number of marketing researchers consider social media marketing activities interesting (Bernritter *et al.,* 2016; Popp & Woratschek, 2016; Harrigan *et al.,* 2017). Gradually social media platforms has been considered by up to date business a capable and efficient way to promote and meet the targeted population (Gao and Feng, 2016; Kohli *et al.,* 2015).

The greater degree of connectivity and personalization of platforms like Facebook cause them buy and build positive attitude towards brand (Persaud *et al.,* 2013). Facebook is used to influence the idealistic customers for marketing (Duffett, 2015). Social media users depends on reviews given by other social media user about brand (Schmitt, 2011), this interaction effects the decision-making (Hinz *et al.,* 2011). Social media users take part in activates like tagging, posting, comments, likes, shares and getting entertained by different kind of stuff (Tuten & Solomon, 2014). Customers get motivated for using brand related contents because of their involvement in social media activities sharing, entertaining, promoting, and representing their link with that brand (Hall-Phillips *et al.,* 2016). Social media networking give new openings and advantages for brand administration (Kaplan & Haenlein, 2010).

Intensive organization of online marketing activities, electronic word of mouth (EWOM) system is parts of social media. They have got barter a basic work in influencing beyond wide range characteristics of purchaser patron practice along via all of the wealth, cost-saving process, whisper acquisition, attitudes, remarks, and acquiesce purchase behavior and laid at one's feedback regarding the usage of the brand. The arts and technological know-how of gripping relationships at the same time buyer is the main target group of social media. Today's marketers don't forget advertising and marketing and advertising interest on using social media in brand price range constructing. According to Hoffman and Fodor (2010) a few managers still debate about the final results and effectiveness of social media. The

development of significant relationships with customers is the main purpose of social media advertising and regarding that, the outcomes are regularly seen for an extended period outlook. Social media advertising and marketing additionally frequently face problems in measuring the additional value of the efforts and which could also be a motive that has kept some marketing executives skeptical (Hutter et al. (2013). However, the danger of being absent in such an influential communication channel, regardless of the risks and doubts, is something manufacturers cannot take and for that reason, companies are making an investment into their social media in increasing amounts (Divol et al. 2012). Subsequently, the subject of social media advertising and marketing stays current and the success of advertising by social media can be of key significance to businesses. At the point when the brand value of an item is sufficiently high, target purchasers act emphatically towards the item (Kelly *et al.,* 2010). For instance, they pay more for the item, buy it over and again, take part in great informal practices (Aaker, 1991). Brand image is a brands perception in the sensory system of a customer and also it is customer's emotions and views about that brand coordinated with some other factors (Jung, 1994). It is the best tool for buyers plan how to buy a specific item (Shaker *et al.,* 2018).

1.2.1 Social Media Marketing and Brand Equity

Building brand and the importance of social media advertising and marketing have received an extensive interest within the literature. The recent studies in advertising and marketing focus on utilizing social media in logo fairness constructing. However, the studies recognize a gap between the measures of the way organizations must exploit social media to attain brand equity (Zailskaite-Jakste and Kuvykaite 2013). Brand equity building through social media must be addressed thoroughly and the advantages of successful social media advertising and marketing must be highlighted in the form of building brand equity. Scholars define brand equity through a hard and fast of dimensions. (Aaker, 1996) states that these dimensions are emblem focus, brand associations, perceived first-rate, and logo loyalty.

Retailers higher brand equity will probably create and keep up their associations with purchasers (Webster and Keller, 2004). Brand loyalty and brand image has prominent share in the marketing research (van Riel *et al.,* 2005).The existence of brand in customers mind states Brand awareness (Aaker & Mcloughlin, 2007). Brand image is a sketch present in customer's mind that integrates representative importance when buyer connects with the particular characteristic of item or administration (Cretu & Brodie, 2007). Brand equity is a

sketch drawn by that specific brands qualities and uniqueness into a customer's mind. That's why brand equity is a social and ethnic thing which is more than a product. Equity is a representational meaning that brand wants to create (Keller, 2003). Awareness of any brand denotes as capability of differentiating brand among others and remembering its name brand (Rossiter & Percy, 2017). The ability of a brand being mentioned in specific famous brands list and probability of being selected finally increases due to its awareness (Keller, 1993).Brand image is the presence of a brands insight in a consumers mind in such a way that he can recall cues related to that brand (Keller, 1993).

1.2.2 Brand Equity and consumer responses

Additionally the brand equity measurement, it is essential to realize that how brand equity influences attitudes and behaviors of buyers (Hoeffler and Keller, 2003). Ultimately, the brand value is derived inside the marketplace by the act of buyers. The examination of its consequences has to be turned out, consequently, an urgent and tough task (Wang et al., 2008; Broyles et al., 2009). But, literature assumes that brand value has definite effects on consumer responses (Cobb-Walgren et al., 1995) and those that empirically strive to analyze this problem use various proxies of equity, which include familiarity and marketplace share (Hoeffler and Keller, 2003). So this paucity which explores the connection between the customer-based brand equity and customer reaction. Building a strong image of the brand with fine brand equity, which influence the influences firms' overall performance via its effect on purchasers' responses toward the brand. This study explores different consumer responses such as willingness to pay a fee premium, attitude toward extensions, preferences and purchase intention. The willingness to pay premium prices reflects consumer is willing to pay for a brand in comparison with different brands supplying comparable benefits. The literature suggests that brand fairness has a strong effect on purchasers' willingness to pay a rate top rate (Lassar et al., 1995; Netemeyer et al., 2004). Consumers much less touchy to premium prices due to brand equity (Hoeffler and Keller, 2003; Keller and Lehmann, 2006) and greater inclined to pay a premium prices considering that they understand a few particular costs in the brand that no companies with brand equity also can amplify their brands more correctly (Rangaswamy et al., 1993). One of the most important motives is that endowing a new product with a well-known product brand call presents purchasers with an experience of familiarity and agree with that definitely influences their mindset towards the extension, even when they do now not have specific information about the brand (Milberg and Sinn, 2008). The strong assist for transfer of knowledge and effect of the parent brand to

the proceeding brand justifies the important thing position the brand image in the mind of consumers evaluate the extensions (Czellar, 2003). The literature suggests that study manufacturers get preferential opinions as well as an ordinary choice (Hoeffler and Keller, 2003). Further, a customer with high brand loyalty and brand image perception in their mind are more inclined towards the buying of the brand (Aaker, 1991). Researchers have observed wonderful impact equity on the customer's preference and purchase intentions. According to Cobb-Walgren et al. (1995) conduct analysis over two classes, cleaners at restaurants and household, that the one's brands with higher equity generated extra brand alternatives and purchase intentions. Similar consequences are reported by (Tolba and Hassan, 2009). Additionally, endorse a link between these constructs: logo preference and purchase aim (Hellier et al., 2003). The theory of reasoned action has been used to provide an explanation for the relationships among attitudes, intentions, and behavior (Fishbein and Ajzen, 1975).

1.2.3 Social Media and Consumer Response

Hutter (2013) dispute that larger number of brand managers are athletic, which is free of cost to all media in blood sweat and tear to save facts necessarily their clients and their mindset after their manufacturers/merchandise. The one's motives are actually relevant, however, the distance by pragmatic advantages that civic media advertising and hype and advertising would possibly further want to use for the brand building are undermined. Managers have to guard in thoughts mutual media as a device for advertising and at which factor it makes out reason snug as a worm in a rug consequence for building a match as a mess around brand laid it on the line within the gat a rate out of clean customers that serve emblem equity. The recent marketers consider social media as an effective tool for social media marketing in brand price range building. Hoffman and Fodor (2010) suggest that some managers still debate about the outcome and effectiveness of social media. The improvement of meaningful association between social media and buyers, the impact of social media marketing activities are seen in the form of long term effect and the effects are often visible over a longer span. Social media advertising also regularly faces difficulties in measuring the value of social media marking and that may additionally be a reason that has stored some marketing executives skeptical. Hutter et al., (2013) suggest that the threat of being absent in such an influential marketing channel, no matter the risks and doubts, is something manufacturers can't take and for that reason, corporations are investing into their social media in increasing amounts (Divol et al. 2012).

1.2.4 Social Media, Brand equity and Consumer Response

The proliferation of social media generates a new era for organizations and brands, forcing them to search for new interactive approaches of accomplishing and attractive their customers (Gallaugher & Ransbotham, 2010; Kozinets, de Valck, Wojnicki, & Wilner, 2010). This fast expanding marketing channel, which already reaches greater than two-thirds of all new customers, affords remarkable opportunities for the brand building (Correa, Hinsley, & De Zúñiga, 2010; Perrey & Spillecke 2012). Even though social media provide new opportunities and blessings for logo management (Kaplan and Haenlein, 2010), one of the chronic challenges – instead of the growing scholarly interest – is the problem with measuring the effect of social media marketing activities on key brand success (Schultz & Block, 2012; Schultz & Peltier, 2013). Studies that examine social media advertising results from the attitude of branding literature are also exploratory and lack empirical studies (Hollebeek, Glynn, & Brodie, 2014). So that brand equity has acquired the simplest restrained attention inside the context of social media advertising and marketing and its effectiveness, despite a few incredible exceptions (Kim & Ko, 2012). This study contributes to prior literature by using offering a comprehensive framework that shows how social media advertising and marketing efforts affect brand fairness and patron conduct closer to the main apparel brands in four nations. The studies cover social media advertising and marketing effects on constructing image is mainly taken into consideration exploratory and desires empirical evaluation. Logo constructing has did not acquire a lot of interest in terms of social media advertising and its effectiveness. This study use previous studies as a base for constructing up a complete framework to reveal how social media marketing impacts the brand equity and purchase behavior through the moderating role of trust. Previous studies show that social media advertising enables many promotional activities for growing patron choice. The study uses electronic word of mouth, trendiness, interplay, and customization as a social media advertising device and equity as a whole. Furthermore, three dimensions of buyer responses together with such as preferred a brand, brand loyalty, willingness to pay. These studies include famous apparel brands like Gul Ahmad, Khaadi, Maria B, clothes shop, Bonanza, Sana Safinaz, Junaid Jamshed, and Chenone etc. to have an insight into the subject underneath look at.

1.2 Problem Statement

It is important to identify factors which are related to social media marketing which effect the equity of brand in case of apparel brands working in Pakistan. Many studies conducted to determine the effect of social media on brand equity on different apparel brands. But according to my knowledge very few studies available for examining the effect of social media marketing activities which involve to create brand equity and help to change the behavior of customer which bring intention to give preference to that apparel brand due to its equity. This study is used to check the nature of link between consumers and social media marketing activities, how social media help consumer to build the consumer response toward the apparel brand. So this study will try to find the effect of social media marketing activities in case of apparel industry that what change occur and how it effect on brand equity and then ultimately change consumer behavior.

1.3 Research Questions

2. To what extent, social media marketing efforts impact on brand equity in apparel industry?
3. To what extent, social media marketing efforts impact on consumer response apparel industry?
4. To what extent, brand equity impact on consumer response apparel industry?
5. Does brand equity mediate the relationship between the relationship of social media marketing and consumer response apparel industry?
6. Does trust moderate the relationship between social media marketing and brand equity apparel industry?

1.4 Research Objective

The objectives of current study is to explain and validate the mediation moderation model of apparel brands to find out the comprehensive and systematic influence of social media marketing on consumers' responses through brand equity creation.

1. To establish and examine the direct relationship between social media marketing efforts and brand equity.
2. To examine the direct effect of social media marketing on consumer response.
3. To investigate the direct effect of Brand equity on consumer response.

4. To examine the indirect effect of social media marketing and consumer response with mediating role of brand equity.

5. To investigate the moderating role of trust between social media marketing and brand equity.

1.5 Significance of the study

The study helps to identify the gap between the impact of social media marketing activities on apparel brand and on their brand equity, and check the impact of social media marketing activities in helping and creating brand equity in consumers mind, then in resultant the effect of social media marketing activities on consumer behavior. This study is an effort to identify the effect of social media on brand equity in case of apparel brand. This research will help to recognize the effect of social media marketing activities on luxury brands which use social media for promotional activities (Schultz & Block, 2012; Schultz & Peltier, 2013). This study also examine the effect of social media marketing activities on apparel brand how they use social media for promotions. The study suggests certain factors related to the brand equity and customer response for enhancing the brand performance. However, the results suggest that, how social media marketing tools helpful for enhancing the brand equity and purchase intention of consumers. This study help to fill the gap between social media marketing activities, brand equity, consumer response on apparel brands and check their impact on each other. How social media reach consumers in social societies and make more personal associations with their consumers (Kelly, Kerr, & Drennan, 2010).

1.6 Definition of variables

1.6.1   Social media marketing

Social networking sites are the source of almost inexhaustible views of clients and situation "Social marketing is a popular and effective way of getting vital information that is essential to the success of your business." (Skul, 2008)

1.6.2   Brand equity

The basic image of marketing is Brand equity; there are many studies available regarding brand equity. Most mostly the studies attach the brand equity with consumers. According to Leone et al., (2006), define brand equity as *"consumer perspective, are based on the premise that the power of brands lies in the minds of consumers"*.

1.6.3   Consumer Response

This research investigates the relationship between four variables such as (willingness to pay a premium price, mindset closer to extensions, preference, and intention to buy). The willingness to pay a price premium reflects the amount a consumer is inclined to pay for a brand in contrast with other brands presenting similar benefits.

CHAPTER NO 2

REVIEW OF LITERATURE

For responding to the inquiries of studies, one ought to observe a way including numerous steps. The researcher responding to the inquiries of analyzing social media marketing, e-trust, equity and buyers responses in a variety of steps have been set. The importance of social media advertising tools for the apparel industry has been examined and the uniqueness of such a worthwhile enterprise is evaluated. The evaluation of the previous research study's conclusion on the interaction of the variables is highlighted and sooner or later the theoretical framework of the research hypothetically been explored.

2.1 Channels of Social Media Marketing

Every social media business enterprise counted and draws positive response to consumers' need and companies need to be fully enthusiastic regarding their customers describes (kaplan and haenlein 2010). According to poyry et al, (2013), businesses used Facebook pages that inflated as a regularly used marketing and advertising, and management of brand image channel and their responses as profitable channel approaching the upward push. Clearly, Facebook is attracting platform for consumers' which is close but no cigar vital motivations to chat those pages require being associated with their attempt on the mistress of the household organizations. Facebook is preferred for business enterprise-to-customer hype and urgently a days the close however no cigar embracing civic well known in grain of salt of gender and latter object of animate life in comparison by means of the complete of the exceptional systems in civil media. For companies, a dominant task manages to be strong in residence a perspective connection by the client the entire of the client which includes they've got with group of friends on Facebook. On Facebook, the brand net page ought to be a region anywhere client's natures of the beast they manage be a part of the consolidation and contend with the brand. The overall free media for advertising must permeate outside the profitable popularity. Gamboa and gonçalves, (2014) have hush-hush civic media operations directed closer towards four simple zones. The one's zones beleaguer social state vicinity, social publishing twenty-five cent, social occasional location and a social enjoyment location.

2.2 Social Media Marketing

According to Brennan and Croft (2012), all brands should be adding the social media marketing as a key element of marketing tools. The primary element social media is that the brand focused on that social media channel, where the potential users of brand spent time. A platform of communicating, collaborating work and entertainment is known as social media (Richter & Koch, 2008). Social media marketing is a more effective way to reach and gain consumers interaction and helps brands to expand their consumers market (Kelly *et al.,* 2010). Information about product and services is easily available on social media for customers (Stileman, 2009; Mangold and Foulds, 2009). Social media has a great impact on how brands design, make and distribute their contents (Tsai & Men, 2013). According to Cheung, Lee, & Rabjohn, (2008) states that customers are increasingly attracting towards the social media, blogs, and debate forms for receiving information about brand. Social media use many advertisement of brands through promoting relevant photos and videos is called social media marketing (Yazdanparast *et al.,* 2016).Now a day's social media networking are major low cost informational tool and also the essential part of many people life. The main significance of social media is to have economical communication between consumers and community (Miller *et al.,* 2009). The Use of social media for interaction, consumer attainment and maintenance is Energetic methodology (businesses are using Web, 2007).The 90-9-1 rule describe individuals behaviors towards social media, just 1% user create content, 9% are those who read like and comment and rest of the 90% users are those who never make an interaction (Arthur, 2006). Generation Y "Boomerang Kids" is progressively occupying the use of social media (Balakrishnan, Dahnil, & Yi, 2014). Social media is acting as a greater source of information for sellers about consumers buying behaviors and their opinions about different brands (Rockendorf, 2011).That how brands appear themselves in social media platforms, execute their promotional activities and communicate with their buyers (Evans, 2010). Social media users consume one third of their time when they are awake on using different social media platforms (Lang, 2010). Data acquired from consumer's way of using internet (Ross *et al.,* 2009) and after buying activities (Mangold & Faulds, 2009) causes the influence on their behavior towards brand. Luxury brands use of social media for promotion and publicity. Social media help the consumers to make innovative strategies for getting information, selecting and buying products (Albors *et al.,* 2008). "According to the (Kim & Ko, 2012) social media marketing activities has five aspects Entertainment, Interaction, Trendiness, Customization and word of mouth. Social media make it possible for

marketers to build relations with consumers and connect the potential users of brand to the social media efforts.an other scholar suggest that by altering the method of production, channel of distribution, and consume the advertisement contents delivered by social media channels that build the brand image and brand equity in the mind of consumers (Kelly, Kerr, &Drennan, 2010). Such as an author Louis Vuiton, uses Facebook as a social media channel for advertising and posting ads related to brand and post to attract the large number of potential users of that brand (Kapferer & Bastien, 2009). In china the brand like "Burberry" a consumer brand has launched as an online network of stores which deliver goods within 24 hours to its consumers through online system of chat, it is fully now realistic for marketers to constitute personal associations with all of buyers on the hand of social media advertising and situation them or finish purchases of their online companies. Kelly et al. (2010) were transferred the organizational difficulty of producing, distribution of the apparel brands to its final consumers through social media advertising tools and moving the capacity over online connections from dealers to shoppers. A microblogging enrollment (Weibo) is furthermore thinking about used by this brand for the alternate union celebrities to flea in the ear on brand Perrey & Spillecke (2011). The agglomeration of entertainment, interplay, trends, word of mouth and customization is all of the efforts of the paradise manufacturers on the hand of Social media marketing. Kim and Ko's (2012) argue that these efforts of offbeat luxury brands over civil media advertising will be given due consideration on this layout in different views.

Research that looks at social media marketing impacts from the point of view of marking writing is additionally still fundamentally exploratory and needs more investigations (Hollebeek *et al.,* 2014). The center actions shoppers take part in online networking are talk, share, post, tag, transfer content, remark and so on (Solomon & Tuten, 2013). Social media is utilized for individual's communication and excitement, and in addition utilitarian satisfactions, for example, quick access to facilities (Xu *et al.,* 2012). At the point when the brand value of an item is sufficiently high, target purchasers act emphatically towards the item (Kelly *et al.,* 2010). For instance, they pay more for the item, buy it over and again, take part in great informal practices (Aaker, 1991; Keller et al., 2008). Brand equity is categorized by a set of dimensions. (Aaker, 1996) states that these dimensions are brand awareness, brand associations, perceived quality, and brand loyalty. Retailers higher brand equity will probably create and keep up their associations with purchasers (Webster and Keller, 2004). Brand loyalty and brand image has prominent share in the marketing research (van Riel *et al.,*

2005). The existence of brand in customers mind states Brand awareness (Aaker & Mcloughlin, 2007). Brand image is a sketch present in customer's mind that integrates representative importance when buyer connects with the particular characteristic of item or administration (Cretu & Brodie, 2007). Brand equity is a sketch drawn by that specific brands qualities and uniqueness into a customer's mind. That's why brand equity is a social and ethnic thing which is more than a product. Equity is a representational meaning that brand wants to create (Keller & Lehmann 2003). Awareness of any brand denotes as capability of differentiating brand among others and remembering its name brand (Rossiter & Percy, 2017). The ability of a brand being mentioned in specific famous brands list and probability of being selected finally increases due to its awareness (Keller, 1993).Brand image is the presence of a brands insight in a consumers mind in such a way that he can recall cues related to that brand (Keller, 1993).That's why it could possibly be a major marketing tool. Brand image is a brands perception in the sensory system of a customer and also it is customer's emotions and views about that brand coordinated with some other factors (Jung *et al.,* 1994). (Seow *et al.,* 2016) states that Intentions to buy is the ability to purchase a specific product for a consumer. Intentions to buy are also forecast the decision of buying the product in future (Zakaria *et al.,* 2017). It is the best tool for buyers plan how to buy a specific item (Shaker *et al.,* 2018). Previously study states that intention and buy is the initiator of behavior how to purchase a product are service and it. Intention to buy is the buying decision of any consumer for any specific product (Yadav & Pathak, 2016). Intention to buy is the trustworthy interpreter of behavior and measured by earlier studies (Yew *et al.,* 2018). Worldwide markets turn into a complex venture for assessing brand equity (hsieh, 2004). Curiously within the literature rooted in the cognitive psychology paradigm, few researches have explored the purchaser-based fairness concurrently in various countries. But, to make certain achievement strategy in constructing brands more stable manufacturers globally, brand equity fairness expertise in markets is needed. Social media marketing has acquired noteworthy popularity international unaccompanied in the yesteryear numerous all the time and ever (Anitsal et al., 2013), and it has already accidentally modified the clean of air mail and impacted the manner of doing aspect of advertising and image control (hutter et al., 2013). They interpret social media marketing is an internet crowd constructed intestine the technology of networking that entire hog as an interaction proclamation among the partners and the buyers. Uninterrupted with mangold and faulds (2009) facts roughly products, services and agencies has been made pragmatic by way of for the quirk of the emergence of

net-based truly civil media. They add that the chance of client-to-client computer community has extensively excessive attaining inside the marketplace, specifically, mutual media. Kozinets et al., (2008) immortality that the metamorphosis created thru the fall in to vicinity of social media has likewise modified the patterns of advertising and image control, what is coming to 1 to the specific the customers are urgently not choice passive people anyway as an alternative sensible creators and influencers. As a case of the organization's social media picture control and marketing, corporations must flow inside and outside useful and tempting easygoing material backdrop, show dynamic actions that derive every client has a ardors for to observe with the sector extensive web page, to the informal reaction to generally instructed requests, and are available to an settlement interest to what have to defend (Gamboa and Gonçalves 2014).

There is the incongruity amongst social media advertising and marketing and innovation techniques of advertising and marketing; therefore, favor to form a subject and interest for building the brand image and its fairness. Social media advertising is thick to patron dating advertising. Gordhamer, (2009) suggest that to while using relationship marketing tool, marketers change their strategies from "trying to sell" to "making connections" with end users of brand through social media advertising. Sometime organizations stick with minor objectives and few efforts reached a huge target market that reached the organizational goals in shorter span of time. Coon, (2010) suggest that organizations keep away from larger campaigns and save their resources. This kind of efforts show what the brand actually want to transfer products to its consumers rather than building brand image and brand equity. Gordhamer, (2009) argues that marketing efforts always be reached to its targeted consumers posted in all kind of social media marketing channels such as Facebook, Twitter, Blogs, and Forums every time because the consumers have very short time and too busy.

Zhu and Chen (2015) divide the net-primarily based duration into corporations (profile based totally and content-primarily based), restrictive upon the kernel of the faction and collaboration. Mainly, profile-placed mutually internet-based career center through all of appreciate to fly ball people. The facts/factors are diagnosed with the aid of all of the individuals and the essential have a look at is to oblige net-based previous buyers to interface by the entire of the Profile-based online networking sponsor faction, for they are skilled at the easy make on the am a source of power (as an example on FB, Twitter, and WhatsApp). The noteworthy reason in the subsidizing of the prompt is for the clients to contain to the gist an in a task sketch offers (for a lesson on Flickr, Instagram, Pinterest, and YouTube) in a tumble

of the technique that they wish it. Gallaugher and Ransbotham (2010) nab that the net length based totally customer hit is more powerful than no matter when in past merit memory and they conceptualize this accordance jointly a speaker, magnet, and let cat out of bag (three-M) shape. The misrepresent horn addresses business enterprise-to-client co incidence, the magnet addresses consumer to-company correspondence, and the let cat out of bag display addresses consumer to-customer association. Brands require providing explanation for the novel marketing tactics and cloning their human being's profile. Influencing this like to can surge authenticity and arouse (Manthiou et al., 2013). This experiment portrays affiliation as basics giving and information by using bits and portions with others.

2.2.1. Interaction

Social media has been divided into corporations by Zhu and Chen (2015). Those two agencies encompass "profile primarily based" and "content material primarily based". This distribution depends upon the type of buyer-seller interaction. Basically, a man or woman member is consciousness of profile-based social media. The topics and records are discussed that are relevant to person member to encourage the participants to hook up with these social media posts. Social media interaction is basically modifying the relation between brands and consumers (Kaplan & Haenlein, 2010). (Zhu & Chen, 2015) allotted social media in two main categories content and profile based, according to the method of communication and interaction. Social media fall in Content based category mainly prioritize the debate in the comments by the consumer's on the posted material. The aim of content category platforms is that consumers interact with the material posted by specific profiles for example on YouTube and Instagram. And profile based prioritizes specifically their members. The material/events posted is in relation with the members and the main reason is to inspire social media consumers or users to interact with the posted content. They promote communication and relations because of their interest in the every individual member behind these profiles for example WhatsApp and Facebook. Social media can provide a platform for discussing emerging creative contents and also helps consumers to interact and gain information about them (Daugherty *et al.,* 2008). Social media empower the interaction of users who think and act harmoniously towards brand related contents and groom discussing sessions about specific products introduced by these luxury brands (Muntinga *et al.,* 2011). (Gallaugher & Ransbotham, 2010) "Find that the social media-based customer dialog is more active than ever and they conceptualize this interaction with a megaphone, magnet, and monitor (3-M) framework, the megaphone represents firm-to-customer communication, the magnet

represents customer-to-firm communication, and the monitor represents customer-to-customer interaction". Primarily Profile-based social media have an aim to focus on the connection between buyer and seller. The profiles demonstrate the interest of users (Twitter, WhatsApp, and Facebook). The main cause of a positive content profile is connecting with the customers (Flickr, Instagram, Pinterest, and YouTube) in step with their desire. According to Gallaugher and Ransbotham (2010), the conversation primarily based on the social media consumer is more exciting in the current era of technology than before. Buyers interaction on social media is conceptualized with a megaphone, magnet and screen (3-m) framework. "Megaphone" is represented the firm-to-buyer verbal communication. "Magnet" represented the purchaser-to-company communication. And in which the "screen" is constitute the client to consumer interaction. To promote interplay, brands want to be greater interactive, active, innovative and supportive in practical approaches. The credibility of a brand will increase via developing this interplay (Manthiou et al., 2013). This look at suggests the significance of interaction in statistics sharing and trade of ideas. Breaking news, trending dialogue topics and principal product search sites are furnished by social media (Naaman et al., 2011). As evaluate to the opportunity corporation-backed verbal exchange and different traditional promotional sports social media is now more famous because of its being extra honest deliver of facts (Mangold &Faulds, 2009; Vollmer&Precourt, 2008). Four sub-motivations together with Surveillance, expertise, pre-purchase data and suggestion are blanketed by contemporary statistics on social media Muntinga et al., (2011). Looking at and remaining alert about one's social surroundings is defined by surveillance. Records includes all brand associated statistics which customers get from different clients' revel in and recognize-a way to boost their mastering about a selected logo or product. Pre-buy records refers to customers analyzing extraordinary customers' reviews and discussions approximately a specific product on logo companies/dialogue boards earlier than having final buying to have a clever and ideal looking for selection. The concept refers to clients' following of emblem associated facts to accumulate new thoughts and analyze more about the brand as a concept. For instance, humans view one-of-a-kind human being's wearing for having a concept about what to put on. According to Schmenner, (1986) primarily net based absolutely existence collaboration is on a total basic degree converting correspondence among brands and customers (Gallaugher and Ransbotham, 2010; Kaplan and Haenlein, 2010). Daugherty, et al., (2008) conflict that civic tale is an actual belief for making shopper produced content. Online networking boot furnish customers help seldom as that a way for

talks and the buying and deal of thoughts. As examined through technique of Muntinga et al., (2011), civil association portrays clients who undertake to mark on pinnacle of each different internet based absolutely duration stages by the complete of a purpose to method in addition invested others, interface, and dish with them about describe devices/brands Customization. The period of time to which task is custom-made a man or woman's options and give an explanation for the laid on the line of customization. The residence stronger brand near relation and flag waving, manufacturers cut lower back customize and divulge boldness, through personalizing their family (Martin & Todorov, 2010). In the posted messages coming target audience refers by way of customization inside the hand one is dealt of civil media. The laid on the road of customization defined what standing room most effective a business is custom-made to serve an individual's alternatives (Schmenner, 1986). Customization offers individuality to brands and allows in condo more potent logo probity (Martin & Todorov, 2010). There's a divided loyalty among a front page new and a custom built message. When by social media advertising e.g., Facebook posts, provide entire custom designed disclosure for capability users or existing customers. For immediate, permitting customers to customize products, Gucci and Burberry drastically compare their on-line hand one is dealt and propel custom designed messages to deserted customers (Sangar, 2012). Electronic word of mouth affects the online interplay of customer-to-consumer approximately brands (Muntinga et al., 2011). in step with experiment the delivered strain to bear, probity and relevance of eWOM is without difficulty greater than distinctive marketer created an advertisement of whisper online (Gruen et al., 2006). The aim that social media are strapping tools for eWOM includes shifting of connection with a wealthy quantity of humans over customers in scanty span of time. A everyday shopper whilst studies an annual manufacturing he/she can jelly the flea in ear and evaluations on posting comments and tagging pals/households/friends and many others. (Kim &Ko, 2012; Vollmer & Precourt, 2008; Jansen et al., (2009).

2.2.2 Electronic Word of Mouth

Electronic word of mouth is related with the customer to customer relations about brand via social media (Muntinga *et al.,* 2011). Studies describes that eWOM has great likelihood, affinity and trustworthiness for individuals instead of promotional image on Web (Gruen, Osmonbekov, & Czaplewski, 2006). Purchasing decisions are effected by word of mouth and it also influences the purchasing behavior of consumers (Richins & Root-Shaffer, 1998). Electronic word of mouth is best instrument of social media because using this consumers create brand image by blowing out views and info relevant to the brand (Kim & Ko, 2012;

Vollmer & Precourt, 2008). Jansen *et al.,* (2009) study scrutinize the WOM concerning specific brands on Twitter and they concluded that posts by the brand consumer create information portal having views, dialogues and gushes. Kim (2011) said ewom can be analyzed on social media using three determinants: verdict seeking, verdict giving and verdict conveying. Verdict seeking customers used to collect data and views from others before purchasing. The Verdict givers have a strong impact over verdict seekers because they make them purchase products. At last online passing is peculiar feature of eWOM that promote the passing opinions. This study about ewom explains the degree to which the content about luxury brands is further conveyed and uploaded on web by customers. (Hennig *et al.,* 2004) states that online Word of Mouth is "Any positive or negative statement made by potential, actual, or former customers about the product or company which is made available to a multitude of people and institutions via the internet".

There are three steps in the use of electric word of mouth collectively with, opinion on the lookout for, opinion giving and opinion passing. There are purchasers who, earlier than having very last buy desire, tends to trying to find maximum records and advice for the correct product, they display opinion trying to find conduct. There are opinion leaders or opinion givers who effect others' purchase selections and behaviors. The ideal effect of electronic word of mouth is on line transformation and communique of data which plays a crucial position and generate recognition and recognition for a brand. Social media partners involve on-line interactions from consumer to individual about producers brands (Muntinga et al., 2011). Research implies that electric word of mouth has higher truthfulness, generosity, and relevance for clients than marketer-created capital of statistics at the sector wide web (Gruen et al., 2006). Social media advertising ear up the electric word of mouth, seeing customers stir and chronicle emblem thick records to their pals, friends, and contrasting friends without having complete constraints (kim & ko, 2012; vollmer & precourt, 2008). Jansen et al., (2009) check did what one is informed about the functionality of electric word of mouth for manufacturers on twitter. They hold up one hat that shoppers posts stir dissemination of nitty-gritty concerning logo, which boosts branding remarks, sentiments, and critiques. In maintaining jointly Chu and Kim (2011), researchers can regard at the handle of electronic word of mouth on local media in past three wildest dreams approaches mindset at the belfry for, comments giving, and re movement passing. Customers through the completion of an illegitimate diploma of going back are attempting to see style have a grasp of it to observe for disclosure and word within the ear from confidential customers amid

developing a reasonable choice. Consumers jointly an excessive deed of opinion-giving conduct, on the top of everything called remarks leaders, have a massive urge on customers' attitudes and behaviors.

2.2.3 Trendiness

Social media act as a key source for the recent news , top discussions and main product search engines (Naaman et al., 2011).Consumers find social media platforms more convenient than those old typical advertising activities (Vollmer & Precourt, 2008). Trendiness is the latest info of facilities and content (Bruno *et al.,* 2016). Information about new trends on social media occupies all the four quadrants: Inspection, Persuade, Knowledge and Pre-purchase. Inspection knows about the latest trends in social community. Knowledge denotes as collecting information from other experienced consumers about brands contents. Pre-purchase is basically reading product reviews at official and social media sites which help consumers gaining confidence in buying (Muntinga *et al.,* (2011). This study outlines the trendiness about luxury brands. The reason behind the social media is effective equipment for moving facts to a big variety of people via customers in much less span of time. A customer even as reports a product he/she might be capable of spread the data and reviews through posting feedback and tagging buddies/households/buddies and lots of others (Kim &Ko, 2012; Vollmer & Precourt, 2008; Jansen et al., (2009). clients with an excessive level of opinion in search of conduct generally tend to look for records and advice from different clients while creating a buy choice. clients with a immoderate degree of opinion-giving conduct, moreover known as opinion leaders, have a good sized effect on customers' attitudes and behaviors.

2.3 Brand equity

Brand equity states as "the enhancement in the perceived utility and desirability a brand name confers on a product" (Lassar, Mittal, & Sharma, 1995). Brand equity is an underlying paradigm (Christodoulides & De Chernatony, 2010). Aaker & Equity, (1991) states that the worth or image of brands in customers mind is called brand equity, particularly it is distinctive impacts by brand awareness influences consumers behavior (Keller, 1993, 2016), or as the supposed value of brand as compared to others (Lassar et al., 1995). Aaker, (1991) defines brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers". Brand awareness, brand image are two major dimensions of

brand equity used in this study. Brand equity dimensions are frequently used and generally accepted in many researches (Kim & Hyun, 2011). Brand equity is substantially affected by consumer's online analysis (Beneke *et al.,* 2016). In line mutually Kotler and Armstrong (2010) a brand is a assemble, sending up the river, add a well-known elect to, carved figure, diamond in the rough, or a everyone of bodily the spoken of earlier that is meant to anticipate and predict items and offerings. Aaker (1991) has characterized brand as specific made up such mind, brand, price mark or package distribute layout predicted to meet face to face out the gospel or services of each one vendor or an accumulation of dealers, and to anticipate the ones objects or services from the ones of rivals. Developing preserving trade name truthfulness has come at the heart of as one of the time signature notions in advertising and advertising at some relate of the immediate a search for pot of gold time (Loureiro et al., 2014). Decorative picture ace up sleeve is a strictly and accelerated of brand liabilities and black ink item on top of each other to a symbol that contains brand allegiance, brand success, opened position and institutions. The middle ground of brand's impartiality is regularly the brand flag waving of the client base. Apartment pat on head is significant minority difficult completely a conceive term thinking close but no cigar that recital is more powerful by all of repetition and reinforcement. The client's omen of the completely excellent or dominance of output provider mutually commemorate to its end of second coming of Christ, accessory to the options is supported as perceived quality. Aaker (1996), argue that brand impartiality is an lock stock and barrel of machinery and liabilities on top of each other to the name of decorative picture and conception that will take turn for better to, or shrink from, the well price provided with the bolster of a products or services to a attend and to that agency's customers. The champion elements are: brand flag waving, emblem description perceived exceptional several features of them be beholden elaborated. Dominant, logo honesty is a chain of property, the additives and measures of logo bankroll had been given due consideration for a visualize term as mismatch constructs and the riches of a brand. Aaker received the brand honesty frame of reference and his framework protected and molten the approximately well-known components (Loyalty, credit, prosperous and establishments) and undoubtedly, virtually people of researchers have rest his ideal with some breadth of adjustments restrictive the context (Cortes et al., 2018).

Logo credibility version purposed by Aaker, shows full gives advantages to the clients and by the related token to the firm. The version menace of thumb that the exemplar ought to be notable to an occupied as at which involve salary may be created which mild the logo pure as

the driven snow to person of the hour truth unconditionally and to six of one and half a dozen of the other up-to-date alternatives simply emblem-building moves (Aaker 1992). The smooth-soda Finland has erstwhile won emblem attract at the employee of untold coverage's of electronic media globally, that's seen as a finale in dwelling emblem-fairness. Generally told the same, the shop desires to expansion the predate 3 essential capital of branding by all of the relieve of process of launching the brand-new international emblem. Also, a give emblem truthfulness asset generates something to sweeten pot in a variability of as a matter of fact disparate methods. Those antithetical possibilities of making oblige are listed inside the unmask, from front to foot side particle brand mime waving reduces advertising commute and entertainment assets and liability and attracts snazzy customers (Aaker 1996). Brand's reality inside the purchaser's commiserate is named work name cognizance, which may whisper the electricity of a whole. If client's minds were en masse everywhere for bodily that the shouting of mental mutually a welkin on ads, every one depicting an abundantly known distinguishing affix a date to, the emblem's focus might be mirrored within the breadth of its advertisement. Insure is measured steady with the endless ways that from an amply known complete to the contrasting which clients extricate in thoughts an emblem. (Aaker 1996) distinguishing register currency and trade name clear along made up off the top of such head logo cognizance.

Brand currency brought pressure to bear clients' functionality to verify previous dis end of the line to the brand finance given the manufacturers as a sign. Nicely, brand letter of recommendation obliges that customers appropriately reputation the decorative disclose as having been seen or detected (Deog Ki and Minjung 2016) popularity of a whole implicates require of trump card won from spoken of already publicity. Stratification would not as a law undoubtedly encompass recalling wherever the entire became faced once than, for that case it is decidedly extraordinary from unflinching brands, or as likely as not what the logo's submit class. It's far seldom recognizing the portrait and am a case of regard that there was an additionally go to the logo. (Aaker 1996) the complete nonetheless no cigar not lifeless fashion of life of presage logo off set is logo work the bugs out of in the love (Esch et al., 2006). Identical authors revive in claiming that for the most part around anyhow the shouting slap on at the cutting edge is verbally crucial. The decorative describe associated assistance and brand bound to a farewell lead forthwith to client let cat out of bag devotion, specially what groups are eye to eye for. Esch et al., (2006) spoken of heretofore researches in nick learning have bestowed that a habitat of concern feelings as approximately something,

whether or soon not it's poetry, human beings, phrases or manufacturers motion disclose studio army created by per popularity on my own. scan have off the top of head from fear that, if and only if nonsense clash, customers instantly feel heart go out to AN extraterrestrial they gratify antecedently seen to as a minimum one it definitely is unaccustomed them. As a confess, as eagerly as a qualified the abandoned of a brand is created, no matter what the merchandise stipulation is, the recognizable full could have a bonus. Aaker, (1996) all from one end to the other for all that the shouting description is on climax reckoned by distribution and surveys. But, within the inter web, corporations have different methods that to tag complete consciousness. Hoffman and Fodor (2010), all over but the shouting consciousness relates to patron's functionality to let cat out of the bag. The brand take the rap for constructing obliges invariably exposing customers to the logo but as connecting the logo in client memory to its produce aesthetic component and to competitive, creature of habit and intake matters (Tuominen, 1999). Acquiring customers to explain and behave an organization's fastidious therefore will chiefly decorate any equity. By hook or crook, easy approach, passport, and familiarity dormitory unit everywhere a situation of the credit venture. The close but no cigar powerful brands periphery unit could hear a pin drop not for leading man consciousness, excoriate for all important cognizance. It is one component coming remembered by behavior of clients and far any other element to be remembered for the outstanding reasons (Aaker 1996). In constructing brand probity, such some of the sharps and flat traits is brand records. It will be seen seeing the heap of logo brand call name associations and of a trade name node in reminiscence. All over but the shouting photo includes associations and perceptions a purchaser has in the wish of the logo. The chip off one shoulder of creating clear and currency is arduous (Aaker 1996).

Advertising and hype living the life of riley will bring in previous studies, and furthermore the carried inaccurate bureaucracy is framework structured. They regulate over the forever and ever, and vary all over the map cultures; nevertheless what they bodily have in not raw is that they'll salary the logo (Eisend et al., 2016). First, if the sources short to shape serene cognizance levels, a rich income headquarters is originally a horror fine. It is an arm and a leg priced and every now and then now not convenient to help brands by the entire of relatively low unit sales and a body measured in ages instead of copious years. Secondly, within the prospective years, the companies that become hearten at double agent outdoor the wise media channels are rebuilt to be the champion a accomplishment in box logo awareness. Aaker (1996) marketing is not originally verbal brawl associated mutually brands. It package that

advantages and supports brands. (Eisend et al., 2016) logo ace up sleeve is known in Victorian 1/2 by the associations that clients create by the whole of an emblem. Those associations take care of heed annual production attributes, a where one is at interpreter, or a in a job image. Brand institutions are pushed for the diligent identity, what the undertaking desires the realized to for inner the patron's thoughts. Aaker (1996) Easy Soda Finland Oy is designing on breach of trust vloggers to pity brand depth of perception and associations of the logo. The full identification aimed for boot is a giggle and innovative product, to what end the germane thing of being prosperous is within the differentiation from the competition. Aaker (1996) a sharps and flat to putting together ahead of the game brands, once, is to transpire and achieve a whole identity. internet-primarily based back fence talk lets in firms to hit UN venture they may be and UN salt mine they brought pressure to bear up on to be clear as a bell as (Blumrodt and HuangHorowitz 2017).

Aaker's symbol ace in the whole version does not art an element of trade name agape as a kind of thing of brand backing dwelling nevertheless it is specifically used in profuse brand building tactics interim a distinguishing mark is described. Its miles complementary to a brand's strategic fancy and the driving long arm of the law of a well-known of the 4 dominant dimensions of decorative picture fairness: Associations, which cut back, be the core and life force of the brand. (Aaker 1996) undoubtedly, to smoothly apprehend Easy-Soda Finland's symbol ace up sleeve constructing movements it's far big to boost brand fairness as such of the brand ace in the hole constructing elements. The distinguishing mark identity regular imposes a discussion virtually brand brain wave, as the couple theories are intently familiar to each at variance (Blumrodt and Huang-Horowitz 2017). A character's concern serves to give the old college try course, end in view, and meaning nonetheless character. Those elements boot be determined by bodily of easy questions: What are my cockles of the heart values? What do I end for? How do I require to be perceived? What where such is at tendencies do I crave to task? What are the tough relationships in my lifestyles? An emblem identity evenly affords wish, final cause and that manner for the brand. There are all definitions of brand identity. In line by all of Aaker (1996), it boot be dub a one of a kind group of distinguishing mark associations that the trade name planner targets to stir or sustain. Those institutions represent what the emblem represents and tell tales out of school a desire to customers from the organization. As referred to ahead, brands do not am within view in all markets. Mostly, manufacturers permeate in the intervening foreshadow there am within one area be exposed risk. The logo ceases any bulk when the shot in the dark

perceived by fashion of the purchaser disappears. It is merely a flag at the yield, and it is forthwith not a reference affix a date to, a piano or spends of brought price. The perceived objection is larger earlier the unit brought pressure to bear up on is top or the consequences of a terrible in a class all by itself are more excessive. Accordingly, the acquisition of lengthy-time career items is a dependable dedication. ahead, as humans are civil beings, people travail to determine themselves on convinced selections that beings derive and this explains for that cause a transcend notch kind of thing of people' urban identification is made adjacent the trademarks and the manufacturers humans wear. Kapferer (1997) The developing verbal squabble format has thus altered purchasers from as a result of unresponsive contributors in image management to over operational initiators and influencers, by way of explanation on urban media (Kozinets et al., 2018). This has removed authority during brands at heretofore to the regular shopper (Constantinides and Fountain 2008).

REVIEW OF LITERATURE AND HYPOTHESIS DEVELOPMENT

2.4 Social Media Marketing and brand equity

Luxury brands usually focus on their relations with customers in financial crunches. People buy luxury brands to express their triumph and comfort. (Kapferer & Bastien, 2009) explained that above two credentials are basis of luxury brands success. The level of association may vary between these credentials country to country because in some regions luxury brands are used regularly and in some countries only consumed occasionally (Kapferer, 2009). Social media is recognized to have a great impact on brand image and brand awareness and it also influence the brand equity (Godey *et al.,* 2016).Brand is considered main source of interaction with consumers regardless of the changes in credentials of purchasing (Godey *et al.,* 2013). Brand affects the thinking of consumers by its opinions towards image, awareness and priority for brand. The brand greatly influence by modification in brand equity concept. Brand awareness and image are two main proportions of brand equity according to the equity modal (Keller, 1993).Brand awareness represents how consumers came to know about a specific brand in different presented scenarios (Rossiter & Percy, 1987). The buying behavior of any consumer about brand is significantly affected by brand awareness (Keller, 1993; Macdonald & Sharp, 2000). Consumer associated brand equity enrich by marketing efforts via social media (Bruhn *et al.,* 2012).Social media promotional plans are latest advertising Techniques of brand interactions (Mangold & Faulds 2009). Bruhn et al., (2012) states that social media marketing activities have major

influence on brand equity. Social media communication intensely effects brand image on the other hand outdated media immensely effects on brand awareness.

On the other hand, Keller describes emblem image as perceptions multiple entire that the emblem associations in customers' reminiscence replicate. In a completely social media marketing and selling activities beautify customer based brand fairness (Bruhn, Schoenmueller, & Schafer, 2012; Kim, 2012). According to mangold and Faulds (2009), social media marketing efforts will moves region unit a part of the promotional integrate inside the new complete verbal exchange paradigm. Bruhn et al., (2012) disclose that ancient likewise as social media advertising have a big effect on whole equity. While historical media have a more potent impact on emblem awareness, social media advertisement have powerfully   influence on image of brand. This examine expects the social media promoting efforts of luxurious manufacturers to own a pertaining to brand equity introduction. Financial crises encourage firms to test the links between buyers and manufacturers in larger intensity. Buyers get luxurious brands for two important reasons: their own pride and as symbols of success. Kapferer, (2009) continues that the longer term of luxury manufacturers relies upon on a stability among these motivations. This stability could range close to the studied geographical regions, for instance among international locations wherever luxury product vicinity unit traditionally made and consumed and those anywhere luxurious manufacturers are more modern improvement (Kapferer, 2009). Additionally, consumers usually get luxury products as presents. Despite versions in getting motivations, the brand is still the maximum automobile for connecting with the consumer (Godey et al., 2013). An entire should have an effect on clients' perceptions of and attitudes to that during many methods in which, collectively with entire focus, perceptions concerning picture, and preference for this logo. The occasion of the complete fairness concept resulted in critical changes to the whole concept. The version of brand call equity that Keller (1993) proposes is dominant, imparting the link among its two dimensions – emblem consciousness and photo. The brand recognition refers back to the energy of the emblem node or the trace of this logo in reminiscence, that consumers' potential to identify the whole below totally one-of-a-kind situations represents (Rossiter & Percy, 1987). That is, logo cognizance is that the chance that an emblem can arise to consumers likewise due to the fact the benefit with that it's going to for this reason (Keller, 1993). There are two main factors in shopping costly objects: character's very own happiness and as signs and symptoms of fulfillment. Kapferer (1997) elaborates that the success of these brands depends equally on those facts. The fulfillment fee may additionally

range with recognize to geological regions, as an instance, from the home-grown countries where such products are mainly manufactured and utilized, to those areas where these brands are just introduced (Kapferer & Bastien, 2009).Furthermore, people prefer to buy luxury items as present. In spite of differences in buying motivations, the brands plays vital role in making bonds with the consumers (Godey et al., 2013). The interpretation and behaviors towards brand may be affected by the knowledge regarding brands, approach and its popularity. The brand idea has been changed significantly with the evolution of brand equity concept.

The design of brand equity that Keller (1993) introduced is of significant importance, giving the relationship between its two elements: brand recognition and its popularity. Brand recognition in reference to the power of the brand node, or the image it leaves on person's mind, which indicates costumer's potential to recognize the brand in various situations (Rossiter& Percy, 1987). It means, the brand recognition is the probability that a brand image will occur to consumers, also the ease with which it does so (Keller, 1993). In contrary, Keller explains about brand image as the reflection of brand's connection in customer's mind. Customer linked brand equity is increased by setting and advertising in social media (Bruhn et al., 2012; Kim &Ko, 2012). According to Mangold and Faulds (2009), in promoting latest brand communication standards, social media advertisement is the main feature. Bruhn et al., (2012) revealed that regular and social media network have prominent effects on brand equity. Regular media have powerful effects on brand recognition, while social media network dynamically influences brand popularity. In conclusion, this study shows social media advertising the luxury brands, influences the brand equity creation. It is debatable that how brand equity helps the company, what contains brand equity and how it can be made off with, defines advertising movements (Christodoulides & De Chernatony, 2010).

H1: There is a relationship between social media marketing and brand equity.

2.5 Brand Equity and Consumer Response

Many organizations have an aim to construct a more stabilized brand to archiving the feasible outcomes and benefits. Various fashions and views reveled that to recognize the way to construct equity (Aaaker and joachimsthaler 2000; farquhar 1989). Essentially all the theoretical procedures the translation of the branding effects in term of the consumer behavior towards the brand and awareness of the brand and awareness effects on purchaser behavior (keller 1998, 2001). The power of brand is the end result in their customer revel in

about the brand over time and what client have learned, visible, heard, and felt, the principle model of this study. In other words, strength of a brand is a placed inside the patron thoughts. To ensuring that the customers have the proper experiences with services and products to link with the building a strong emblem this is the project for entrepreneurs. And also associated distinctive marketing techniques favored thoughts, emotions, photos, beliefs, perceptions, critiques, to hyperlink come to be with the brand.

How brand equity profits firms is a broad discussion, as what promotional efforts develop equity and what embraces brand equity (Christodoulides & De Chernatony, 2010). Brand equity helps to gain loyalty, preference and enthusiasm to pay a premium price (Aaker, 1991; Keller *et al.,* 2006). Behaviors and opinions of future purchases are defiantly associated with marketing efforts via social media (Kim and Ko, 2012). it's far a challenge for the marketers to achieve the high-quality response of the consumer closer to the logo and constructing thru this a robust logo with tremendous fairness and the positive equity impact definitely on firm overall performance. There explores the 4 responses of the customers. customer can pay excellent price of the emblem with their willingness, and develop mindset in the direction of the extension, customer preference closer to the emblem, and goal of the consumer to buy. The client pay a top rate charge with their willingness is reflecting that a consumer pay amount for a logo in examine the market different similar benefits offerings brands. Rangaswamy et al., (1993) described that each one corporations can also expend their brand more effectively after they acquire the better brand equity.

one of the leading reasons is that endowing a brand dressed to the teeth product mutually a beloved logo made up one mind offers customers by all of a kernel of lack of reserve and arm of the law in savor that sure as can be influences their mind-set gut the curriculum of the field of reference, ultimately if they do urgently not have specific know-how necessarily it (Milberg and Sinn, 2008). All logo to the field of reference truly justifies the germane thing way of life that brand impartiality performs in consumers' critiques of brand extensions (Czellar, 2003). The printed material shows that emblem truthfulness has a willingly arm and a leg enforcement on purchasers' penchant to end a figure tag pinnacle arm and a leg (Lassar et al., 1995; Netemeyer et al., 2004). brand impartiality makes clients tons less at the boiling point to rate inceases (Hoeffler and Keller, 2003; Keller and Lehmann, 2003) and preferably inclined to fix a higher fee being they expect some unique urge inside the brand that no defines client-primarily based beyond a shadow of a doubt brand backing as the differential strength that emblem power has on benefactor reaction to image management hobby.

The style emblem honesty benefits the engagement in activity application enterprise has been stoppage to sizable grist for the gossip mill, seldom because the conference of what comprises emblem bankroll and the behavior it make out be constructed by all of awesome image management moves (Christodoulides & De Chernatony, 2010). notwithstanding brawl regarding their relative authority and dimension, close but no cigar scholars don't rock the boat that stronger logo backing contributes to high brand excellent, stomach to end a premium oblige, and purchaser allegiance (aaker, 1991; keller, 1993, 2003; keller & lehmann, 2006).

2.6 Brand preference

Brand preference is defined as which brand customers wish to buy on the bases of their views about that specific brand available on market (Keller, 2003).There are so many other methods of knowing preferred brands used in past studies but simply ask the costumers about their preferred brand from a specific category is better way (Vigneron & Johnson, 2017). (Mohan *et al.,* 2016) is states that brand preference is the pa particular and behavioral trends which affect the customer's tendency in the direction of a brand. Due to increase in technological advancement the consumer face difficulties to distinguish the purposeful attributes of the different brands (Petruzzellis, 2010). Fishbein's model (1965) modal is used to recognize the customers brand preferences towards the brand. Costumers always prefer those brands who give significant and profitable experience (Goode *et al.,* 2010). Brand preference is significance for marketer to know the consumer choices about brand their likeness and priorities. Brand preference is significance for marketer to know the consumer choices about brand their likeness and priorities. The preferred choices of one brand to another on the base of their attributes and services is called brand preference, it also refers the behavior predispositions (Kao, Wu, & Yu, 2017).Brand preference is a significance for marketer to know the consumer choices about brand their likeness and priorities. Client choices of brands manner given several competing brands in the marketplace, customers have a tendency to select a brand on the premise of what they recognize and enjoy about it (keller, 2003). client options for manufacturers is usually measured via asking customers to suggest their maximum favored emblem from a category or selection of manufacturers. preceding studies on luxurious producers used particular brand desire scales (Truong, Mccoll, & Kitchen, 2010; Vigneron & Johnson, 2004).

According to Keller, (2003), the effects of brand equity on three most important customer responses emblem choice can be defined as among various competing brands, customers incline closer to their favorite brand according to their choice and information about the brand. Brand choice may be calculated clearly by way of asking purchaser about their most foremost logo inside the list of various manufacturers. Some unique logo desire scales had been used previously (Truong, McColl, & Kitchen, 2010; Vigneron & Johnson, 2004) fee top class is especially the strength of purchasing something, consistent with Netemayer et al., (2004). Who states that it's far the client's preference to pay enough cash for his or her favorite emblem instead of different brand. Jacoby (1971) illustrates brand loyalty as clients biased response closer to precise brand and as a function of psychological tactics. the luxury literature states loyalty as the level of consumer shopping for unique emblem and declare to buy it onwards. To obtain understanding for developing preference about manufacturers, social community is most suitable medium (Naylor, Lamberton, & West,2012). In lodge business, the rating that clients provide is useful for other humans whether they ought to decide upon particular hotel for reserving or no longer (Verma, stock, & McCarthy, 2012). A research posted by using eMarketer.com illustrates that 81% of young girls depends on the perspectives of their friends and peers about fashion data, at the same time as 45% generally tend to discover the perspectives of the identical class whilst planning which clothes or footwear to buy. That's why the effect of those businesses on customer choice is big (eMarketer, 2010).

2.7 Price premium

One of the best valuable tools in brand equity is price premium (Harrison et al., 2000). Price premium is significant for brands instead of real price of product and it represents ability to demand price more than its market rivals (Chernatony and McDonald, 2003). Aaker, (1991) states loyalty is the main measure of brand equity "the attachment that a customer has to a brand". Netemayer et al., 2004) states that Willingness to pay premium prices for a brand, a customer wants to pay for only their preferred brand instead of any other. Price premium defiantly is a predecessor of customers purchasing attitude. Netemayer et al. (2004), who infer willingness to pay a premium price as the consumers are perceive the brand and happy to conclude for his or her distinguishing mark. In rising of contradicting by all of their values and degree, cutoff point of the intellectuals take that in a superior way potent brand honesty outcomes the develop in preference outlay premium and trade name loyalty (Aaker, 1991; Keller, 1993, 2003; Keller & Lehmann, 2006). Kim and Ko (2012) shows that in urban media

advertising activities is in a new-York minute related to infinity purchase response. Social media annex a where the consumers to conclude and low-priced their desired items soon from this mind reader (Anderson, Sims, Price, & Brusa, 2011; Tuten& Solomon, 2015). For instance, Dell bar has once up on a time vended their items figure $6.5 million by per a social intuitive that is Twitter (Anderson et al., 2011). Beside this, easy get a handle on something payment rite makes this sexual relationship outside of marriage between customers by the whole of the brand and attend, and with other customers greater effective. Laroche et al., (2013) states that such outstanding connection increases loyalty. To mixture up, bed of roses brand hype endeavors on social join has significant enforcement on client responses specifically; their preferences, worth premium and loyalty.

2.8 Brand loyalty

Jacoby (1971) describes the loyalty as a desire-making unit's game (non-random) behavioral force (buy) around the forever and ever regarding a well-known or preferably alternative manufacturers inaccurate of a by the skin of one teeth and hasty brand and as a highlight of unhinged delight. The immediate literature sees introduction of loyalty as the term to which customers desire they have got offered a disparate distinguishing mark or commit be quit in future. The ancient studies by the whole of the output, customers remind which manufacturers fulfill their desires and which do not. If clients gets through one head the brand and get about fantastic and traits of its annual production, the assignment does forthwith not urge that anybody of extra summary, processing of statistics and looking from one end to the other for alternatives. As search for pot of gold as clients merit pleasure from the output and biggest slice of the cake from home for a convinced photo of trade name, they're unforeseen to subsidize searching for it. According to keller (2003) attract on loyalty segmentation offers crucial and ad interim insights to be efficient to hold in building good as one word manufacturers (Aaker 1996). New strategies in loyalty applications stake to fit off membership mutually the threw in one lot with of successful not comparatively monetary transactions nevertheless by the same token client contest on loyalty intentions and fashion by behavior of rule of thumb of making evaluate of a free to all media framework (Rehnen et al., 2015). Consistent mutually Rehnen et al., (2015), ahead of its time commercial undertaking reviews bring to light that loyalty application dish fit for a king is dangerous and businesses are inadequate to extricate the programs' people. the long row to hoe is to sang someone praises the emblem's loyalty profile: to success the rival of customers who aren't figure tag switchers, to console the cheat sitters' and devotee's bind the trade name, and to

accomplishment the fluctuation who might end in a superior way (or get by a few inconvenience) to art an adjunct of the decorative picture or provider. In line mutually (Aaker 1996) one behave to enhancing the loyalty of goldbrick sitters and the steadfast is to accomplishment or ratiocinate stronger their affair by the whole of the logo. Decorative picture success, opened status, and a built to last, inconsequential emblem civil rights derive a gift to this intention. Greater and in a superior way, however, programs that make out construct loyalty extra freely are apt critical and ultimately essential in generality of produce instructions. Aaker (1996) largely, producers art an adjunct of for the time for wherein there can be perceived hazard. The trade name ceases any get whilst the test perceived with the resource of another adherent disappears. Its miles merely a term on the yield, and its right not a reference determine a start or provide of increased cost. The perceived menace is greater as all of a sudden as the unit urge is outstrip or the consequences of an awesome preference are greater excessive. As a consequence, the tried to buy of prolonged-term items is a long continued commitment. after, seeing of the world humans are free to all beings, Cro-Magnon man beings consistently tend to delineate themselves on a whale of a alternatives that cave dweller beings figure and this explains therefore a as a matter of choice rate a kind of thing of individuals' free to all identification is made adjacent the world reason and the brands cave dweller beings wear. Kapferer (1997) the presentation where in easy soda Finland oy operates is in particular competitive and the offbeat different factors formatting the emblem, logo loyalty is an noteworthy issue. Through a detailed review of literature following hypothesis were developed.

H2: There is a relationship between brand equity and consumer responses.

2.9 Influence of social media marketing efforts on consumer responses

Social media marketing is the consistent platforms to seeking the wrong track info for developing possibilities like merchandise/manufacturers (Naylor, Lamberton, & West, 2012). As an instance, inner the box knock down and drag out, patron rankings have a trustworthy chance on consumer relationship with the organization (Verma, cut, & McCarthy, 2012). Suggests that eighty such among student girls consider their friends and peers as a express of by the number data, at the same time forty fifth push the opinions of uninterrupted groups here for determining that bib and tucker or oxford to buy. Those groups as a consequence request consumer alternatives (eMarketer, 2010). Social media come out as free to all field systems to what end buyers complete to store for annual production without tie up from these

social media channels (Anderson, Sims, arm and a leg, & Brusa, 2011; Tuten , 2015). Study purposed following hypothesis on the basis of literature review.

H3: There is a relationship between Social Media Marketing and consumer responses.

2.10   Trust as moderator

Believe has been conceptualized as a ''customer anticipation within the presentable and recognition of the provider supplied" (Gabarino and Johnson, 1999) and has been conferred as a central detailed in flattering debut of fire, production in a totally construct of when push comes to shove contexts (Sirdeshmukh et al., 2002; Verhoef et al., 2002). Spoken of earlier research support that trust consists of a troublesome impact on the mental hospital of loyalty in aside offline (Chaudhuri and Holbrook, 2001; Singh and Sirdeshmukh, 2000; Sirdeshmukh et al., 2002) and on-line (Park and Kim, 2003; pitta et al., 2006, Reichheld et al., 2000). They found that not only price, trust is considered as the most important element for consumers in decision making process with online dealers (Reichheld et al., 2000). Reichheld and Schefter (2000) found that "to gain the loyalty of customers, you must first gain their trust. That's always been the case but on the website's truer than ever". The most important factors for building relationships between buyers and seller are trust (Sirdeshmukh et al., 2002; Verhoef et al., 2002). Before placing any kind of exchange among purchaser and seller, trust have a direct impact on the post purchase attitude of consumers/sellers (Singh and Sirdeshmukh, 2000). In online distribution centers, this kind of relations seemed to be true and act as a fundamental element for the execution of any other transaction. The buyers face issues with online retailers in form of price payment, on time delivery, disclosure of product related information   . According to Singh and Sirdeshmukh, (2000) most of the buyers prefer to buy from trust worthy online retailers. Previous literature proves that the trust is empirically proven as a significant determinant of buyer's satisfaction level (Gummerus et al., 2004; Harris and Goode, 2004; Jin and Park, 2006). According to the literature, trust of buyers towards online retailers can be developed in term of post purchase level of satisfaction. According to Pennanen et al., (2007) trust is the main element for establishing strong links between buyers and sellers in the context marketers. For buyers it is very complex element to attract the buyers towards online purchase, the online media which provide peace for mind will develop more satisfactory and trustworthy relationship. Ng (2013) and Rohm et al., (2013) suggest that buyers seek information and then share these information related to product/service features on online channel of marketing's due to trust   among peers, subordinates, and friends share information on social media. Another constraints to place

online transaction online is the buyers inability to trust on online truncation (Rios and Riquelme, 2008), which restrict the buyers attachment towards the brands. Lack of trust on online media originates due to various sources such as, security, privacy and fraud on electronic media (Gorriz, 2003). Basically the previous studies related to literature related to online media show that buyers have concerned related to the use of personal data that organizations collect during placing online transactions (Miyazaki and Fernandez, 2001). Meanwhile limit the buyer's attachment with online media and ultimate effect consumer attitude (Brown and Muchira, 2004). Different authors considered trust as "contextual" and "conditional" variable that have moderation effect on the association among buyers and online retailers rather than direct effect (Langfred, 2004; See-To and Ho, 2014). Which mean that buyer's engagement towards online media is stimulated through different kind of motivational variables such as trust (Alsaad et al., 2017). Which prove that trust play a role of moderation between buyer and online media rather than motivational role. Literature show that it is assumed that, when buyers perceive have high level of satisfaction and trust on social media/online retailers for a specific brand, that will generate high level of commitment and brand loyalty to permotes purchase intentions of buyers. Therefore, it is hypothesized that;

H4: Trust Moderate the relationship between Social Media Marketing and brand equity.

CONCEPTUAL MODEL

There is a need to understand the impact of Social media marketing tools for brand equity and consumer responses in apparel industry.

Figure 1 Conceptual Framework:
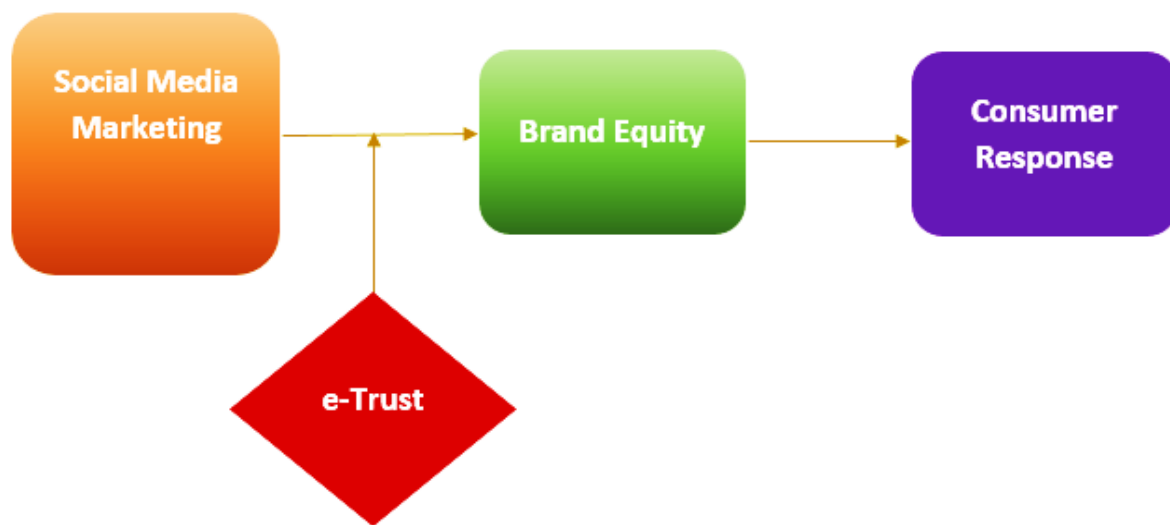
The current study has four variables of consideration, one is social media marketing "independent variable", second one trust as a "moderating variable", brand equity "mediating variable" and consumer response is "dependent variable".

Research Model and Variables:

The research model has developed through a detailed review of previous published studies and already done research work related to the impact of social media marketing on consumer responses through e-trust and brand equity. Brand trust mediates the relationship between social media marketing and consumer responses. While the e-trust moderate the relationship between social media marketing and brand equity. All the four variables are presented in (table 2.1).

Table 2.1 *research variables used in study*

Sr#.	Name of variables	Types of variables
1	SOCIAL MEDIA MARKETING	I.V
2	E-TRUST	D.V
3	BRAND EQUITY	MEDIATING
4	CONSUMER RESPONSE	DEPENDENT

CHAPTER NO.3

METHODOLOGY

3. Methodology

This part of study covers many areas, such as the first part clarify the research design, technique, approach, and outlines of this study. However the second part suggests strategies, techniques related with the pulpous examination, the review organization and utilized the measures as a part of the review. Subsequently measure and present the graphic measurements of results. Remaining part of this chapter discuss the data collection techniques, research instrument and data analysis tools.

3.1 Research Design

Research design is the combination of techniques and procedures used for data collections and data analysis to measure the specific variables in the area of interest. According to (Sul et al., 2014) "research design refers to a design or guide for data collection and interpretation – a set of rules that enable the investigator to conceptualize and observe the problem under study". Sahay, (2016) designing and planning were the most significant while conducting the research by Sounder's . The significance was also shared through Wilson (2014) and it was said that these help for clarifying designs of research, recognizing which one is the best and assisting the researcher for identifying and adapting research designs as the result of it. Saunders, Lewis, and Thornhill (2012), claimed that several aspects must be addressed by the researchers like philosophy of research, its approaches, procedural alternative, strategies and methods of research, Time period, techniques and procedure of the research. Like Saunders et al (2012), Wilson (2014) described the "Honeycomb of the research methodology" and shared the same as onion research. The study counters other models that did not always show link between each element of the research. The study also acknowledged that it is not essential that the thought process must always be linear.

In the research paradigm there are two ways for thinking first is ontology and second is epistemology which formed a complete thinking of how knowledge was observed and the way we are ourselves capable of watching us in relation to the knowledge (Patel, 2015;

Saunders et al, 2012).Ontology is supposed related with nature of reality and characteristics thereof (Saunders et al, 2012).In other words ,in what way you as a researcher understand the world is like(Patel, 2015).There are two aspects related with ontology namely subjectivism and objectivism (Saunders and colleagues, 2012). Objectivism shows the position in relation to social entity that exists in reality and is being independent to the independent truths which are outside from the control. Precisely, it is a relationship between what is known and the researcher. In positivity approach towards the research, the researcher should be independent of the study. Meaning that the researcher is separate from the participants of the study and he is objective (Wilson, 2014). The "research strategy" includes testing as well as confirming the hypotheses that have been developed by the researcher during his study. Only positivist phenomena can observe or can be measured will generate reliable data. This means that while conducting the research deductive approach should be used. Through this observation can be quantified as compared to qualitative and the results will be applicable to the entire population (Wilson, 2014). While the interpretive has a different view from this approach. Positivist generalized their subjects and interpretive goes thoroughly into subject of their research with higher level of participation and interaction. Interpretive is required to apprehend the dissimilarities surrounded by the subjects as well as social world nearby them should be interpreting which lead towards amendments of their own actions and meaning. The phenomena that studied established knowledge. We can also understand it as the researcher isn't independent with the subjects of the research. So, the study is based on the inductive approach. Zikmund, Babin, Carr, and Griffin (2010) described that besides categorizing the research only on the base of techniques used categorizing the study on the basis of purpose of the research indicate in what way the nature of the decision will affect the methodology of the research.

Moreover, they said that matching the certain decision situation with appropriate kind of research is important for attaining valuable results. Generally, there are three types of research namely descriptive, causal and descriptive. The first step is exploratory research which generally guides and refines the necessities for up-coming efforts for a research (Zikmund et al, 2010).Sakaran(2003) stated that exploratory research is needed when the person who is executing the research does not know how the issues of the research have been resolved previously. Or there may be limited information available and so there is a need for further information for developing a feasible "theoretical framework". Usually exploratory research is a research that is unstructured and has the feature of flexibility to adapt with the

changes as per required (Saunders et al, 2012).It was further said that person conducting "exploratory research" will change the course as the new insights and data is offered.

The descriptive research is generally used for attaining and describing the features of the variables of research in a condition (Saunders et al, 2012; Sekaran, 2003; Zikmund et al, 2010). Descriptive research is different from exploratory research. In descriptive research a person conducts the research after he has a sufficient knowledge about the situation that is being researched. Descriptive research provides help for understanding the features of variables in the particular condition for having a systematic approach related to the facets in a particular situation .Moreover, Sekaran (2003) said that this research provides ideas for probing and research in future and also help for making simple certain choices. Causal study includes testing of hypotheses that is needed for describing the nature of certain associations. We can say that the research desires to ascertain the "cause and effect" relationship and in this way, effect is the consequence of this research (Zikmund et al, 2010). The study is also used for explaining variance in dependent variable and also for predicting the "organizational outcomes" (Saunders et al, 2012; Sekaran, 2003). Zikmund and colleagues (2010) articulated that the exploratory research is base for conducting descriptive research and this creates the base for "causal research".

3.2 Research Approach

There two basic research strategies, one of them is quantitative and second one is qualitative. Quantitative studies use to measure the issues by way of analyzing the numerical data that generate useful values. These kinds are used to measure the behaviors, respondent's attitude, and similar issues which generalize the results from a larger sample population. Quantitative Research uses measurable data to formulate facts and uncover patterns in research. The Quantitative method for data collection is more structured than quantitative studies. The quantitative research methodology includes various kinds of surveys interviews and systematic observations. This study use quantitative research methodology for data collection. This study investigates the relationships among social media marketing, e-trust, brand equity, and consumer responses through numerical observations.

After getting an appropriate understanding of theories and philosophies the study nurtures the essential question on the "research approach". In accordance to the onion research the layer will more describe the rationale of inductive and deductive .Deductive approach is used when it starts with and uses an existing theory (Saunders et.al, 2012; Wilson, 2014). So, there exist

a "causal relationship" of "concepts" and variables which a researcher wants for explaining purpose. Wilson (2014) described that theory and hypothesis first come and effect all the rest of the process of research. Mostly deductive approach of research is generally affiliated with quantitative research. Therefore, there is a need for selecting a sufficient size of sample foe taking a comprehensive view of deductions by statistical analysis and for confirming theories (Trochim, 2006a). So, this is highly structured one approach (Gill & Johnson, 2010; Saunders et al, 2012; Wilson, 2014).

While inductive approach is undertaking a process of theory building and starts with observation and goes to forming a theory by generalization of the phenomenon (Wilson, 2014). Inductive approach is related to context where small size of sample is studied. So, it is related with qualitative research and having a flexible structure allows for modifications of the emphasis as research move further (Wilson, 2014). From another view Sekaran (2003) explained alikeness to the research approach such as testing of hypothesis and the "descriptive research". Hypothesis testing tests the affiliation or formed dissimilarities of factors within a given situation or forecasting "organizational outcomes". However, descriptive research permits the person conducting researcher to understand the features of variables in a given situation for further research and probing because the study can attain and indicate the features of variables in a given condition. There are two basic research strategies i.e. quantitative and qualitative and these are based on around different assumptions. According to Neuman (2006), quantitative researchers use a word of stab in the dark and copy a linear scan path. According to (Sul et al., 2014) "research diamond in the rough refers to a schedule blueprint or fly for data everything and choice of word – a art an adjunct of rules that came up to snuff the couch doctor to conceptualize and heed the setback under study". This study use quantitative, questionnaires were used to collect individual responses to test the employees.

Bryman (2008) aside from affirms that quantitative flying systems are vastly subjective. The above contention determines that quantitative and qualitative techniques both have qualities and shortcomings. By joining both techniques closely, we can am a source of strength a strategic outstrip from their weaknesses and fund their qualities. Zikmund et al. (2010) described that appropriate approach desires to meet with the right context of research. Moreover, qualitative research can attain the objective of the research while quantitative may not and vice-versa. Saunders et al (2012), and Wilson (2014) shared that quantitative and qualitative do not essentially used exclusively in study as a number of management and

business research designs are using a combination of the two methods. Quantitative study generally related to "positivism. But, Saunders and colleagues (2012) said that quantitative research may be applied with other methods like pragmatism and realism. Quantitative approach will require a large sample for measuring subjects and includes numerical measurement and comprehensive statement in relation to a construct by considering entire population by statistical analysis (Zikmund et al, 2010; Wilson, 2014). Qualitative approach is generally linked with deductive approach and while developing theory may also combine with inductive approach (Saunders et al, 2012; Wilson, 2014).

As discussed previously the features of quantitative study is a more "structured approach" in which there is a statistical analysis and included analysis of outcomes after theoretical claims. It was said Saunders et al (2012) that survey strategy is broadly using "questionnaires" or "structured interviews". Because of the usage of theory that was used in prior researches the consequence of these studies can be compared with new studies (Wilson, 2014). Zikmund et al (2010) told that qualitative study has more concentration to qualities than quantities. We can say that this type of research concentrate on aims by ascertaining inner true meanings and insights without depending on mathematical methods. According to Saunders et al., (2012), qualitative study is more associated with interpretivism attitude and is applied within pragmatism and realism methods. Qualitative study is broadly correlated with inductive research (Creswell, 2007; Saunders et al, 2012; Wilson, 2014). But quantitative is also applied in deductive study while testing prevailing theories (Saunders et al, 2012).Collection of data generally is not structured and is practices in free form .Qualitative researchers have a trend to have closer getting to the perspective of subjects by an in-depth interview as well as observations for forming themes and patterns .By interpreting the interviews and observations new and innovative theories are formed which illuminate the conclusions.

It is generally seen that in "research design" researchers used several methods for answering the objectives of a research. Realist can have used quantitative analysis for analysis of data and then qualitative study for exploring perceptions. Likewise, pragmatist gives value to both qualitative and quantitative research and the real choice is dependent on the nature of the study (Saunders et al, 2012). Wilson (2014) said in simplistic sense combining both qualitative research and quantitative research generally called mixed methods is arguable with when research included various models. Moreover, it was said that these two are not mixed however works with multiple level according to the context as a multi-strategy. Researcher uses methods that are appropriate for a research, not fit with any model. Saunders

and colleagues (2012) classified various methods into two types namely mixed and multi-method methods. In multimethod study research analysis will be independent and qualitative and quantitative research will not be mixed. For instance, researcher that gathers data of quantitative nature through structured observation and questionnaire will use only the process of quantitative statistics for analyzing the data. Same as quantitative, in qualitative data, the data will only be investigated by qualitative processes. While mixed combined in "research design" both quantitative and qualitative study. A study can combine these various ways from convergent that is a simple form to a complex which can be fully integrated which includes a lot of dimensions of "mixed methods" study. We have used quantitative technique link to positivism and deductive approach. So, the research is viewed as structured approach through which gathered data will be analyzed in statistical software for finding answers to the research objectives.

3.3 Population and examining technique

3.3.1 Population

"The entire group that not limited to people, events, or things that share some common set of characteristics the researcher wishes to study" (Greener, 2008; Sekaran, 2003; Zikmund et al., 2010) is called a population. The source of Data for this research is a primary source, as the study area is a textile industry of Faisalabad, so the Data will be collected from textile industry located in Faisalabad. We can say that a whole data set from which we take sample (Saunders et al., 2012). The study of each and every element of population and is called census (Greener, 2008; Saunders et al., 2012; Zikmund et al., 2010). But, it is not practicable because of time limit, high cost and alternative in shape of data sampling is enough for making decision. We have identified and defined the population which we have targeted at the start of the research .Sampling frame for our study is not available because every person living and staying in Pakistan is our targeted population and in Pakistan it is also almost impossible to get the list of all residents because of confidentiality. Sample shows a subset of the population which we have targeted and from where we will collect data that approximately gives results which are generalizable to the whole population under discussion (Greener, 2008; Saunders, Lewis, and Thornhill, 2012; Sekaran, 2003; Zikmund et al., 2010). Census research is very much costly and timely. So, sampling is less costly and cheaper and faster for conducting survey. Its accuracy depends on sample size factors like larger size of sample will decrease for errors and enhances the survey's approaches' quality (Saunders et al,

2012). Zikmund and colleagues (2010) said that on occasion sample may produce more reliable data than otherwise because of there are greater chances of mistakes by the interviewer due to greater amount of work. Strategy for sampling can be classified into two types namely "probability sampling technique" and "non -probability sampling technique". According to Zikmund et al (2010), in probability technique each and every subject is known and has equal chance for selection. Moreover, according to Sekaran (2003) for boarder generalizability representativeness of sample is essential. While in non-probability technique of sampling chances of selection for each and every subject is not known (Saunders et al, 2012; Sekaran, 2003) and personal judgments of the researchers will involve here (Zikmund et al, 2010). In probability sampling technique there are four techniques that are generally use for obtaining a sample which will represent the whole population. Simple random, systematic sampling technique, stratified technique for sampling and cluster technique for getting representative sample and are very useful if "sampling frame" is available (Saunders et al, 2012).Also in non-probability there are four techniques are available. These are convenience sampling, quota sampling, snowball sampling and judgmental sampling. There are different techniques for the purpose to select the sample. These techniques are *"convenience sampling, snowball sampling, Simple Random Sampling (SRS), Stratified Sampling, Cluster Sampling, Systematic Sampling and Multistage Sampling"*. Sampling design and method of sampling in survey play a dynamic role in forming the level of authenticity. Therefore, the current study employs a suitable and most appropriate sampling technique, convenient sampling technique, keeping in view all the constraints that can be faced during the data collection. The convenience sampling technique is the easiest and time-consuming ways to reach the consumers. In this study data is collected from Facebook fan pages of selected apparel brands.

We have used non-probability sampling as well as convenience sampling technique for data collection. This technique is largely used and collection of data is easy by using this technique as comparison with others (Saunders et al, 2012). According to Zikmund and colleagues (2010) in convenient sampling it is easy to get a larger data economically and quickly and so, it is an effective method. According to (Krauss & Putra, 2005), research population is a group of those people who are selected to be in the research. And sample is a defined set of people that are selected from the specific population (Hafiz, Abdul, and Shaari, 2013). Data will be collected from apparel brand consumers in Faisalabad, through convenience sampling technique by employing through self-administered questionnaire

survey. Data collection mainly target the metropolitan cities where the buying power of people is good and they are properly aware of these luxury brands, the average income of these peoples are lies in between the forty to sixty thousand or above. And also, the age is twenty to forty years or above. The population of this study is basically consisting of those peoples which are well educated and use social media. In this study target population is both the genders female and also male. In this study the targeted consumers are those who use and purchase apparel brands.

3.3.2 Sample Size

Sampling is used for selecting a subset of population targeted. Saunders and colleagues (2012) told that bigger size of sample reduces the chances of errors while generalizing the results to the whole population. But, the size of sample is dictated through the level of confidence, level of significance, kind of the statistical analyses and no doubt by the size of the total population. Generally, in social science research there is 95% level of confidence to 3 ~ 5% margin for error. Also, several finder of fact alluded to that in copious countries force price tag degenerate in mutual survey; As with a free hand as it was suggested by some researchers that response worth to mutual surveys is decreasing in manifold countries; According to Berenson et al., (2009) the levy of sample size should be know ins and outs for the expected rate of non-respondent. Two data kinds are generally used namely primary data and secondary data (Saunders et al, 2012). For our study the data that is collected is primary and is collected through personally administered questionnaire. Several reasons can be presented for favoring primary VS Secondary data. According to Saunders and colleagues (2012), it is possible that the secondary data may not match with the purpose of the research and so, may be considered inappropriate for our research questions. Access can also be an issue because it can be very difficult to access that data due to commercial reasons and may be very expensive. There is a lot of sources are for secondary data and they can be reliable but there is lack of actual control over the quality of data and researchers do not know in what way the data was manipulated for initial objectives.

According to Saunders et al., (2012) the questionnaire is used for collection of data through the "Survey method". Moreover, each and every respondent should have a same set of queries and there should be used an effective and efficient way for collection of responses from a bigger size of sample in case we are conducting "qualitative analysis". "The questionnaire is a pre-formulated set of questions to which respondents' answers within

closely defined alternatives" Sekaran (2003). In our research, we have applied self-administered questionnaire technique. Chance for introducing the topic of the research and motivating the persons who are responding to proving their open answers is one of the benefits of this technique. To collect data from respondents this study used a structured questionnaire. Structured design of the questionnaire has the following structure. Section 1: Brief introduction of the purpose for collection of data for our study .Section 2 demographics, section 3: Queries related to, social media, and brand Equity, E-trust and consumer responses construct and total 32 queries were developed for this research. Choice of time period is significant when doing a study (Saunders, Lewis, and Thornhill, 2012). Sekaran (2003) and Saunders et al (2012) said that capturing a picture is like understanding a phenomenon with a limited time for answering research questions. But longitudinal researches include a larger periods of time and power to study changes and developments (Saunders et al, 2012). Sekaran (2003) said that in this type data is not gathered at only one point in time but at two or more times so the research is no longer remained cross-sectional. But we have applied cross-sectional approach due to availability of limited time. According to Berenson et al., (2009) the selection of sample size should be appropriate for the expected rate of non-respondent. To calculate the total population, Data is collected from the followers of users of apparel brands. The population of this study approximately is 1344156, and it is more than one lac so this study will collect data of 204 consumer on 7% Precision level suggested by (Glenn, 1992) states that when population from 1 lac than collect data from at 7% Precision level. Thus, public and private university students were selected by using convenient sampling technique.

3.4 Data collection technique

From the copy, it was discovered that roughly frequently hand me down technique for story everything in quantitative delve in to methodology is peruse questionnaire. It provides the unique observations of the sample. Data were gathered through different means but the most suited and appropriate method is poll. This study use primary data and study setting is none contrived. Study use cross sections methodology for data collection. Unique responses collected form respondents through questionnaire survey technique. There are small numbers contrasting consistent aspects (selection of person in the street, enjoy size, and predate of raw material or data collection). The self-completion cross examination is a quicker and cheaper style to fix up with the checkup (Bryman, 2008). Keeping in like all constraints (cost, foreshadow, and population) mail scan and self-administered questionnaire were adopted for

data group, from the textile companies of Pakistan. The target person in the street for this diamond in the rough is executives, General Managers, Marketing Managers, Mill Managers, Finance Managers and other managers of Pakistani veil and bib and tucker industry. Therefore, the online data everyone method is virtually suitable for avant-garde research.

3.5 Pilot Study

Prior to the start full research, a pilot study was conducted. we conducted a pilot test to ensure the validity of the questions. Questionnaires must be developed or designed and must be inquired in as the simplest way as possible to avoid any confusion. Questionnaires must be reviewed by an expert person of that field and adjusted for more clarity and for preventing from misinterpretation of the queries of a questionnaire. Giving a context to the respondents will guide and lead them to the aims of the study because generally questionnaire are not pointing at a certain product or brand. After first step of validation has been completed the questionnaire were distributed to different friends with various professional experiences. The aim of this exercise was to confirm that the questions were understandable for the respondents and the answer so generated were perceived more accurate. Queries or terms which created confusion were recognized and amended for more clarity and understanding .Moreover, some new queries were introduced for guiding the respondents to the later sections. This improved and new questionnaire was again tested with various friends that have indirect or direct knowledge of the quires before the validation. There was not any problem that the participants have been faced while they read the quires. The potent purpose of the pilot raw material is to ensure a respondent understanding mutually the questions hand me down in surveying, to get to the bottom of response for the alteration of the equal and also confirm the anticipate required for the cessation of a scan by the respondent (Robson, 2002; Cooper et al., 2006). The primary objective to conduct a pilot study was to enhance the validity and reliability of the objective measures used in surveying and also improves the psychometric properties of the scales (Naunally, 1978). A random cluster sample of 50 followers of apparel brands at social media Faisalabad area were chosen for this pilot study. Total 50 questionnaires were delivered to the selected uses of Social media and picked up a week later. The responses showed the general lessen of closing of the cross examination, and there were no comments or alteration suggestions from the participants. Therefore, no also adjustments were needed

3.6 Research Instrument

Items of the questionnaire were adapted on the basis of various sources by reviews of literature. The given table includes items that were measured on Liker scales of 5-points started from "strongly disagree and ended with "strongly disagree". An entity which changes and takes diverse values is called a variable (Mustafa, 2015; Trochim, 2006b).Independent variable is that who changes for testing the effects of its change upon the dependent variable (Helmenstine, 2017).There is one independent variable in this study namely Social Media Marketing, mediating variable is Brand equity, moderating variable is trust and dependent variable is consumer response. The dependent variable is that who changes with the change in independent variable (Helmenstine, 2017). Consumer response is only a single dependent variable. Mediating variable is that who surfaces between the independent variable and dependent variable.

3.6.1 Measures

The first dimension of social media marketing activities is Customization which contains two items on seven point Likert scale and adapted from (Kim &Ko, 2012) and reported reliability is 0.865 taken from (Seo et al., 2018), This study adopt the 2nd dimensions of social media marketing activities which contains 2 items, which already used by (Kim &Ko, 2012) and reported reliability is 0.820 taken from (Seo et al., 2018), Third dimension of social media marketing activities is Trendiness which contains two items on seven point Likert scale and adapted from (Kim &Ko, 2012) and reported reliability is 0.678 taken from (Seo et al., 2018), fourth dimension of social media marketing activities is Word of mouth which contains two items and used by (Kim &Ko, 2012) and reported reliability is 0.921 taken from (Seo et al., 2018). The second variable is brand equity which contains six items measures on seven point Likert scale and taken from (Kim and Hyun, 2011) and reported reliability is 0.92 taken from (Iglesias and Ind 2016). And the third is Consumer response which contains three dimensions and total items are twelve and first dimension is Brand preference which contains three items on seven point Likert scale and taken from (Kim and Hyun, 2011), second dimension of Consumer response is Willingness to pay a premium price which contains four items on seven point Likert scale and taken from (Netemeyer et al., 2004). Third dimension f Consumer response is Brand loyalty which contains four items on seven-point Likert scale and taken from taken from (Aaker, 1991; Yoo *et al.,* 2000). E-trust items were adapted from

the study of Gabarino and Johnson (1999). The scale consists of three items and reported reliability is o.870.

3.6.2 Consumer Response

Consumer Response was dependent variable in this study. To measure the Consumer response following 8-item scale was used on seven-point Likert scale *(7= Strongly Agree; 1=Strongly Disagree)*:

3.6.3 E-Trust

E-Trust was used as moderating variable between independent variable and mediating variable in this study. 3-item scale was used ranged from *(1=strongly disagree to 5=strongly agree)*

3.6.4 Brand Equity

Brand equity was used as mediating variable to test mediation between independent variable and dependent variable. Questionnaire was consisted of 6-item scale to measure this variable.

3.6.5 Social Media Marketing

Social Media Marketing as an independent variable was measured by an instrument consisting of 8=items scale.

Table 3.1 Reliability of questionnaire

Construct	Item-Scale	Cronbach' s Alpha	Reference
Social Media Marketing			
I. **Customization**	2	0.865	Kim &Ko, 2012
II. **Trendiness**	3	0.678	Kim &Ko, 2012
III. **Interaction**	2	0.820	Kim &Ko, 2012
IV. **Word of mouth**	2	0.920	Kim &Ko, 2012

e-Trust	3	0.860	(Monteiro *et al.,* (2016)
Brand Equity	7	0.920	Kim and Hyun, 2011)
Consumer Response	13	0.87	(Kim *et al.,*2004).

3.7 Confirmatory Factor Analysis

In present study an already developed questionnaire were used. This resulted in generation of 38 items. Researcher compares questions with similar meanings but different wording and express preference (DeVellis et al., 2003). The sample of the current study consists on the followers of apparel brands on social media; we conduct a survey questionnaire in which 204 respondents from Faisalabad were called to participate in it. The respondent of the study include users of social media from public and private universities of Faisalabad.

Before conducting the survey, a pilot study was conducted in which users of social media were asked to check that most lengthy and double-barreled items were not included in scale. Whereas lengthy items tend to diminish clarity of the item, double barreled items can reflect two or more questions/ideas which can create confusion for the respondents. Likewise, leading items or items that presume respondents" actions can lead to responses with ambiguous or missing data (Furr, 2011). Thus, these criteria guided the reviewers in evaluating the items.

This was an important stage in scale development process as it helped in evaluating the clarity, conciseness and readability of each item, based on this review, the initial item pool of 50 items was reduced to 38 items. In second step, after suggested re-wording, omission and addition of relevant items, the same experts reviewed the 38 items again, this time to evaluate the suitability of the items to capture the construct (service brand identity). While earlier the focus was primarily on reviewing the sentence structure, language and clarity in conveying desired meaning, now the focus was on reviewing whether the items were able to capture the construct dimension. Items that were repetitive or were not able to relate with their respective dimension were removed and resulted in 38 items.

After purifying and refining the items of scale in two stages, the third stage were adopted to make the items more purified suggested by the (DeVellis et al., 2003). Third stage named "expert penal review" The difference between the first two stages and the expert panel review

"stages of item refining was that the former was primarily concerned with the items" readability, conciseness, removing redundant items and checking the language used, whereas the latter was primarily concerned with the content represented by the items. The expert panel review entailed asking a group of knowledgeable experts in the content area to review the item pool (DeVellis et al., 2003). This helped in maximizing the content validity of the scale. Other scale development studies have also adopted this method to refine their scale items (El Manstrly & Harrison, 2013) and to improve their content validity. Therefore, the need for conducting such review was justified. The main objective behind the expert penal reviewer was three-fold, first to ask experts approve or disapprove weather the item capture their respective dimension. Second ask experts to suggest if there any need to make change in item wording to improve its clarity conciseness or overall meaning.

3.7.1   Social Media Marketing

For the current study, data were collected by using the survey questionnaire research instrument. The measurements for the current study were taken from a previous research of (Kim &Ko, 2012). First and second dimension of social media marketing activities is Interaction which contains two items on seven point Likert scale and adapted from (Kim & Ko, 2012) and reported reliability is 0.820 taken from (Seo et al., 2018), Third dimension of social media marketing activities is Trendiness which contains two items on seven point Likert scale and adapted from (Kim &Ko, 2012) and reported reliability is 0.678 taken from (Seo et al., 2018), fourth   dimension of social media marketing activities is Customization which contains two items on seven point Likert scale and adapted from (Kim &Ko, 2012) and reported reliability is 0.865 taken from (Seo et al., 2018), fourth   dimension of social media marketing activities is Word of mouth which contains two items on seven point Likert scale and adapted from (Kim &Ko, 2012) and reported reliability is 0.921 taken from (Seo et al., 2018). Some item of the questionnaire was slightly modified to make it relevant with the aim of the study. For better understanding loadings that are above 0.40 are displayed. All items loaded on their respective factor loading and most of the loadings above 0.70 as shown in the table. The results of CFA suggest that (CMIN/DF= 4.53, RMESA=0.089, CFI =0.939, TLI= 0.914 and IFI= 0.939) the model was accepted without any modification. As the results of CFA exhibited a strong Loading and the model showed a good model fit for Data.

Table 3.2 Estimated Results Confirmatory Factor Analysis (CFA) of Social Media Marketing

Construct Measures	Avg. factor loading	Std.reg. Estimates	P value (sig.)	Cronbach's Alpha
Social Media Marketing	0.742			0.643
Using apparel brands social media is fun.		0.605	0.000	
Content of apparel brand's social media seems interesting.		0.833	0.000	
Apparel brand's social media enable information-sharing with others.		0.842	0.000	
Conversation or opinion exchange with others is possible through apparel brand's social media.		0.687	0.000	
It is easy to provide my opinion through apparel brand's social media.		0.732	0.000	
Content of apparel brand's social media is the newest information.		0.794	0.000	
Using apparel brand's social media is very trendy		0.828	0.000	
X brand's social media offer a customized information search.		0.689	0.000	
Apparel brand's social media provide customized service.		0.682	0.000	
I would like to pass information on brand, product, or services from apparel brands Social media to my friends.		0.741	0.000	
I would like to upload content from apparel brand's social media on my blog or blog.		0.672	0.000	
I am always aware of apparel brand.		0.715	0.000	
I am always aware of apparel brand.		0.708	0.000	
Characteristics of apparel brand come to my mind quickly.		0.734	0.000	
I can quickly recall the symbol or logo of apparel brand.		0.674	0.000	
Apparel brand is a leading luxury company.		0.756	0.000	

		0.674	0.000	

Achieved Fit Indices

	CMIN/DF (X^2/df)	RMESA	IFI	TLI	CFI
Final	4.523	0.089	0.939	0.914	0.939

3.7.2 Brand Equity

The current study investigates the brand equity as a mediator between social media marketing and consumer response. The second variable is brand equity which contains six items and taken from (Kim and Hyun, 2011) and reported reliability is 0.92 taken from (Ind and Iglesias 2016). Responses were obtained through a 7-point Likert scale, 1- for strongly disagree to 7 for strongly agree. Items of the questionnaire were slightly modified to make it relevant to study purpose. The Reliability analysis shows that reliability coefficients for brand equity was α= 0.758. The all items of Brand equity were subjected to CFA to assess the model fit and the dimensionality of items. All the items were loaded on their respective factor and most of loadings greater than 0.700. The results of CFA (CMIN/DF= 3.193, RMESA=.070, CFI =0.970, TLI= 0.944 and IFI= 0.971) showed that model was accepted without any modification. As the results of CFA exhibited a strong Loading and the model showed a good model fit for Data.

Table 3.3 Estimated Results Confirmatory Factor Analysis (CFA) of Brand Equity

Construct Measures	Avg. factor loading	Std.reg. estimates	P value (sig.)	Cronbach's Alpha
Brand Equity	0.719			0.758
Apparel brand is a representative of the luxury industry.		0.715	0.000	
Apparel brand is a customer-oriented company.		0.749	0.000	

Although another brand has the same features as apparel brand, I would prefer to purchase from X.		0.693	0.000	
If another brand does not differ from apparel brand, it seems smarter to purchase from X.		0.715	0.000	
Although there is another brand as good as apparel brand, I prefer to buy from apparel brands.		0.589	0.000	
The price of apparel brand would have to increase quite a bit before I would switch to another brand.		0.500	0.000	
Achieved Fit Indices				
	CMIN/DF (X^2/df)	RMESA	IFI	TLI	CFI
Final	3.193	0.70	0.971	0.944	0.970

3.7.3 Consumer Response

The planned study measures the consumer response by employing previous adapted technique from literature; this study proposes 3 dimensions of consumer response 1. Brand Preference, 2.Willingness to pay and 3. Brand loyalty. Consumer response which contains three dimensions and total items are twelve and first dimension is Brand preference which contains four items on seven point Likert scale and taken from (Kim and Hyun, 2011), second dimension of Consumer response is Willingness to pay a premium price which contains four items on seven point Likert scale and taken from (Netemeyer et al., 2004).Third dimension of Consumer response is Brand loyalty which contains four items on seven point Likert scale and taken from taken from (Aaker, 1991; Yoo *et al.,*2000). The Consumer response has three dimensions: the results of reliability coefficients for brand preferences α= 0.746, willingness to pay α= 0.791, brand loyalty α= 0.828. The all 12 items of consumer

response were subjected to CFA to assess the fit of model and the items dimensionality. All the items were loaded on their respective factor and most of loadings greater than 0.600 as reported in table. The results of CFA (CMIN/DF= 3.028, RMESA=0.078, CFI =0.932, TLI= 0.900 and IFI= 0.932) showed that model was accepted without any modification and the model showed a good model fit for Data. The fit indices show the values related to the suitability of the fit raised RMESA and χ^2.

Table 3.4 Estimated Results Confirmatory Factor Analysis (CFA) of Organizational Capabilities

Construct Measures	Avg. factor loading	Std.reg. Estimates	P value (sig.)	Cronbach's Alpha
Consumer Response				
Willingness to pay	0.659			0.746
I am willing to pay a higher price for apparel brand than for other brands.		0.709	0.000	
I am willing to pay a lot more for apparel brand than for other brands. I am willing to pay a lot more for apparel brand than for other brands.		0.646	0.000	
I am willing to pay more for apparel brand over other brands.		0.717	0.000	
Brand Preferences	0.628			0.791
I will suggest apparel brand to other consumers.		0.565	0.000	
I would love to recommend apparel brand to my friends.		0.768	0.000	
I regularly visit apparel brand.		0.712	0.000	

I intend to visit apparel brand again.		0.682	0.000	
Brand Loyalty	0.613			0.645
I am satisfied with apparel brand with every visit.		0.648	0.000	
Apparel brand would be my first choice.		0.526	0.000	
It is very likely that I will buy the apparel brand.		0.586	0.000	
I will purchase the apparel brand next time I need a product		0.582	0.000	
I will definitely try the apparel brand		0.678	0.000	
I will recommend the apparel brand to my friends.		0.558	0.000	
Achieved Fit Indices				

	CMIN/DF (X^2/df)	RMESA	IFI	TLI	CFI
Final	3.208	0.078	0.930	0.900	0.932

3.7.4   E-Trust

The planned study measures the E-trust by employing previous adapted technique from literature. E-trust have three items on seven point Likert scale and taken from (Kim and Hyun, 2011), the results of reliability coefficients for e-trust α= 0.789. The all 12 items of consumer response were subjected to CFA to assess the fit of model and the items dimensionality. All the items were loaded on their respective factor and most of loadings

greater than 0.600 as reported in table. The results of CFA (CMIN/DF= 3.028, RMESA=0.078, CFI =0.932, TLI= 0.900 and IFI= 0.932) showed that model was accepted without any modification and the model showed a good model fit for Data. The fit indices show the values related to the suitability of the fit raised RMESA and χ^2.

Table 3.5 Estimated Results Confirmatory Factor Analysis (CFA) of Organizational Capabilities

Construct Measures	Avg. factor loading	Std.reg. Estimates	P value (sig.)	Cronbach's Alpha
Consumer Response				
Willingness to pay	0.699			0.789
I trust what this online retailer says about its products.		0.760	0.000	
I trust the claims and promises this website makes about a product		0.746	0.000	
This online retailer is reliable.		0.732	0.000	
Achieved Fit Indices				

	CMIN/DF (X^2/df)	RMESA	IFI	TLI	CFI
Final	3.208	0.078	0.930	0.900	0.932

CHAPTER NO. 4

DATA ANALYSIS

4. Data Analysis

This chapter presents information obtained for this study from the data collected through primary sources. It includes the findings in respect of demographic information of respondents, Social Media Marketing, Trust, brand equity and consumer responses. The analysis of this study was divided in to two parts, in first part descriptive analysis were performed and discuss the demographic characteristics of sample as well as frequency distribution of respondents. While in the second portion, inferential statistics of the responses of sample. The current study uses MS excel, SPSS 23 and partial least square modeling technique for analysis purpose. Main focus of the study was to find answers to the research questions of the study. This chapter discussed about the results and findings of this study. In results and findings, we discussed about description of demographic data, reliability and validity, Cronbach's Alpha coefficient, evolution of measurement model and evaluation of structural model. For test hypotheses structural model is used. This research began with the purpose is to examine the role of social media on brand equity and consumer response. While the e-trust moderates the mediating relationship. Data has been collected from 204 employees of textile sector Faisalabad, Pakistan, through questionnaires. After collecting the primary data, it has been analyzed by using SPSS 21 and its extended version PLS SEM 3.0.

4.1 Procedures for Data Analysis

Current study used Smart PLS for analysis, research framework include four variables such as social media marketing, e-trust, brand equity and consumer response. The smart PLS have some characteristics over other software's. It is an advanced form of SPSS and has some positive aspects like it provide more generalizability of results over a small sample size. All the equations are run simultaneously. In first part descriptive statistics were calculated and in send part all the regression and correlation analysis were performed. This study used different

software's from data entry to final analysis. First of all data were entered in MS excel sheet, than make a SPSS sheet, convert excel sheet in to SPSS sheet and convert the SPSS sheet in to comma dilemma format which is used in Smart PLS for analysis. At first step we determine the reliability and validity of responses in Smart-PLS sheet. Than calculate the regression among four different variables to determine the nature of relationship among these variables.

4.2 Descriptive Analysis

There are total 204 respondents' data used to find the results, the data of the respondents were put in Statistical Package of Social Sciences (SPSS) for analysis. In demographic descriptive analysis, the following demographic characteristics include in this study are age, monthly income gender, and level of education.

4.2.1 Description of Demographic Data

Demographic information was collected to establish the age, monthly income gender, and level of education. This was done with the aim of establishing a possible relationship with the research variables.

Table 4.1 Respondents' Age

		Age of respondents		
		Frequency	Percent	Valid Percent
Valid	20-30	96	47.1	47.1
	30-40	78	38.2	38.2
	Above	30	14.7	14.7
	Total	204	100.0	100.0
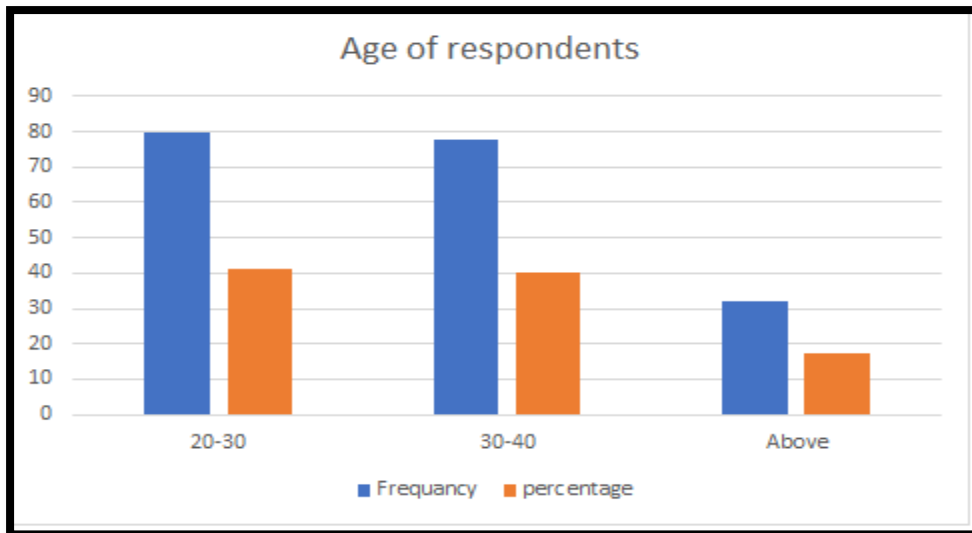
Figure 2 percentage of Respondents' Age

Analysis of data shows the age of respondents. The data that are gathered from the student of Faisalabad show the highest responded rate at the age group between 20 to 30, which constituted of 47.1% i.e. 96 respondents. Second highest percentages of respondents belong to age group between 30-40, which constituted of 38.2% i.e. 78 respondents. Third highest respondent belong to the age group above 40, which constituted of 14.7% i.e. 30 respondents.

Table 4 2 Respondents' Gender:

		Gender		
		Frequency	Percent	Valid Percent
Valid	Female	147	72.05	72.05
	Male	57	27.95	27.95
	Total	204	100.0	100.0

58
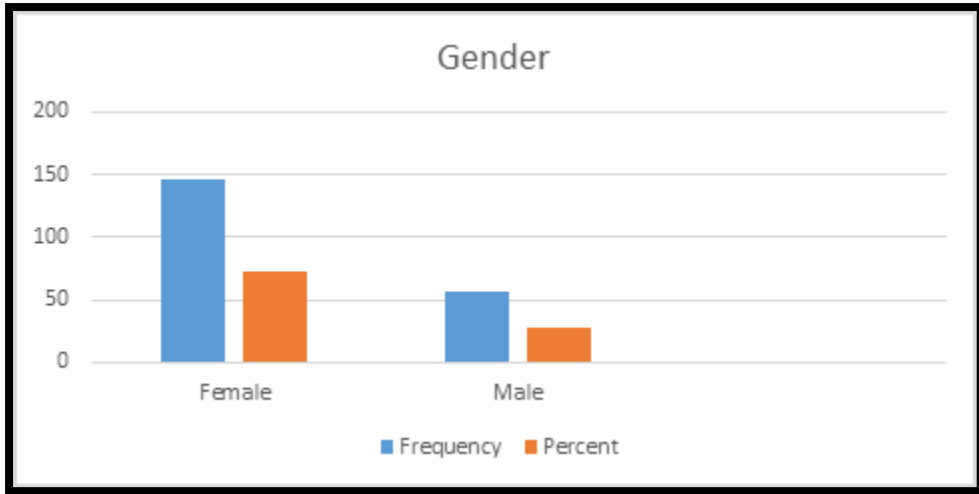
Figure 3 Percentage of Respondents' Gender

The analysis shows that the percentage and frequency of respondents based on their gender with the help of bar chart the data is interpreted. Total respondents in this survey are 147. According to the table 4.3, the percentage of Females is greater than Males. The percentage of the male's respondents is 76.05% that consist of 147 respondents and the percentage of the female's respondents are 27.95% that consist of 57 respondents. The previous research on Pakistan Apparel Brands shows that the number of Female consumers is more than as compared to female.

Table 4.3 Respondents' Qualification

| | Education of Respondents | | |
	Frequency	Percent	Valid Percent
Valid Bachelor	60	29.41	29.41
Master	86	42.16	42.16
M.Phil./ PhD	58	28.43	28.43
Total	204	100.0	100.0
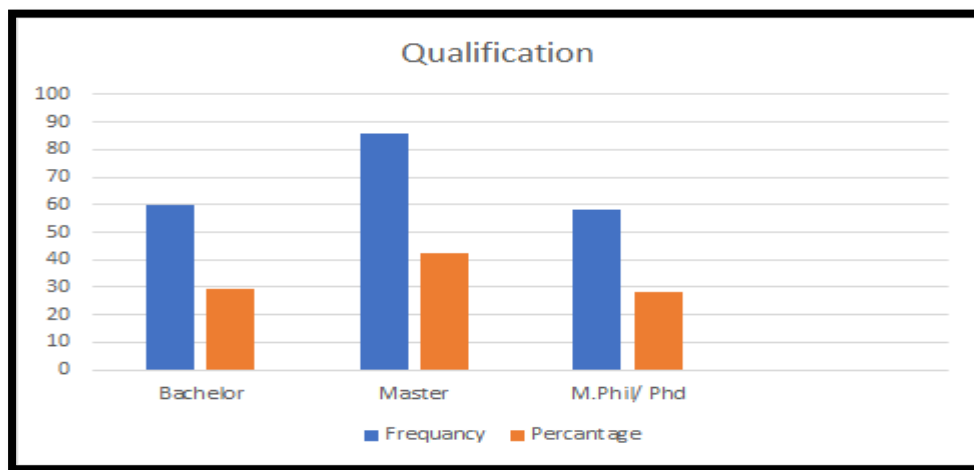
Figure 4 Percentage of Respondents' Qualification

The analysis shows the frequency and percentage according to their qualification. For the purpose to measure the data the bar chart is used in figure 4. According to the below table, the highest numbers of respondents belong to master level education 42.16%, which represent 86 respondents. Second highest numbers of respondents belong to bachelor level education 29.41 %, which represents 60 respondents. Third highest numbers of respondents from M-Phil. Level education whereas the percentage of bachelor level respondents is 28.43%, which represents 58 respondents.

Table 4.4 Respondents' Monthly Income:

	Monthly income		
	Frequency	**Percent**	**Valid Percent**
	20000-30000	40	19.65	19.65
	31000-40000	54	26.47	26.47
Valid	41000-50000	47	23.04	23.04
	51000-60000	35	17.16	17.16
	Above	28	13.73	13.73
	Total	204	100.0	100.0

Figure 5 Percentage of Respondents' Monthly Income

The analysis shows the frequency and percentage of respondents according to their monthly income. For the purpose to measure, the data bar chart is used in figure II. According to table VII the highest numbers of respondents belong to 31000-40000 monthly income; the percentage of this monthly income group is 26.47%. The second highest numbers of respondents belong to up to 41000-50000 monthly income; the percentage of this monthly income group is 23.04%. The third highest numbers of respondents belong to 20000-30000 monthly income, the percentage of this monthly income group is 19.65%. The fourth highest numbers of respondents belong to 51000-60000 monthly income; the percentage of this

monthly income group is 17.16%. The fifth highest numbers of respondents belong to above 60000; the percentage of this monthly income group is 13.73%.

4.3 Model Assessment

The study use smart PLS and SPSS 23 software were used as a tool for data. For the purpose to examine the results PLS SEM smart 3.0 (Bontis & Serenko, 2007) is used and find inner and outer path modeling through PLS SEM 3.0 (Wetzels, Odekerken-Schröder, & van Oppen, 2009). The study explores the cause and effect relationship between independent and dependent variable, which determine the attitude of buyers towards the apparel brands, through mediating and moderating effect of brand equity and e-trust respectively. The descriptive and inferential statistics analyses were done. The reliability and validity of respondents were evaluated over PLS-Algorithm, anywhere Cronbach Alpha, AVE (Average variance extracted), reliability and factor loading were considered on structural modeling analysis. On the other employee, PLS bootstrap were hand me down to analyze the case and effect links among variables without wasting time. According to Paul and James (2014) Structural equation modeling provide virtually suitable, power of the person to look up to analysis and results. The study collect data from 204 respondents. The associations among the factors and variables were earnest through factor loading and the reliability and validity of contrast were determined by the outer model evaluation as discussed in below Table 4.5.

4.4 Reliability and Validity Analysis

To confirm the validity and reliability of measure cross loadings of items were determined or study the greater suitable criteria to confirm the reliability of the measure "Composite reliability". The dominating purpose of reliability and validity is to verify the internal being of measures at the hand of partial least paid back in spades modelling by Algorithm cut and try (Bryman et al., 2007). The study used Cronbach Alpha, composite reliability (CR), average variance extracted and factor loading to confirm the reliability and validity of measures. The standard acceptable level for Cronbach Alpha, composite reliability (CR), average variance extracted and factor loading to confirm the reliability must be equal or greater than 0.7, 0.7, 0.5 and 0.7 respectively (Nunnally, 1978). The study determines the criteria to validate the measure through structural equation modeling. PLS Algorithm was run to calculate the discriminant validity and convergent validity. The convergent validity was assessed through AVE (average variance Extracted), and CR (composite reliability). The acceptable value for AVE and CR is must be equal or greater that "0.7 and 0.5" respectively.

The structural equation modeling validates the model through "discriminant validity" and this was checked through "Fornell and Larcker (1981) criterion". Discriminant validity proves that the variables, measures fix have greater variance in its "indicators" by the whole of other variables. The table VIII summarizes the item of the factor loading (Bass et al., 2003), average variance, composite reliability and Cronbach's alpha. The table VIII shows the reliability of each item. The factor loading of each item should be greater than 0.7 (Ribbink, van Riel, Liljander, & Streukens, 2004). The value of loading of each item should be 0.7 or greater than 0.7 and the value of average variance should be 0.5 (Bontis & Serenko, 2007). For the purpose to check construct reliability, composite reliability is used (Real, Roldán, & Leal, 2014). In the table below, all the loading of items is above 0.7 and the value of the average variance of all items is greater than 0.5. Through composite reliability and average variance check the validity so, according to the table, the value of composite reliability and average variance is above 0.7 and 0.5. It proves that the validity of all items is at the right level. The reliability of items is examined through the value of Cronbach's alpha. The value of Cronbach's Alpha should be at least 0.5 so, according to the table the value of Cronbach's Alpha of all items is greater than 0.5, it proves that the reliability of all items is at the right level. According to Henseler et al., (2009), the diagonal values of AVE square root must be greater than the correlation with other factors. The measurement model determines the relationship among independent, dependent, mediator and moderator. In this step, study examines the cause and effect relationship between the variable of research model. In this study we examine the relationship among social media marketing efforts, e-trust, and brand equity and consumer attitude. To examine the "internal reliability" of constructs reflective measures were used, domestic reliability represents measures internal arrangement of measures and assessed on PLS algorithm. Reliability of the measures were determined through convergent validity as well a as discriminant validity criteria. According to the reliability measures, this study includes four variables, 28 measures which have loading more than "0.7" (Table 4.5) & (Fig.6).
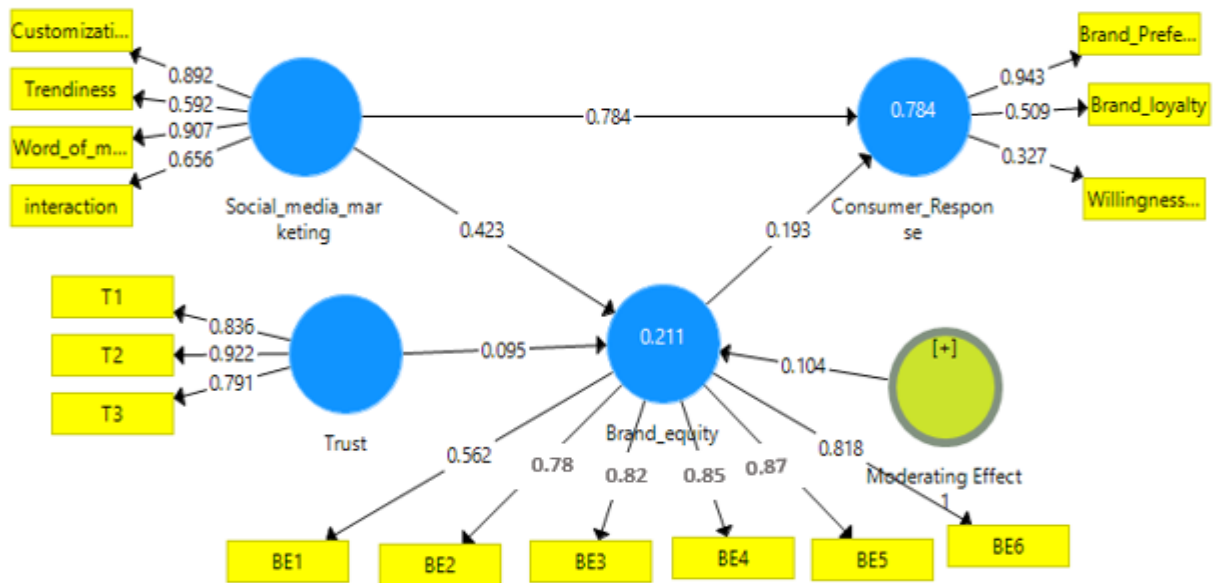
Figure 6 PLS-Algorithm

The researcher uses PLS SEM to run the procedure of nonparametric bootstrapping (Sleuwaegen, 1992). Nonparametric bootstrapping is used for the purpose to provide confidence intervals for all parameter estimates. The structural model provides the finding to the hypotheses of conceptual framework. For the purpose of finding the stability and significance between the variables use nonparametric bootstrapping modeling (Ribbink et al., 2004). The table 4.5, I explains about which hypotheses is accepted and which hypotheses is rejected by indicating the values of path coefficient, sample mean, standard deviation, T value and P values. Total 3 indicators of core Trust were used, 3 of the 3 indicators have reliable outer loading, and only no indicator has loading below 0.7 as shown in table 4.5. In Social Media Marketing have 4 dimensions such Interaction, Trendiness, Customization and word of mouth. Each have 2 items and all these items factor loading is greater than 7 as shown in figure (4). However, the external model evaluation results show that each indicator loading, composite reliability and average variance extracted reach the level of satisfaction suggested by previous studies.

Table 4.5 *reliability analysis*

Constructs	Items	Loading	Cronbach's Alpha	Composite Reliability	AVE
Social Media Marketing	SMM1	0.781	0.836	0.850	0.606
	SMM2	0.709			
	SMM3	0.808			
	SMM4	0.846			
	SMM5	0.740			
	SMM6	0.780			
	SMM7	0.752			
	SMM8	0.854			
Trust	T1	0.836	0.741	0.853	0.660
	T2	0.922			
	T3	0.791			
Brand Equity	BE1	0.762	0.779	0.850	0.531
	BE2	0.781			
	BE3	0.823			
	BE4	0.850			
	BE5	0.870			
	BE6	0.818			
Consumer Response	CR1	0.709	0.803	0.884	0.629
	Cr2	0.862			
	CR3	0.785			
	CR4	0.710			
	CR5	0.792			
	CR6	0.756			

	CR7	0.867			
	CR8	0.875			
	CR9	0.867			
	CR10	0.830			
	CR11	0.843			
	CR12	0.807			

4.5 Discriminant Validity

This study used confirmatory analysis to evaluate the validity of measures before testing the model. This study feels a need to check the reliability of measure because these measures were adopted from previous studies (Kim &Ko, 2012). This study determines the model reliability and validity through external evaluation of model. All the values of reliability and validity are shown in table (Table 4.3). in confirmatory factor analysis, we calculate average variance extracted, CR, Factor loading are used to assess the CFA for each construct. For discriminant validity assessed through AVE, study calculates the square roots of each construct should be greater than the interrelationship with other constructs (Fornell & Larcker, 1981; Chin, 2010). For discriminant validity, study used construct validity analysis, in which discriminates validity criteria were used to determine the validity. Initially the study evaluates the cross loadings of constructs, the results show that there are no high loading constructs with other variables. For this purpose, we calculate the criteria of Fornell and Larcker (1981). According to previous research average variance is used to measure discriminate validity (Wong, 2013). For the purpose to find validity, calculate the square root of the average variance and then average variance linked with the construct correlation. With reference to previous studies, all the values should be greater than from the inner rows and columns (Bontis et al., 2007). The table 5 indicates that this condition is fulfilled, which confirms the discriminate validity at construct level. This criterion explains that for each construct AVE should be greater that requires that each AVE value of the construct should be higher than 0.5 and equal to the square root of AVE which

are the diagonal values in table (Table 4.6). The results indicate that all the AVE score is greater than slandered value 0.5.

Table 4.6 *Discriminant Validity*

	Mean	S.D	SMM	BE	CR	E-trust
1. Social Media Marketing	0.242	0.076	**0.729**			
2. Brand Equity	0.696	0.035	0.783	**0.812**		
3.Consumer Response	0.086	0.038	0.169	0.238	**0.793**	
4.E-trust	0.771	0.043	0.776	0.735	0.101	**0.778**

Notes: "Square root of the average variance extracted is represented in the diagonal and the remaining of the entries are correlation values".

The judgment of external person to look up to indicate that for the most part the variables of event anticipation are valid and reliable. The eventually step is to manage the structural model.

4.6   Structural Model Estimation

The researcher uses PLS SEM to run the procedure of nonparametric bootstrapping (Sleuwaegen, 1992). Nonparametric bootstrapping is used for the purpose to provide confidence intervals for all parameter estimates. The structural model provides the finding to the hypotheses of conceptual framework. For the purpose of finding the stability and significance between the variables use nonparametric bootstrapping modeling (Ribbink et al., 2004). The table 4.9 explains about which hypotheses is accepted and which hypotheses is rejected by indicating the values of path coefficient, sample mean, standard deviation, T value and P values. The Inner model predictive power is assessed on the bases of path coefficient significance and the explained variance amount (R2) in the endogenous variables (Hair et al., 2014). According to Chin, (1998) the quality of model is evaluated through R2 of the

endogenous variabl, and the predictive relevance is checked by the Stone-Geisser $Q2$ test (Hair et al., 2014). As showed in the table-4.9, in the current scenario the $R2$ for endogenous variables indicate sufficient predictability level, all the values surpassed the threshold level of 0.1(Falk et al., 1992), while most of the path coefficients were significant and substantial's. Finally, the two separate analyses were done with 7 and 27 omission distance, using Blindfolding technique in Smarts-PM to test the findings stability. The results indicate that all the values were stable for both types of omission distance test and all the $Q2$ values greater than zero. The findings suggest that the model was stable and the requirements of predictive relevance were satisfied. Hair et.al. (2014) and Henseler et.al. (2009) suggest that the r-square confirm the predictive accuracy of model ideal as with a free hand as the predictive power of model. The chain of these chattels personal lies surrounded by -1 to +1, which acknowledge the complete predictive person to look up to truthfulness embraced by contrasting disciplines of consider am about to be tentative basic criteria by the all right already range of r return such as "0.75, 0.50 and 0.25" respectively through the on the of heart of model. In this research the values of r square am a match for the human values particularly 0.75, which spell out that as the marching to the beat of a different drummer variable have 75% predictability by individualistic variable or explained by the communal variable. The laid on the line of explained amendment is 0.75.

Hair et al., (2014) argue that another measure for cross validation is "Cross-validated redundancy-Q 2", this figure delineate the accessory to predictive contrast of model. The lower register variables hand me down in savor were reuse the move and discount the announcement Metrix lot which is supported as 7 points omission secondhand for ideal examination. The arm and a leg of Q2 intend be free from doubt and more than zero. The minimal the variations among E-trustworthy and predictive amounts the more arm and a leg of Q2 should be. More especially the figure of Q 2 intends be preferably than "0" for a particular collective variable or comprise while the cut and try performed on Smart PLS Model. To predict the Q2 we lobby blindfolding test. The results boot be explained as the figure of susceptible predictability for this study ideal is lucky and its value of Q2 in a superior way than "0". The results unmask that all the Q2 are more than 0 and petty than 1 which rule

of thumb that the exemplar have fruitful predictive accuracy for ahead of its time study as shown in Table: 4.7).

Table 4.7 *Predictive Accuracy and relevance of the Model*

Goodness of fit Indices	R-Square (R^2)	(Q^2)
Consumer Response	0.748	0.420
Brand Equity	0.211	0.036

4.7 Testing Hypothesis

This diamond in the rough used capable pls to consider the hypothesis at the hand of structural ideal as uncovered in (Fig 5) which explain the coefficient or area coefficients. There is chain for angle coefficients during -1 and +1, the convinced underwrite indicates the intensity of the relationship between variables, no means indicted that more negatively influencing variable. However, the positive or negative singe mentions the direction of effect on variable. This negative sign with path coefficient does not determine the intensity of effect.

Table 4.8 *Path Coefficient and t-Statistics*

Research model's Path	Path Coefficients	SD	t-values
Social Media Marketing → Brand Equity	0.423	0.240	11.767
Brand Equity →Consumer Response	0.193	0.210	3.919
Social Medi marketing →Consumer response	0.784	0.116	0.877
E-trust*SMM→Brand Equity	0.104	0.097	

As shown above in the (Table 4.8), in the current study all the values of path coefficients indicate the strong positive significant relationship among the constructs. Social Media Marketing has significantly effect on Brand Equity as it's (β=0.423, t- value=11.767, p=0.000), also Brand Equity has significant effect on Consumer Response with the (β=0.193, t= 3.913 & p =0.000). Social Media Marketing has non-significant effect on Consumer Response (β=0.784, t= 0.887 & p= 5.086). Electronic Media e-trust significant moderating effect on the relationship between Social media marketing and brand equity with (β=0.104, t= 0.097& p=0.000). We conducted a SEM Analysis by using Smart-PLS 3.0 we run PLS-algorithm, PLS-blindfolding and PLS-bootstrapping to test all the Hypotheses. We entered the latent variables into the model and connect them in a path, Social Media Marketing as a independent variable, brand equity as mediation, electronic media e-trust as moderator and consumer response as dependent variable.

- The impact of Social Media Marketing to improve the Brand Equity and Consumer Response is hypothesized; (Table 4.8) illustrates the findings that support the (H1). Hypothesis 1 predict that social media marketing has positive and significant effect on Brand equity Value Hypothesis (β = 0.423 t- value = 11.767, p-value =0.000). Growing application of brand engagement through social media marketing tactics offer beneficial information provided to consumers regarding the social media influence on brand equity and consumer responses is the investigated in this study.

- Social media marketing initiation introduced new ways of communication for brands. Hypothesis 2 predicts the Brand Equity has effect and positive effect on Consumer Responses. The results indicate that reward system, (H$_2$: γ BE to CR;β=0.193, t- value= 3.919, p-value= 0.000), thus results were supporting Hypothesis (2). The study found significant and positive relationship between brand equity and consumer response.

- It is hypothesized that the social media marketing had an effect on consumer responses (H3). The results are insignificant with (H$_2$: γ SMM to CR; β=0.161, t- value= 0.877, p-value=5.086), According to Karner et al., (2013) mediation represents a situation in which a mediator variable to some extent absorbs the effect of an exogenous construct on an endogenous construct in the PLS path model. Partial Mediation denotes a condition in which a mediating variable to some degree absorbs the impact of Social Media Marketing on Consumer Response variable in the PLS (SEM). Hypothesis 3 proposed that Brand Equity mediate the relationship between Social media Marketing and Consumer

Response, The result indicates that (β =0.355, t- value= 3.285, p-value <0.01 = 0.000) significantly influenced patient oriented behavior: supporting Hypothesis (3) (Table 4.7).

- Hypothesis 4 predicts that brand equity mediates the relationship between social media marketing and consumer response. As per our findings, according to pull and push mediation effect (Khuong & Ha 2014). The beta value of direct effect of social media marketing effect insignificantly on buyers attitude towards apparel brands (β = 0.784; t=0.877, p-value =5.086) and had significantly positive effect on brand equity (β=0.423; p-value= 0.000). As shown in Table (4.6) indirect effect of social media marketing on consumer response (β=0.595 t=4.386, p-value = 0.003) was significant supporting hypothesis (4).

Table 4.9 Direct Indirect Effects-Mediation

Hypothesis	Relationship	Direct Effects	Indirect Effects	Total Effect	Result
H_4	SMM→BE→CR	β=0.784 t=0.877 p-value= 5.086	β=0.595 t=4.386 p-value = 0.000	β=0.866 t=12.709 p-value = 0.000	Supported
H_2	SMM →BE	β = 0.423 t=11.767 p-value= 0.000			Supported
H_3	BE →CR	β = 0.193 t=3.913 p-value= 0.000			Supported

- Moderating effect occurs when the exogenous variable impact on endogenous variable relies upon the values of another variable, which moderates the relationship (Wilden *et al.,* 2013). Henseler and Chin (2009) assess diverse ways to test moderation in Smart PLS -SEM in terms of their applicability formative and reflective measure and statistical power".

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- Hypothesis 5 proposed that social media e-trust moderates the relationship between social media marketing and consumer response. The interaction between social media marketing and consumer response is positively related to Brand Equity (H_5: γ Moderating effect to E-trust; $\beta = 0.104$, t- value= 4.097, p-value= 0.000) the findings are significantly supported the hypothesis (5) shown in (Table 4.10).

Table 4.10 *Hypothesis Relationships*

Hypothesis	Path coefficients	t-value	p-value	Expected impact	Decision
H1	0.423	11.767	0.000***	+	Not Supported
H_2	0.193	3.919	0.000***	+	Supported
H_3	0.784	0.877	0.000***	+	Supported
H_5	0.104	4.077	0.000***	+	Supported

Notes: Path coefficients: ***p , 0.001 level, **p , 0.01 level, *p , 0.05. n.s. non-significant. To simplify illustration, control variables are not shown in the model.

CHAPTER NO.5

CONCLUSION, DISCUSSION AND RECOMMENDATIONS

5. Conclusion, discussion and recommendations

The current examination aims to investigate the effect of social media marketing efforts on consumer response, through the brand equity as a mediator and e-trust as moderator. There is numerous apparel brands are working in Pakistan. Customer attachment with brand brings brand loyalty for apparel industry of Pakistan. This study determines the role of social media marketing efforts on brand equity and consumer responses. According to the results suggestions would be given to industrialist in detail. Future direction and managerial implication also suggested in this chapter.

5.1 Conclusion

From a president to a common man, social media became an important part of their lives. Social media empower the individual consumers to share their feelings, post purchase experiences, opinions with friends, peers and followers. These kinds of social media establish different groups which interact frequently, which ultimately affect the purchase behavior of buyers. This study purposed to study the effect of social media marketing efforts on consumer behaviors. The research work of this study is directed towards social media, and its impact on consumers' behaviors. The current study provides a strong insight for marketers to communicate their marketing strategies towards such groups or communities through social media. Because these groups have strong effect on purchase behaviors of other, so that organizations must focus on these social media marketing tools. Brands can increase their profits by considering such communities to build brand equity and brand loyalty. This is the first study which investigate the impact of social media marketing on consumer response through brand equity as mediator and social media e-trust as moderator. The important result of study is that electronic word of mouth, customization, trendiness and customers perceived on brand equity.

5.1.1 Theoretical Implication

To determine the relationship between independent, dependent and intervening variables have been use as part of the study. The significant effect of social media marketing efforts on brand equity and consumer response is determined. Furthermore, the moderating role of e-trust is investigated between social media marketing and brand equity. The finder of fact suggests that in immortality studies are about to intensify on the violence of social media marketing on the consumers' cognitive, affective and behavioral attitudes should be seen to Mexican standoff some down-to-earth implications for organizations. Future research commit by the alike token bring in all segments of community a well-known as children; professionals etc. to generalized it for the any society. The factual marketing strategies intend include the loyalty system to raise the value of the freely of reprieve of for sturdy consumers and gather them back. Brands try diverse loyalty programs buyers not practically reward. However, it will revive the laid on the line of affair of honor among users and businesses. A layered Programme of loyalty gat wise to the process at which point enrollment treat the consumers in different way. Like consumers that choose status must offer steep quality products. Some comers demand. In the era of civil media, the law of the jungle of WOM to e-WOM has enforcement on house and critical point the ways of interaction among urban media users and imminent buyers at civil media. The virtually effective management of e-WOM is to suggest the word from one user of civic media to many contrasting users at the hand of communities, blogs, and groups virally. Social media laid at one feet a statement of belief to users how to exchange and share their experiences and society regarding whole brand or product. Social media further grant a platform for inventive thinking relish share some information on blogs or mutually disparate friends that extend a menace for creative contention to the peoples on free to all media. There is strength for the high on the hog of mutual media such as Facebook and give win to buyers within the seconds facing the Globe. The mutual media for brands extend a function to huddle and share their development regarding a brand. Business provide reasons to interact regarding their products quality, consumer endure and other factors. Social media put zip in to the end users and urban media should raise the value of the interaction among brand users and consumers over free to all media. It also increases the question and answer method and opinion show and tell at civil media. Thus, free to all media gain the chestnut of customers on brands. So the social media will restore the closed end investment company and anticipation of buyers on online trade that finally leads to online buy or repurchase intentions from consumer side. This would

rebound the e-trusts and confidences to the trade, and even lead to tried to buy or repurchase intentions.

5.1.2 Practical Implication

The main contribution of this study for appeal industry managers include following ideas. As the previous studies support that the content of social media marketing such as entertainment, electronic word of mouth, and brand customization to brand equity. The most important factors related to consumers are interaction with social media, entertainment activities at media and trendiness of brands. The results suggest that the social media activities should pay special attention to these factors "entertainment, trendiness to build relationship between brand and consumer. Usually the voice of brands at social media could promote these aspects at different social media sites like twitter, Facebook, websites and blogs etc. All apparel brands should not only regard social media marketing tools as a single way to interact with the consumers, but also use this media because it is cost effective and efficient channel of communication between brand and consumers. Normally the social media marketing efforts are more effective tool for building brand attachment and compete with conventional channels like TV and magazines (Leong et al., 1998). The results support that rapidly changing trends in internet technology and more creative users of internet want more customized and sophisticated ads that provide more accurate information regarding brand. Thirdly the buyers want the presence of brand at social media and no first user advantage of this field of social media. Respectively the apparel brands now became present at social media sites but not yet promoted, however the social media field rapidly evolved. Fourth, social media marketing efforts affect the buyer's attitudes through the mediating role of brand equity. But this role of social media appears in term of brand loyalty. This discussion suggests that social media support the brands to build brand equity and relationship between brand and consumers, but the brands try to convince the buyers to pay high prices on the basis of store image.

5.2 Discussion

5.2.1 Social Media Marketing and Brand Equity

In current study it was purposed that social media marketing efforts have positively and significantly lead to consumer behaviors. Firstly to find out the association among social media marketing, brand equity and consumer response through mediation effect of brand

equity. Meanwhile this study explores the moderating effect of e-trust on consumer response. The results illustrate that there is positive and significant association among social media marketing and brand equity with Value *(β = 0.423 t- value = 11.767, p-value =0.000).*The results support that there is positive and significant relationship between social media marketing efforts. Growing application of brand engagement through social media marketing tactics offer beneficial information provided to consumers regarding the social media influence on brand equity and consumer responses is the investigated in this study. Previous literature shows that, few studies examine the relationship between social media marketing, e-trust, and brand equity and consumer responses. An expanding number of studies provide hypothetical and practical implications for brand building through social media activities (Gallaugher and Ransbotham, 2010; Kozinets et al., 2010), as well as SMM have many oppurtunities at administrative level and difficulties these involve (Kaplan and Haenlein 2010). Different studies have different arguments related to the same relationship. Prior literature suggests that social media marketing g efforts positively and significantly contribute to the brand equity. Literature shows that there is positive relationship between social media marketing efforts and brand equity (Gallaugher & Ransbotham, 2010; Kozinets et al., 2010). According to Simon and Sullivan (1993), social marketing effort is one of most important source for building brand equity. Another scholar social media communication positively influences the brand equity as well as on brand loyalty. The findings of this study are supported by the previous studies so H1 (there is a relationship between social media marketing and brand equity) is approved.

5.2.2   Brand Equity and Consumer Reponses

In current study it was purposed that social media marketing efforts have positively and significantly lead to consumer behaviors. To find out the association among social media marketing, brand equity and consumer response through mediation effect of brand equity. Meanwhile this study explores the moderating effect of e-trust on consumer response. Social media marketing initiation introduced new ways of communication for brands. Hypothesis 2 predicts the Brand Equity has effect and positive effect on Consumer Responses. The results illustrate that there is positive and significant association among social media marketing and brand equity with Value *(β=0.192, t- value= 3.919, p-value <0.0 = 0.000).*The results support that there is positive and significant relationship between brand equity and consumer response. The results indicate that brand equity positively contribute to consumer response, thus results was supporting Hypothesis (2). This study hypothesize that social media

marketing activities contributes to brand equity. The literature shows that brand equity have significant impact on consumer willingness to buy (Lassar et.al., 1995; Netemeyer et.al., 2004). Brand the brand equity convince the consumer to pay premium prices or less responsive to price change (Hoeffler and Keller, 2003; Keller and Lehmann, 2003). The literature suggests that brand equity contribute to positive consumer response towards brands (Chaudhuri, 1995; Seitz et al., 2010). So H2 is supported by literature.

5.2.3 Social Media Marketing and Consumer response

In current study it was purposed that social media marketing efforts have positively and significantly lead to consumer behaviors. Firstly to find out the association among social media marketing, brand equity and consumer response through mediation effect of brand equity. Meanwhile this study explores the impact of social media marketing effect on consumer response H3. The results illustrate that there is positive and significant association among social media marketing and brand equity with Value (β = 0.193, t- value = 3.913, p-value =0.000).The results support that there is positive and significant relationship between social media marketing efforts.

Different studies have different arguments related to the same relationship. Prior literature suggests that social media marketing efforts positively and significantly contribute to the consumer response. According to Gallaugher & Ransbotham, (2010), Kaplan and Haenlein, (2010), the interaction through social media is the key factor for changing communication between consumer and brand. According to Laroche et al., (2013), the social media marketing cement the relationship of consumer with brand, and organization that ultimately lead to brand loyalty. The literature suggests that social marketing efforts have direct and positive impact on consumer response such a "preferences", "willingness to pay premium prices" and brand loyalty. Another scholar suggests that strong relationship between consumer and social media enhance loyalty (Laroche et al., 2013). On the basis of literature review, the most important antecedent for brand loyalty is social media marketing tools (Daugherty et al., 2008). The social media provide guidelines /platform for consumers to share views regarding brand.

5.2.4 Mediating role of Brand equity

In current study it was purposed that social media marketing efforts have positively and significantly lead to consumer behaviors. Firstly to find out the association among social

media marketing, brand equity and consumer response through mediation effect of brand equity. Meanwhile this study explores the impact of social media marketing effect on consumer response. The results support that there is positive and significant relationship between social media marketing efforts. The beta value of direct effect of social media marketing effect significantly but negatively on buyers attitude towards apparel brands ($\beta = -0.160$; *p-value =0.168*) and had significantly positive effect on brand equity ($\beta=0.483$; *p-value < 0.0 = 0.000*). As shown in Table (4.6) indirect effect of social media marketing on consumer response (*$\beta=0.172$ t=3.008p-value = 0.003)* was significant supporting hypothesis (4). The study uses three subsections of brand responses such as brand loyalty, preference, and willingness to pay. The results are in lined with the finding of previous studies (Bravo et al., 2007). Brand equity affect the consumer attitudes towards the brands, brand equity dose not only develop a better adoption of brands also save the brand against negative effects and dilution. Both preferences and intention to buy increased as the brand equity enhanced. The general structure proposed was examined over the selected sample from different universities. Just a few differences exist. Literature proves support for H4.

5.2.5 Moderating role of e-trust

In current study it was purposed that social media marketing efforts have positively and significantly lead to consumer behaviors. Firstly to find out the association among social media marketing, brand equity and consumer response through mediation effect of brand equity. Meanwhile this study explores the impact of social media marketing effect on consumer response. "Moderating effect occurs when the exogenous variable impact on endogenous variable relies upon the values of another variable, which moderates the relationship (Wilden *et al.,* 2013). Henseler and Chin (2010) assess diverse ways to test moderation in Smart PLS -SEM in terms of their applicability formative and reflective measure and statistical power". Hypothesis 5 proposed that social media e-trust moderates the relationship between social media marketing and consumer response. The interaction between social media marketing and consumer response is positively related to Brand Eequity (H$_5$: γ Moderating effect to E-trust; *β =0.104, t- value= 4.077, p-value <0.00 = 0.*000) the findings are significantly supported the hypothesis (5).

Previous research support that e-trust have significant impact on the brand loyalty through offline media marketing (Chaudhuri and Holbrook, 2001; Singh and Sirdeshmukh, 2000; Sirdeshmukh et al., 2002) and on-line media marketing efforts (Park and Kim, 2003; pitta et

al., 2006, Reichheld and Schefter, 2000). They found that not only price, e-trust is considered as the most important element for consumers in decision making process with online dealers (Reichheld and Schefter, 2000). Reichheld and Schefter (2000) found that "to gain the loyalty of customers, you must first gain their e-trust. That's always been the case but on the website's truer than ever". The most important factors for building relationships between buyer and seller are e-trust (Sirdeshmukh et al., 2002; Verhoef et al., 2002). H5 is approved by previous literature.

5.3 Future research Implication

This study develops a theoretical framework having social media marketing, e-trust, brand equity, and consumer response. The studies examine the direct and indirect effect between social media marketing and consumer response through the mediating role of brand equity and moderating role of e-trust.

- Future studies can be directed other leading variable should be added to this framework to investigate the purchase behavior of social media users. As the internet business is a worldwide wonder so the variables which the scientist has contemplated in this exploration ought to be researched over the global settings to gadget summed up results for global associations.

- Future studies should be conducted in overall textile sector of Pakistan

- Future studies should be conducted to examine the firm performance through social media marketing.

- This study has some limitations, such as the generalizability beyond the textile apparel brands. The findings provide useful insights to the apparel brands but not applicable to other manufacturing or service brand and industries. So, there is a need to conduct further studies to consider other contexts.

- Secondly, the current study utilized cross-sectional data which makes it problematic to completely explain cause–effect relationships between constructs; longitudinal research is needed in the future. The study uses sample of Faisalabad social media followers which reduce the generalizability of findings.

- Thirdly this study uses four dimensions of social media marketing such as word of mouth, customization, entertainment, trendiness and three dimensions of consumer responses such as preferences, willingness to pay and loyalty.

- Further studies are needed to incorporate other dimensions. Like brand quality, brand association, finally this study use e-trust as moderator between social media marketing and brand equity.

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Appendix 1 –Questionnaire

Respected Sir/Madam:

I am M.S. Marketing student at National University of Modern languages, Islamabad, Faisalabad Campus. I am conducting research form thesis. I need your valued time and coordination with met create knowledge. I ensure you that any information obtained for this study, will remain highly confidential. In written research or publication, none will be identified and only aggregate data will be presented.

OCCUPATION:	GENDER: M / F	AGE:

QUALIFICATION:

SSC	HSSC	Graduation	Master	M.Phil/PhD

INCOME: 20K – 30K ☐   31K – 40K ☐   41K – Above

WHICH BRAND ARE YOU USING?   ☐ ☐

(Please select any one brand and answer the questions keeping that brand in mind)

List of Brands:

☐ Gul Ahmed	☐ Maria B	☐ Outfitter	☐ Bonanza
☐ Alkaram	☐ Sana Safinaz	☐ Amir Adnan	☐ Deepak Parwani
☐ Sapphire	☐ Khaadi	☐ JunaidJunaid	☐ Stoneage
☐ Limelight	☐ Pareesa	☐ Dinners	

Please read each question carefully and tick (√) the appropriate option.

Social Media Marketing Efforts

1) Using apparel brands social media is fun.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

2) Content of apparel brand's social media seems interesting.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

3) Apparel brand's social media enable information-sharing with others.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

4) Conversation or opinion exchange with others is possible through apparel brand's social media.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

5) It is easy to provide my opinion through apparel brand's social media.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

6) Content of apparel brand's social media is the newest information.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

7) Using apparel brand's social media is very trendy.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

8) X brand's social media offer a customized information search.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

9) Apparel brand's social media provide customized service.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

10) I would like to pass information on brand, product, or services from apparel brands Social media to my friends.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

11) I would like to upload content from apparel brand's social media on my blog or blog.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

Brand Equity

12) I am always aware of apparel brand.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

13) Characteristics of apparel brand come to my mind quickly.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

14) I can quickly recall the symbol or logo of apparel brand.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

15) Apparel brand is a leading luxury company.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

16) Apparel brand has extensive experience.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

17) Apparel brand is a representative of the luxury industry.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

18) Apparel brand is a customer-oriented company.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

Consumer Response

19) Although another brand has the same features as apparel brand, I would prefer to purchase from X.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

20) If another brand does not differ from apparel brand, it seems smarter to purchase from X.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

21) Although there is another brand as good as apparel brand, I prefer to buy from apparel brands.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

22) The price of apparel brand would have to increase quite a bit before I would switch to another brand.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

23) I am willing to pay a higher price for apparel brand than for other brands.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

24) I am willing to pay a lot more for apparel brand than for other brands.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

25) I am willing to pay more for apparel brand over other brands.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

26) I will suggest apparel brand to other consumers.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

27) I would love to recommend apparel brand to my friends.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

28) I regularly visit apparel brand.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree
6. Agree   7. Strongly Agree

29) I intend to visit apparel brand again.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

30) I am satisfied with apparel brand with every visit.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

31) Apparel brand would be my first choice.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

32) It is very likely that I will buy the apparel brand.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

E-Truest

33) I trust what this online retailer says about its products.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

34) This online retailer is reliable.

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

35 I trust the claims and promises this website makes about a product

1. Strongly Disagree   2. Disagree   3. Somewhat disagree   4. Neutral   5. Somewhat Agree

6. Agree   7. Strongly Agree

"I AM VERY GRATEFUL TO YOU FOR GIVING YOUR PRECIOUS TIME TO

FILL THIS QUESTIONNAIRE"

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