

**YANGON UNIVERSTIY OF ECONOMICS
DEPARTMENT OF COMMERCE**

**SOCIAL MEDIA MARKETING PRACTICES,
BRAND EQUITY AND PURCHASE INTENTION
TOWARDS FAME PHARMACEUTICALS**

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**SOCIAL MEDIA MARKETING PRACTICES,
BRAND EQUITY AND PURCHASE INTENTION
TOWARDS FAME PHARMACEUTICALS**

**This thesis is submitted to the Board of Examiners in partial fulfillment of the
requirements for the Master Degree of Commerce**

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ACCEPTANCE

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ABSTRACT

The aim of this study is to analyze social media marketing practices, brand equity and purchase intention for FAME Pharmaceuticals products. The study used quantitative research methods. The data is collected from 385 customers who are interested and followed the FAME Pharmaceuticals social media page. A systematic random sampling method is used for the data collection. In this study, descriptive analysis as well as analytical analysis are applied. The finding of the study reveals that entertainment, interaction, electronic word-of-mouth (eWOM), and trendiness have positive and significant effects on the brand equity of FAME Pharmaceuticals. Furthermore, brand equity has a positive and significant effect on purchase intention. Overall, the findings suggest that social media marketing practices have a positive and significant effect on brand equity and then drive purchase intention. According to the study, the Myanmar pharmaceutical industry should focus on employing effective social media marketing practices to enhance brand equity. Additionally, FAME Pharmaceuticals should focus on implementing social media marketing practices such as entertainment, interaction, eWOM, and trendiness, as these contribute to improving brand equity and subsequently driving purchase intention.

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LIST OF ABBREVIATIONS

ACT	Agriculture Certification Thailand
BE	Brand Equity
BV	Bureau Veritas
BVQI	Bureau Veritas Quality International
CCTV	Closed Circuit Television
CDI	Cognitive Dissonance Theory
CR	Customer Response
CRM	Customer Relationship Management
CSR	Corporate Social Responsibility
DCC	Direct current cardioversion
EMS	Environmental Management System
eWOM	Electronic Word of Mouth
FPH	FAME Publishing House
GMP	Good Manufacturing Practice
ISO	International Organization for Standardization
MR	Medical representatives
LT	Laboratory test
OHSAS	Occupational Health and Safety Assessment Management System
OHSMS	Occupational Health and Safety Management System
Q&A	Question and Answer
R&D	Research and Development
SIT	Social Identity Theory
SMM	Social Media Marketing
SMME	Social Media Marketing Efforts
UGT	Uses and Gratifications Theory
USDA	U.S. Development of Agriculture
WCC	Workplace Coordinating Committee
WHO	World Health Organization
WOM	Word of Mouth

CHAPTER 1

INTRODUCTION

The pharmaceutical industry is highly invested in marketing and promoting its products (WHO, 2005). These companies primarily target doctors, who play a key role in deciding which medications to prescribe to patients (Tušek Bunc et al., 2014). As the industry landscape evolves with increased competition, shrinking pipelines, and fewer breakthrough drugs, pharmaceutical companies are seeking innovative strategies to differentiate their products and increase their long-term value. To maintain strong brand positioning, these companies continuously explore new approaches (Schuiling and Moss, 2004), relying heavily on effective branding and marketing tactics.

With the growing number of pharmacies, consumers now have the ability to select the best options that meet their needs and preferences by comparing similar products and taking advantage of competitive pricing and a range of product and service quality. Today, consumers are more informed and tend to purchase familiar and trusted brands over unfamiliar ones. Particularly in a pharmaceutical market where effectiveness and safety are important, consumers are more likely to purchase pharmaceuticals and medical supplies from companies they trust.

Schuiling and Moss (2004) define a brand as a name that will register the product in the mind of the customer as a combination of tangible and intangible benefits. Customers are more likely to trust multinational pharmaceutical companies with a well-established global reputation. Therefore, companies have to attract customers to purchase and then keep paying attention to their goods, services, and brands if they intend to compete with competitors. Pharmaceutical firms must clearly describe how their brands are more valuable than those of their competitors in the marketplace. The only way they can start building and using brand equity going forward is by clearly defining and managing that value.

One of the most significant parts of pharmaceutical innovation is the distribution of information to end users through marketing. The distribution of information to consumers and providers is a critical part of pharmaceutical marketing. At one time, pharmaceutical companies emphasized creating products over building brands. The traditional sources of value creation have been through wide research and development (R&D). Pharmaceutical research and development (R&D) are fundamentally the

process of compiling data regarding the physiological functions of medications. Pharmaceutical company brand managers typically use expensive clinical data to show how their products are different from those of competitors.

Social media is critical in marketing the products and services of a company. Social media has made traditional methods of searching for information and purchasing goods no longer relevant and has resulted in new social and economic consequences. Companies must take on social media-related activities in the current digital world acceptable to develop new methods and to interact with customers. Social media marketing is one of the strategies of the company, and customers can be aware of the value it offers. Due to the efficiency of social media, many companies are selecting to use it to improve both profits and sales. Social media marketing activities are a new strategy that businesses and business owners can use to promote their goods and services thanks to the current development of social media (Zia et al., 2022).

A key advantage of social media is its strong potential to drive business growth and development (Aji et al., 2020; Pourkhani et al., 2019). The use of the internet for business transactions is a new business phenomenon (Salimi et al., 2019; Zahara et al., 2021). Platforms like Facebook have become the most popular means of communication and brand promotion as a result of the growing internet penetration and extensive use of smartphones. Companies apply social media marketing practices to build brand equity. Brand equity is the added value provided to products or services offered to consumers. This added value has the power to affect how people feel, act, and think toward the brand. In terms of pricing, market share, and profits (Almestarihi et al., 2021), the more the brand equity, the better the brand value.

Social media marketing, mostly on platforms like Facebook, has become important for connecting brands with consumers and influencing purchase intention. Kapferer (2005), Keller (2003), and Aaker (1996) noted that strong brand equity can significantly affect purchase intention by creating value and securing sustained future revenues. Ajzen and Fishbein (1975) describe purchase intention as a personal inclination toward a product or service, crucial in predicting consumer behavior. Kotler et al., (2000) highlights that purchase intention is shaped by internal and external factors, such as product choice and personal preferences. Brand equity plays a key role as a competitive tool, influencing consumer preference and development loyalty, which, in turn, supports purchase intention. Higher brand equity leads to stronger brand preference, making it more possible for consumers to continue purchasing products or

services of a brand. A strong brand reputation positively influences purchase intention, encourages repeat purchases, and increases customer loyalty.

Fame Pharmaceuticals is a well-established pharmaceutical company in Myanmar, known for its commitment to providing natural and herbal healthcare products. Founded in 1997, Fame Pharmaceuticals focuses on connecting the benefits of the rich biodiversity in Myanmar by using locally sourced medicinal plants and herbs. The company has established itself as a leader in herbal medicine industry of Myanmar, providing a diverse selection of products to meet various health needs, from supplements and skincare to wellness solutions. Through consistent and targeted social media marketing efforts, Fame Pharmaceuticals can build a strong, recognizable brand that resonates with the health and wellness values of consumers. Brand equity, in turn, is instrumental in shaping purchase intentions, as a well-established brand is often perceived as more trustworthy and reliable. By understanding social media marketing practices and brand equity, Fame Pharmaceuticals can increase the likelihood of consumer purchase intentions.

1.1 Rationale of the Study

In the current fast-paced business landscape, companies need to emphasize agility and a robust customer-centric approach to stay competitive. To achieve this, companies must align their organizational and marketing capabilities with customer expectations. Social media have become a critical tool for promoting brand information, enabling companies to connect directly with consumers. Social media platforms like Facebook, Twitter, and others play a powerful role in daily lives of customers, influencing how they interact, exchange information, and form connections. These platforms not only help users maintain their profiles and relationships but also allow companies to engage with their audience in real-time, enhancing brand visibility and fostering customer loyalty.

According to Kim and Ko (2010), social media plays a crucial role in shaping the reputation of a brand by enabling direct connections between brands and their customers, thereby influencing public perception. Many major brands utilize social media channels to strengthen these connections and enhance their image. Brand equity, which represents the perceived value of a brand, is built through four key dimensions: brand awareness, perceived quality, brand associations, and brand loyalty.

Purchase intention refers to the inclination of a customer to continue choosing a brand in the future. It reflects the readiness and willingness of a consumer to engage with a brand and make purchases. Chao-Min, Meng-Hsiang, Hsiangchu, and Chun-Ming (2010) noted the more positive experiences customers have with a brand, the more likely they are to continue doing business with it. Companies can boost purchase intention by actively addressing customer feedback and offering additional value through their services (Nwulu & Asiegbu, 2015). This is particularly important because purchase intention not only indicates preference of a customer for a product but is also closely tied to profitability (Pooladireishahri, Asgari, Hamid, & Asgarpour, 2015). Positive purchasing experiences can significantly enhance the likelihood of repeat purchases, fostering long-term customer loyalty.

The brand of FAME Pharmaceuticals in Myanmar is built on its commitment to quality, innovation, and its focus on natural, herbal products derived from medicinal plants of Myanmar natives. Fame Pharmaceuticals is a prominent player in the healthcare market of Myanmar, specializing in natural and organic herbal products aimed at enhancing wellness and quality of life. The company produces a diverse range of health products, including supplements and skincare solutions, and emphasizes the use of medicinal plants of Myanmar natives. Fame Pharmaceuticals emphasizes the safety and effectiveness of its products, which are manufactured under high-quality standards. The company has a strong association with health and wellness, catering to consumers who prefer organic and holistic healthcare solutions. Additionally, local and international partnerships of Fame Pharmaceuticals, along with its eco-friendly initiatives, further enhance its credibility and reputation within the market. Fame Pharmaceuticals also engages in eco-friendly practices, including organic farming and sustainable sourcing. The brand position of the company is strengthened through its commitment to quality, as well as through international exports and various health education initiatives.

Fame Pharmaceuticals employs several key strategies in social media marketing. They share engaging visuals, videos, and interactive content that not only promote their products but also educate consumers on health topics related to herbal medicine. They actively encourage customers to share testimonials and product experiences on social media, increasing credibility and spreading awareness through peer recommendations. They align its content with current health and wellness trends, such as natural skincare and immunity-boosting supplements, keeping its brand relevant

and timely. Fame Pharmaceuticals engages with its followers by responding to comments, addressing customer questions, and conducting polls or question and answer sessions, building a sense of community and fostering direct customer relationships. Although Fame Pharmaceuticals has a solid reputation for natural and herbal health products in Myanmar, it practices effectively leveraging social media marketing to enhance brand equity and drive purchase intention. The study aims to investigate how social media marketing practices of Fame Pharmaceuticals—such as entertainment, eWOM, trendiness, and customer interaction—affect brand equity and ultimately influence consumer purchase intentions in a competitive market.

1.2 Objectives of the Study

The objectives of the study are as follow.

1. To analyze the effect of social media marketing practices on brand equity.
2. To investigate the effect of brand equity on purchase intention among consumers of FAME Pharmaceuticals.

1.3 Scope and Method of the Study

This study primarily emphasizes on the effect of social media marketing practices on brand equity and the effect of brand equity on purchase intention at FAME Pharmaceuticals products. The quantitative research approach is used. The target population is prospective consumers who are following the FAME Pharmaceuticals pages. For choosing sample size, Cochran's (1977) formula was used. The sample size of 385 customers was selected among the total population of 672,000 followers. The primary data were gathered from well-restructured questionnaires and random sampling method is used. The secondary data is collected from the internet, websites, articles and journals. The descriptive and analytical statistics are applied to reach the objectives of the study. The survey period is covered through August 2024.

1.4 Organization of the Study

The organization of the study includes of five chapters. Chapter (1) includes an introduction, rationale, objectives, scope and method of the study, and organization of the study. Chapter (2) includes the theoretical background for social media marketing, brand equity, and purchase intention. Chapter (3) describes the background of FAME Pharmaceuticals. Chapter (4) relates to the analysis of the effect of social media

marketing practices on brand equity and purchase intention. Finally, Chapter (5) describes the conclusion in which findings and discussions, suggestions and recommendations, and needs for further research are presented.

CHAPTER 2

THEORETICAL BACKGROUND OF THE STUDY

This chapter describes the concepts and theories related to social media marketing, brand equity, and purchase intention. It contains six parts by concepts of social media marketing, brand equity, purchase intention, related theories, previous studies, and the conceptual framework of the study.

2.1 Concepts of Social Media Marketing

Social media refers to the methods of interaction among individuals, where they create, share, and exchange information and ideas within virtual communities and networks. Andreas Kaplan and Michael Haenlein (2010) defined social media as a group of Internet-based applications built on the ideological and technological foundations of Web 2.0, allowing the creation and exchange of user-generated content. It relies on mobile and web-based technologies to establish highly interactive platforms, enabling individuals and communities to share, co-create, discuss, and modify user-generated content. This has led to significant and widespread changes in communication between organizations, communities, and individuals (Kaplan & Haenlein, 2012).

According to Kim and Ko (2010) and Babac (2011), the most commonly used applications serve as effective marketing tools. Social media marketing offers numerous opportunities to achieve various objectives. Leading social media and networking platforms boast impressive statistics—hundreds of millions of active users, countless conversations on virtually every topic, seventy-two hours of video uploaded every minute, over a million blog posts each day, and millions of tweets daily. These vast numbers highlight the endless potential of social media marketing (Sweeney & Craig, 2010).

Kim and Ko (2012) developed a comprehensive model for evaluating the effectiveness of social media marketing activities, encompassing five key elements: entertainment, interaction, trendiness, customization, and word of mouth. Social media marketing has become a significant phenomenon, attracting the attention of both companies and individuals engaging within the digital landscape. It involves "a group of internet-based applications built on the ideological and technological foundation of

Web 2.0, enabling the creation and exchange of user-generated content" (Kaplan & Haenlein, 2010). It has rapidly become one of the most influential marketing tools, reaching thousands of users who are exposed to marketing activities regardless of time or geographic boundaries (Lipsman et al., 2012). Unlike traditional media, which relies on firm-created content, the uniqueness of social media marketing lies in its emphasis on user-generated content (Bruhn et al., 2012).

Social media offers marketers a unique approach to marketing communication (Eagleman, 2013; Kitsios, Mitsopoulou, Moustaka & Kamariotou, 2022; Kumar & Nanda, 2019; Meilatinova, 2021). It is defined as "Web 2.0 applications enabling the creation, editing, and dissemination of user-generated content" (Constantinides, 2014). Social media marketing represents an online strategy that spreads promotional information about goods or services directly to consumers. It also serves as a platform where users can share their experiences and benefits related to products or services with other consumers (Santos, Cheung, Coelho & Rita, 2022; Zhou et al., 2021; Alalwan, Rana, Dwivedi & Algharabat, 2017; Jamali, Nejat, Ghosh, Jin & Cao, 2019; Misirlis & Vlachopoulou, 2018; Pacauskas, Rajala, Westerlund & Mäntymäki, 2018).

Kavisekera and Abeysekera (2016) assert that social media directly influences both brands and customers. Social media networks can be categorized in various ways. According to Flanagan (2012), a single social media user is frequently exposed to messages from numerous brands and channels. However, Brito (2011) contends that customers do not engage with all the content they encounter; instead, they filter out information that they consider irrelevant.

a. Entertainment

Entertainment on social media arises from recreational activities and playful interactions (Agichtein et al., 2008). A key reason why users engage with social media platforms is the enjoyment they offer; many turn to sites like YouTube and blogs for relaxation and to have a good time (Shao, 2009). Agichtein et al. (2008) noted that the enjoyment and playfulness experienced through social media activities are integral to creating a sense of entertainment. Users who seek fun and enjoyment from these activities are often referred to as pleasure seekers on social media (Manthiou et al., 2013). An entertained user is more likely to become an active participant in social networks (Park et al., 2009). Social media platforms serve as a significant source of entertainment for users, who frequently spend time on these platforms purely for

enjoyment. Brand-related content on social media is also consumed by users seeking refreshment and a pleasurable experience (Muntinga et al., 2011).

Entertainment is essential in influencing attitudes of participants and encouraging their sustained involvement, which can foster a positive view of a brand. Marketers leverage social media to share entertaining and humorous content to captivate consumers, using visuals like pictures and videos on platforms such as Facebook and Instagram. This approach aims to satisfy the desire of consumers for enjoyment and delight, effectively capturing their attention. Manthiou et al. (2014) suggest that appealing content has the power to attract customer attention, regardless of the different reasons individuals may have for using social media.

Killian and McManus (2015) argue that entertainment is likely the most crucial activity on social media, as it significantly enhances customer engagement with a brand. Similarly, Shi, Chen, and Chow (2016) note that entertainment on social media can foster a more positive attitude toward a brand, allowing customers to build stronger relationships with it. Entertainment is a key driver behind the widespread appeal of social media (Shao, 2009). Given that customers highly value entertainment as a factor in their social media experience, it is essential to consider this element when developing a marketing strategy (Ho et al., 2015). One effective method for sharing brand information is through advertising on blogs, especially since visitors are often primarily motivated by entertainment. When the channel offers content that appeals to customers, these advertisements tend to attract more attention and engagement (Ho et al., 2015).

b. Interaction

Interaction, which involves the exchange of information and opinions, has significantly altered the relationship between brands and customers (Godey et al., 2016). It serves as a key motivator, encouraging individuals to seek information through social media platforms (Muntinga, Moorman, and Smit, 2011). Moreover, interaction is a fundamental aspect of social media (Colliander, Dahlen, and Modig, 2015), making it natural for customers to communicate through these platforms. Tiago and Verissimo (2014) noted that as marketing communications become more integrated into the digital space, marketers can leverage social media to establish digital connections with customers.

Thanks to the underlying interactivity of social media, it serves as a powerful tool for enhancing corporate communication and engaging stakeholders (Velez et al.,

2011). Social networking sites facilitate greater interaction with online communities by sharing timely, consumer-relevant information (Fischer & Reuber, 2011). These platforms provide customers with a space to discuss and share their ideas with others. Interaction on social media functions as a communication channel where information is exchanged (Gallaughier & Ransbotham, 2010; Kaplan & Haenlein, 2010). Daugherty et al. (2008) suggest that social interaction acts as a motivator, as it allows content creation that aligns with the perspectives of users.

Muntinga et al. (2011) described social media as a space where users can engage with each other, contribute to discussions, share suggestions on products or services, and connect with others who share similar interests. The goal of this information exchange is to keep users informed and connected. Interaction is encouraged by focusing on users beyond just their profiles (as seen on platforms like WhatsApp, Facebook, Instagram, and Twitter). The content includes both discussion topics and users' comments on these topics (such as on YouTube, Pinterest, and Instagram). Social media sites should feature unique, brand-related information, and members' profiles and discussions should offer valuable insights for other users.

c. Trendiness

Trendiness refers to the ability of a channel to deliver the latest information and news about brands to customers (Godey et al., 2016). Kim and Ko (2012) emphasize that companies should strive to be the first to share updates on social media, allowing customers to access brand information as early as possible. Additionally, customers perceive social media as a trustworthy source for gathering information, extending beyond content provided through advertisements or directly sponsored by companies (Mangold & Faulds, 2009).

Social media serves as a key source for providing consumers with the latest information about brands (Naaman et al., 2011). Consumers tend to trust information shared on social media more than that provided through traditional brand sponsorships (Vollmer & Precourt, 2008; Mangold & Faulds, 2009). They are motivated to engage with up-to-date content on products via social media to stay informed about new brand developments and trends (Chen et al., 2019). Brand trendiness can enhance the perception of a brand as a leading product, encouraging consumers to seek out the latest updates on social networks, thus contributing to a positive brand image in their minds.

Trendy conversation topics and the latest product updates available on the social media page of a brand can effectively encourage customers to discuss them with friends, thereby enhancing their cognitive engagement with brand-related experiences and helping to shape positive brand impressions (Chan et al., 2014). Trendy information not only captures the attention of consumers but also evokes positive emotions, fostering loyalty and the intention to stay connected with the brand (France et al., 2016).

d. Electronic Word of Mouth (eWOM)

Social media word of mouth (WoM) refers to conversations on social media platforms by individuals who are not directly influenced by the company (Schivinski & Dąbrowski, 2016). These communications often spread rapidly from one user to another and can include both positive and negative opinions about a company (Putter, 2017). With the rise of the Internet and Web 2.0, social media has evolved WoM into a new form known as eWOM (Hennig et al., 2004). Consumers are more likely to trust information shared by people they have a relationship with, as they often share similar values and preferences, fostering a sense of community (Hoyer & MacInnis, 2017).

Chu and Kim (2011) identify three key aspects of eWOM behavior on social media: opinion seeking, opinion giving, and opinion passing. Opinion seekers are consumers who actively search for information about brands and seek advice from more experienced users before making decisions. Opinion-giving refers to individuals who influence the behaviors and attitudes of other consumers, often serving as opinion leaders. Lastly, opinion passing involves consumers who share and relay information about brands, contributing to the spread of eWOM.

Customer trust in peers on social networks, who share common values, has a significant impact on their buying choices. Social media platforms are powerful tools for eWOM, enabling consumers to freely create and share brand information with friends, peers, and acquaintances. Positive word-of-mouth (WoM) can greatly sway consumers' decisions to buy particular brands. When consumers post favorable information about products or services from platforms like Facebook Marketplace on their pages, blogs, or microblogs, it can inspire their friends to consider those products or services as well.

2.2 Brand Equity

A brand is a name, term, symbol, design, or a combination thereof, used to distinguish the goods or services of one seller from those of competitors. It serves as an identifier for the seller or manufacturer. Under trademark law, sellers are granted exclusive, perpetual rights to their brand names, differing from assets like patents and copyrights that eventually expire. Focusing solely on the brand as a name means missing the true essence of branding, which involves creating a rich set of meanings associated with the brand. Effective branding is a hallmark skill of professional marketers (Kotler, 1994).

Branding strategies can be broadly categorized into two types: manufacturer brands and private label brands, also known as own label, distributor, retailer, dealer, or store brands. Manufacturer brands carry the name of the producer and aim to appeal to consumers seeking quality and low risk. Such brands are promoted and sold across multiple retail outlets, with manufacturers often investing heavily in marketing and collaborative promotions with retailers. In contrast, private label brands are developed by retailers who sell these under their own brand names, thus avoiding the high promotional costs associated with manufacturer brands. This often results in lower prices for consumers and increased control for retailers over suppliers (Bradley et al., 1995; Keegan et al., 1995).

A successful brand offers unique added value that aligns closely with consumer needs. It could be a product, service, person, or place that stands out due to its distinctive attributes. Over time, reliable performance can imbue the brand with added values like familiarity and trust. These values may stem from the user experience, the perceived reliability of the brand, or the characteristics of those who use it. The reputation of a brand and its packaging, which conveys quality, further strengthen its appeal (Bradley, 1995; McDonald & de Chernatony, 2001).

Consumers often reflect their own identity and values through the brands they choose. Creating a brand personality—human-like traits associated with a brand—helps forge deeper connections with consumers. Traits such as friendliness, reliability, and sophistication make a brand more relatable. This strategy allows consumers to express aspects of their self-concept or ideal self through their brand choices. Brand personality serves as a key differentiator in the market and is instrumental in shaping consumer preferences and loyalty (Aaker, 1997; Keegan et al., 1995).

Brands use advertising and sponsorships to project images of prestige or success, often by associating with popular personalities or values. Comparative evaluations, consumer rankings, and industry endorsements can build perceptions of brand efficacy. The design of a brand, including packaging and logo, plays a crucial role in shaping consumer preferences by signaling quality. In many cases, a well-regarded company name attached to a new product fosters consumer confidence and encourages product trials (Doyle et al., 1998).

Brands can be analyzed at multiple levels: generic, expected, augmented, and potential. The generic level refers to the basic form that meets the needs of a buyer, while the expected level includes the specific functional capabilities that meet the minimum expectations of consumers. As consumers become more experienced, brands must augment these basic features with added values to satisfy both functional and emotional needs. This could involve services like guarantees, training, or personalized customer support. The potential level represents the full maturity of the brand, limited only by the creativity of its offering (Bradley et al., 1995; McDonald & de Chernatony, 2001).

Brands evolve over time, gaining power and value in the marketplace. The development of a brand can be seen in stages, starting from being unknown to gaining awareness, acceptability, preference, and eventually loyalty. A brand with high recall or recognition is more likely to be accepted by consumers. As familiarity and trust grow, consumers tend to show a preference for the brand over alternatives, culminating in brand loyalty, where consumers consistently choose one brand over others (De Chernatony, 1993; Kotler, 1994).

Brands serve multiple functions, such as signifying ownership, differentiating from competitors, communicating functionality, reducing perceived risk, and providing legal protection. Recent studies have categorized brands into twelve key elements, including logo, company identity, value system, personality, and evolving entity (De Chernatony & Dall'Olmo Riley, 1998). These elements capture how brands are defined both by company efforts and consumer perceptions. Successful brands maintain a dynamic balance between these elements, adjusting to market expectations and ensuring that their values are consistently reflected in consumer experiences. Long-term brand success depends on aligning business goals with consumer satisfaction, emphasizing their interdependence (De Chernatony et al., 1999).

2.3 Purchase Intention

Ajzen (1991) defined intention as “motivational factors that influence behavior; they indicate how determined people are to try and how much effort they plan to exert in performing a particular behavior.” Purchase intention specifically refers to the likelihood and readiness of a consumer to buy a recommended product after interacting with it on social networking sites. Unlike attitudes, which are more about overall evaluations, purchase intentions focus on the personal tendency of the user to act in favor of a brand (Bagozzi et al., 1979; Ostrom, 1969).

Purchase intentions serve as crucial data points for marketing managers, as they provide insight into potential future sales and help predict how various marketing actions might affect consumer buying behavior. Jamieson and Bass (1989) revealed that between 70% and 90% of market research clients regularly measure and utilize purchase intentions to guide their strategies. These intentions are not merely reflective of a desire but represent the readiness of a consumer and likelihood to engage in a purchase (Wu & Hamada, 2011).

Intentions differ significantly from attitudes; while attitudes are more of a general summary evaluation, intentions capture the motivation of a person in the sense of their conscious plan to exert effort to carry out a behavior (Eagly and Chaiken, 1998). Ajzen and Fishbein (1975) model describe how attitudes shape behavior indirectly by influencing the formation of behavioral intentions. While the theory of reasoned action focuses on attitudes towards behaviors rather than objects, it acknowledges that intentions serve as a bridge between attitudes and actual behaviors. However, in certain circumstances, attitudes can directly influence behavior without the mediation of intentions (Bagozzi and Warshaw, 1992; Bagozzi and Yi, 1988).

When consumers hold a positive intention to buy a particular product or service, this often leads to stronger engagement with the brand, thereby encouraging the purchase (Martins et al., 2018). Thus, purchase intention is not only a measure of interest but also a reliable predictor of future buying actions, reflecting the determination of the consumer to purchase a product (Dodds et al., 1991). Morwitz and Schmittlein (1992) emphasized that willingness to purchase is frequently used as a forecast of consumer behavior, helping businesses understand and anticipate market trends. Thus, purchase intentions can be defined as the conscious plan and commitment of a person to make an effort to buy a particular brand, serving as a critical indicator of potential sales and consumer engagement.

2.4 Related Theories

Theories such as social identity theory, and uses and gratifications theory serve as valuable frameworks for understanding consumer behavior in the realm of social media marketing. Social identity theory suggests that consumers may form strong attachments to brands that resonate with their social identities or group affiliations. Uses and gratifications theory focuses on the motivations driving consumers to engage with social media content, highlighting the various needs that brands can address through their marketing strategies. Overall, these theories provide insights into how brands can enhance their equity and cultivate stronger consumer relationships in a competitive marketplace.

2.4.1 Social Identity Theory

Social Identity Theory (SIT) was developed as an integrative framework to connect cognitive processes with behavioral motivations. Founded by Tajfel and Turner (2003), SIT posits that individuals shape their self-concept based on their group memberships and social categorizations. The primary goal of this theory is to understand how people adopt and act according to social identities rather than solely personal ones. In the realm of social media marketing (SMM) and brand equity, SIT suggests that consumers may form strong attachments to brands that resonate with their social identities or group affiliations. Research by Liu et al. (2019) indicates that consumers are more inclined to engage with brands on social media when they perceive those brands as embodying the values or traits associated with their social identity, resulting in positive brand associations and enhanced brand equity.

The core principles of SIT address three main aspects. First, they elucidate the psychological processes that differentiate the social identities of individuals from their personal identities. Second, they outline various strategies that individuals can employ to cultivate a positive social identity. Finally, the theory specifies key characteristics of the social structure that influence which of these strategies are likely to be adopted in specific situations.

2.4.2 Uses and Gratifications Theory

Developed by Katz, Blumler, and Gurevitch (1973), Uses and Gratifications Theory (UGT) investigates how individuals actively seek media content to fulfill specific needs or gratifications. Mass communication researchers employ UGT to

examine the reasons behind media usage and the benefits or gratifications that users derive from it. The fundamental premise of this theory is that individuals utilize mass media for various purposes and aim to satisfy diverse needs (Gallion, 2010; Chamegere, 2020). In the context of social media, audiences possess the autonomy and flexibility to actively seek out information and messages that align with their interests and needs. The advent of new media technologies has not only transformed how information is gathered and disseminated but has also redefined the relationship between mass media and their audiences.

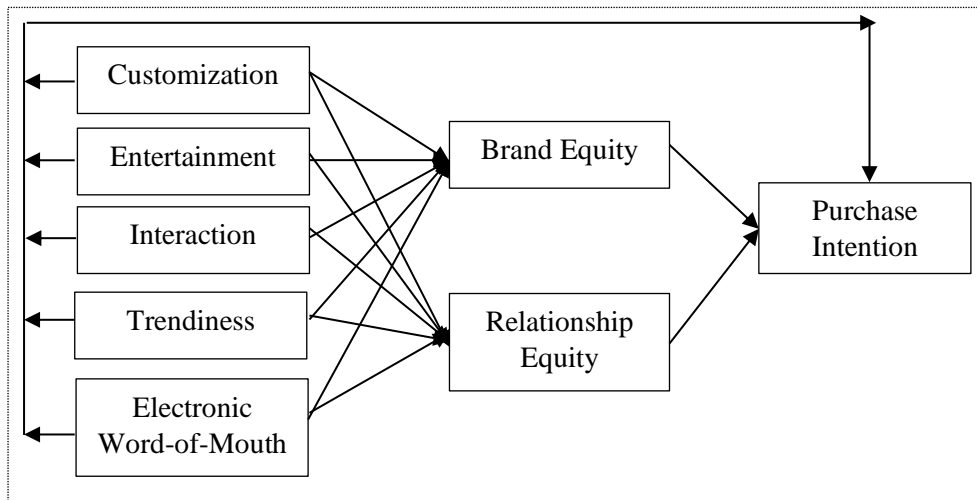
According to Li (2005), individuals turn to social media to satisfy a range of needs, including cognitive, affective, personal integrative, social integrative, tension release, and medium appeal needs. As such, social media serves as a rich area for research that highlights the direct relevance of UGT to its participants (Matei & Matei, 2010).

When applied to the study of social media marketing (SMM) and brand equity, UGT suggests that consumers engage with brands on social media platforms to fulfill various needs, such as entertainment, information-seeking, social interaction, and self-expression. By understanding these underlying motivations, marketers can tailor their social media content and engagement strategies to better meet consumer needs, ultimately enhancing brand equity (Miller & Wilder, 2024).

2.5 Previous Studies

Shuyi, Mamum, and Naznen (2024) studied the impact of social media marketing activities on brand equity and purchase intention among Chinese smartphone consumers during COVID-19. The research examined five key aspects of social media marketing—entertainment, interaction, trendiness, customization, and electronic word-of-mouth (eWOM)—and explored their impact on brand equity, relationship equity, and purchase intention. The study conducted an online survey with 347 Chinese consumers, analyzing the data through structural equation modeling using SmartPLS. It explored how brand equity and relationship equity mediate the connection between social media activities and purchase intention.

Figure (2.1) Social Media Marketing Activities on Brand Equity and Purchase Intention Among Chinese Smartphone Consumers During Covid-19

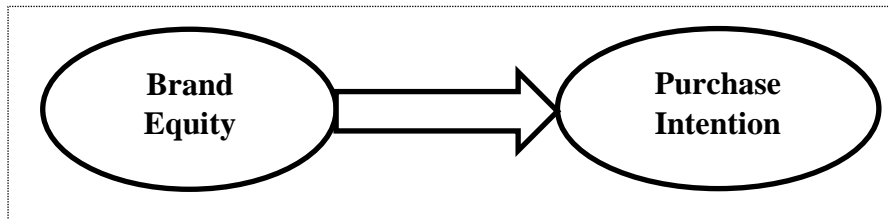


Source: Shuyi, Mamum, and Naznen (2024)

The study found that customization, trendiness, and eWOM positively influence brand equity, while customization, interaction, and trendiness strongly impact relationship equity. Brand equity fully mediated the effect of customization, trendiness, and eWOM on purchase intention, while relationship equity mediated the influence of trendiness and customization. Relationship equity emerged as the most critical factor for purchase intention, followed by brand equity, customization, and trendiness. The findings offer insights for smartphone brands in China to optimize social media marketing strategies during crises like COVID-19 and can also help policymakers in regulating e-commerce and social media commerce.

Senthilnathan (2012) studied the relationship between brand equity and purchase intention, focusing on branded baby soaps. The study used Pearson correlation analysis to examine the positive linear relationship between brand equity (independent variable) and purchase intention (dependent variable). The analysis assessed the strength and direction of this relationship, considering its significance level. The study focused on four baby soap brands: Johnson & Johnson, Baby Cheramy, Pears Baby, and Khomba Baby. Among 200 consumers surveyed, 55% preferred Johnson & Johnson, 25% favored Baby Cheramy, 16.5% chose Pears Baby, and 3.5% selected Khomba Baby.

Figure (2.2) The Relationship of Brand Equity to Purchase Intention

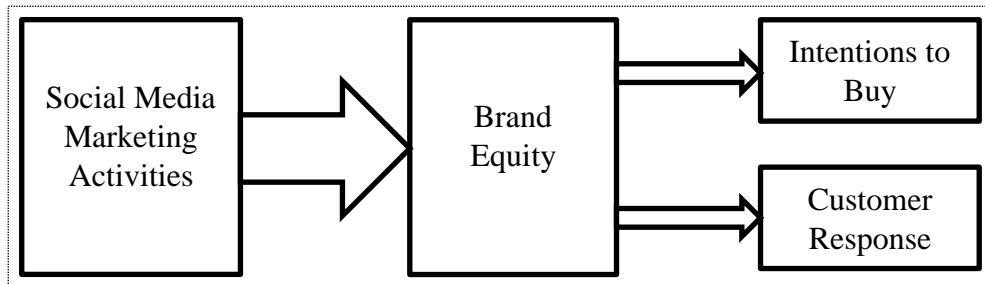


Source: Senthilnathan (2012)

The study found that the purchase intention of a customer for branded baby soap can be predicted based on their perception of brand equity. The correlation coefficient demonstrates that brand equity helps explain variations in purchase intention. A regression model with an intercept indicates that additional variables are needed to account for 68% of the unexplained variation in purchase intention. However, a regression model without an intercept shows that brand equity alone can predict over 99% of the variation in purchase intention, highlighting its strong influence.

Abbas, Rehman, and Alobidyeen (2021) studied the impact of social media marketing activities on consumer response, purchase intentions, and the mediating role of brand equity for apparel brands. The study aimed to understand how social media marketing influences consumer behavior and buying intentions, with brand equity acting as a mediator. It focused on consumers of apparel brands active on social media in Pakistan, using a quantitative approach and primary data collection. Data was gathered through an online questionnaire targeting consumers of the top fifteen apparel brands on social media in Pakistan. The questionnaire included five elements of social media marketing activities, three dimensions of brand equity, and three aspects of consumer response and purchase intentions.

Figure (2.3) The Effect of Social Media Marketing Activities of Apparel Brands on Consumers' Response and Intention to Buy: The Mediating Role of Brand Equity

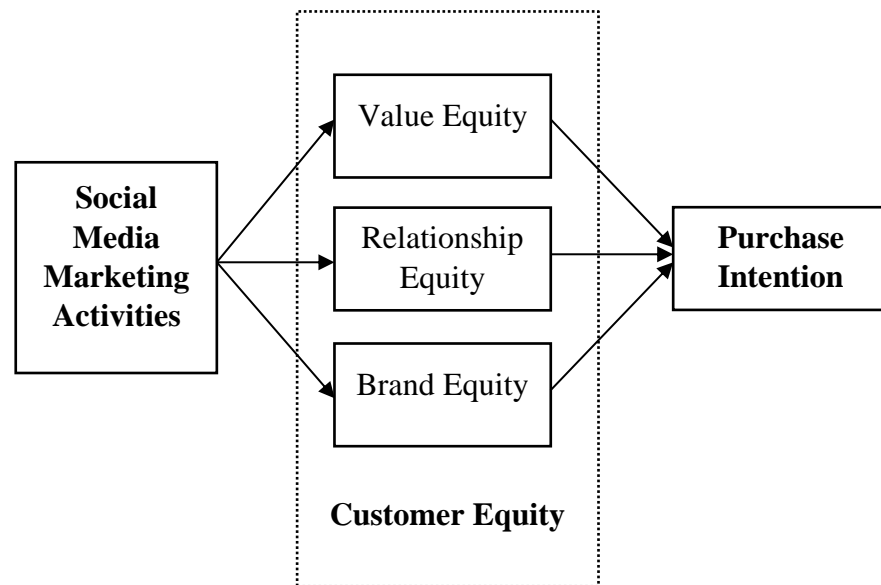


Source: Abbas, Rehman, and Alobidyeen (2021)

The study revealed a positive and significant correlation among social media marketing activities, consumer responses, purchase intentions, and brand equity. It highlighted those businesses that increasingly view social media as an effective tool for reaching target audiences. The results showed that the social media presence of apparel brands helps consumers share experiences, gather information, and influence their purchase decisions by increasing their engagement with the brand.

Ural and Yuksel (2015) investigated how perceived drivers of customer equity—specifically brand equity, relationship equity, and value equity—serve as mediators in the relationship between social media marketing activities and purchase intention. The research concentrated on the automotive sector in Hatay, Turkey, with the goal of examining how social media marketing influences purchase intention through various mediators. Data was gathered over a period of 30 days via personal interviews with 120 individuals who interacted with an automotive brand on social media in the region where vehicles were sold.

Figure (2.4) The Mediating Roles of Perceived Customer Equity Drivers Between Social Media Marketing Activities and Purchase Intention



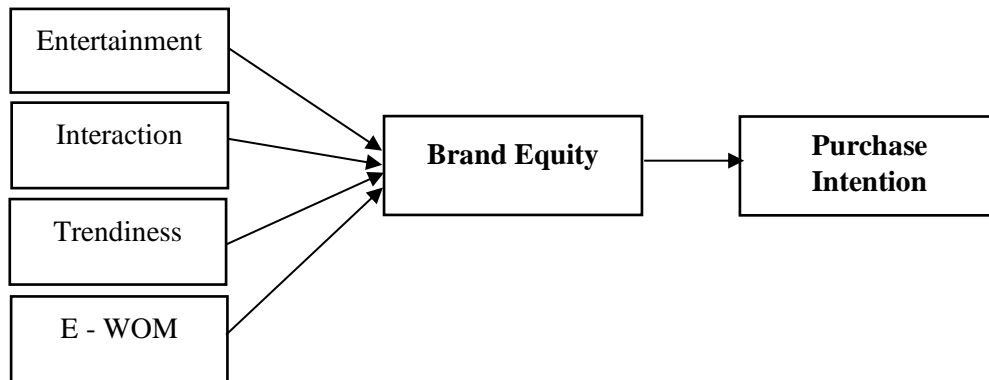
Source: Ural and Yuksel (2015)

The study found that social media marketing activities positively influence value equity, relationship equity, and purchase intention. Both value equity and relationship equity have a significant influence on purchase intention and partially mediate the connection between social media marketing activities and purchase intention. Notably, value and relationship equity have a strong correlation and jointly affect customer purchase intention. Unexpectedly, the impact of brand equity on purchase intention was determined to be insignificant in relation to social media activities. This study is important for comprehending the role of social media as a marketing tool and the significance of customer equity drivers.

2.6 Conceptual Framework of the Study

The conceptual framework of this study is grounded in theoretical background and previous research. It illustrates social media marketing practices as independent variables, with brand equity and purchase intention serving as dependent variables. The independent variables consist of social media marketing practices such as entertainment, interaction, trendiness, and electronic word-of-mouth (eWOM). The framework is depicted in Figure (2.5).

Figure (2.5) Conceptual Framework of the Study



Source: Own Compilation (2024)

Working Definition of Key Variables

Social media marketing - Social media marketing in this study refers to the use of social media platforms by FAME Pharmaceuticals to promote products or services, interact with customers, build brand awareness, and improve brand image.

Entertainment - In this study, entertainment refers to the strategies of FAME Pharmaceuticals on social media platforms designed to educate, engage, and build trust with their audience.

Interaction - In this study, interaction refers to the active efforts of FAME Pharmaceuticals to create an engaging, supportive, and personalized experience for users on social media.

Trendiness - In this study, trendiness refers to the commitment of FAME Pharmaceuticals to emphasize keeping social media content fresh, relevant, and appealing to its audience.

Electronic Word of Mouth (eWOM) - In this study, eWOM refers to the use of social media platforms by FAME Pharmaceuticals to shape brand influence and support informed purchasing decisions.

Brand Equity - In this study, brand equity refers to the efforts of FAME Pharmaceuticals to build a recognizable, trusted, and appealing brand image on social media.

Purchase Intention - In this study, purchase intention refers to the factors that drive consumer intent to purchase FAME Pharmaceuticals products.

CHAPTER 3

PROFILE AND SOCIAL MEDIA MARKETING PRACTICES OF THE FAME PHARMACEUTICALS

This chapter includes an overview of the pharmaceutical industry in Myanmar and also a profile of FAME Pharmaceuticals, which includes information on the goals of the company, organizational structure, vision, and mission, and social media marketing practices. An interview conducted with the HR manager of FAME Pharmaceuticals provided insights into brand equity and purchase intention as influenced by social media marketing practices.

3.1 Overview of Myanmar Pharmaceutical Industry

The pharmaceutical industry in Myanmar is an emerging sector that mirrors the ongoing economic development of the country and shifting healthcare demands. As the population increasingly seeks access to quality healthcare, the industry encounters both substantial challenges and promising opportunities in its quest to improve health outcomes nationwide. This growth is fueled by a rising awareness of health issues, a demand for better healthcare services, and the necessity for innovative solutions to address the evolving needs of the populace. As Myanmar grapples with these challenges, the pharmaceutical industry is set to play a vital role in improving the health and well-being of its population.

The pharmaceutical market in Myanmar has been experiencing notable growth, driven by several factors, including a rising population, heightened awareness of health issues, and an increasing demand for healthcare services. As the country continues its economic development, the need for effective healthcare solutions becomes increasingly urgent. However, this growth is accompanied by a heavy reliance on imported pharmaceuticals, with a significant portion of available medicines coming from abroad. This dependency raises concerns about supply chain vulnerabilities and escalating costs. In response, there is a concerted effort to boost local pharmaceutical production, aiming to reduce reliance on foreign imports and enhance self-sufficiency within the industry.

The regulatory framework overseeing pharmaceutical industry of Myanmar is administered by the Ministry of Health and Sports, responsible for licensing, quality control, and the distribution of pharmaceuticals across the nation. However, navigating

this regulatory landscape can be quite complex for industry stakeholders. The government is making concerted efforts to strengthen regulations and align them with international standards, which is essential for ensuring that the pharmaceuticals available to the public are safe, effective, and of high quality. Despite these initiatives, challenges persist in terms of compliance and enforcement, which can impede progress and hinder the development of a robust pharmaceutical sector. Addressing these challenges is vital for enhancing the integrity of the industry and safeguarding public health.

The pharmaceutical industry in Myanmar features a diverse landscape of local manufacturers and multinational corporations. Local companies are increasingly focused on producing generic medicines, particularly essential drugs that meet the healthcare needs of the population. These domestic manufacturers are crucial for improving access to affordable medications, playing a vital role in the overall health system. In contrast, multinational corporations significantly enrich the market by offering a wide array of products and expertise. Their presence introduces advanced technologies and facilitates knowledge transfer, which can empower local manufacturers to enhance their production capabilities and quality standards. This collaborative environment fosters growth and innovation within the sector, ultimately benefiting consumers and the healthcare system as a whole.

Access to medicines remains a significant challenge in Myanmar, especially in rural areas where healthcare facilities are often scarce. The distribution networks for pharmaceuticals are frequently underdeveloped, creating barriers that make it difficult for patients to obtain essential medications. In this context, the private sector plays a crucial role in bridging these gaps by offering healthcare services and pharmaceuticals that complement public healthcare initiatives. Strengthening the healthcare infrastructure is essential to ensuring that all segments of the population can access vital medicines. Efforts to enhance distribution networks and improve healthcare facilities will be key to overcoming these challenges and ensuring equitable access to essential treatments for all citizens.

The pharmaceutical industry in Myanmar encounters various challenges, including inadequate infrastructure and quality assurance concerns. Poor infrastructure can severely impede the distribution and accessibility of medicines, particularly in remote areas where healthcare access is already limited. Additionally, ensuring the quality of locally produced pharmaceuticals is vital for safeguarding patient safety and

maintaining the credibility of industry. However, these challenges also create opportunities for investment and innovation within the sector. There is significant potential to develop manufacturing facilities, enhance research and development capabilities, and establish training programs for healthcare professionals. By addressing these issues proactively, Myanmar can strengthen its pharmaceutical landscape and improve healthcare outcomes for its population.

Several emerging trends are poised to significantly influence the future of the pharmaceutical industry in Myanmar. The increasing adoption of digital health solutions is expected to improve access to pharmaceuticals and enhance patient management through telemedicine and e-pharmacy services, making healthcare more convenient and accessible. Furthermore, ongoing health policy reforms are anticipated to strengthen regulations and provide greater support for the pharmaceutical sector, fostering a more robust and trustworthy market. As public awareness of health issues continues to rise, there will likely be an escalating demand for quality pharmaceuticals, prompting manufacturers to innovate and improve their offerings. These trends collectively indicate a transformative period for the pharmaceutical industry in Myanmar, with the potential to enhance health outcomes for the population.

The pharmaceutical industry in Myanmar is at a crucial crossroads, marked by both significant challenges and promising opportunities. As the country seeks to enhance healthcare outcomes for its population, sustained investment and comprehensive reforms will be vital to unlocking the full potential of sector. By tackling regulatory complexities, improving infrastructure, and promoting local production capabilities, Myanmar can develop a resilient pharmaceutical industry that effectively addresses the needs of its citizens. This strategic approach not only aims to improve health services but also contributes to broader national development goals, ensuring a healthier future for all.

3.2 Profile of FAME Pharmaceuticals

The FAME Organic Pharm Farming Project was initiated in 2000 in Pyin Oo Lwin, Mandalay Division, with the aim of promoting organic agricultural practices in Myanmar. This project primarily focuses on cultivating herbal medicinal plants native to the region. Over the years, FAME Pharmaceuticals has successfully integrated these organic herbs into a wide range of herbal supplements and natural products, ensuring that their offerings are both effective and sustainable.

FAME Pharmaceuticals demonstrates a strong commitment to organic farming methods for cultivating raw materials. The company achieved its first certification under ISO 9001:2000 (Quality Management System) in 2002, which laid the groundwork for maintaining high-quality production standards. Partnering with Grolink Organic Farming Consultancy Service from Sweden, FAME Pharmaceuticals was instrumental in establishing the first organic agriculture practices in Myanmar. Today, the manufacturing processes of FAME Pharmaceuticals adhere to strict international guidelines to ensure customer satisfaction and product quality.

Adherence to ISO 9001:2015 of FAME Pharmaceuticals signifies its dedication to enhancing customer satisfaction by meeting specific requirements. A quality management system ensures that all manufacturing processes are effectively managed, allowing the company to provide assurance of quality across its product range. The certification from Bureau Veritas Quality International (BVQI) since October 2002 further affirms the commitment of FAME Pharmaceuticals to delivering high-quality products and processes that benefit customers.

FAME Pharmaceuticals strongly believes that prevention is the best medicine, and thus Good Manufacturing Practice (GMP) is a top priority within its operations. Ensuring that every product manufactured meet stringent efficacy, safety, and quality standards is crucial. FAME Pharmaceuticals produces its products under the GMP guidelines established by the World Health Organization (WHO), receiving a GMP certificate from the Ministry of Health, Union of Myanmar, in January 2003.

FAME Pharmaceuticals is committed to providing a safe and healthy work environment for its employees, contractors, and visitors. The ISO 45001:2018 certification, achieved in 2019, reflects the dedication of the company to maintaining high occupational health and safety standards. This system not only promotes physical safety but also addresses the mental well-being of all individuals within facilities of FAME Pharmaceuticals. The company previously held the OHSAS 18001:2007 certificate since December 2006, demonstrating its long-standing commitment to worker safety.

In 2006, FAME Pharmaceuticals received the ISO 14001:2004 certification for its Environmental Management System, showcasing its commitment to sustainable practices. This certification underscores the dedication of the company to preserving natural resources while ensuring its operations are environmentally friendly. In recognition of its efforts, FAME Pharmaceuticals has received several awards,

including the National Energy Award from the Ministry of Energy, Union of Myanmar, and the ASEAN Energy Awards in 2013.

FAME Pharmaceuticals has taken proactive steps to educate the public about health and wellness. Since 2009, the company has published the “Health Talk” and “Medicinal Plants” series, focusing on the benefits of healthy living and providing scientific insights into herbal medicine. Established in 2005, the publishing house of FAME Pharmaceuticals aims to raise awareness about the dangers of synthetic chemicals in food and their potential health risks, contributing to a more informed public.

In 2010, FAME Pharmaceuticals established a clinic that focuses on alternative medicine to address various health issues, particularly those related to the urological, respiratory, central nervous, and cardiovascular systems. The clinic employs a holistic approach, integrating herbal remedies with dietary changes and therapeutic exercises to treat patients suffering from both acute and chronic conditions, thereby promoting overall health and well-being.

FAME Pharmaceuticals operates a state-of-the-art manufacturing plant adhering to stringent quality standards and GMP guidelines set by the WHO and ISO. The facility is currently compliant with ISO 9001:2015 standards and achieved organic certification from the USDA in 2014, allowing it to produce high-quality organic products. This commitment to quality is further reinforced by certifications from both USDA Organic and Australian Certified Organic.

Utilizing modern technology and advanced machinery, FAME Pharmaceuticals develops a wide range of high-quality products capable of treating various health conditions, from minor cuts to serious illnesses such as cancer and diabetes. FAME Pharmaceuticals has launched over 86 products in both local and global markets over the years, exporting to countries such as Malaysia, Kuwait, Singapore, Korea, Japan, and Thailand.

The facility of FAME Pharmaceuticals is strategically located in the Hlaing Thar Yar Industrial City in Yangon, Myanmar. The company has established showrooms and sales centers across multiple townships to enhance accessibility for its customers. Additionally, FAME Pharmaceuticals operates two retail pharmacies in Yangon, positioned in high-traffic areas to better serve the local population and support its marketing efforts. These pharmacies play a crucial role in making the products of

FAME Pharmaceuticals readily available to consumers in densely populated neighborhoods.

3.2.1 Vision, Mission, and Policy Statements of FAME Pharmaceuticals

Vision Statement

FAME Pharmaceuticals has established comprehensive vision statements across three key areas: quality, environmental, and occupational health and safety.

- a. **Quality Vision:** FAME Pharmaceuticals strives to be a leader in researching, developing, manufacturing, and distributing natural medicines that meet GMP and ISO standards. The company is committed to continuous improvement by leveraging advanced machinery to enhance product quality, aspiring to be a leading manufacturer of natural medicines in Asia. FAME Pharmaceuticals also aims to foster an outstanding workplace for its employees in Myanmar while expanding its market share in both local distribution and international exports.
- b. **Environmental Vision:** FAME Pharmaceuticals envisions a clean environment with healthy ecosystems that support inclusive development and well-being for all its employees. The company focuses on the efficient use of natural resources to minimize waste through recycling and pollution prevention initiatives. FAME Pharmaceuticals is dedicated to reducing CO₂ emissions and promoting its environmental motto of "3 R's": reduce, reuse, and recycle. Moreover, the company seeks to build awareness of environmental concerns among employees and enhance its corporate image while improving environmental performance through efficient operations.
- c. **Occupational Health and Safety Vision:** FAME Pharmaceuticals is committed to continuous safety improvement, striving to conduct all work activities without accidents. The company has adopted a working slogan to assist employees in setting immediate safety goals.

Mission Statement

The mission of FAME Pharmaceuticals is to develop herbal medicines, starting from the organic farming of high-quality raw materials to the manufacture of pharmaceutical-grade finished products. The company promotes organic agriculture throughout the country to support local farmers and foster a healthy population. FAME

Pharmaceuticals is dedicated to ensuring customer satisfaction and continuous improvement in its products and processes, adhering to quality assurance and quality control standards. The company upholds product integrity by adhering to an integrated management system aligned with ISO 14001, OHSAS 18001, ISO 9001, and GMP standards. Additionally, FAME Pharmaceuticals engages in corporate social responsibility (CSR) activities for the benefit of its customers, community, environment, and employees. The overarching mission statement of FAME Pharmaceuticals is, "To prove the efficacy and effectiveness of natural medicine scientifically." To achieve this, FAME Pharmaceuticals has outlined specific goals that include compliance with integrated management systems, ensuring customer satisfaction, maintaining a safe and healthy workforce, meeting production targets, and actively contributing to the community through CSR initiatives.

Policy Statement

FAME Pharmaceuticals is committed to implementing policies that ensure high standards in quality, environmental, and occupational health and safety. These policies are established with the aim of achieving their key objectives: delivering exceptional products, minimizing environmental effects, and ensuring a safe and healthy workplace for all employees.

- a. **Quality Policy:** FAME Pharmaceuticals emphasizes continuous improvement in product quality, aiming to exceed customer expectations. The company ensures reliable management and adherence to rules and regulations to enhance product quality. FAME Pharmaceuticals is committed to serving all interested parties through ISO standards, GMP compliance, and CSR activities. Additionally, the company provides orientation training to all employees to foster understanding and cooperation regarding its quality policy.
- b. **Environmental Policy:** FAME Pharmaceuticals utilizes an Environmental Management System (EMS) to enhance its environmental practices and minimize the impact of its operations. Responsibilities and authorities are clearly defined to ensure compliance with national legislation and related requirements. The company conducts thorough analyses of environmental effects and establishes measurable objectives for improvement. FAME Pharmaceuticals promotes waste suppression, energy conservation, and the reuse of wastewater. All employees receive education on environmental policy,

recognizing the critical role of environmental management in society and the economy. Decisions regarding environmental policies undergo comprehensive assessments to evaluate potential effects.

- c. **Occupational Health and Safety Policy:** FAME Pharmaceuticals acknowledges the risks associated with its operations, including fire, machinery, and electrical hazards. The company complies with Occupational Health and Safety legislation set by the Union Government of Myanmar and aims to meet international standards. FAME Pharmaceuticals implements an occupational health and safety management system based on ISO 45001:2018, providing necessary training, supervision, and resources to ensure a safe workplace. The company is dedicated to upholding a safe and healthy workplace by conducting routine medical check-ups for employees and periodically reviewing its Occupational Health and Safety Management System (OHSMS) to ensure its ongoing relevance and effectiveness. Additionally, FAME Pharmaceuticals organizes a Workplace Coordinating Committee (WCC) to facilitate employee participation in safety decision-making. Through these vision statements, mission, and policies, FAME Pharmaceuticals demonstrates its commitment to quality, environmental sustainability, and the health and safety of its workforce.

3.2.2 Organizational Structure of FAME Pharmaceuticals

FAME Pharmaceuticals operates under a structured organizational framework consisting of thirteen key departments, ensuring efficient management across all business functions. Led by the managing director overseeing management and administration and the factory general manager heading production disciplines, the departments include:

1. Research and Development
2. Quality Management
3. Production
4. Sales
5. Marketing
6. Motor Unit
7. Administration
8. Human Resources

9. Finance and Accounting
10. Logistics
11. Engineering
12. FAME Clinic
13. Organic Farming

This structure supports streamlined operations and allows each area to specialize in its respective field, enhancing the overall performance of the company.

1. Research and Development Department

The ability of a company to succeed depends in large part on its research and development department. The R&D department is also in charge of handling drug registration and customer concerns. Experts of the R&D department research the pre-formulation stage of a novel medication. Australia, Germany, and the United Kingdom are among the scientists affiliated with FAME Pharmaceuticals. The R&D department at FAME Pharmaceuticals received 40% of net income, and the quality control department falls under this division.

2. Quality Management Department

The purpose of quality management is to help the company satisfy the needs, wants, or product satisfaction of its customers. The Quality Management Department is in charge of reviewing, implementing, monitoring, and following up on integrated management-related documents and systems. Then, this department is in charge of environmental management, employee safety, and healthcare at work. The quality manager, acting as the management representative, oversees strict and continuous monitoring processes in alignment with ISO (International Organization for Standardization) standards to uphold the high quality of FAME Pharmaceuticals' products.

3. Production Department

The largest department of FAME Pharmaceuticals is the production department, which is organized into several sections: herbal preparation, sachet, liquid and semisolid, material preparation, bottling and blister, oral dosage, and labeling and packaging.

4. Sales Department

Until 2007, the sales department utilized its own vehicles for door-to-door delivery of products nationwide. FAME Pharmaceuticals distributes its products both

domestically and internationally, with markets in South Korea, Japan, Thailand, Malaysia, Singapore, Kuwait, the Philippines, and Bangladesh.

5. Marketing Department

The marketing department plays a crucial role in organizational structure of a company, as its insights and data can inform and align the efforts of other departments within the organization. The marketing department is in charge of introducing and familiarizing clients with the products. FAME Publishing House is part of this department and is in charge of publishing and distributing books on medical and product knowledge.

6. Motor Unit

The motor unit department aims to guarantee the safe and efficient operation of vehicles involved in the production and delivery of products.

7. Administrative Department

The administrative department ensures a clean and safe working environment within the factory. It manages various areas, including the administrative store, landscaping, reception, executive office, cafeteria, and security services.

8. Human Resource Department

The human resources department is a crucial and valuable component of any organization, playing a vital role in its success through effective human resource management practices. This department, situated within the administrative division, oversees all HR functions, including planning, recruitment and selection, training and development, performance evaluation, and compensation and benefits. It operates in accordance with the Social Accountability (SA) 8000 human rights standards.

9. Finance and Account Department

This department is responsible for managing financial and accounting transactions, processing data, overseeing cash flow, and facilitating employee salary payments, among other duties.

10. Logistic department

The logistics department comprises three sub-units: the raw materials store, packaging store, and finished goods store. Its main responsibility is to plan production according to demand, which involves procuring raw materials from external suppliers as well as utilizing materials sourced from organic farming. The logistics department is linked to the R&D department and all production units.

11. Engineering department

The FAME Pharmaceuticals also depends on the engineering sector. Since FAME Pharmaceuticals is a manufacturing company, machinery plays a crucial role in the day-to-day production process. All factory machinery must be installed, maintained, and repaired by this department. After that, the engineering department oversees the construction department, which is in charge of building maintenance.

12. FAME clinic

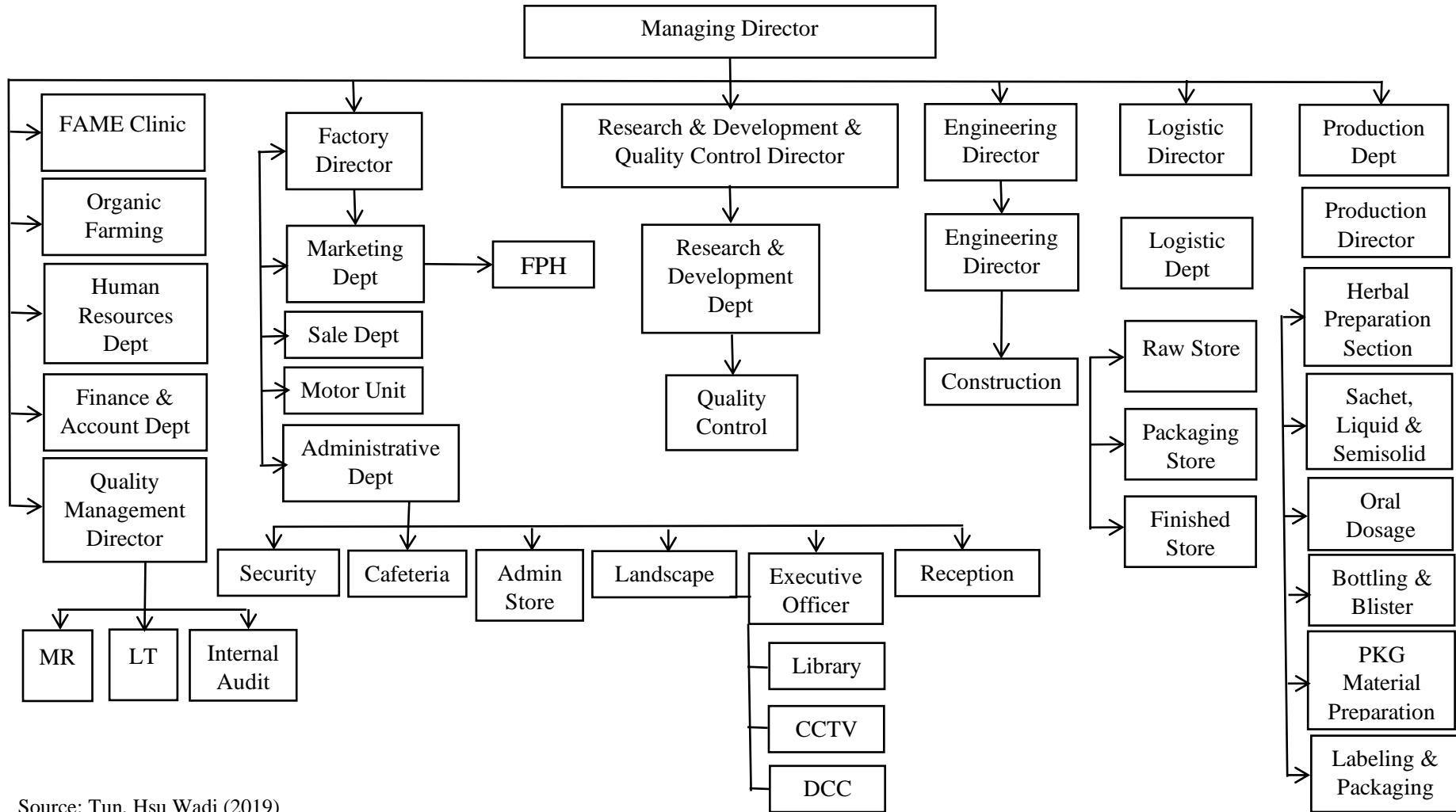
Every employee has access to an OHSAS physician for consultation and treatment at the FAME clinic for any medical problems or emergencies. Every year, they also have a general medical checkup.

13. Organic farming

Raw materials that have been grown in "Pyin-Oo-Lwin" in accordance with stringent organic farming regulations are cultivated through organic farming. As a result, FAME Pharmaceuticals is able to ensure that none of the formulation chemicals, fertilizers, or chemical insecticide residues are present in their products.

The organizational structure of FAME Pharmaceuticals is illustrated in Figure (3.1).

Figure (3.1) Organizational Chart of FAME Pharmaceuticals



Source: Tun, Hsu Wadi (2019)

3.3 Social Media Marketing Practices of FAME Pharmaceuticals

In the rapidly evolving landscape of pharmaceutical marketing, FAME Pharmaceuticals recognizes the critical role of social media in expanding its outreach and deepening engagement with various stakeholders. The potential for social media to boost brand visibility and strengthen connections with its audience is immense, and FAME Pharmaceuticals is effectively leveraging these platforms as powerful tools for marketing and engagement. As the industry continues to change, FAME Pharmaceuticals remains well-positioned to adapt and succeed in the digital age. The following sections outline how FAME Pharmaceuticals utilizes social media marketing to achieve these goals.

A. Entertainment

FAME Pharmaceuticals has built an active online community by maintaining a strong presence on social media platforms like Facebook, Instagram, and Twitter. Through these channels, FAME Pharmaceuticals shares a variety of content, including health education videos aimed at promoting health awareness among its followers. The brand regularly provides crucial information on preventive measures, common health concerns, and the importance of medication adherence.

To make complex medical concepts more accessible, FAME Pharmaceuticals creates and shares visually appealing infographics and concise videos like FAME RoseHip, Wheatgrass, Pasteurized Milk vs. UHT Milk, Capsules, FAME Cholecrush, High-Density Lipoprotein, FAME Natural Organic Honey, FAME Probiotics, FAME Noni Products, FAME Omega 369, FAME Nature-C, FAME BioOral, FAME BioFat, FAME Biobeauty, FAME BioMune, FAME Biogurt, FAME Tinoflam and Tinospora Honey, FAME Stevia, Benign Prostatic Hyperplasia (BPH), Gout, Rheumatoid Arthritis (RA), Systemic Lupus Erythematosus (SLE), Diabetes Diet, Heart-Healthy Foods, Cancer-Causing Foods, Probiotics and Oral Health, Gynura procumbens, and Ginkgo biloba. The company also highlights inspiring recovery stories, customer testimonials, and motivational health tips to engage and uplift their audience.

In addition, FAME Pharmaceuticals has partnered with local celebrities and social media influencers to host interactive sessions, such as live question and answer (Q&A) events, health challenges, and engaging discussions on health and wellness. Executives and the marketing team of the company contribute by sharing informative videos that cover a range of topics, including explanations of health issues, product

ingredients, and proper medication usage. FAME Pharmaceuticals also uses fun animated characters in their videos to simplify complex medical concepts, making them easier for audiences to understand. Beyond promoting their products, the brand is dedicated to fostering a community centered around health and wellness through entertaining and informative content.

B. Interaction

FAME Pharmaceuticals fosters a highly interactive environment where customers can openly share their opinions, experiences, and questions on social media platforms. The company actively invites its audience to engage in conversations about health topics related to their products through various interactive posts, including polls and discussion prompts. To ensure customer satisfaction, FAME Pharmaceuticals provides prompt responses to comments and messages, addresses product-related queries, offers guidance on product efficacy, and assists with order-related issues.

FAME Pharmaceuticals conducts various Q&A sessions to engage and educate their audience, including live Q&A sessions on webinars or social media platforms where experts respond to real-time questions, pre-recorded Q&A videos that cover frequently asked questions, and text-based Q&A segments on social media stories and posts for quick, accessible answers. They also host interactive webinars with healthcare experts, where attendees learn about health topics and can ask questions directly. On their website, customer support Q&A provides instant answers on product use, safety, and general inquiries. Popular Q&A topics include product information, health conditions, ingredient benefits, and wellness tips, fostering an informed and connected community.

Additionally, FAME Pharmaceuticals organizes online health workshops featuring experts who discuss various health topics, offering valuable insights to their audience. By analyzing messages of users, comments, and feedback, FAME Pharmaceuticals is able to offer personalized health advice and product recommendations, making their content more relevant and influential. The open nature of their social media presence allows people to learn from experiences of each other and freely express their opinions. FAME Pharmaceuticals not only shares health-related information but also encourages its audience to engage in meaningful conversations about wellness, fostering a space where people can connect, exchange ideas, and support the health journeys of each other. Through these efforts, the brand not only

promotes its products but also cultivates a community of informed and health-conscious individuals.

C. Trendiness

FAME Pharmaceuticals actively maintains its primary social media platforms, including Instagram, Facebook, and Twitter, to engage a wide audience and keep them informed. The company prioritizes staying up-to-date by using visually engaging content such as infographics, short videos, and interactive posts to effectively deliver valuable information about health and wellness. To stay relevant and reach more people, FAME Pharmaceuticals employs popular tactics like leveraging current stories and trending topics. This approach allows them to provide quick updates on new products, initiatives, or health-related trends, keeping their audience in the loop. Additionally, the company consistently shares the latest information on drug development, helpful health tips, and important industry news, ensuring that followers are well-informed.

FAME Pharmaceuticals share medical research updates, guidelines, and new treatment options, especially on LinkedIn and Twitter, where healthcare professionals are more active. FAME Pharmaceuticals collaborate with patient advocacy groups and support communities by creating content tailored to specific health conditions. Staying active around global health observances, like World Health Day or Breast Cancer Awareness Month, helps them engage in trending conversations meaningfully. FAME Pharmaceuticals use social media to communicate transparently with the public and address concerns in real-time. FAME Pharmaceuticals use social media to gather feedback on patient experiences, symptoms, or treatment preferences. FAME Pharmaceuticals share important regulatory changes or industry news relevant to drug approvals, clinical trials, and safety information.

FAME Pharmaceuticals is dedicated to addressing audience concerns, offering timely responses to queries about pharmaceutical products and their use. They also share patient testimonials and success stories, creating emotional connections that resonate with their audience and highlight the positive effect of their products. To remain competitive in the dynamic pharmaceutical industry, FAME Pharmaceuticals is continuously exploring innovative strategies that align with current trends and consumer needs. This proactive approach helps the company meet customer expectations while maintaining a strong presence in the market. Through a combination of engaging content, timely updates, and a focus on customer satisfaction, FAME

Pharmaceuticals aims to build a trusted community centered around health and well-being.

D. Electronic Word of Mouth (eWOM)

FAME Pharmaceuticals leverages eWOM practices to reflect customer opinions, influence purchasing decisions, and enhance consumer trust in the brand. Through its social media platforms, FAME Pharmaceuticals encourages followers to share their experiences and opinions while fostering discussions among customers, creating an open space for interaction. The company actively collaborates with local celebrities and social media influencers to conduct live Q&A sessions, engage audiences in meaningful conversations about health topics, and organize workshops featuring health experts.

FAME Pharmaceuticals also creates engaging posts, surveys, and Q&A segments that encourage two-way communication among their followers, promoting positive interactions within their community. The company closely monitors audience concerns on social media and provides prompt responses to address any issues, ensuring high levels of customer satisfaction. Moreover, FAME Pharmaceuticals shares valuable information about their brand and products, supports interactions among consumers, and encourages recommendations from one user to another. By doing so, they foster a sense of community and trust, allowing users to learn from the experiences of others and feel more confident about the brand. In an era where digital platforms are increasingly important, eWOM strategies of FAME Pharmaceuticals not only boost the credibility of brand but also strengthen customer trust and loyalty. These practices help the company stay competitive and connected with its audience, creating a positive reputation in the market.

CHAPTER 4

ANALYSIS ON THE SOCIAL MEDIA MARKETING PRACTICES, BRAND EQUITY AND PURCHASE INTENTION

This chapter investigates the effect of social media marketing practices on brand equity and the effect of brand equity on purchase intention at FAME Pharmaceuticals products. It encompasses research design, demographic profile of respondents, reliability analysis, data analysis, and findings from survey questionnaires.

4.1 Research Design

The study aims to examine the effect of social media marketing practices on brand equity and the effect of brand equity on purchase intention at FAME Pharmaceuticals products. A quantitative approach was employed, using a well-structured questionnaire as the primary data collection tool. The questionnaire was distributed via Google Forms to a sample of 385 consumers among 672,000 followers who follow the social media pages of FAME Pharmaceuticals, selected through a systematic random sampling method. The survey design ensured that the data collected would be comprehensive enough to analyze the connections between the variables while maintaining a manageable size for statistical analysis. The sample size was determined using the sampling formula established by Cochran (1977). This is how the calculation is displayed:

$$n = \frac{(z)^2 (P)(1-p)}{e^2}$$
$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{0.05^2}$$

$$n = 384.16 \sim 385$$

Where; n = the sample size
 z = the populational size
 e = the margin of error
 z = the z-value, extracted from a z-Table

After data collection, both descriptive and analytical methods are utilized for analysis. Descriptive analysis employs frequencies, means, and standard deviations to

evaluate the effect of social media marketing practices on brand equity, as well as the influence of brand equity on purchase intentions of consumers for FAME Pharmaceuticals products. Multiple regression analysis, an analytical technique, is applied to identify the factors that influence brand equity and purchase intention.

The analysis involved distributing structured questionnaires utilizing five-point Likert scales to 385 respondents. The responses were analyzed following the guidelines provided by Imsa-ard et al., (2021), as outlined in Table (4.1).

Table (4.1) Mean Score Interpretation

Mean Score Range	Rating	Interpretation
4.21 – 5.00	Strongly Agree	Very High
3.41 – 4.20	Agree	High
2.61 – 3.40	Neutral	Moderate
1.81 – 2.60	Disagree	Low
1.00 – 1.80	Strongly Disagree	Very Low

To assess the overall perceptions of respondents or feelings regarding the set of items, the mean score was calculated. According to Imsa-ard et al., (2021), mean scores ranging from 1.00 to 1.80 indicate strongly disagree for the variables. Scores from 1.81 to 2.60 suggest disagreement, while those between 2.61 and 3.40 are considered neutral. Mean scores ranging from 3.41 to 4.20 indicate agreement, and scores between 4.21 and 5.00 represent strong agreement.

4.2 Demographic Profile of Respondents

The demographic profile of the participants offers essential insights into the traits of the individuals involved in this study. This section offers insights into key demographic factors such as age, gender, education level, marital status, occupation, and personal monthly income, which are essential for identifying the target customer segments for FAME Pharmaceuticals. The following Table (4.2) presents the demographic characteristics of respondents.

Table (4.2) Demographic Profile of Respondents

Items	No. of Respondents	Percent
Total No. of Respondents	385	100.00
Gender	No. of Respondents	Percent
Male	234	60.80
Female	151	39.20
Age (years)	No. of Respondents	Percent
18 – 24 years old	17	4.50
25 – 29 years old	126	32.70
30 – 39years old	104	27.00
40 years and above	138	35.80
Education	No. of Respondents	Percent
High School	15	3.90
Undergraduate	54	14.00
Graduate	212	55.10
Postgraduate	104	27.00
Marital Status	No. of Respondents	Percent
Single	150	39.00
Married	235	61.00
Occupation	No. of Respondents	Percent
Student	138	35.80
Government Staff	202	52.50
Company Staff	10	2.60
Own Business	10	2.60
Other	25	6.50
Personal Monthly Income	No. of Respondents	Percent
MMK 100000 and below	15	3.90
MMK 100001 and MMK 200000	88	22.90
MMK 200001 and MMK 300001	39	10.10
MMK 300001 and above	243	63.10

Source: Survey Data (2024)

Based on the data presented, the survey involved 385 participants, with a higher number of male respondents than female respondents. Specifically, 60.8% of respondents (234 individuals) were male, while 39.2% (151 individuals) were female.

In terms of age groups, the largest segment of respondents was 40 years and older, accounting for the majority of participants. Similarly, 32.7% of the sample, representing 126 respondents, falls within the age range of 25-29 years. Additionally, 35.8% of respondents, or 104 individuals, are within the age range of 30-39 years. The smallest age group was 18-24, comprising 4.4% (17 individuals) of the total sample. This indicates that the age group of 40 years and above represents a significant sector for FAME Pharmaceuticals.

The education levels of respondents were divided into four categories: high school, undergraduate, graduate, and postgraduate. The majority, 55.1% (212 individuals), were graduates, followed by 27% (104 individuals) with a postgraduate degree. Undergraduates made up 14% (54 individuals), while high school students represented the smallest group at 3.9% (15 individuals). These results indicate that individuals with a graduate-level education exhibit a greater interest in the FAME Pharmaceuticals brand.

Regarding marital status, 61% (235 individuals) of the respondents were married, while 39% (150 individuals) were single.

Among different occupation groups, government staff made up the largest category, comprising 52.5% (202 individuals). The second-largest group was students, representing 35% (138 individuals). The remaining categories included 6.5% (25 individuals) in other occupations, 2.6% (10 individuals) running their own businesses, and 2.6% (10 individuals) working as company staff. This suggests that government staff have the highest level of interest in the FAME Pharmaceuticals brand.

In terms of income levels, the majority of respondents (63.1%, or 243 individuals) reported a monthly income of 300,001 kyats and above. The next category, with an income between 100,001 and 200,000 kyats, comprised 22.9% (88 individuals). Those earning between 200,001 and 300,000 kyats represented 10.1% (39 individuals), while the lowest income group, earning 100,000 kyats or less, made up 3.9% (15 individuals). This indicates that respondents with an income of 300,001 kyats and above show the greatest interest in products of FAME Pharmaceuticals.

4.3 Reliability Analysis of Social Media Marketing Practices, Brand Equity and Purchase Intention

A reliability test is used to evaluate the accuracy and consistency of measurement scales, as described by Cronbach (1951). Cronbach states that a score of 0 reflects inconsistency among questions related to a variable, whereas a score nearing 1 indicates a strong level of consistency between the questions and the variable. The Cronbach's alpha reliability test is employed to verify this consistency. In this study, all questionnaires were designed to maintain consistency for each participant, thereby improving the reliability of the collected data. Alpha values approaching 1.0 signify high internal consistency reliability, while scores between 0.60 and 0.80 are generally considered good and acceptable (George & Mallery, 2019). The reliabilities of variables (alpha values) are shown in Table (4.3).

Table (4.3) Reliability Analysis of Variables

Sr. No.	Variables	No. of items	Cronbach's Alpha
1	Entertainment	5	0.805
2	Interaction	5	0.893
3	Trendiness	5	0.849
4	eWOM	5	0.837
5	Brand Equity	12	0.954
6	Purchase Intention	4	0.705

Source: Survey Data (2024)

According to Zikmund, Babin, Carr and Griffin (2010), reliability categories are classified as follows: 0.80-0.95 (very good reliability), 0.70-0.80 (good reliability), 0.60-0.70 (fair reliability), and below 0.60 (poor reliability). Based on the alpha values of Cronbach obtained in this study, the variables can be ranked from highest to lowest reliability as follows: brand equity (0.954), trendiness (0.923), interaction (0.893), eWOM (0.837), and entertainment (0.805). These values indicate very good reliability for the respective variables. Additionally, the alpha value of Cronbach for purchase intention is 0.705, which demonstrates good reliability. Consequently, the overall reliability of the study is deemed excellent, and the results are considered valid.

4.4. Customer Perception on Social Media Marketing Practices

This section examines social media marketing practices by measuring key components: entertainment, interaction, eWOM, and trendiness. Each of these elements plays a significant role in influencing both brand equity and purchase intention.

4.4.1 Entertainment Practices

Questionnaire surveys were conducted to assess the entertainment practices of FAME Pharmaceuticals. The mean value of entertainment practices at FAME Pharmaceuticals is shown in Table (4.4).

Table (4.4) Mean Value of Entertainment Practices

Sr.No.	Description	Mean	Std. Deviation
1	FAME Pharmaceuticals shares health awareness information and videos on social media.	3.95	0.736
2	FAME Pharmaceuticals shares product information using videos featuring humorous cartoon characters on social media.	3.79	0.780
3	FAME Pharmaceuticals conducts live Q&A sessions, health challenges, and discussions on social media.	3.83	0.729
4	FAME Pharmaceuticals partners with local celebrities and social influencers to disseminate information on social media.	3.61	0.875
5	FAME Pharmaceuticals shares interesting health issues, product ingredients, and proper drug use tips on social media.	3.87	0.877
Overall Mean		3.81	

Source: Survey Data (2024)

According to Table (4.4), the mean values (including the overall mean) for entertainment practices fall between 3.41 and 4.20, indicating high levels of consumer agreement. The overall mean value of 3.81 suggests that most consumers are favorable toward the entertainment practices of FAME Pharmaceuticals. However, the brand

recorded its lowest mean value of 3.61 concerning its collaborations with local celebrities and influencers for customer entertainment on social media. In contrast, data indicates that consumers feel social media entertainment of FAME Pharmaceuticals effectively promotes health awareness, as shown by the highest mean value of 3.95.

4.4.2 Interaction Practices

Questionnaire surveys were conducted to assess the interaction practices of FAME Pharmaceuticals. The mean value of interaction practices at FAME Pharmaceuticals is shown in Table (4.5).

Table (4.5) Mean Value of Interaction Practices

Sr.No.	Description	Mean	Std. Deviation
1	FAME Pharmaceuticals fosters discussions and encourages the sharing of opinions on their social media platforms.	3.80	0.965
2	FAME Pharmaceuticals respond quickly to comments and messages on social media.	3.62	0.925
3	FAME Pharmaceuticals actively interacts with customers through their social media channels.	3.57	0.969
4	FAME Pharmaceuticals offers personalized health advice and product recommendations through their social media channels.	3.88	0.850
5	FAME Pharmaceuticals encourages the expression of opinions on their social media.	3.86	0.972
Overall Mean		3.74	

Source: Survey Data (2024)

According to Table (4.5), the interaction practices of FAME Pharmaceuticals on social media demonstrate varying levels of effectiveness. The data shows that the provision of tailored health advice and product recommendations by the brand to individual customers received the highest mean value of 3.88. In contrast, the practice of actively engaging with customers on social media achieved the lowest mean value

of 3.57. Nevertheless, the overall mean value of 3.74 indicates that social media users hold a generally favorable view of the interaction practices of FAME Pharmaceuticals.

4.4.3 Trendiness Practices

Questionnaire surveys were conducted to evaluate the trendiness practices of FAME Pharmaceuticals. The mean value of trendiness practices at FAME Pharmaceuticals is shown in Table (4.6).

Table (4.6) Mean Value of Trendiness Practices

Sr.No.	Description	Mean	Std. Deviation
1	The information shared on social media of FAME Pharmaceuticals is current and up to date.	3.87	0.869
2	Using the social media of FAME Pharmaceuticals brand is very trendy.	3.83	0.885
3	The content shown on social media of FAME Pharmaceuticals brand is the newest information.	3.89	0.844
4	FAME Pharmaceuticals shares content related to pharmaceutical issues and engaging topics about pharmaceuticals on their social media.	4.01	0.842
5	Contents of social media of FAME Pharmaceuticals brand is the interesting information.	4.07	0.714
Overall Mean		3.93	

Source: Survey Data (2024)

According to Table (4.6), the overall mean value of 3.93 indicates that FAME Pharmaceuticals has effectively utilized its social media platforms to position itself as a trendsetter in the pharmaceuticals industry. The data reveals that social media content of the brand, characterized by engaging and informative material, achieved the highest mean value of 4.07. Furthermore, the mean value of 3.83 suggests that the brand is perceived as very trendy by its audience. However, there is an opportunity for FAME Pharmaceuticals to innovate further by collaborating with related industries to introduce new and exciting trends. Overall, the mean value of 3.93 reflects that customers hold

the social media efforts of FAME Pharmaceuticals in trendiness practices in high regard.

4.4.4 eWOM Practices

Questionnaire surveys were conducted to assess the eWOM practices of FAME Pharmaceuticals. The mean value of electronic word of mouth practices at FAME Pharmaceuticals is shown in Table (4.7).

Table (4.7) Mean Value of eWOM Practices

Sr.No.	Description	Mean	Std. Deviation
1	Passing information about the brand, product or service to friends and family through the social media of brand.	3.82	0.869
2	Recommending friends check out social media of FAME Pharmaceuticals.	3.84	0.885
3	Uploading content from the social media of brand on Facebook.	3.71	0.844
4	Feedback from other consumers on social media helps to make decisions about purchasing FAME Pharmaceuticals products.	3.97	0.842
5	Reading reviews or comments about FAME Pharmaceuticals products on social media before making a purchase.	4.04	0.714
Overall Mean		3.88	

Source: Survey Data (2024)

According to Table (4.7), the data shows that customers frequently read reviews and comments on social media before buying FAME Pharmaceuticals products, as indicated by a high mean score of 4.04. In contrast, the act of sharing content from the social media accounts of brand on personal Facebook pages received the lowest mean score of 3.71, though this still reflects a certain level of agreement among respondents. Overall, the mean score of 3.88 suggests that respondents recognize the effectiveness of the eWOM practices utilized by FAME Pharmaceuticals.

4.4.6 Overall Mean Value of Customer Perception on Social Media Marketing Practices

The overall mean of social media marketing practices is utilized to measure customer perception at FAME Pharmaceuticals is shown in Table (4.8).

Table (4.8) Overall Mean Values of Social Media Marketing Practices

Sr.No.	Variables	Overall Mean
1	Entertainment	3.81
2	Interaction	3.74
3	Trendiness	3.93
4	eWOM	3.88

Source: SPSS Output Data 2024

According to Table (4.8), the overall mean values for various social media marketing practices—such as entertainment, interaction, eWOM, and trendiness—were assessed. Based on the data, the overall mean values for various social media marketing practices falls within the range of 3.41 to 4.20. This indicates that the majority of respondents have a high perception of the social media marketing practices employed by FAME Pharmaceuticals.

4.4.7 Customer Perception on Brand Equity

The means value of brand equity at FAME Pharmaceuticals is shown in Table (4.9).

Table (4.9) Mean Value of Brand Equity

Sr.No.	Description	Mean	Std. Deviation
1	Knowing the FAME Pharmaceuticals brand on social media.	4.00	0.816
2	If a pharmaceutical product is needed, the FAME Pharmaceuticals brand comes at first in mind.	3.81	0.890
3	Frequently see advertisements or promotions for FAME Pharmaceuticals on social media.	3.80	0.925
4	Being aware of the different products offered by FAME Pharmaceuticals.	3.82	0.974

Table (4.9) Mean Value of Brand Equity (Continued)

Sr.No.	Description	Mean	Std. Deviation
5	FAME Pharmaceuticals is well-known on social media platforms.	3.88	0.994
6	FAME Pharmaceuticals brand has a distinct personality on social media.	3.81	0.950
7	FAME Pharmaceuticals stands out compared to other competing brands on social media.	3.92	0.861
8	FAME Pharmaceuticals is popular on social media platforms.	3.97	0.849
9	FAME Pharmaceuticals is of high quality compared to other competing brands.	3.93	0.930
10	Recognizing FAME Pharmaceuticals characteristics.	3.91	0.916
11	FAME Pharmaceuticals offers good value for money.	3.96	0.872
12	The packaging of FAME Pharmaceuticals products is appealing.	3.99	0.905
Overall Mean		3.90	

Source: Survey Data (2024)

According to Table (4.9), the overall mean score of 3.90 across various attributes underscores the strong brand equity that FAME Pharmaceuticals enjoys in the pharmaceutical industry. The data reveals that brand awareness on social media has a mean value of 4.00, while being the first brand that comes to mind when purchasing a pharmaceutical product received a mean score of 3.81. Additionally, following the social media platforms of FAME Pharmaceuticals garnered a mean value of 3.88, and the reliability of the brand was indicated by a mean value of 3.91, reflecting a high level of endorsement from customers. These high endorsement levels suggest a significant degree of trust and preference among consumers. The ratings also show strong satisfaction with various brand attributes, including advertisements and promotions (3.80), product variety (3.82), popular (3.97), good value for money (3.96), and appealing product packaging (3.99). Furthermore, the distinct personality of the brand

(3.81), product quality (3.93), and its ability to stand out among competitors (3.92) further reinforce its market position. Overall, most respondents express strong agreement with the statements regarding brand equity for FAME Pharmaceuticals, as indicated by mean values ranging from 3.41 to 4.20 across different aspects of the brand.

4.4.8 Purchase Intention

The means value of purchase intention at FAME Pharmaceuticals is shown in Table (4.10).

Table (4.10) Mean Value of Purchase Intention

Sr.No.	Description	Mean	Std. Deviation
1	Likely to purchase products from FAME Pharmaceuticals in the future.	3.83	0.883
2	Willing to try new products from FAME Pharmaceuticals when they are launched.	4.01	0.667
3	Influencing by recommendations from friends or family to purchase FAME Pharmaceuticals products.	3.91	0.770
4	Social media posts and reviews about FAME Pharmaceuticals positively affect purchase intention.	4.03	0.677
Overall Mean		3.95	

Source: Survey Data 2024

According to Table (4.10), the overall mean score of 3.95 highlights the strong purchase intention among consumers towards FAME Pharmaceuticals, reflecting robust agreement across multiple dimensions. The highest mean value of 4.03 indicates that social media posts and reviews about FAME Pharmaceuticals significantly positively influence purchase intentions, underscoring the importance of word-of-mouth in shaping customer behavior. Respondents also express a high likelihood of purchasing FAME Pharmaceuticals products in the near future, with a mean score of 3.83, demonstrating a favorable inclination towards the brand. The mean value of 4.01 indicates willing to try new products from FAME Pharmaceuticals when they are

launched. Additionally, recommendations from friends and family have a notable positive effect on purchasing decisions, with a mean value of 3.91, emphasizing the significant role of word-of-mouth in influencing customer behavior. Most respondents express high agreement with the statements regarding their intention to purchase FAME Pharmaceuticals, as indicated by mean values ranging from 3.41 to 4.20 across various aspects of the brand.

4.5 Analysis of the Effect of Social Media Marketing Practices on Brand Equity

This section examines how social media marketing practices affect the brand equity of FAME Pharmaceuticals. Table (4.11) illustrates the effects of these practices on brand equity for FAME Pharmaceuticals products.

Table (4.11) Analysis of the Effect of Social Media Marketing Practices on Brand Equity

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig.	VIF
	B	Standard Error				
Constant	.627	.110		5.701	.000	
Entertainment	.078**	.019	.112	4.151	.041	1.213
Interaction	.446***	.036	.486	12.449	.000	2.530
Trendiness	.301***	.030	.372	9.978	.001	2.306
eWOM	.178**	.030	.179	5.917	.024	1.509
R^2	.771					
Adjusted R^2	.768					
F Value	319.294***					
***, **, * = significant at 1%, 5%, 10% level						

Source: Survey Data (2024)

From Table (4.11), it is evident that the F-value is 319.294, indicating a strong overall model fit. There are no issues of multicollinearity in this research, as all VIF values are below 10. The adjusted R-squared value of 0.656 suggests that 65.6% of the

variance in brand equity can be explained by factors related to social media marketing practices.

All variables—entertainment, interaction, trendiness, and eWOM—have a significant effect on brand equity. Specifically, the interaction coefficient of 0.446 implies that, holding all other factors constant, a one-unit change in interaction would lead to a 0.446 increase in brand equity.

According to the regression results, trendiness has the second largest positive and significant effect on brand equity, indicating that for every unit change in trendiness, brand equity would increase by 0.301 times when all other variables are held constant. This highlights trendiness as a crucial factor in enhancing brand equity.

Regression analysis also reveals that eWOM has the third most substantial and positive effect on brand equity, demonstrating that, if all other factors remain constant, brand equity would rise by 0.178 times for each unit change in eWOM. Consequently, eWOM is identified as a key element in building brand equity.

Additionally, entertainment emerges as the fourth important factor influencing brand equity. With all other variables held constant, the entertainment coefficient of 0.078 suggests that for every unit change in entertainment practices, brand equity would increase by 0.078 times. This indicates that entertainment has a positive and statistically significant effect on brand equity at the 1% significance level.

The regression analysis indicates that interaction, eWOM, trendiness, and entertainment on social media are critical in enhancing brand equity for FAME Pharmaceuticals products. Moving forward, prioritizing these practices can further strengthen brand positioning and cultivate deeper consumer relationships, thus sustaining a competitive advantage in the dynamic landscape of the pharmaceutical industry.

4.6 Analysis of the Effect of Brand Equity on Purchase Intention

The effect of brand equity on purchase intention at FAME Pharmaceuticals is illustrated in Table (4.12).

Table (4.12) Analysis of the effect of Brand Equity on Purchase Intention

Dependent Variable	Unstandardized Coefficient		Beta	t	Sig.
	B	Standard Error			
Constant	.088	.152		0.580	.562
Brand Equity	1.029***	.038	.810	27.022	.000
R^2	.656				
Adjusted R^2	.655				
F Value	730.174***				
***, **, * = significant at 1%, 5%, 10% level					

Source: Survey Data (2024)

As shown in Table (4.12), the F-value is 730.174, indicating that the model of study is well-fitting and that brand equity has a significant and positive effect on purchase intention. R square, also known as the coefficient of determination, is a statistical measure that assesses how well the data fits the fitted regression line. With an R square value of 0.656 and an adjusted R square of 0.655, brand equity accounts for 65.6% of the variance in purchase intention. This underscores the critical role that brand equity plays in shaping purchase intentions within the pharmaceutical sector. By establishing effective brand equity, FAME Pharmaceuticals can transform potential customer interest into actual purchases. Furthermore, strong brand equity serves as a competitive advantage, facilitating customer preference and repurchase while enhancing overall purchase intention. Brand equity significantly influences the tendency of consumers to buy FAME Pharmaceuticals products, highlighting its importance in driving customer engagement and loyalty.

CHAPTER 5

CONCLUSION

This chapter includes the key findings and discussions based on the analysis results, offering suggestions and recommendations, and identifying areas for further research.

5.1 Findings and Discussions

The primary objectives of this study are to identify social media marketing practices of FAME Pharmaceuticals, analyze the effect of these practices on brand equity, and examine brand equity influences on the purchase intention of customers. To achieve these goals, a sample of 385 followers from social media pages of FAME Pharmaceuticals was selected using simple random sampling. Analysis of demographic data indicates that the majority of respondents are male, primarily aged 40 and above, married, holding graduate degrees, and earning monthly salaries of 3,000,001 MMK or higher. In terms of employment, the majority of survey participants are government staff. The overall mean values of social media marketing practices of FAME Pharmaceuticals suggest a positive effect on customer perception. Thus, a significant portion of participants hold a favorable view of the social media marketing efforts of the brand.

In relation to overall mean values of social media marketing practices of FAME Pharmaceuticals, it is evident that overall mean values of social media marketing exert beneficial influence customer perception in the context of FAME Pharmaceuticals. Therefore, a sizable segment of the participants has a favorable perception regarding social media marketing activities implemented by FAME Pharmaceuticals.

The multiple regression analysis reveals that all four variables of social media marketing activities—entertainment, interaction, trendiness, and eWOM—have a significantly positive effect on brand equity. Mean value analysis indicates that respondents agree with statements related to entertainment, recognizing that social media activities FAME Pharmaceuticals promote health awareness and are engaging to use. Furthermore, the data indicate that the respondents find the content of the brand entertaining, stimulating interest in its products, and evoking positive emotions. The

data shows that FAME Pharmaceuticals frequently collaborates with local celebrities and influencers to enhance customer engagement on their social media platforms.

For interaction aspects, based on data, respondents generally agree that FAME Pharmaceuticals offers personalized advice and product recommendations on social media, facilitates easy expression of opinions, encourages discussions, responds promptly to comments and messages, and actively engages with customers.

Customers of FAME Pharmaceuticals are highly engaged in word-of-mouth practices and place significant trust in eWOM. Many of them rely on reviews, comments, and recommendations found on social media before making a purchase. Feedback from other consumers on these platforms plays a crucial role in shaping their purchasing decisions. They often encourage friends to explore the social media pages of brand and even share content from social media of FAME Pharmaceuticals on their own Facebook profiles, further amplifying reach of the brand.

For trendiness aspects, respondents indicated that contents of FAME Pharmaceuticals brand on social media was the interesting information, FAME Pharmaceuticals posts content on their social media that addresses pharmaceutical concerns and highlights intriguing topics related to the field, the content shown on social media of FAME Pharmaceuticals brand is the newest information and up to date.

For brand equity, FAME Pharmaceuticals enjoys strong brand recognition and trust among consumers, particularly through its active presence on social media. Respondents show high perception on the brand and its product offerings, with FAME Pharmaceuticals being top-of-mind when purchasing pharmaceutical products. The distinct personality of brand, innovative products, and high-quality offerings further enhance its appeal. Consumers also perceive packaging of FAME Pharmaceuticals as attractive and feel the products provide good value for money. FAME Pharmaceuticals stands out in a competitive market, successfully building consumer trust and engagement.

In terms of purchase intention, the result of the data show strong consumer preference and purchase intent for FAME Pharmaceuticals. The brand is the preferred choice for many respondents and social media posts and reviews significantly influence purchase decisions. Recommendations from friends and family also play a key role, while many respondents are likely to buy the products of FAME Pharmaceuticals in the near future. The effective use of social media by FAME Pharmaceuticals and strong

customer advocacy help maintain its positive brand image and encourage future purchases.

The conclusions of the study emphasize the social media marketing is important for creating and boosting brand equity. Additionally, the study indicates that a robust brand equity leads to increased likelihood of purchase, underscoring the significance of brands prioritizing the cultivation of trust within their customer base. Furthermore, the findings indicate a significant effect of social media marketing on both brand equity and purchase intentions. For FAME Pharmaceuticals and similar brands, adopting a strategic approach to social media can lead to substantial gains in consumer engagement, brand strength, and ultimately, market success.

5.2 Suggestions and Recommendations

The purpose of this research is to investigate how FAME Pharmaceuticals social media marketing practices have an effect on brand equity and purchase intention. The findings demonstrate that purchasing intention is significantly positively affected by brand equity. Specifically, the data reveals that customers who perceive FAME Pharmaceuticals as high-quality and trustworthy are more likely to purchase the brand. FAME Pharmaceuticals should leverage social media to increase brand recognition and drive sales by implementing a comprehensive social media marketing strategy.

First, entertainment-focused content should involve collaboration with local celebrities and influencers to engage and entertain customers on social media. For instance, FAME Pharmaceuticals should partner with influencers whose audience closely aligns with target demographic of FAME Pharmaceuticals, such as health-conscious individuals, fitness enthusiasts, or medical professionals, to create more relevant and influential content. In addition to entertainment, FAME Pharmaceuticals should incorporate health-related educational content into collaborations. Influencers and celebrities could share tips on wellness, proper medication use, or self-care, helping to build the authority of FAME Pharmaceuticals in the pharmaceutical space. Furthermore, interactive elements like surveys, quizzes, and competitions may boost audience engagement and create a feeling of community around the business. This can be achieved through social media platforms like Facebook, YouTube and TikTok.

Moreover, FAME Pharmaceuticals should strategically incorporate trendiness into its social media marketing efforts to build strong brand equity. The use of videos is becoming increasingly popular in the pharmaceutical sector. Engaging video content

can effectively communicate complex information about products and services, making it more accessible to consumers and healthcare professionals alike. FAME Pharmaceuticals should consider creating informative videos that explain their products, share patient testimonials, or provide educational content related to health and wellness. The pharmaceutical industry is rapidly evolving, and staying updated on social media trends is essential. FAME Pharmaceuticals should regularly analyze their social media performance and adapt their strategies based on what resonates with their audience. This could involve experimenting with new content formats or platforms to find the most effective ways to connect with their target market.

Lastly, eWOM, or electronic word-of-mouth marketing, is crucial for establishing brand equity. Through the utilization of eWOM, FAME Pharmaceuticals should aim to use positive reviews and recommendation which have the potential to boost sales and enhance the value of brand. FAME Pharmaceuticals develop engaging and informative content, such as infographics, videos, or blog posts about health tips and product benefits that customers will want to share within their networks. Moreover, FAME Pharmaceuticals should organize online events focused on health topics relevant to the products of FAME Pharmaceuticals, featuring experts or influencers.

It is recommended that FAME Pharmaceuticals, a local-owned pharmaceuticals company, prioritize these elements in their social media marketing practices. Focusing entertainment, emphasizing interaction with customers through social media, encouraging positive eWOM through engaging content, and highlighting trendiness in product offerings to enhance brand equity and stimulate purchase intentions among consumers. By strategically integrating these methods into their social media marketing practices, FAME Pharmaceuticals successfully leverage its distinct position in the market and fosters deeper relationships with its intended audience.

5.3 Needs for Further Study

The research investigates how social media marketing practices—specifically those promoting entertainment, interaction, trendiness, and eWOM—influence brand equity and purchase intention for FAME Pharmaceuticals. Future research could explore additional social media marketing variables like advertisements and promotions, which this study did not cover, but could potentially affect brand equity and purchase intention. Future studies could also delve into the effects of influencer partnerships, user-generated content, and social media engagement metrics to gain a

deeper understanding of effective social media strategies. Moreover, exploring the role of emerging social media platforms and the integration of advanced technologies, such as artificial intelligence and augmented reality, in marketing practices could yield valuable new insights. The scope of the study is limited to the effect of social media marketing activities on brand equity and purchase intention, specifically for FAME Pharmaceuticals, without considering other pharmaceutical companies. Broadening the research to include these additional aspects would offer a more comprehensive view of how social media marketing influences brand equity and purchase intentions within the broader pharmaceutical industry.

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APPENDIX I

Master of Commerce, Yangon University of Economics

Survey Questionnaire

Social Media Marketing Practices, Brand Equity and Purchase Intention

Towards FAME Pharmaceuticals

Part (I) Demographic Factors of Respondents

Please choose the most relevant answer by ticking (✓) only one of the boxes provided for each question.

1. Gender

- Male ()
- Female ()

2. Age

- 18 - 24 years old ()
- 25 - 29 years old ()
- 30 - 39 years old ()
- 40 years and above ()

3. Education Level

- High school ()
- Undergraduate ()
- Graduate and above ()
- Post graduated ()

4. Marital Status

- Single ()
- Married ()

5. Occupation

- Students ()
- Government Staff ()

- Company Staff ()
- Own Business ()
- Other ()

6. Personal Monthly Income/ Allowance

- MMK 100000 and below ()
- MMK 100001 to MMK 200000 ()
- MMK 200001 to MMK 300000 ()
- MMK 300001 and above ()

Part (II) Social Media Marketing Practices

Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

No	Entertainment	1	2	3	4	5
1	FAME Pharmaceuticals shares health awareness information and videos on social media.					
2	FAME Pharmaceuticals shares product information using videos featuring humorous cartoon characters on social media. pharmaceutical companies.					
3	FAME Pharmaceuticals conducts live Q&A sessions, health challenges, and discussions on social media.					
4	FAME Pharmaceuticals collaborates with local celebrities and social influencers to share trusted information on social media.					
5	FAME Pharmaceuticals shares interesting health issues, product ingredients, and proper drug use tips on social media.					

No	Interaction	1	2	3	4	5
1	FAME Pharmaceuticals encourages discussions and the exchange of opinions on their social media.					
2	FAME Pharmaceuticals responds promptly to comments and messages on their social media.					
3	FAME Pharmaceuticals actively engages with customers on their social media.					
4	FAME Pharmaceuticals provides tailored health advice and product recommendations on their social media.					
5	FAME Pharmaceuticals encourages the expression of opinions on their social media.					

No	Trendiness	1	2	3	4	5
1	The information shared on the social media of FAME Pharmaceuticals brand is up to date.					
2	Using the social media of FAME Pharmaceuticals brand is very trendy.					
3	The content shown on social media of FAME Pharmaceuticals brand is the newest information.					
4	This brand shares content on pharmaceuticals concerns or interesting topics about pharmaceuticals on their social media.					
5	Contents of social media of FAME Pharmaceuticals brand is the interesting information.					

No	Electronic Word of Mouth	1	2	3	4	5
1	I would like to pass information regarding the brand, product, or services from the brand's social media to my friends and family.					
2	I would like to recommend my friends to visit social media of this brand.					
3	I would like to upload content from the brand's social media on my Facebook.					
4	The feedback from other consumers on social media helps me make decisions about FAME Pharmaceuticals products.					
5	I read reviews or comments about FAME Pharmaceuticals products on social media before making a purchase.					

Part (III) Brand Equity

Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

No	Brand Equity	1	2	3	4	5
1	I am aware of the FAME Pharmaceuticals brand on social media.					
2	When I want to purchase a pharmaceutical product, the FAME Pharmaceuticals brand comes at first in mind.					
3	I frequently see advertisements or promotions for FAME Pharmaceuticals on social media.					
4	I am aware of the different products offered by FAME Pharmaceuticals.					

No	Brand Equity	1	2	3	4	5
5	I follow FAME Pharmaceuticals on social media platforms.					
6	FAME Pharmaceuticals brand has a distinct personality on social media.					
7	FAME Pharmaceuticals stands out compared to other competing brands on social media.					
8	I consider FAME Pharmaceutical's products to be popular.					
9	FAME Pharmaceuticals is of high quality compared to other competing brands.					
10	I can recognize the characteristics of FAME Pharmaceuticals.					
11	FAME Pharmaceuticals offers good value for money.					
12	I find the packaging of FAME Pharmaceuticals products appealing.					

Part (IV) Purchase Intention

Based on the scale below, please tick (✓) the number of your choice to indicate the extent you agree or disagree with the statement.

(Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5)

No	Purchase Intention	1	2	3	4	5
1	I am likely to purchase FAME Pharmaceuticals products in the near future.					
2	I am willing to try new products from FAME Pharmaceuticals when they are launched.					
3	I am influenced by recommendations from friends or family to purchase FAME Pharmaceuticals products.					
4	Social media posts and reviews about FAME Pharmaceuticals positively affect my purchase intention.					

APPENDIX II

Reliability Test

1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	234	60.8	60.8	60.8
	Male	151	39.2	39.2	100.0
	Total	385	100.0	100.0	

2. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24 years old	17	4.5	4.4	4.4
	25 - 29 years old	126	32.7	32.7	37.1
	30 - 39 years old	104	27.0	27.0	64.2
	40 years old and above	138	35.8	35.8	100.0
	Total	385	100.0	100.0	

3. Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Graduate and above	212	55.1	55.1	55.1
	Post graduated	104	27.0	27.0	82.1
	Secondary school	15	3.9	3.9	86.0
	Undergraduate	54	14.0	14.0	100.0
	Total	385	100.0	100.0	

4. Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	235	61.0	61.0	61.0
	Single	150	39.0	39.0	100.0
	Total	385	100.0	100.0	

5. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Company Staff	10	2.6	2.6	2.6
	Government Staff	202	52.5	52.5	55.1
	Other	25	6.5	6.5	61.6
	Own Business	10	2.6	2.6	64.2
	Students	138	35.8	35.8	100.0
	Total	385	100.0	100.0	

6. Personal Monthly Income/ Allowance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MMK 100000 and below	15	3.9	3.9	3.9
	MMK 100001 to MMK 200000	88	22.9	22.9	26.8
	MMK 200001 to 300000	39	10.1	10.1	36.9
	MMK 300001 and above	243	63.1	63.1	100.0
	Total	385	100.0	100.0	

Reliability Statistics

Cronbach's	
Alpha	N of Items
.805	5

Item Statistics

	Mean	Std. Deviation	N
Entertainment	3.95	.736	380
Entertainment	3.79	.780	380
Entertainment	3.83	.729	380
Entertainment	3.61	.875	380
Entertainment	3.87	.877	380

Reliability Statistics

Cronbach's	
Alpha	N of Items
.893	5

Item Statistics

	Mean	Std. Deviation	N
Interaction	3.80	.965	385
Interaction	3.62	.925	385
Interaction	3.57	.969	385
Interaction	3.88	.850	385
Interaction	3.86	.972	385

Reliability Statistics

Cronbach's	
Alpha	N of Items
.849	5

Item Statistics

	Mean	Std. Deviation	N
Trendiness	3.87	.869	385
Trendiness	3.83	.885	385
Trendiness	3.89	.844	385
Trendiness	4.01	.842	385
Trendiness	4.07	.714	385

Reliability Statistics

Cronbach's	
Alpha	N of Items
.837	5

Item Statistics

	Mean	Std. Deviation	N
Electronic Word of Mouth	3.82	.765	385
Electronic Word of Mouth	3.84	.865	385
Electronic Word of Mouth	3.71	.918	385
Electronic Word of Mouth	3.97	.787	385
Electronic Word of Mouth	4.04	.735	385

Reliability Statistics

Cronbach's	
Alpha	N of Items
.954	12

Item Statistics

	Mean	Std. Deviation	N
Brand Equity	4.00	.816	370
Brand Equity	3.81	.890	370
Brand Equity	3.80	.925	370
Brand Equity	3.82	.974	370
Brand Equity	3.88	.994	370
Brand Equity	3.81	.950	370
Brand Equity	3.92	.861	370
Brand Equity	3.97	.849	370
Brand Equity	3.93	.930	370
Brand Equity	3.91	.916	370
Brand Equity	3.96	.872	370
Brand Equity	3.99	.905	370

Reliability Statistics

Cronbach's	
Alpha	N of Items
.705	4

Item Statistics

	Mean	Std. Deviation	N
Purchase Intention	3.83	.883	385
Purchase Intention	4.01	.667	385
Purchase Intention	3.91	.770	385
Purchase Intention	4.03	.677	385

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	eWOM, Entertainment, Trendiness, Interaction ^b	.	Enter

a. Dependent Variable: Brand Equity

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 ^a	.771	.768	.19243

a. Predictors: (Constant), eWOM, Entertainment, Trendiness, Interaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.292	4	11.823	319.294	.000 ^b
	Residual	14.071	380	.037		
	Total	61.363	384			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), eWOM, Entertainment, Trendiness, Interaction

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
	1 (Constant)	.627	.110		5.701	.000	.411	.843	
Entertainment	.078	.019	.112	4.151	.041	.116	.041	.824	1.213
Interaction	.446	.036	.486	12.449	.000	.375	.516	.395	2.530
Trendiness	.301	.030	.372	9.978	.001	.242	.361	.434	2.306
eWOM	.178	.030	.179	5.917	.024	.119	.237	.663	1.509

a. Dependent Variable: Brand Equity

Variables Entered/Removed^a

Model	Variables Entered	Variables	Method
		Removed	
1	Brand Equity ^b	.	Enter

a. Dependent Variable: Purchase Intention

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.656	.655	.29841

a. Predictors: (Constant), Brand Equity

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.022	1	65.022	730.174	.000 ^b
	Residual	34.106	383	.089		
	Total	99.129	384			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Equity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.088	.152		.580	.562	.386	.210		
	Brand Equity	1.029	.038	.810	27.022	.000	.954	1.104	1.000	1.000

a. Dependent Variable: Purchase Intention