

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
PhD PROGRAMME**

**THE EFFECT OF SOCIAL MEDIA MARKETING ON
BRAND EQUITY OF MYANMAR COSMETICS**

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JULY, 2022

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BRAND EQUITY OF MYANMAR COSMETICS

A Proposal Submitted in Partial Fulfillment of the Requirement for the
Degree of Doctor of Philosophy (PhD) of Commerce,
Yangon University of Economics, Myanmar

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4 PhD Za - 5

CERTIFICATION

I hereby certify that content of this dissertation is wholly my own work unless otherwise referenced or acknowledged. Information from sources is referenced with original comments and ideas from the writer herself/himself.

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4 PhD Za-5

ABSTRACT

Social media marketing has become an indispensable tool for promoting customer engagement and brand equity of products with the advent of the internet. This study focused on six well-known Myanmar cosmetic brands and examined the effects of social media marketing, and customer brand engagement on brand equity of Myanmar cosmetic brands. It also investigated the mediation effect of customer brand engagement on the links between social media marketing and brand equity of Myanmar cosmetics. Both qualitative and quantitative methods were applied. In a qualitative method, sales managers and managers of cosmetics brands were carried out in-depth interviews. In a quantitative method, the survey data were collected from 514 shoppers visiting seven shopping malls located in Yangon on the weekends during January, 2020 and January 2021, by questionnaires using 3 in 1 systematic sampling method. The multiple linear regression and path analysis were used to analyse quantitative data. In investigating brand equity, this study used the CBBE model. The findings indicated that except word of mouth, social media advertising, social media sale promotion and interactive marketing have a positive and significant effect on the customer brand engagement of Myanmar cosmetics. The elements of customer brand engagement such as emotion, cognition, and intentional behaviour have partial mediation effects on brand equity of Myanmar cosmetics. When investigating the effects of social media marketing to each element of brand equity, only social media word-of-mouth shows no significant effect on any element of brand equity. Likewise, social media sale promotion does not also show a positive and significant effect on perceived quality and brand loyalty. The findings indicate that overall customer brand engagement serves a partial mediator between overall social media marketing and overall brand equity. Each element of customer brand engagement such as emotion, cognition, intentional behaviour shows a partial mediator between overall social media marketing and overall brand equity, thereby suggesting an intervening role played by customer brand engagement in translating the costly social media marketing tools into brand equity of Myanmar cosmetics brand. Brand managers of Myanmar cosmetics brands are suggested to develop an effective social media marketing to enhance brand equity. Also, marketers need to design effective social media marketing practices such as advertising, promotion and interactive marketing because proper implementation of these practices can improve customer brand engagement and then create high brand equity.

ACKNOWLEDGEMENTS

Firstly and foremost, I would like to express very sincere thanks to Prof. Dr. Tin Tin Htwe, the Rector of Yangon University of Economics, and Prof. Dr. Tin Win, the former Rector, who permitted me to conduct this title and write this PhD thesis. I truly offer credits to both of professors for their encouragements and guidance for the improvement of this thesis.

Secondly, I wish to express my authentic gratitude to my great beneficiary that is my respected and beloved supervisor, Prof. Dr. Daw Soe Thu, who is now working as a Pro-Rector of Monywa University of Economics. Without her physical and emotional supports, this thesis would not have initiated, written and completed. Especially, her enormous contribution in terms of invaluable guidance, suggestions and comments on every aspect of this paper makes this long and difficult PhD journey possible. I truly appreciate her empathy, patience and understanding throughout the period of writing this thesis.

Thirdly, I would like to express my heartfelt gratitude to Prof. Dr. Tin Tin Htwe, Programme Director of the PhD Programme and Head of Department of Commerce, for devoting her precious time on guidance, suggestions and encouragements until the successful completion of this thesis.

Fourthly, this acknowledge cannot be completed without expressing my deep gratitude towards my unforgettable late Prof. Daw Kyi Kyi Sein, who is my sole beneficiary inspired, guided and supported throughout my academic career from the beginning of my fresher days as a tutor to until recently she passed away. I can also regard her as my earliest teacher who inspired me to commence this PhD journey and offered invaluable advices and suggestions in all my seminars throughout this PhD candidature. Though she is not here to see this fruitful result in person, her legacy remains with me forever and her gratitude lasts forever.

Moreover, I would like to express my sincere appreciation to external examiners and members of PhD Steering Committee for their guidance and valuable suggestions throughout my research. I am indebted to external academics, Prof. Dr. Khin May Hla, Prof. Dr. Nu Nu Yin, Dr. Sein Min, Prof. Dr. Khin Naing Oo and Dr. Daw Tin Hla.

Furthermore, I would like to express my sincere gratitude to Prof. Dr. Nu Nu Lwin, Prof. Dr. Nu Nu Lwin, Pro-Rector of Yangon University of Economics, Prof. Dr. Myint Myint Kyi, Head of Department of Management Studies, Prof. Dr. Thynn Thynn Myint, Department of Commerce, Prof. Dr. Aye Thu Htun, Department of Commerce, Prof. Dr. Aye Thanda Soe, Department of Commerce, Prof. Dr. Thin Nwe Oo, and Prof. Dr. Hla Hla Mon, Department of Management Studies, for their enthusiastic support and valuable advice for improvement and revisions in various seminars.

I would also like to express my thankful to statisticians who provided expert guidance on methodology part. I would like to give my deepest appreciation to Prof. Dr. Mya Thandar, Pro-Rector of Yangon University of Economics, Prof. Dr. Maw Maw Khin, Pro-Rector of Meiktila University of Economics, and Prof. Dr. Aye Thida, Head of Department of Statistics, Yangon University of Economics, for giving detail technical guidance and suggestion concerning the methodology and analysis of my research, which certainly contributed to completion of my thesis.

Last but not least, I would like to thank the respondents who were participants of my survey and managers of local cosmetics firms who provided necessary data and documents for this thesis. I am deeply grateful to my beloved parents and my only sister for their sustained physical and mental supports and patience to me throughout this PhD journey.

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LIST OF ABBREVIATIONS

BA	Brand Association
BE	Brand Equity
BL	Brand Loyalty
BW	Brand Awareness
CBBE	Customer Base Brand Equity
CBE	Customer Brand Engagement
CE	Customer Engagement
FCC	Firm-Created Contents
ICT	Information and Communication Technology
MLR	Multiple Linear Regression
NWOM	Negative Word-of-Mouth
PQ	Perceived Quality
PWOM	Positive Word-of-Mouth
SMA	Social Media Advertising
SMIM	Social Media Interactive Marketing
SMM	Social Media Marketing
SMSP	Social Media Sales Promotion
SMWOM	Social Media Word-of-Mouth
UGC	User-Generated Contents
WOM	Word-of-Mouth

CHAPTER 1

INTRODUCTION

Marketing is a task of engaging to customers and managing profitable relationship with them. Firms with superior marketing capabilities are able to obtain superior financial outcomes and competitive advantage. More specifically, firms which develop appropriate marketing strategies are able to attract more customers, obtain customer loyalty, and improve their image. In today's globalized era, many firms are facing growing complexity in participating markets as a result of the increased number of products and the possibilities from growing numbers of competitors. This situation calls for all firms to pursue holistic marketing strategies, involving using multi-channel marketing strategies to differentiate their products from those of their most cherished competitors. One of the proven techniques for developing a strong brand is marketing communication strategies (Keller, 2009). Through strong brand messages, marketing communication helps firms achieve favorable customer responses (Smith & Taylor, 2004).

Marketing communication tools, as the elements of the promotional mix, play a crucial role in the brand building of a particular product or service. In fact, communication tools cover the myriad of four basic elements of promotion, such as advertising, sales promotion, personal selling, and public relations (Keller, 2011). All of these elements are important for building the brand of products or services. Moreover, firms can achieve superior financial outcomes as a direct result of investment in marketing communication to enhance customers' awareness and loyalty towards their brands. Marketers usually use various marketing communication practices such as online and offline platforms for building brands. However, social media is an effective communication tool for today's digital marketing era. The rise of mobile Internet, social media, and e-commerce changed the customer path to purchase. Marketers also adapted to this change by communicating and delivering products and services through social media, especially via Facebook page and website.

Social media is the most powerful and fastest growing phenomenon of the 21st Century. Consequently, this social media development influences the marketing strategy and activities (Mooij, 2019). Social media has also opened the opportunity for customers to become active co-creators and co-managers of brand-related content on social media sites. With the rise of social media for marketing applications (Dholakia et al. 2004; Puchan, 2015), Marketers are switching to various social media such as Twitter, Facebook, YouTube, Google, and Instagram. Moreover, people use the internet for various purposes of reading economics, social, religious, political related information; their daily life activities such as searching for information on Facebook, and shopping via social media. Thus, firms are using integrated marketing through social media in addition to traditional methods to reach their potential and current consumers.

While the importance of effective marketing strategies in brand building is vital, marketers have noted the benefits of social media sites in designing social media marketing strategies in recent years. Social media marketing includes social media advertising, social media promotion, social media interactive marketing and social media word-of-mouth. Social media provides brand managers with endless chances for sharing and posting information in the forms of photographs, videos, messages, and comments about their brands and companies through fan pages or brand profiles made on the platform (Vries et al., 2012). Social media marketing helps organizations build positive customer relationships, improve their brand image, and help build and maintain successful brand equity (Bruhn, et al., 2012).

Social media marketing is vital as much as developing and managing brand equity are top priorities for many firms because brands are one of the most important assets to organizations (Baalbaki & Guzmán, 2016; Keller & Lehman, 2006; Christodoulides et al., 2006). Brand equity is suggested as a property which is expected to increase customers' value and their intention for buying and enhance market performance (Balduaf et al., 2003). Brand equity is regarded as an important concept by both practitioners and academics (Keller & Lehmann, 2006). To practitioners, brand equity, by supporting customer's value, indirectly increases the value of the company.

Consumer-Based Brand Equity (CBBE) is a common way to evaluate brand equity, which mirrors the customers' perspectives and mindsets (Baalbaki & Guzmán, 2016). Building attractive brand equity from a customer's point of view is absolutely

necessary as a strategy for maintaining consumer satisfaction, acceptance, and improving favorable consumer responses in a highly competitive market (Creusen & Schoormans, 2005; Lew & Sulaiman, 2014). Brand equity is crucial as a brand's equity positively influences consumers' perceptions and subsequent brand buying behaviors (Reynolds & Phillips, 2005). Therefore, to increase the likelihood of such positive contributions to brands, companies need to develop strategies which encourage the growth of brand equity (Keller, 2007).

In building brand equity in this digital age, social media has become a cost-effective and natural way to reach new and highly targeted potential customers for marketers. The brands' social media offer venues for customers to engage in insincere and friendly communication with the brands and other users, so the brands intend actions on the social communication scene positively affect relationship equity and brand equity as well (Kim, 2012). In fact, the characteristics of the content of social media communications differ across social media sites and various marketing activities (Smith et al., 2012). Hence, it is important to understand the differential effects of various social media marketing practices on building brand equity.

Cosmetics businesses have increasingly sought to communicate with their clients using social media, in addition to traditional marketing venues such as mall cosmetics counters (Kumar et al., 2000). In Myanmar, well-known domestic cosmetics brands such as Bella, Doaru, Shwe Pyi Nann and Taung Gyi Mauk Mae have used social media since 2012. Moreover, brands such as SAI Cosmetix, Bella, and Doaru are very popular among young people in Myanmar currently as they reach customers quickly via advertising, sales promotion, personal selling, and social media (Facebook). In particular, a number of social media like Facebook and YouTube offer marketers the opportunity to connect with fans and followers timelessly and effortlessly. Facebook seems to be the most revolutionary social media platform, with about 26,340,000 active users in Myanmar, which represents 47.8% of its entire population as of August, 2020 (Social Media Stats Myanmar, 2020). Marketers of domestic cosmetics businesses are turning to social media, particularly Facebook, because it provides a low-cost platform for amusing and informing brand followers through posts, and the majority of Myanmar residents are familiar with the network.

Most customers in Myanmar are middle and low incomes that prefer cosmetics brands with good quality and reasonable price. Since people use cosmetics

to satisfy their social needs, the brands are chosen based on popularity. People choose their preferred brands from products advertised by famous actors, actresses, or celebrities through social media. As such, whether the huge investment in social media marketing could confer benefits to brand building for marketers is not foreseeable without empirical investigation. However, it can be observed that manufacturers and distributors use social media marketing tools to reach customers. Thus, it would be beneficial for domestic cosmetics brands to ascertain the best possible communication methods to promote the customer engagement and brand equity of their brands.

Given that the marketers of local cosmetics brands have devoted their scarce resources to social media activities due to their growing importance, it is worthwhile to conduct a study that can address whether the use of social media marketing could enhance the engagement of customers towards the cosmetics brands, or if it is, how the various social media marketing could enhance the different elements of brand equity perceived by customers for enhancing sales, market share, and profits of their firms.

1.1 Rationale of the Study

In Myanmar, traditional cosmetics have been developed and used by Myanmar females since the ancient Myanmar Kingdom. Even under the colonial period and until now, Myanmar ladies have been using traditional cosmetics made from the bark of special trees called Thanakha. Although self-produced paste from the raw tree was the mainstay as cosmetics until half a century ago, the emergence of a market economic system during the past couple of decades allowed the import of modern production technology, which in turn stimulated the emergence of Myanmar's own cosmetics brands.

Given the high demand potential for cosmetics products, a couple of domestic brands have developed in recent years. Bella, SAI Cosmetix, and Doaru are the most popular Myanmar non-Thanakha-based cosmetic brands. Although the basic technology of these products is obtained from overseas, they represent Myanmar brands since they are intended to be marketed domestically by Myanmar marketers. The range of products available from Myanmar cosmetics brands are limited compared to overseas brands. Although the size of the market and the rising trend in demand for cosmetics look promising for these marketers, the challenges they face in

competition with resource rich overseas brands may also be paramount. One of their major challenges is identifying effective marketing communication strategies that can promote brand awareness, loyalty, and brand associations among customers.

Moreover, since the past decades, several foreign cosmetics brands have entered the Myanmar market at different quality levels and price ranges. Western, Japan and European cosmetics brands, such as Clinique, Este Lauder, and SK II, are excellent in quality, but they are targeted at affluent customers. Only a very tiny portion of customers can afford to buy those products. The brands from Asian countries, in particular Korea, such as Nature Republic, Tonymoly, are popular among Myanmar ladies since they are in good quality and with affordable prices for upper middle-class households. In addition, Korea brands such as Innisfree, New Skinn, Viho, and Lambest (Product of China), have entered the Myanmar cosmetics market via social media, especially in Facebook.

The importance of online marketing for brand building is more apparent in these global pandemic periods of Covid-19. As counties including Myanmar are locked down, the customers, who are bored and anxious by staying at home, are constantly searching for different information on social media and other online marketing activities. In order to grasp greater customer interest in social media and other online marketing activities, domestic cosmetic marketers have taken online marketing as ample opportunities for not only as means to increase sales and revenue, but also ways to promote the awareness and educate their products and their brand. While a number of social media such as Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat are widely used by the cosmetics brand marketers of Myanmar, more recently Tiktok is also widely used by people around Myanmar.

Myanmar cosmetics brands are using a number of social media tools to improve the customer perception of brand equity. It is also becoming more vital for marketers to use social media networks to influence client preferences and purchase intentions (Kumar & Mirchandani, 2012). Myanmar cosmetics brands such as Bella and SAI Cosmetix have been using social media as an effective promotion tool to give their customers promotional messages such as discounts and special sales programmes. Since social media is essential for nurturing positive customers' reactions such as brand engagement and brand equity, identification of effective social media marketing tools can enable marketers to formulate and design strategies and tactics for customer engagement and improve the brand equity of cosmetics brands.

The brand building process is essential not only to build the image of their brands but also to capture positive reactions for profitability and survival of brands. It can also prevent firms from wasting the scarce resources on ineffective communication strategies. In fact, for marketers, the lack of understanding of this brand-building process for positive customer reaction from the communication methods could run the risk of wasting time and resources in selecting and utilizing ineffective communication. Hence, Myanmar cosmetics brand owners need to understand how customers perceive their brands, positively or negatively; which social media marketing tools are more affected on customer brand engagement and brand equity; and how positive customer behavioral intentions could be promoted by the different brand equity elements.

Overall, given the importance of social media for cosmetics brands and the fact that local cosmetics manufacturers are competing with well-known foreign cosmetics brands, it is critical to conduct a systematic analysis of the effect of social media marketing activities on customer brand engagement and building brand equity. To address this requirement, this study aims to analyze how social media marketing affects customer brand engagement and brand equity of domestic cosmetics brands in Myanmar.

1.2 Problem Statement of the Study

Small and medium enterprises are the backbone of economic development in Myanmar and the government also supports the development of SMEs in Myanmar. Today technology driven workplace, most of the local SMEs have faced many challenges such as a dramatic technology changing environment, social environment and economic environment. Some of the local SMEs which applied advanced technology and created innovative ideas can have opportunities by providing the increasingly demanding customers.

Among different SMEs, the local cosmetics industry is one of the growing industries. Myanmar's personal care business has grown since the country's economy was changed into a market economy, providing additional prospects for local cosmetics companies. The economic transition paved the way for the personal care industry with survey findings in 2016, the average expenditure on cosmetic products is about 3% to 7% of total income (Myanmar Consumer Survey data, 2016). The expenditure is low in comparison to other industrialized countries, the total revenue

created by the industry is significant for a developing country. In addition, the spending pattern on these products has also been increasing, due to changes in attitudes towards lifestyle among young people.

The market for cosmetics is becoming very competitive since the country has become more market-oriented. Most cosmetics brands are entering the domestic cosmetics market. Even before the market era, there were many cosmetics products coming in from neighboring countries such as Thailand and China through cross-border trading in which local producers competed. In recent years, Korean brands, especially in the cosmetics and household product categories, have also begun to enter the market. The majority of Korean cosmetics enter the Myanmar market via social media. For instance, Innis Free products introduce special kit sets at reasonable prices via Facebook pages. They enjoy popularity amongst many young consumers and homemakers who are fans of the “Korean Wave”, brought to them by Korean TV dramas.

Consequently, some of those brands are enjoying enormous success as regards increasing sales and market share. Meanwhile, local manufacturers are under pressure to bring competition with better quality and foreign brands’ image. Most of the Myanmar customers perceive that Myanmar cosmetics are not worth it to them, and they do not want to pay a premium price on Myanmar cosmetics. This is an important challenge for domestic cosmetics manufacturers of Myanmar because Myanmar customers prefer foreign brands. Most Myanmar customers believed that foreign cosmetic brands have good quality and are worthwhile to use. Moreover, customers perceive that using foreign cosmetics brands gives them more confidence, makes them more attractive and elegant. Foreignness influences customers’ perceptions, knowledge, and behavior, and they pay a premium price for foreign-branded cosmetics. The advertisements, the contents, and informative information via social media attract Myanmar customers to engage with foreign cosmetics. In order to counter foreign competition and attract domestic customers, some of the local manufacturers are spending substantial amounts of money on marketing activities to raise awareness and gain customers’ trust in their brands.

Social media for marketing has gained popularity in recent decades. To transmit, reinforce, and inform new and current customers about their items, product marketers have resorted to social media platforms. Social media provides the opportunity for a firm to become more customer-centric, and to encourage customer

brand engagement via certain brands' activities (Kaplan, & Haenlein, 2010). Social media also allows cosmetics brands to use content and pictures to depict situations, in which customers may find themselves, thereby building mental constructs of their services before they are used (Laroche et al., 2012). This approach can reduce customers' perceptions of uncertainty and risk.

With the advent of ICT, most people in Myanmar choose to utilize social media, and teenagers, in particular, are getting more skilled at utilizing it. Most people are also increasingly using social media to buy food, clothing, cosmetics, and bags. As a result, it has become an indispensable channel for businesses to attract and retain their customers. Due to the growing importance of social media for marketing, firms are trying to get more customers by sharing their sales posts and selling their products directly to customers in live sales.

Nonetheless, online marketing is more dispensable for brand building in 2000s due to the emergence of population who want to search information on social media and prefer to conduct transactions via online. In order to grasp greater customer interest in social media and online marketing activities, domestic cosmetics marketers such as Bella and SAI Cosmetix have used social media widely and seemingly. They employ social media and engage in online marketing activities not only to boost sales and revenue, but also to raise customer awareness and educate them about their products and brands. Cosmetics brand marketers in Myanmar use social media sites like Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.

Among many platforms of social media, In Myanmar, Facebook receives the greatest interest among Myanmar users, and it also aids advertisers in sending out quick messages. With Facebook, marketers can perform a lot of marketing communication such as social media advertising, social media sales promotion, social media interactive marketing, and social media word-of-mouth to build customer brand engagement and customer brand equity in an effective and efficient manner. Therefore, to sell their products and establish their businesses, several Myanmar cosmetics companies employ various social media marketing techniques. The identification of marketing communication tools that will help building strong brand equity for Myanmar cosmetics products is critically necessary. Achieving this aim can not only help the survival and profitability of Myanmar's domestic firms but also indirectly contribute to the development of different local industries where major downstream and upstream activities are involved in the production of cosmetics.

Thus, this research seeks to understand the ways social media marketing influence customer engagement through brand equity of cosmetics brands.

According to the research problems, this study will set forth to answer the following research questions:

1. Does social media marketing affect the brand equity of Myanmar cosmetics?
2. How does customer brand engagement mediate between social media marketing and brand equity of Myanmar cosmetics brands?

1.3 Objectives of the Study

The general objective of the study is to examine how brand equity could be promoted by social media marketing via customer brand engagement in Myanmar cosmetics brands. The specific objectives of the study are:

1. To analyze the effect of social media marketing on brand equity of Myanmar cosmetics brands.
2. To examine the mediation effect of customer brand engagement on the relationship between social media marketing and brand equity of Myanmar cosmetics brands.

1.4 Method of Study

This study employed both primary and secondary data. Primary data were collected via personal interviews using structured questionnaires. Personal interviews with sales managers and authorized persons/managers were also conducted to identify the well-known cosmetic brands and get the basic information about how they were using social media for their cosmetic brands. The two-stage sampling method was used to collect the primary data. At the first- stage, out of a total of thirteen shopping malls in Yangon, seven were chosen by using a simple random sampling method. In the second stage, 514 users were randomly selected by using a 3 in 1 systematic sampling method on shoppers visiting shopping malls on the weekends during January, 2020 to January 2021. Secondary data was obtained from journals, books, articles, reports and periodicals. The direct and mediating impacts of social media marketing on customer brand engagement and brand equity were investigated using multiple linear regressions and path analysis.

1.5 Scope and Limitations of the Study

Preliminary stage survey was conducted to observe which brands are getting larger interest from cosmetics buyers. Field survey was conducted at cosmetics counters of each of the seven selected shopping malls (Junction City, Myanmar Plaza, City Mall, Hledan Centre, Ocean North Point Mall, Junction Square, Junction 8). Sales people working at the cosmetics counters were asked to identify the most interested cosmetics brands that were explored by customers at the counters. They identified six brands. These brands were Bella, SAI Cosmetix, Doaru, Shwe Pyi Nann, Shwe Bo Mintha mee, and Taung Gyi Mauk Mai. They are also six well-known cosmetic brands out of 19 cosmetic brands approved by the FDA (Food and Drug Administration 2018) in Myanmar. Foreign brands and smaller local brands were excluded from the current study. Moreover, this study is limited to exploring the establishment of brand equity from the perspective of social media marketing. As social media, Facebook is mainly focused in this study as it is the most widely known social media platform in Myanmar. Other marketing factors that may have strong effects on brand equity are beyond the scope of the present study.

1.6 Organization of the Study

This study consists of six chapters. Chapter one presents the introduction to the study, consisting of rationale of the study, problem statement, research questions and objectives, methodology, scope and limitations, and organization of the study. Chapter two is the literature review section of the study, which explains the theoretical background of brand equity, social media marketing, and the previous study and conceptual framework. Chapter three presents research methodology, which includes how samples are collected, and how the data are analyzed. Chapter four explains the social media marketing of selected Myanmar cosmetics brands. The analysis of social media marketing, customer brand engagement, and brand equity is discussed in chapter five. The last chapter, chapter six, describes findings, discussions and recommendations of the study.

CHAPTER 2

LITERATURE REVIEW

This chapter presents the theoretical background and previous studies that are applied and used to develop the research questions and objectives. It describes the discussion on social media, the role of social media marketing, customer brand engagement and brand equity. The study's conceptual framework is depicted in the final section.

2.1 Social Media

Social media are websites and other digital communication and information channels through which active consumers engage in certain behaviors. According to Brake and Safko (2009), social media refers to the activities, practises, and behaviours of individuals who gather online to share information, expertise, and ideas via conversational media. Social media can transmit real-time information; at the time they are produced, allowing consumers to share experiences instantly.

Over the past years, social media has gained enormous popularity among businesses and customers. As a result, the other traditional media has experienced a decline in its role as a medium marketing communication. Palmer and Lewis (2009) argued that mainstream media channels have experienced numerous obstacles in recent years that have resulted in their closure, with a decline in profit level. Companies' expenditures have been reduced as a consequence of the competition and the challenging economic climate, particularly their advertising expenses, which have moved to internet media. Social Media has tended to be used alternatively with the term Web 2.0, which permits User Generated Content (UGC) by means of creation and exchange. UGC refers to "all the various types of media material that are publicly available and developed by the end-user" rather than professionals (Kaplan & Haenlein, 2010).

For businesses, Internet users generate, initiate, circulate, and consume a range of digital sources of information as a way to educate one another about products,

businesses, services, personalities, and topics through social networking through online social media (Chauhan & Pillai, 2013). Companies are now conscious of the pressing need to focus on building two-way personal ties with customers in order to stimulate social media engagement (Li & Bernoff, 2011). The passive position of the consumer has declined, and nowadays, they are also content generators, adding value to the interaction consumer– brand by collaborating and supporting the business through co-creation. Consumers are also able to influence the purchase decisions of others in peer-to-peer interactions (Hajli, 2013).

The fact that social media facilitates communication and allows an individual to communicate effortlessly with hundreds or thousands of other consumers in a quick manner which benefits businesses, (Mangold, 2009). Customers can, for example, engage in social media activities such as "liking" or "commenting" on Facebook or blogs, or "retweeting" or "favoring" on Twitter. These activities are important for marketers because they influence customer reactions to the brand or products. For instance, for a brand or product, if customer interactions and reviews are positive, it can attract future potential customers. In addition, real-time feedback provided on social media will assist marketers, and brand managers 'adjust' accordingly by means of pulling down advertising or making correctional statements. Moreover, social media favors relationships, community building and also promotes active engagement, which has stimulated brands of products as an effective way to interact with consumers, (Hutter et al., 2013). Unlike traditional marketing, this provides marketers with a marketing effectiveness evaluation basis, as they otherwise wait for sales to evaluate the effectiveness of advertisements and other marketing mix strategies. Therefore, social media network services provide important implications for marketing and brand management.

The most prominent social networking sites currently are Facebook, Twitter, YouTube, LinkedIn, and Instagram, as far as the breadth of social media is concerned. Among them, Facebook, Twitter, and YouTube are the most common channels used by companies in online marketing to create brand awareness or customer engagement. Despite the fact that LinkedIn is frequently utilized by businesses, it is mostly intended to develop professional contacts and is slowly evolving into a B2B channel in comparison to the other three networking sites described above. The five social media, such as Facebook, Twitter, YouTube, LinkedIn, and Instagram, are the most popular in Asia. The sections that follow will go through each of Myanmar's most

prominent social marketing communication methods.

Facebook: Facebook was launched in 2004 and has over 800 million active users of which 350 million users access Facebook through mobile devices as of September 2011. An average Facebook user has at least 130 friends and is linked to 80 different community pages, organizations, and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in work-related situations, in political affiliations, or just among friends and family. Marketing activities carried out on Facebook has become the most potent marketing tool. In April 2011, the business introduced a new tool for marketers and interested creative firms called Portal, which is web platform that lets marketers and creative design organizations create brand promotions on Facebook. Facebook is now a direct competitor to Google in online advertising as a kind of social media, and this new tool has enabled large corporations to develop dynamic commercial visuals or commercials (Srinivasan, 2019).

In October 2021, Facebook's parent firm wanted to change its name to "reflect its concentration on establishing the metaverse." Later that month, on October 28, it was renamed Meta. Facebook, Twitter, Instagram, and WhatsApp, among other subsidiaries, are all owned by the firm. Along with Alphabet, Amazon, Apple, and Microsoft, Meta is one of the Big Five American information technology businesses.

Twitter: Jack Dorsey founded Twitter in March 2006, and debuted that year in July. Unlike Facebook, where one can have friends to share different things, with Twitter, one has to get connected to the latest information on what they find interesting. Each tweet is 140 characters in length. One can still follow the tweets regardless of whether they do not tweet at all, and there is also no limit as to how many tweets one can send within a given day. Businesses can now share information or news with a large online audience that follows them on Twitter, and from a strategic standpoint, this has aided companies that use Twitter to position their brands and gather business insight through feedback to boost their market intelligence and accurately target customers with relevant services and products, or to enhance business relationships. Twitter is vital for brand management because it has helped lift brands, enhance customer relationship marketing and also improved direct sales by reaching out directly to the engaged audience on the platform (Duffy, 2011).

YouTube: YouTube was released in February 2005 as a video sharing website on which users could upload, view, and share informative and inspirational videos that were accessible around the globe. It also acts as a platform for distributing content by creators and advertisers as well. Over 3 billion videos were viewed every day, and there were more than 400 million views per day on mobile devices in 2011. Every month, over 800 million individuals are anticipated to visit YouTube to view and share (Hoffman & Novak's, 2012). This has given YouTube a competitive advantage in online marketing. All in all, more businesses are now using YouTube for their marketing and advertising campaigns. Various companies with outstanding video campaigns have had breakthroughs in this form of brand marketing. Mainly, most of these viral successes are obtained due to the expertise and creativity of brand marketers to entertain the audience.

LinkedIn: LinkedIn was started in 2002 but was officially launched on May 5, 2003. With more than 135 million users in more than 200 nations and territories, the corporation runs the largest professional network on the internet in the world. It was estimated that more than 2 million companies had LinkedIn Company Pages at November 2011. According to Nascimento (2011) there are 14 languages currently available: French, German, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English, and Turkish. Companies can have access to a variety of information on LinkedIn, most of which is contributed by users through their profile data, such as firm name, job title, and company size, and LinkedIn uses this information to tailor advertising to members. Companies pay some fees to advertise their products and services to particular LinkedIn members or affiliation groups on LinkedIn. Through this, the company has been able to increase its brand awareness among the target market segments.

Instagram: In 2010, Instagram was launched as a mobile app that lets users share photographs and videos with their friends and followers (Dubovik, 2013). According to Dennis (2014), Instagram began by allowing users to edit and share images, and then added features such as video sharing and direct photo messaging to other users. Instagram allows users to take images or videos of themselves anywhere, at any time, and share them with their national and international followers (Huey & Yazdanifard, 2014). Users can record a 15-second movie, and there are 13 aesthetic filters to choose from while editing their images. In fact, Instagram is said to be the third most popular social network among college students in the United States

(Dubovik, 2013). Instagram has 100 million monthly active users; 40 million photos are uploaded per day, with 8,500 likes and 1,000 comments gained per second. According to the Pew Internet and American Life Project, 13% of Internet users are also Instagram users (Tekulve & Kelly, 2013).

While social media has several merits, it also imposes significant challenges. Social media challenges a company to adapt different techniques to marketing than marketing through traditional channels. Weber (2009) explained that marketing to social media requires adopting a completely new way of communication with an audience in a digital environment. Because social media platforms are used by millions of people, it is a terrific way for businesses to reach a broad audience. Users can also contribute their opinions, accurate information, submit images and videos, join interest-based groups, and engage in vibrant discussions.

Nonetheless, social media offers several benefits for marketing managers and customers. For both it allows interacting with each other. For marketing managers, their social media communications allow them to engage loyal customers and affect their product perceptions. It can disseminate information and allow them to learn from and about their target audience (Brodie et al., 2013). Social media may aid marketers in attracting clients, obtaining client feedback, cultivating client loyalty, and expanding to global ones. It also lowers the price of marketing and research. Social media has also created a platform where businesses can answer enquiries and request thereby building relationship between brands and consumers (Fournier & Avery, 2011).

For customers, before the advent of social media, lot of people spent time on the internet for information that required substantial cost and time. Customers can decide on what to buy and where to buy without huge time and effort on social media. They can also compare the prices, quality and features of different brands and choose the ones that they think are best suited to them, so the method in which a business does its marketing will go a long way in influencing the decision of consumers. In as much as social media is used by businesses for business communication to consumers, consumers can make product decisions by evaluating reviews and suggestions provided by other customers. They have the opportunity to ask for opinions from others who have experience with the product, service or brand. Social media creates platforms to interact among each other among consumers and empower them to decide on whether they will accept whatever that they see or hear.

2.2 Social Media Marketing

Social media marketing exists different forms and serves different purposes for different consumers (Piskorski, 2011). Users' adaptation and contribution to the material, as well as their connection with the brand, are the primary expectations of brands that employ social media marketing (Tsimonis & Dimitriadis, 2014). Nowadays, most consumers engage with brands through social media, and brands also use social media as a customer service and as a fundamental contact point with consumers (Clark et al., 2017).

Social media marketing is also a form of marketing communication and social media marketing consists of marketing activities using various social media. It is a set of communications such as social media advertising, social media sale promotion, social media interactive marketing and social media word-of mouth. Advertising is a more creative and entertaining form of marketing communication that is used to spread brand-related information, raise brand recognition, and elicit brand purchase. Sales promotion refers to delivering discounts, coupons, and freebies in an attempt to try new products (Keller, 2009). Consumers assess social media communications differently, according to previous research. The nature of social media communication is also reflected in the content's features (Kapoor, 2013). However, a few researches on social media communications have mostly concentrated on two forms of content: Firm-Created Content (FCC) and User-Generated Content (UGC). There are three methods of social media marketing; advertising, promotion, and interactive marketing for FCC and word-of-mouth for the exemplification of UGC. These tools are explained as follows.

2.2.1 Social Media Advertising

Any sort of content that is uploaded or shared on either fan pages or general social media walls is called social media advertising. Social media advertising is an important brand communication tool that can be used to promote ideas, goods, or services (Keller, 2009). Substantial amounts of marketing effort across industries are exerted on advertising for the purpose of building successful brands (Chi, 2011; Okazaki & Taylor, 2013). This is because advertising helps to create strong brand awareness as regards brand recognition and recall. Advertising is also used to popularize brands and evoke various types of brand associations in consumers' memories (Mizik & Jacobson, 2003). Brand managers strategically depend on

advertising to create brand equity because brand equity can enable them to establish a unique image and differentiate a brand from other brands. In addition to developing a good brand identity, the intensity of advertising spending can also function as a deterrent to competitors desiring to enter an advertising-intensive sector (Bruhn et.al., 2012).

Social media has been an effective platform for disseminating advertisements (Bruhn et al., 2012). Hence, the advertisements deployed on social media are otherwise referred to as ‘social media advertising’. Social media advertising is important in building successful brands because it enables frequent brand recognition and brand recall in consumers’ minds (Yoo et al., 2000). In addition, advertising is an effective tool for increasing customer loyalty, creating brand awareness and reinforcing other brand-related associations and attitudes, which subsequently lead to successful and favorable brand equity in consumers’ memories. The social media can enhance the value of brands (Okazaki & Taylor, 2013).

2.2.2 Social Media Sale Promotion

Promotion is one of the most common and effective marketing communications, and it is employed for building brand equity and generating sales (Okazaki & Taylor, 2013). Social media promotions are sales promotions that are carried out on social media. Social media has become an essential promotion medium (Okazaki & Taylor, 2013) and marketing activities as a result of its recent domination as a marketing platform (Karamian et al., 2015; Kim & Ko, 2012).

According to Shen and Bissell (2013), sales promotions can be found in posts linked to sharing coupons, discount codes, product trials, and giveaways, among other marketing strategies employed on Facebook. Similarly, Taecharungroj (2016) affirmed that store promotion, product promotion, and campaign promotion are the major types of marketing communications that are shared on social media. It is critical to offer sales promotions such as price reductions, product trials, discounts, and reward announcements in order to build brand equity (Keller, 2009). In essence, social media promotion takes the shape of promotional incentives, such as price discounts to elicit product trials (Keller, 2009).

According to sales promotion experts, there are two sorts of sales promotions: monetary and non-monetary. Sales promotions relate to using and offering price discounts and coupons, while non-monetary sales promotions refer to offering gifts

and product trials. Two types of sales promotions have different implications on sales and brand equity (Chi, 2011).

2.2.3 Social Media Interactive Marketing

One of the most common sorts of social media marketing activities and communications is interactive marketing (Abedniya & Mahmoudi, 2010). One of the main reasons for social media's prominence as a medium for marketing communications and marketing activity is its interactive qualities (Burton & Soboleva, 2011). The expansion of Facebook's popularity attracts social media interactive marketing activities (Keller, 2009). Social media interactive marketing involves engaging prospective and current customers to engender a direct and effective connection with brands (Taecharungroj, 2016). The goal of interactive marketing is to increase active involvement and connection with brands while also increasing brand recognition and building a good brand image. Interactive marketing is also used to encourage people to make favorable purchasing decisions (Rohm et al., 2013).

Interactive marketing on social media can be classified into three types: information-sharing, emotion-evoking and action-inducing content (Kapoor, 2013). These messages are actions intended to persuade and evoke positive customers' purchase decisions. Consumers can interact with brands online through interactive marketing (Jang & Chen, 2013). One of the tools of social media as a marketing platform is interactive marketing, which allows brands and customers to connect, communicate, and interact. Davis et al. (2014) present five key incentives for customers' social media interaction with brands. Entertainment, interactivity, trendiness, customization, and word-of-mouth are among these motives. Interaction is a major topics of social media marketing in the past studies. Thus, social media is an effective platform for disseminating interactive marketing communications. Interactive marketing activities on social media refer to opinion exchange, information sharing, and the easy delivery of opinions from brand managers and brand marketers to their customers (Kim & Ko, 2012).

2.2.4 Social Media Word-of-Mouth

Word-of-mouth (WOM) on social media has become one form of marketing communication with the popularity of social media. This is due to the fact that social media provides customers with an almost endless number of ways to facilitate WOM contact (Wolny & Mueller, 2013). WOM on social media refers to a form of communication or marketing approach that encourages people to help spread viral messages or publicise brands on the internet (Wolny & Mueller, 2013). According to Stauss (2000), WOM can take the shape of negative and positive messages published on social media by customers to a large number of other customers, including potential, current, and previous customers. Because Facebook, Twitter, and YouTube are useful platforms for sharing customers' product evaluations, reviews, and usage experiences with a large number of people, social media WOM is considered an electronic variant of WOM (Smith et al., 2012).

According to Doorn et al. (2010), social media WOM has boosted consumers' role in the establishment of brand identity and brand equity development. It also has a stronger impact on consumer behavior, attitude, and response than other marketing messages, according to studies (Wolny & Mueller, 2013). Because of the importance of social media WOM, research has been conducted in a variety of approaches. Some research looked at the role of social media word-of-mouth in establishing brand equity (Keller, 2009). Consumers form their opinions of brands through the eyes of other consumers, according to certain studies (Shi et al., 2014).

2.3 Customer Brand Engagement

According to Van Doorn et al. (2010), engagement is a motivating state. It arises from an individual's focal interacting experiences with a certain item or agent (Hollebeek, 2011a, 2011b). Engagement' is a multi-dimensional notion that includes relevant cognitive, emotional, and behavioral dimensions albeit the specific manifestation of focal 'engagement' components may differ depending on circumstances (Hollebeek, 2011a, 2011b).

According to Hollebeek et al. (2014), there are a number of 'engagement'-based notions, such as 'consumer engagement' and 'customer engagement' as well as 'community involvement,'(Brodie et. al., 2011). The focus of their paper is on customers' engagement with specific brands because the brand's social media can offer venues for customers to engage insincere and friendly communications with the

brand and other users. So brands intend actions on the social communication scene promotes brand equity (Kim, 2012).

According to Bowden (2009), customer engagement is the sequential psychological process that customers move through to become loyal towards a brand. The customer engagement process helps to examine the dynamic relationships between these constructs and further the understanding of how they drive the development of customer loyalty. Consumer engagement is a representation of a customer's unique psychological state as a result of their interactions with a brand or platform (Brodie et al., 2011). According to Mollen & Wilson, (2010), customer engagement is crucial because engaged customers show a cognitive and affective commitment to the brand as represented by the website or other computer-mediated entities. Consumers' consumption, sharing, and discussion of content relating to brands and companies are all part of social platforms.

Consumer brand engagement (CBE), also known as customer brand engagement is a service dominant marketing theory-based term that first surfaced in the literature in the 2000s (Brodie et al., 2011). CBE is a multifaceted and dynamic psychological state that is context and process dependent. Van Doorn et al. (2010) claimed that behavioral manifestations of a customer have a brand focus, which is beyond purchase, originating from motivating impulses.

Hollebeek (2011a) claimed that CBE is vital in brand management because customer brand engagement contributes to developing customer loyalty by focusing on conceptualizing the positively valence expressions of customer brand engagement. CBE is demonstrated by customers' a range of their cognitive, emotional, and behavioral activities when they directly interact with a brand.

Emotional CBE was conceptualized as the customer's degree of positive brand activity-related affect. 'Emotional' activity may be represented by a customer's level of brand- related inspiration and/ or pride (Martinez et al., 2002; Salanova et al., 2002). Hollebeek (2011a) explored the emotional aspects of engagement related to advertisements.

Cognitive CBE, on the other hand, is an affect-related thinking process that is linked to the customer's degrees of brand activity-related thought processing and information elaboration (Hollebeek, 2011a). Another example of a customer's cognitive brand, individual's level of focus and/or engrossment with the brand (Brakuset al., 2009).

Intentional CBE refers to a customer's interest in devoting energy, effort and time to a brand activity. It is thought to lead to two-way collaborations between customers and brand activities (Hollebeek, 2011a). Intentional CBE comprises engagement behavior beyond exchange transaction (e.g., Facebook 'likes' and comments) (Van Doorn et al., 2010). They can also be noted in behavior and physical brand-related activities (i.e. Facebook 'likes' and comments). Customers' 'behavioral' brand-related activity can also be reflected by the amount of energy they expend when interacting with a focal brand (Patterson et al., 2006).

Increased consumer brand engagement (CBE) can improve organizational performance outcomes, enhance consumer contributions to collaborative product development processes; enhance co –creative experiences; and boost probability (Nambisan & Baron, 2007; Sawhney et al., 2005). CBE is a critical new criterion for assessing a brand performance (Bowden 2009; Kumar et al., 2010).

2.4 Brand Equity

A brand is defined as "a name, term, sign, symbol, or design, or a combination of them, intended to identify and differentiate the goods and services of one seller or group of sellers from those of competitors" (Kotler 1991, as cited by Keller, 1993). Brand names may educate consumers about content, flavor, durability, quality, pricing, and performance without requiring them to spend time comparing similar products or strategies (Fill, 2002; Keller, 2010). A brand provides additional attributes for the purchaser or user (Davicik & Sharma, 2015). These additional attributes may be intangible and of high importance to the customer and/or add values that distinguish a brand from a product. Added values play a key role in the purchase decisions of many customers, as brands are bought for emotional as well as purely functional motives (Doyle, 2002). These added values come from many aspects, for example, from brand experience, such as familiarity, consistency, and reduction of risks; others come from the people that use the brand, related to associations customers have with the brand; others come from a belief that the brand is effective; and others from the appearance of the brand (Jones & Slater, 2003).

Marketers began using brand equity in the late 1980s to understand the benefits that customers seek from companies, the impact of branding on customer perceptions and behaviors, and the marketing responsibilities in branding (Aaker, 1991; Riezebos, 2003). Since then, it has been claimed that brand equity is a valuable

intangible asset of a firm that should be properly managed and invested in to maximize its worth (Aaker, 1991; Yoo et al., 2000). A core idea of brand equity is provided by the origin and evolution of the brand equity concept (Riezebos, 2003). The brand equity notion, according to Riezebos (2003), emerged in the early 1980s. It became popular as a financial term when numerous companies were bought and sold for amounts far in excess of their net assets. Thus, the brand became something that was worth money.

According to Aaker (1991), Brand equity is a collection of a brand's assets and liabilities that add or subtract value to a brand. Given the same amount of product attributes, brand equity is defined as the difference in consumer choice between the focal branded product and an unbranded alternative (Yoo & Donthu, 2001). According to Tiwari (2010), the value of a brand to a customer may also be described as a collection of consumer attitudes, knowledge, and behaviors that drive demand and/or price premiums for branded products. According to Park and Srinivasan (1994), Brand equity is the incremental consumer preference for a brand. Keller (1993, 2003) defined it as the unique impact of brand awareness on consumer response to brand marketing. According to Kapferer (1997), the brand has an economic purpose. The ability of a brand to establish a unique, positive, and prominent connotation in the minds of consumers determines its worth (brand equity).

Despite the fact that there are many different methodologies and definitions, everyone agrees that brand equity shows some value that is distinctive to a brand (Keller, 1993; Kartono & Roa, 2009a). There isn't a single definition of brand equity that everyone agrees on. Many experts, however, believe that brand equity refers to the "added value that the brand brings to the product". Brand Equity have been discussed by both academics and practitioners over the past decade, there is no common agreement on its conceptualization, definition, or management (Keller, 1998; Yoo & Donthu, 2001). As a result, depending on the aim, brand equity can be analyzed from two different perspectives: financial and marketing. The financial perspective gives the brand a monetary value (Kartono & Rao, 2009b). Such monetary benefits might be quantified by comparing the incremental profit made by a brand with the same product and pricing but less brand building efforts to another brand with the same product and price but more brand building efforts (Simon & Sullivan, 1993).

In marketing, however, the word brand equity is referred to as customer-based

brand equity (CBBE) (Wood, 2000). The CBBE is based on the viewpoint of customers. It explains how people process brand information, how they perceive the brand, and how their behavior towards the brand is influenced by it (Kartono & Rao, 2009). As a result, understanding the many CBBE definitions that rely on different dimensions is crucial. Many other definitions and approaches to assess brand equity have been offered, including the extra value that a specific brand bestows to a product and the value that a particular brand bestows to a product (Farquhar, 1989). Its popularity stems from the strategic and important function it plays in attaining a competitive advantage (Keller, 1998; Davcik et al., 2015). When correctly and reliably quantified, brand equity can be used to analyze the long-term impact of strategic management initiatives (Simon & Sullivan, 1993; Kotler & Keller, 2012).

From a marketing standpoint, the financial approach failed to address brand equity and the ways brand equity may be fluctuated as customers' impressions of the brand shift (Kartono & Rao, 2009). Furthermore, customer behaviors and responses to brands determine a brand's financial value (Christodoulides & Chernatony, 2010). The strength of a brand is determined by what customers have learnt, felt, seen, and heard about it over time, as well as what other people have told them (Keller, 2003). Alternatively, the brand's power is embodied in the customers' sentiments, judgments, pictures, thoughts, and experiences (Farhana & Islam, 2012). None of the other definitions matter if the brand isn't important to the customer (Keller, 1993; Cobb-Walgren et al., 1995; Rio et al., 2001). Customers must value a brand in order for it to have value (Keller, 2003). Customers and businesses both benefit from this viewpoint. First, it adds value to the customer by increasing their confidence in their purchasing decision, lowering their perceived risk of the brand, and increasing customer happiness.

Second, it provides value to the firm by helping managers to evaluate the outcomes of their efforts by receiving feedback from customers; to identify any problem that may appear during the service delivery process; and to evaluate their marketing strategies and programme effectively (Ambler et al., 2002; Sinha et al., 2008; Kartono & Rao, 2009a). Profits, trade leverage, and competitive advantage are also increased (Aaker, 1991). Thus, CBBE leads to larger profit margins, higher marketing communication effectiveness, greater licensing opportunities, and faster customer responsiveness to brand extensions (Keller, 1993; Kotler & Keller, 2012).

2.4.1 Customer-Based Brand Equity

If a brand has no meaning or value to the consumer, it is ultimately meaningless to investors, manufacturers, or retailers. In marketing research, the majority of academics and practitioners consider the customer-based brand equity (CBBE) technique as the dominant viewpoint (Cobb-Walgren et al., 1995). This viewpoint was also stated by Motameni and Shahrokhi (1998) as a marketing viewpoint. In the context of marketing decision-making, he used the concept of brand equity. Keller (1993) coined "consumer-based brand equity" to describe brand equity, stating that it arises when a customer is familiar with a brand and recalls some favorable, powerful, and distinct brand associations.

Customer-based brand equity benefits include long-term revenues, customers' motivation to seek out new distribution channels for themselves, businesses' capacity to charge higher prices, and the efficacy of marketing messaging (Keller, 2003). According to Szcs (2012), consumer-based brand equity is referred to as a decision-support tool that provides managers with a useful diagnostic of the customers' perceptions on brands. Customer-based brand equity is best described as a construct resulting from brand-related associations, with the effect of those linkages concentrated.

2.4.2 Customer-Based Brand Equity (CBBE) Dimensions

In the present study, Aaker's model (Aaker, 1991), which is based on four dimensions such as brand awareness, brand association, perceived quality, and brand loyalty, is used. Aaker's model is a detailed brand identity planning model that provides a four-fold view on a brand. This model aims to give a company brand a texture and depth by urging them to consider a brand as a product, organization, person, or symbol. Each of the four views (or dimensions) aims to assist brand strategists in clarifying, enriching, and differentiating their brand identity. The following section goes through each dimension.

1. Brand Awareness

Brand awareness is a critical component of brand equity that is frequently underestimated (Aaker, 1996). Brand awareness is a crucial component of company equity since it refers to how well a brand exists in the minds of consumers (Aaker, 1991; Keller, 1993). Brand awareness can create a sense of familiarity and a signal of substance, commitment, and awareness. It also influences choice at the memory level

by affecting which brands are considered and chosen. Brand recognition is critical for many businesses, and it is the foundation of successful brands (Aaker, 1992). In most conceptual models of brand equity, awareness is critical. Because people like to buy brands they are familiar with, brand awareness generates a high degree of purchase, boosting the firm's profitability and sales (Baldauf et al., 2003).

2. Brand Association

The most widely understood part of brand equity is brand associations or brand image. In reality, it's anything that a customer associates with a brand. Product qualities, customer benefits, uses, users, lifestyles, product classes, rivals, and nations are examples of brand connections. Customers can use associations to assist them digest or retrieve information, differentiate and extend their offerings, give them a cause to buy, and produce good sensations. Consumers utilize brand associations to organize, analyze, and retrieve information in their minds, which helps them make purchasing decisions (Aaker, 1991, 1992). It is critical to grasp the basic characteristics of brand image, which is brand personality, in order to develop strong brand equity in the market (Lee, 2006). Brand extension is more likely to become relevant to customers when there is a higher level of brand association.

3. Perceived Quality

According to Aaker (1992) perceived quality adds value by providing a cause to buy, differentiating the brand, boosting channel member attention, laying the groundwork for line extensions, and supporting a higher price. To put it another way, perceived quality refers to a customer's opinion of a product's overall excellence or superiority (Zeithaml, 1988). Perceived quality is considered a separate asset from brand. It is a major business focus for many companies, and it can serve as inspiration for programmes aimed at boosting brand equity. Perceived quality is a sufficiently important and accepted strategic consideration (Aaker, 1992). According to Kotler (2000), there is a direct link between product and service quality, customer happiness, and firm profitability.

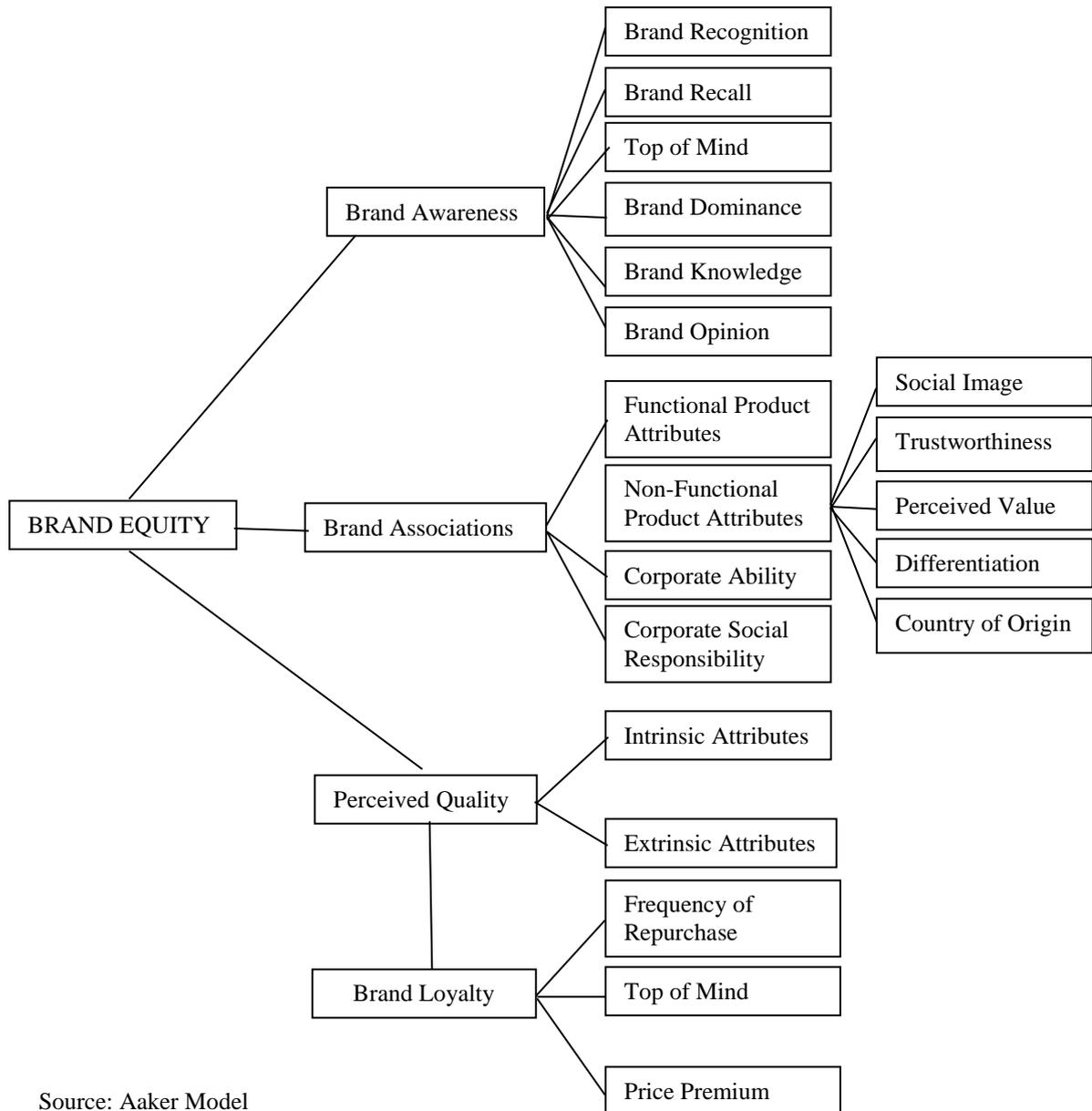
4. Brand Loyalty

Moisescu (2005) discussed how brand loyalty generates value by lowering marketing expenses and leveraging trade, based on Aaker's approach. Loyal

customers expect the brand to be available at all times and encourage others to use it by recommending it. Retaining current consumers is far less expensive than acquiring new ones. Even if switching costs are modest, clients have a high inertia level. Competitors also have a hard time communicating with satisfied brand users since they have little desire to learn about alternatives. As a result, competitors may be hesitant to invest resources in attracting pleased and loyal customers, and even if they do, it will take time.

Brand equity defined by Aaker (1991) is a mix of brand assets and liabilities connected to a brand, its name, and symbol that increase or decrease the value of a good or service. According to Aaker, Brand equity has four dimensions: brand recognition, brand association, perceived quality, and brand loyalty, each of which adds value to a company in different ways. Once a company has determined the value of its brand equity, it may use a brand equity roadmap to manage that value. Brand awareness aids familiarity, visibility, and as a commitment indicator. Brand association, which includes perceived quality, aids the communication of information, the differentiation or positioning of a brand, and the creation of a favorable emotion about a product. Brand loyalty allows a company to cut marketing expenditures, gain new customers through awareness and reassurance, and respond to competition and threats with more time (Aaker, 1991).

Figure (2.1) Four Asset Brand Equity Model



Source: Aaker Model

Aaker (1991)'s, conceptualized brand equity model includes four assets; brand awareness, perceived quality, brand loyalty, and brand association. This thus captures the tangible and intangible values of brands to a company.

The customer-based measures will capture how consumers perceive a brand. This creates challenges in getting a standard measure. This makes firm-based brand equity a better measure than when this is calculated by financial valuation. This is calculated by estimating the price at which a brand can be sold at a market. Another is determining the price premium of a brand that can command over an unbranded competitive product. Another measure is to measure a brand's strength within its

primary competitive set. This means, firm-based brand equity: financial analysis, determining which portion of earnings can be attributed to a brand, and measuring brand strength based on internal and external components.

2.5 Previous Studies on Social Media Marketing, Customer Brand Engagement, and Brand Equity

Many scholars have studied the effectiveness of social media marketing in developing brand equity in different ways. Some scholars investigated the relationship between social media marketing and brand equity, brand awareness, brand image, and brand loyalty. Some study the relationship between customer engagement and brand equity.

2.5.1 Criteria and Measurement of Social Media Marketing, Customer Brand Engagement, and Brand Equity

The variables of social media marketing, customer brand engagement and brand equity in some previous studies are described below.

(a) Social Media Marketing: The goal of Mohamed's study is to see how social media marketing affects brand equity and what role customer brand involvement plays in it. According to research, social media marketing is a variable that includes five dimensions: online communities, credibility, engagement, accessibility, and content sharing. The link between social media marketing and customer-based brand equity is investigated by Adetunji et al. (2018). The social media marketing communications, in particular, were made up of two types of communication: user-generated (Social Media Word-of-Mouth) and firm-created (Social Media Advertising, Social Media Promotion, and Social Media Interactive Marketing). Qiutong and Rahman (2019) employed social media marketing as a single concept that is measured by five items with five possible reasons for why participants might follow a social media platform and sustain brand loyalty, similar to Erdogmus and Cicek, (2012). These were: (1) beneficial campaigns, (2) relevant social material, (3) often updated content, (4) popular among friends' content, and (5) the range of social media platforms or applications on which the cosmetics brand appears.

(b) Customer Brand engagement: André (2015) used Facebook to track consumer involvement with a brand. Consumer engagement is a concept that

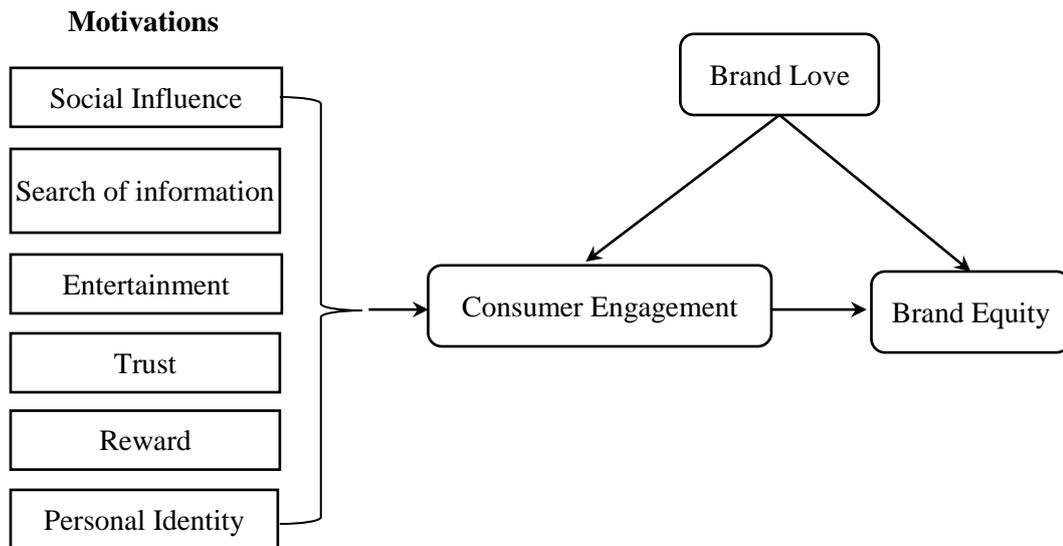
investigates three continuous degrees that correspond to a steady connection with a company on social media, namely consuming, contributing, and creating (Heinonen, 2011; Muntinga et al., 2011; Shao, 2009). Mohamed (2016) used CBE as a mediator variable in this research. Emotions, cognitions, and behavioral intention are the three dimensions of CBE. Sarmad et al. (2020) used a sample of companies in the Indian automobile industry to test the well-known customer brand engagement concept proposed by Hollebeek et al. (2014), which assumes that CBE is a consumer's positively valence brand-related thinking, feeling, and behavior that occurs during or is connected to the focus consumer. Three CBE dimensions are cognitive processing, affection, and activation. Research on consumer brand engagement by Kırçova et al. (2021) utilizes Hollebeek et al. (2014)'s measures of social media engagement. The scale has three dimensions: cognitive, affective and activation.

(c) **Brand Equity:** Yoo and Donthu (2001) examined brand equity using the Aaker model by employing dimensions such as brand loyalty, perceived quality, and brand awareness/associations. Mishra and Datta (2011) proposed brand equity by dimensions such as brand name, brand communication, brand association, brand personality, brand awareness, brand image, perceived brand quality, brand loyalty. Mohamed (2016) considered brand equity is four of five dimensions from Aaker model in (1991) such as brand loyalty, brand awareness, brand association and perceived quality. Likewise, to create a model of customer purchase intent for the Indian car sector, Manzoor and Shaikh (2016) investigated the Aaker's model of brand equity. The goal of the model was to look at the impact of various aspects of brand equity on consumer purchase intention. This study used well-developed Aaker's model of four elements of brand equity that includes four dimensions such as brand awareness, brand associations, perceived quality, and brand loyalty.

2.5.2 Relationships between Social Media Marketing, Customer Brand Engagement, and Brand Equity

Some previous studies describe the nature of relationships among the variables; the various studies show the direct and indirect relationships between the variables. Some conceptual frameworks, involving the relationships between variables, of previous studies are shown in Figures.

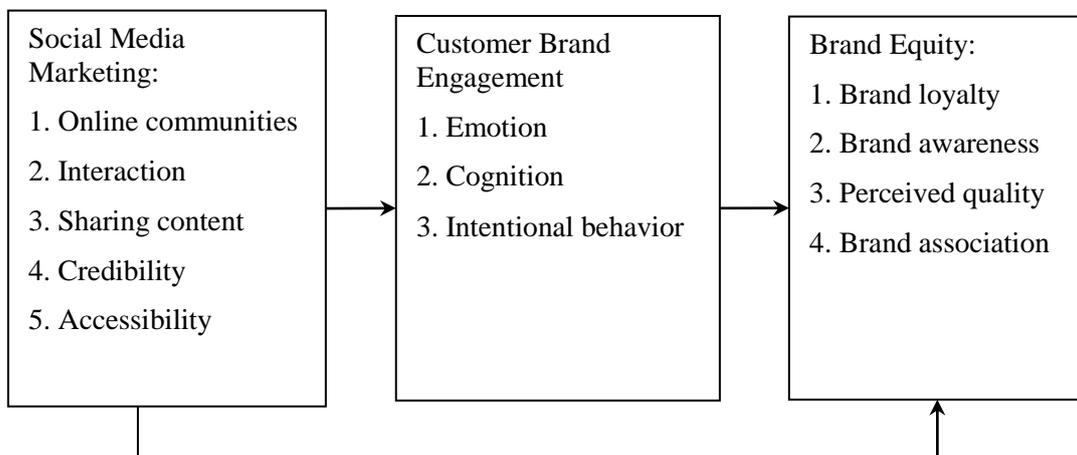
Figure (2.2) Consumer Engagement with a Brand on Facebook



Source: André (2015)

Figure (2.2) shows the consumer engagement with a brand on Facebook, developed by André (2015). This research has explored different drivers that influence consumer engagement with a brand through Facebook. The results indicated that the principal motivations for engaging with a brand through the consumption of content are entertainment, social influence, searching for information, and trust. The main motivations for interacting with and participating in brand pages are social influence and personal identity. Brand love also influences consumer engagement, and these two factors influence brand equity.

Figure (2.3) Impact of Social Media Marketing on Brand Equity

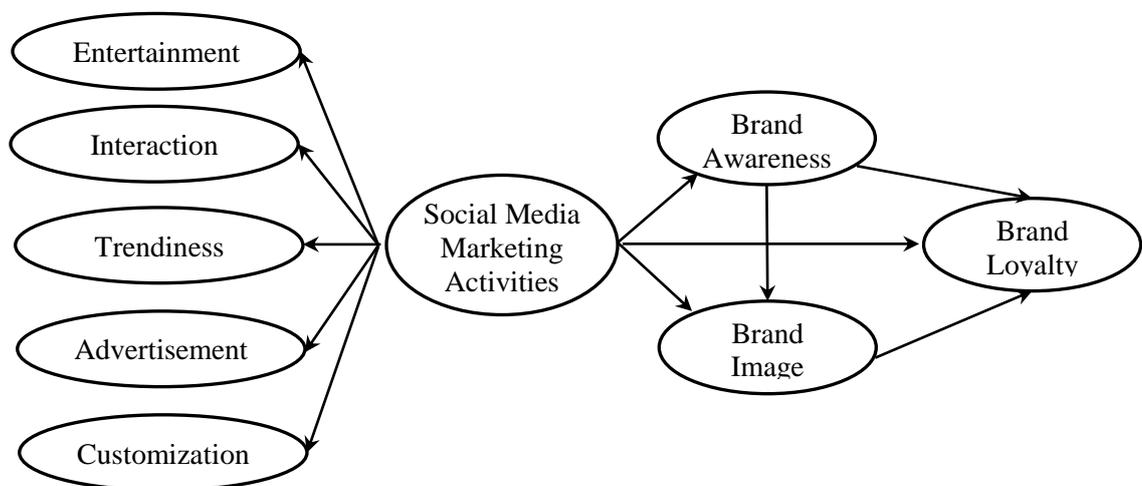


Source: Mohamed (2016)

By using the conceptual model presented in Figure (2.3), Mohamed (2016) attempted to examine the role of customer-brand engagement as the mediating variable between social media marketing and brand equity. The results established that the online communities and credibility have a positive impact on brand loyalty, while the sharing of content dimension has a positive impact on perceived quality. The results also found that there is a positive relationship between the sharing of content and credibility with the dimensions of customer brand engagement, emotion and cognitions, while the behavioral intentions dimension has a positive relationship with online communities and credibility.

Manzoor and Shaikh (2016) employed Aaker's model of brand equity to study customer purchase intention in the Indian automobile business. The goal of the model was to look at the impact of various aspects of brand equity on consumer purchase intent. Perceived quality has a considerable impact on consumers' purchase intentions, according to the study's findings. These findings have major consequences for marketers, who will need to carefully alter their branding strategies in order to increase brand equity and prevent consumer brand switching. The study also discovered that brand equity structures had an indirect impact on the impact of electronic word of mouth (another type of UGC) on customer decisions. The study discovered that customers' activity on brand pages on Facebook had a favorable and significant impact on brand awareness and positive brand association.

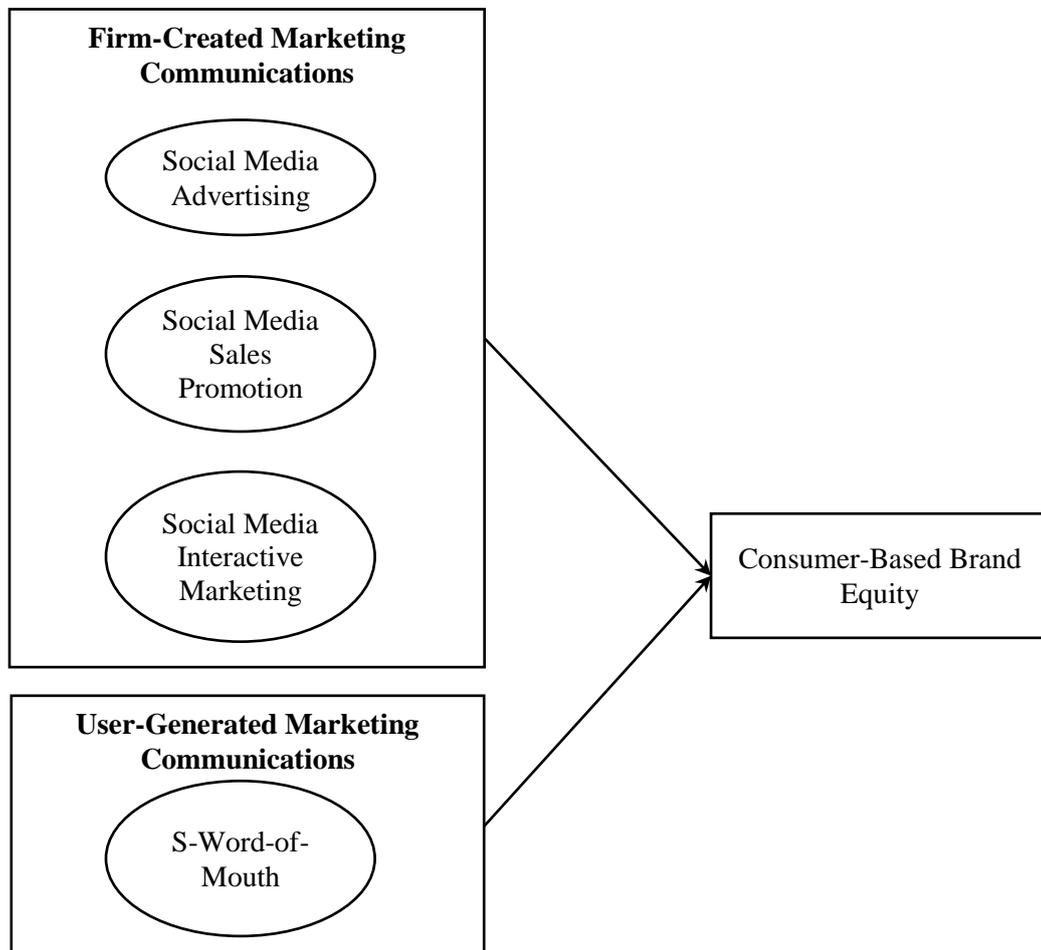
Figure (2.4) The Effect of Social Media Marketing Activities on Brand Outcomes



Source: Bilgin, (2018)

As shown in Figure (2.4), Bilgin, (2018) investigated the effects of social media marketing activities on three elements of brand equity such as brand awareness, brand image, and brand loyalty. In addition, the goal of his study was to examine brand awareness and brand image on brand loyalty. Social media marketing activities were discovered to be beneficial variables on brand image and brand loyalty as a result of the investigation. Furthermore, it is discovered that social media marketing has the most evident effect on brand awareness. Furthermore, it has been reported that brand awareness and brand image have a major impact on brand loyalty. However, brand awareness has only a minor impact on a company's image.

Figure (2.5) Social Media Marketing Communication and Consumer-Based Brand Equity



Source: Adetunji, et al. (2018)

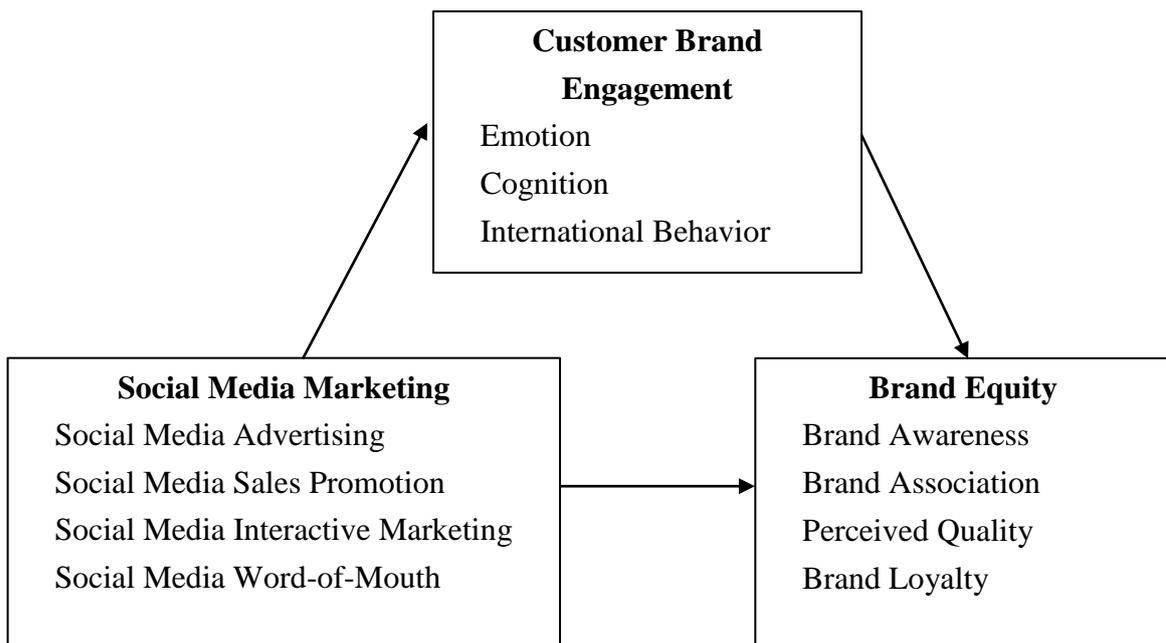
Adetunji, et al. (2018) explored the social media marketing on car brand equity in Malaysia, as shown in Figure (2.5). The purpose of their research is to look

at the connections between social media marketing and the CBBE, specifically the user-generated type (Social Media Word-of-Mouth) and firm-created types (Social Media Advertising, Social Media Promotion, and Social Media Interactive Marketing). The CBBE of automobile brands has been proven to have good correlations with social media advertising, social media promotions, and social media word-of-mouth. However, social media interactive marketing plays a little role.

2.6 Conceptual Framework of the Study

The main role of the conceptual framework is to specify the relationship between independent and dependent variables. Based on previous research studies, this research fills research gaps by combining the major marketing communication tools, brand equity, and customer brand engagement shown in the following conceptual framework.

Figure (2.6) Conceptual Framework



Source: Own Compilation for this Study, (2019)

As depicted in the Conceptual Framework Figure (2.6), brand equity can be built through customer brand engagement and social media marketing. Social media marketing initiatives like social media advertising, social media sales promotion, social media interactive marketing, and social media word-of-mouth are independent variables. Customer brand engagement and brand equity are the dependent variables. The study's mediator variable is customer brand engagement. Adetunji, et al. (2018)

presented four aspects for social media marketing in this study, which include social media advertising, social media sale promotion, social media interactive marketing, and social media word-of-mouth. In this study, CBE is based on Hollebeek's (2011b) three-dimensional model of cognition, emotion, and intentional behavior. In this study, brand equity is measured by customers and is based on Aaker's (1991) four dimensions of brand awareness, brand association, perceived quality, and brand loyalty.

Based on the previous study, the conceptual framework in this study proposed that social media marketing tools have direct positive and significant effect on brand equity. It also proposed that social media marketing has a positive effect on customer brand engagement. It is considered that customer brand engagement is a mediator variable that intervenes the association between the social media marketing and brand equity. This intervening variable is called a mediator variable. When a clear direct connection between two variables cannot be established or when the indirect influence of the mediator variable outweighs the direct effect, mediation analysis can help to clarify the link between the independent and dependent variables. This study expected that the effects of social media marketing tools on brand equity is stronger when customer brand engagement is considered as a mediator variable that can increase the stronger impact of social media marketing tools on brand equity.

The measured variables for social media marketing are selected for their relevance to cosmetics brands in Myanmar to analyze the effect of social media marketing on brand equity. Social media advertising includes giving a product message, showing a short video clip, and delivering advertisements via Facebook, YouTube, and their website. Social media sales promotion includes giving different promotion schemes to customers via Facebook, their own web page, and any other social media. Social media interactive marketing includes sharing information to customers, direct contact with cosmetics brands to consumers, and live chatting with the product manufacturer via their own website and Facebook page. Social media word-of-mouth includes sharing and informing customer's feedback on cosmetics brands.

2.7 Working Definitions for the Study

The working definition of social media marketing, customer brand engagement and brand equity of the cosmetics brands are presented as below:

I. Myanmar Cosmetics Brands

The cosmetic brands which are produced in Myanmar and distributed to both local and some ASEAN countries.

II. Social Media Marketing

The marketing communication of cosmetics brands intends to connect brands to their consumers by using social media, such as Facebook, YouTube, Twitter, and Instagram (Adetunji, et al., 2018).

(a) Social Media Advertising

Social media advertising is creative, entertaining brand related-information that is posted by cosmetics brand owners on social media platforms to promote brands, increase awareness, and induce brand purchase (Adetunji, et al., 2018).

(b) Social Media Promotion

Social media sales promotions are both monetary (price discounts and coupons) and non-monetary (gifts and product trials) promotions offered by cosmetics brands using platforms of social media (Raji et al., 2019).

(c) Social Media Interactive Marketing

Marketing activities or messages are disseminated among customers employing social media sites to engage real or prospective consumers of cosmetics (Mangold, 2009).

(d) Social Media Word-of-Mouth

Social media word-of-mouth is consumers' evaluations, reviews, and usage experiences of cosmetics products that are disseminated among customers via social media sites (Smith et al., 2012).

III. Customer Brand Engagement

Customer brand engagement is the positive valence expression of customers towards a particular brand beyond the purchase (Hollebeek , 2011a).

(a) Emotion

Customers' pride, inspiration, and excitement about cosmetics brands are referred to as “emotions” (Martinez et al., 2002; Salanova et al., 2002).

(b) Cognition

Cognition is a cognitive process that occurs within customers in relation to activities that are exercised by cosmetics brands (Hollebeek , 2011a).

(c) Intentional behavior

Intentional behavior is the desire of customers to exert or devote time and energy to sharing information about a cosmetics brand or interacting with it (Hollebeek, 2011a).

IV. Brand Equity

Customers' knowledge with the brand and pleasant, strong, and unique connotations with the brand are referred to as brand equity (Kapferer,1997).

(a) Brand Awareness

Brand awareness is the easy and spontaneous occurrence of cosmetics brands in a consumer's memory when thinking of buying or engaging with a category of cosmetics brands (Aaker, 1992).

(b) Brand Association

Brand Association means any kind of memory that is linked to cosmetics brands, which link becomes stronger with customer experience or exposure (Keller, 1993).

(c) Perceived Quality

Perceived quality means customers' overall impression about the quality and features of a particular brand name. It can be identified as a core aspect of brand equity (Keller, 1993) .

(d) Brand Loyalty

Consumers' strong commitment to repurchase their preferred cosmetics product or service on an ongoing basis in the future, regardless of influences, is referred to as “brand royalty” (Aaker, 1992).

Overall, this chapter presents the role and importance of social media and social media marketing in today's challenging environment. It also discusses the definition of the variables regarding social media marketing, CBE and BE, it also entails the discussion on factors that were used in the previous studies and nature of relationships between them, along with conceptual models. It then depicts the conceptual model that is employed in present study and explains the proposed relationships between the variables. It suggests that social media marketing is the dependent variable, CBE is the mediator variable and BE is dependent variable.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the research methodology used in this study. Research design including sampling procedure, sample size and data collection method are presented in the first part of this chapter. In the second part, questionnaire design is developed. The regression model is presented in the last part of this chapter.

3.1 Research Design

This study has investigated the effects of different variables on brand equity. A survey was conducted to obtain the required information. The objective of the survey was to collect data on the impact of social media marketing on developing brand equity for Myanmar cosmetics. The personal interview and survey methods were used.

3.1.1 Sampling Procedure and Sample Size

The population of this study consisted of cosmetics users who actively engaged in six brands on social media which are popular in Myanmar such as Facebook, Twitter, and Instagram. For sample selection, two-stage random sampling was applied in this study. In the first stage, seven shopping malls were selected from among 13 shopping malls in Yangon by using a simple random sampling method. The selected shopping malls were Junction City, Myanmar Plaza, City Mall, Hledan Centre, Ocean North Point Mall, Junction Square, and Junction 8. In the second stage, the 514 respondents who visited shopping on the weekends were selected by using a 3 in 1 systematic sampling method, i.e., a selection of one visitor from every three. Survey was carried out from 1 pm to 5 pm. Approximately seventy shoppers were selected from each shopping mall.

For sample customers, the study target is 385 customers using the Cochran's method (1977) Formula. The appropriate sample size was based on a 95% level of confidence, and a margin of error of 5% was sufficient to estimate the population

characteristics. The following formula was used to get samples from six cosmetics brands by using Cochran's method (1977).

$$\text{Sample size} = \frac{Z^2 pq}{E^2}$$

where n =required sample size

z = table value for selected alpha level at 95% confidence interval (standard value of 1.96)

p = 0.5 is the proportion of population

q = (1-p)

E = acceptable margin of error for proportion being estimated = .05 (error researcher is willing to except)

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(.05)^2} = 384.16 = 385$$

It is assumed that response rate is 75% and then sample size adjusted for response rate is calculated as follows:

$$\begin{aligned} \text{Sample adjusted for response rate } n_0 &= \frac{n}{r} \\ &= \frac{384}{0.75} = 512.21 = 513 \end{aligned}$$

To get the required sample size of 385 customers, the study has to collect at least 513 customers. In this study, the data were obtained from 514 customers of selected sixth cosmetics brands.

3.1.2 Data Collection Method

This study used both qualitative and quantitative method. The qualitative method was utilized by conducting personal interviews. The quantitative method was carried out by collecting primary data using questionnaires from the users of cosmetics brands. In respect of qualitative method, firstly, a preliminary stage survey was conducted by asking salespeople at cosmetics counters of shopping malls to explore which brands are getting larger interest from cosmetics buyers. Field survey was conducted at cosmetics counters of each of the seven selected shopping malls (Junction City, Myanmar Plaza, City Mall, Hledan Centre, Ocean North Point Mall, Junction Square and Junction 8). By asking the questions to sales girls working at the cosmetics counters, the most interested cosmetics brands explored by customers to the counters were enquired. The sales persons identified that the Bella, SAI Cosmetix,

Doaru, Shwe Pyi Nann, Shwe Bo Mintha mee, and Taung Gyi Mauk Mai, are most well-known brands. These are also six well-known cosmetics brands out of 19 cosmetics brands approved by the FDA (Food and Drug Administration 2018) in Myanmar. Consequently, these six brands were targeted for the study. Secondly, in-depth interview were conducted with managers of the selected cosmetics brands with face-to-face at their offices. The interviews aimed to explore the background information about their brand, the nature of their products, and the marketing practices which were currently being utilized. Each manager from each cosmetics brand participated in the interview, and six managers participated in the interviews. Each manager from six cosmetics brands participated in the interview, and interviews were lasted about 40 minutes which were voice recorded.

In terms of quantitative method, primary interviews were collected with structured questionnaires. First, a pilot survey was conducted with students of Yangon University of Economics. Then, the primary data were collected from visitors of the shopping malls, using the questionnaires with a five -point Likert scale.

3.1.3 Pilot Study

The pilot study conducted a pilot survey with Master of Banking and Finance students, undergraduate students, and Human Resource Development students at Yangon University of Economics, and customers from some social media pages of cosmetics brands on Facebook. The pilot was aimed at assessing the understanding of questions raised in the questionnaires. If they do not, they were intended to be modified for better understanding. The fifty people participated. An examination of pilot results indicated some issues in the wording. While most of the questions were well-defined in the questionnaires, respondents were informed that there was unambiguity in some questions. For example, word order in two items of advertising were changed for smooth reading in Burmese language. Thus, they were modified for greater clarity so as to enhance the understanding of the participants. The modified, final version of the questionnaire was used in the full survey is presented in Appendix A.

3.2 Questionnaire Design

To collect data and to do analysis, question items for measuring social media marketing, customer brand engagement, and brand equity are constructed based on theoretical aspects. Moreover, some of the items are used from some empirical studies of previous research and some questionnaire items are modified based on practical issues of Myanmar cosmetic brands.

The questionnaire set consists of two sections, which are section A and section B. Section A contains questions on demographics. The objective of the demographic question was to acquire some basic information about the respondents. The question includes the respondent's gender, age, marital status, highest education completed, current job experience, and job title.

For Section B, the questions include dependent variables, mediator variables, and independent variables for this study. All the questions are arranged on a five-point Likert-scale, ranging from 1 = strongly disagree to 5 = strongly agree. The questionnaires are shown in Appendix (A).

The independent variables in this study are social media marketing. Social media marketing in this study includes social media advertising, social media sales promotion, social media interactive marketing and social media word-of-mouth. Social media advertising is adapted from the work done by Bronner & Neijens (2006). This author presented 9 items to test the advertising. However, only 5 items out of 9 are relevant to advertising. Social media sales promotion is adapted from Keller (2009) who explored the 4 items to measure. The second source is adopted from Buil et al. (2013) who present the one item to measure sale promotion. Social media interactive marketing is adapted and refined from Keller (2009) and Kim & Ko (2012). It is 8 items adapted by Keller (2009) and 6 items measured by Kim & Ko (2012). Word-of-mouth is adapted from the work done by Jalilvand & Samiei (2012) who present measures by 8 items.

The mediating variable in the study is Customer brand engagement, which includes three variables (emotion, cognition, and Intentional behaviour). This section of the questions is adapted from Hollebeek et al. (2014) and Solem & Pedersen (2015). Each variable has at least 4 questions which ask respondents about the characteristics of the customer brand engagement. In this part, the five-point Likert scale is used as the measurement instrument.

The dependent variable is brand equity in this study. Brand equity in this study includes brand awareness, brand association, perceived quality, and brand loyalty. The questionnaire is composed of 20 statements adopted from Erfan et al. (2014). Brand awareness and perceived quality are each measured with 4 items, Brand association is measured by 5 items and brand loyalty is measured by 7 items of each brand equity.

3.3 Reliability Test

The reliability of research measures, which are crucial parts of any survey, is assessed and examined to make sure of the goodness of the measures used in the research. There are four variables which are assumed to influence brand equity. These variables are social media advertising, social media sales promotion, social media interactive marketing, and social media word-of-mouth. These items are approached with a Likert scale. Thus, the reliability test is conducted. In addition, the mediating variables and dependent variables are also tested for reliability.

The test for reliability is needed, but it is not a sufficient condition for validity. The reason for this is that a reliable measure may be reliable but it may be measuring something else other than what it was originally designed to measure. Reliability of measurement constructs in this study was evaluated regarding internal consistency, which was accessed by calculating Cronbach's alphas (Sekaran & Bougie, 2016). All the Cronbach's alphas in this study are all acceptable, i.e., 0.7, indicating internal consistency among the items for each scale (Hair et al.,2010).

The results of the reliability test for social media marketing variables, customer brand engagement and brand equity in this study are presented in Table (3.1). Cronbach's Alpha values of all variables are greater than 0.7, which indicates that there is the reliability for internal consistency in the constructs.

Table (3.1) Reliability Test for Social Media Marketing, Customer Brand Engagement and Brand Equity Variables

Sr. No.	Variables	No. of Items	Reliability
			Cronbach's Alpha
1	Social Media Advertising	5	0.717
2	Social Media Sales Promotion	5	0.754
3	Social Media Interactive Marketing	14	0.860
4	Social Media Word-of-Mouth	8	0.857
5	Emotion	4	0.851
6	Cognition	4	0.831
7	Intentional Behaviour	4	0.861
8	Brand Awareness	4	0.787
9	Brand Association	5	0.750
10	Perceived Quality	4	0.804
11	Brand Loyalty	7	0.830

Source: Survey Data (2019)

3.4 Assumptions of Multiple Linear Regression

In this study, multiple linear regression method employed to,

The general multiple linear regression is ;

$$Y_i = \beta_0 + \beta_1 X_{1i} + \dots + \beta_k X_{ki} + \varepsilon_i$$

where

Y_i = Dependent Variable

$X_{1i}, X_{2i}, \dots, X_{ki}$ = Independent Variables

β_0 = Intercept

β_1, \dots, β_k = Regression Coefficients

ε_i = Error Term;

The five basic assumptions of multiple linear regression models are shown below;

(a) Linearity: Assumption one is that the relationship between the means of dependent variable and independent variable is linear.

(b) Multicollinearity: Assumption two is that there is no multicollinearity in data. This assumption is to test that independent variables are not too highly

correlated. For the assumption to be met (no multicollinearity is in the independent variables), VIF scores need to be between 10 and 0.2. All these criteria are covered in this analysis. In this analysis, the VIF values are not higher than 10. Therefore, there is no multicollinearity in the model.

(c) Constant residuals: Assumption three is that the variance of the residuals is constant. The scatter plot of standardized predicted values showed no obvious signs of funnel shape. Therefore, this assumption is also met. The assumption of homoscedasticity was checked by the residual scatter plot errors between observed and predicted values. It is not a funnel shape and the residuals are equal across the regression line. It can be concluded that this assumption is met. This assumption is that the variance of the residuals is constant. The scatter plot should be like a random array of dots. If the graph looks like a funnel shape, this assumption is likely to be violated.

(d) Residual normal distribution: Assumption four is that the value of the residuals is normally distributed. According to the P–P Plot, the closer the dots lie to the diagonal line, the closer the residuals are normally distributed. Therefore, this assumption is met in this analysis. The normal probability plots of independent and dependent variables fall along the linear line. Therefore, the distribution is quite normal. This assumption for the value of the residuals is normally distributed. According to the P–P Plot, the closer the dots lie to the diagonal line, the closer the residuals are normally distributed. It can be concluded that the linearity assumption is generally reasonable.

(e) Outliers: Assumption five is that there are no influential cases (outliers) biasing the model. This assumption is tested by looking at the Cook's distance values. All values are not over 1. Thus, the assumption is also met. Cook's distance value for the model is not more than 1. It indicates that there is no influential (outlier) value in the model. All these assumptions are tested when making the multiple regression. The test results for all assumptions are shown in Appendix (C).

The chapter presents the research methodology employed in this study. It explains the nature of research design including the nature of sample, pilot design, questionnaires design and the nature of survey methods carried out in collecting primary data. It explains the definitions and sources of measurement variables used in the study. The internal consistency of variables that are tested with the reliability and the results are also presented. The tests on whether the collected data fit with the MLR

assumptions are mentioned. The results of multiple linear regressions that reveal the nature of relationships between the proposed variables are also presented in the later section of the chapter.

CHAPTER 4

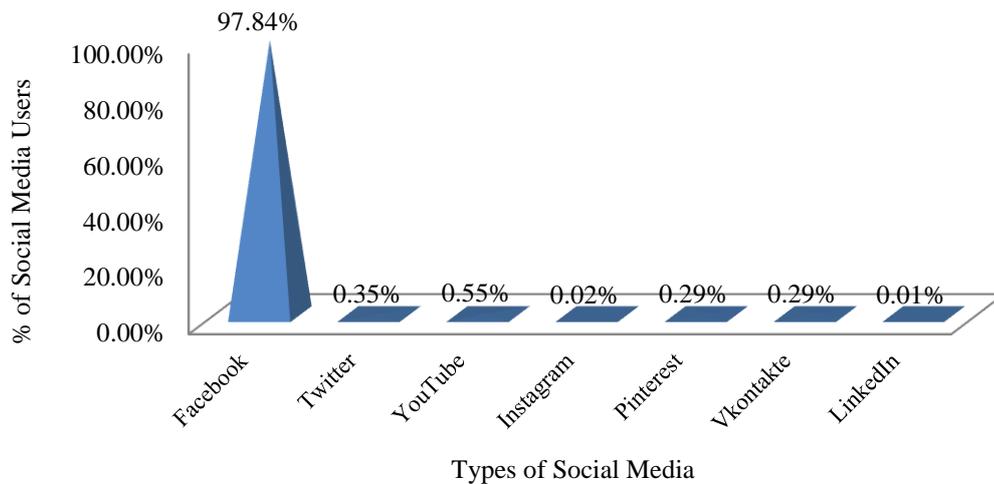
SOCIAL MEDIA MARKETING OF SELECTED MYANMAR COSMETICS

This chapter presents background information on selected Myanmar cosmetics brands. In the first part, social media users and Facebook usage in Myanmar businesses are described. Background information and the use of social media marketing by chosen Myanmar cosmetics brands are presented in the second section. In the final section of this chapter, the social media marketing of a few Myanmar cosmetics firms is addressed.

4.1 Social Media and Facebook Usage in Myanmar

In 2020, about 49 percent of the population was active consumers of social media in Myanmar. This was more than double the value of 2016, in which 20 percent of the population in Myanmar were active consumers of social media. According to cosmetics survey data (Myanmar Cosmetics Association, 2019) the social media channels which are popular in Myanmar are Facebook, Twitter, YouTube, and Instagram. Figure 4.1 shows the situations of social media users in Myanmar from August 2019 to August 2020. In Myanmar, Facebook users account for 97.84%, Twitter users account for 0.35 %, YouTube users account for 0.55%, Instagram users account for 0.02%, Pinterest users account for 0.29 %, Vkontakte users account for 0.29%, and LinkedIn users account for 0.01 %.

Figure (4.1) Social Media Used in Myanmar



Source: Social Media Stats Myanmar (2020)

According to Social Media Stats Myanmar (2020), in August 2020, there were 26,340,000 Facebook users in Myanmar, or 47.8% of the country's total population. The greatest demographic of Facebook users (12,200,000) was between the ages of 25 and 34. Facebook is used as a platform to study social media's influence on indirect sales. Facebook offers the most detailed targeting information of any digital platform. The Facebook network offers a wealth of advertising opportunities and makes it simple to achieve marketing goals such as brand exposure and sales in Myanmar. Facebook is one of the most comprehensive social media in Myanmar today. In Myanmar, people are using Facebook as a personal network to connect with their friends or loved ones. Facebook allows businesses to post images, updates, and general news with individuals who "follow" or "like" them. Fans of cosmetics brands visit the Facebook page to learn about upcoming events and other activities. They start by building a fan base based on Facebook. Many businesses in Myanmar use Facebook in every aspect of their business operations. They assist businesses in ensuring that their advertising budget is not squandered on individuals who are uninterested in what they have to offer.

4.2 Background Information of Selected Myanmar Cosmetics Brands

Myanmar's cosmetics market is expected to expand dramatically in coming years. With 53 million inhabitants, it has one of Southeast Asia's biggest populations and a developing middle class. Consumer spending power, however, remains rather

low in comparison to other nations in the area; according to the World Bank, the country's gross national income per capita in 2014 was US \$1,280. According to a 2014 report by researcher Euro monitor International, Myanmar is one of the 20 countries that will provide the most opportunities for consumer goods companies worldwide. According to this survey, the burgeoning middle class and rising consumer sophistication boosted sales of non-essential products like beauty and personal care, tissue and hygiene, and home care. After expanding at a CAGR (compound annual growth rate) of 14% during 2009, beauty and personal care had a market value of \$318 million in 2013. However, Myanmar's current level of purchasing power is the lowest in the Association of Southeast Asian Nations (ASEAN) block. According to survey findings released on July 7 by the Myanmar Rice Traders' Association, 51% of household income is spent on food. That marks a fall from 64% in 2012, according to the country's Central Statistical Organization, but indicates that further economic growth – which the Asian Development Bank forecasted to be 8.4% in 2016 – is needed for the cosmetics and personal care sectors to grow. Some background information about six Myanmar cosmetics brands are presented below.

(a) Bella Cosmetics Brand

Bella Co., Ltd. was established in mid-1990. The company emphasizes on-going research and development by introducing new technology in product manufacturing and by inventing new categories of machines, skin care products, and techniques. With years of dedication, the company has become the leading manufacturer in the permanent cosmetics industry. The company has grown into one of the most successful exclusive distributors of Dolly Lash and Eyelash Extension products, in addition to being one of the leading producers. Their products are well recognized and accepted by the global market. They are exceptional in expertise and extraordinary in innovation. The company has combined the latest technology and trend concepts by providing the highest quality equipment and professional accessories to satisfy global customers' needs. Most importantly, products manufactured by Bella Co., Ltd. comply with the principle of GMP ISO 22716 standard (2016).

Bella cosmetics targeted females of all ages, but they specifically focused on those over 20. This company set an affordable price as their main target is middle-

class people. Although they are set at a reasonable price, the company products are of high quality. Bella guarantees total satisfaction with their services and quality. In the future, they will continue to be an efficient and trustworthy provider of quality products at reasonable and competitive prices. They will continue to provide efficient, responsive, dependable, polite, and professional service. They used both a website and Facebook page to attract users. They also created the story series advertising to attract their customers. Watermelon toner, jelly serum, night cream, facial form, Thankha toner mist, Thankha Foaming Cleanser, Hydra water gel, 3 Days Acne clear spot Gel, double cleansing, superstar lashes Mascara, superstar perfect oil control power pact, superstar perfect matte foundation, Superstar favorites matte lip tint- lip, superstar creamy matte lipstick, thanakha natural golden beauty, Bella lip pouch, 3-in-1 metallic color stick, metallic look, fearless eau perfume are products of Bella company.

(b) SAI Cosmetix Brand

This company was set up in 2005 named SAI Cosmetix. Sai Sai Kham Leng, pronounced, is a well-known Burmese singer-songwriter, model, novelist, and actor of ethnic Shan descent. This cosmetics brand has been working for a year, and it is finally out in 2016. This company is a manufacturer and supplier of products like Matti, Fullers Earth Power, Face Pack, Sandalwood, Natural Hair Dye Power, etc. as their products are made organic. SAI Cosmetix has dropped the matte lip creams as their first line and it has three colors: a red color named "Heartbreaker," a rosy pink color named "First Kiss," and a nude color named "Be Mine." Sai Sai's fans said that although they were not sure about the quality and texture of this lip cream, they bought it anyway because they believed in SAI Cosmetix.

On October 20th, 2017, singer Sai Sai Kham Leng held a press conference to launch the new cosmetics series at Sule Shangri-La. New lipstick colors for their first anniversary are launched and collected feedback from their customers, releasing them according to their taste. The new lipstick series is called "Sexy and Intelligent Ultra Matte is Proof Series". Four shades are available: Pure Luv, Touch Me, Honey Moon, and Kiss in the Dark. At the same time, they launched a new makeup sponge. Mineral power, Tint Tint lip tattoo, Matte Liquid Lip cream, Mascara, Eyebrow Auto pencil, Face Mask, Eyeliner, Velvet Sponge, Sexyn Bomb are popular products of SAI Cosmetix.

(c) Doaru Cosmetics Brand

This company was established in 1993 named Shangri-La-Leap International Co., Ltd. and its main target is the local market. It has over 200 to 300 employees. Doaru products are licensed by Cosmcreate Products Inc., Osaka, Japan. Besides manufacturing its own products, the company also accepts Original equipment Manufacturer (O.E.M) service. Starting in 2000, Doaru was founded, and it produced varieties of cosmetics in Japan and then distributed its products in Myanmar. In 2002, a factory was built in Myanmar, and its products are mainly delivered and sold in the districts of Myanmar. Doaru foundation cream, Doaru white face cleanser, Doaru silky lucent powder, Doaru cremè puff, and roll-on are among the company's skin care, toiletry, and housekeeping items.

(d) Shwe Pyi Nann Cosmetics Brand

Shwe Pyi Nann Group is derived from Power Cosmetics Co., Ltd. Shwe Pyi Nann was launched on April 18, 1991 and established a production plant in the South Dagon Industrial Zone (1) in 1996. The Shwe Pyi Nann Thanakha Company is Myanmar's largest Thanakha Company. In Bagan, the ancient culture region, it has the Thanakha Museum. The company began with four employees, but it now employs 200 people. In 1999, Shwe Pyi Nann Thanakha cosmetics became the only Thanakha cosmetics available. Later, Shwe Pyi Nann introduced different forms of Thanakha, such as lotion, cream, and powder. Shwe Pyi Nann produces 31 varieties of Thanakha and other cosmetics such as lotion, perfume, and powder. Facial foam, Body lotion, Whitening Thanakha pudding face cream, Moisturizer thanakha are main products of Shwe Pyi Nann Cosmetics. Shwe Pyi Nann Co. Ltd. is Thailand's leading producer and exporter of traditional cosmetics Thanakha to Malaysia, Singapore, and the Philippines.

Shwe Pyi Nann Company follows international quality management standards and has received ISO 9001-2008 accreditation from the United Register of Systems (URS) as well as certificates from other international organizations (Shwe Pyi Nan, 2020). Moreover, Shwe Pyi Nann got the Global Excellent Award in 2008 and the People's Choice Award in 2009 from the awarding committee based in the Philippines (accessed on 4/6/2016). The company has carried out negotiations with some foreign companies in order to expand its export market. The company has a branch office in Mandalay for sales, marketing, and shipping raw materials. It also

owns a branch in Began for maintaining the Thanakha plantation. The company is planning to set up branch offices in ASEAN countries and intends to increase awareness of Thanakha products and its culture.

(e) Taung Gyi Mauk Mai Cosmetics Brand

Libra Company Limited established in 1998 is one of the leading Thanakha product producing companies in Myanmar. This Thanakha producing factory always abides by the rules laid down by the FDA (Myanmar). It is the first ISO 9001-2015 certified company in Myanmar. Its products have been approved by the Food and Drug Administration body of Myanmar. The Libra Company achieved its ISO certificate in 2006. Nowadays, its products are widely distributed and sold all over Myanmar. The products are sold directly by the company or through agents. This product reflects commitment to excellence, effective results, and value for money. For the sake of customer's well-being, Libra regularly tests its products in a prestigious Singapore laboratory, which is a combined laboratory of German and Singapore. In order to make customers more aware of their products, in 2015, it started to advertise through Facebook at least once a week. Thanakha cream, Thanakha liquid, Serum, Caroline L Moisturizer and Caroline sunblock are products in Taung Gyi Mauk Mai Thanaka.

(f) Shwe Bo Minthamee Cosmetics Brand

Shwe Bo Minthamee Cosmetics Company was founded in 1995 and is distributed and sold all over Myanmar. According to Myanmar culture, Thanakha is the most treasured beauty product among the other health products. Nowadays, Asian women as well as Myanmar women are employed for health and cosmetic goods. Therefore, it produces Shwebo Minthamee thanakha with naturally ground and dried thanakha. Apart from the boxes of thanakha, depending on the local reasons, makeup paste, perfume powder, etc., have been made as its main extended products. The products are Thanakha powder, Thanakha pastes, Thanakha Bar, Princess perfume. Because distribution, wholesale, and retail channels are designed to reach consumers directly and effectively.

4.3 Social Media Usage by Selected Myanmar Cosmetics Brands

Selected cosmetics brands in this study use their own Websites, social media like Facebook, Instagram, Tik Tok, as well as traditional media like TV, radio and billboards. Table 4.1 shows the social media used by selected cosmetics brands in Myanmar.

Table (4.1) Social Media used by Selected Myanmar Cosmetics Brands

Sr. No.	Cosmetics Brands	Started Date (FB)	Social Media	Number of FB followers
1	Bella	2016	Facebook, Instagram, telegram channel, Tik Tok	24,654,690
2	Shwe Pyi Nann	2012	Facebook, Instagram	9,608,610
3	SAI Cosmetix	2016	Facebook, Instagram, Tik Tok	488,186
4	Doaru	2013	Facebook, Instagram	434,036
5	Taung Gyi Mauk Mai	2016	Facebook, Instagram	98,048
6	Shwe Bo Minthamee	2012	Facebook, Instagram	30,894

Source: Survey Data (2020)

According to face-to- face discussion with the owner, the facts about their media usages for market are discussed as follows.

Bella started using Facebook in 2016. Although Facebook is the main social media platform, it uses other media such as Instagram, the Telegram channel, and Tik Tok. By using social media, especially Facebook, Bella increases its sales revenue. It gained popularity through Facebook advertising. Bella caught this fact as a benefit, and they started to apply social media as well as sponsored events (e.g., Academy) as an advertising channel effectively and efficiently. They cut down on the cost of advertising through TV, FM radio, and billboards. According to their slogan "Be a Star", they promoted each item with well-known celebrities, and their names are unique (for instance, Phway Phway Rose matte lip, Mogok Pauk Pauk Eyeshadow Palettes, etc.).

SAI Cosmetix has also used Facebook since 2016. Most young Myanmar people prefer the SAI Cosmetix brand. SAI Cosmetix advertised its product not only on social media (Facebook) but also by displaying it at exhibitions. By using Facebook media, the SAI Cosmetix brand has promoted new product launches or advertised its new products. Moreover, a beauty blogger also demonstrates how to use SAI Cosmetix products on Facebook. The origin of the Doaru product came from Japan in 2000, and it was introduced to Myanmar in 2003. Since then, Doaru has used a Facebook page and has advertised its products on TV and video. However, Doaru did not use a celebrity actor or actress in advertisements on Facebook.

Shwe Pyi Nan is one of the best-known Thanaka products in Myanmar for intensive advertising in earlier years. Currently, Shwe Pyi Nan produces not only Thanakha but also other cosmetics products and exports to ASEAN countries. Shwe Pyi Nan has also used Facebook media since 2012. Taung Gyi Mauk Mai and Shwe Bo Min thamee are also one of the best-known products since Myanmar Thanakha. Taung Gyi Mauk Mai has used Facebook media in 2016. Shwe Bo Min Thamee initiated Facebook in 2017. They export their products to ASEAN countries as well. Their brands are well-known in the urban area.

Nowadays, all six local cosmetics firms are competing in social media marketing. Through social media, they try to inform old and new users via creative advertising, promotion programs in various ways. The six well-known cosmetics brands also advertise with different features, designs, colors, prices, packaging and so on. Most cosmetics brands focus on actresses and bloggers apply step by step. Every day, posts advertise the ease to use, different ways to use the product, different ways to highlight the beauty. Detailed tutorials for applying makeup are advertised with videos and links. Customers can participate in giveaway programs by sharing posts and tags with friends. It also attracts customers with good review posts. Promotion programs are also conducted on a monthly and weekly basis. Price discount, amount discount, buy 1 gets, is also available on festival days and seasonal days.

In summary, as indicated in Table (4.1), all selected cosmetics brands have established Facebook since the last decade. Although most of them are expanding to other popular social media, social media marketing activities are mainly carried out on Facebook as a main platform. Shwe Pyi Nan and Shwe Bo Minthamee adopted social media in the earliest period, around 2012. Shwe Pyi Nan has the second-largest Facebook followers, which is around 0.9 million. Bella, as a new brand, established

social media marketing only in the last six years. However, it seems to be the most popular brand on Facebook with the largest number of followers, which is above 2 million. As a brand established in an earlier period, SAI has the third-largest Facebook followers, which is around 0.4 million. Taung Gyi Mount Mai has received a medium number of Facebook followers, which is just above ninety thousand. Shwe Bo Minthamee has the smallest number of Facebook followers, at around thirty thousand.

4.4 Social Media Marketing of Selected Myanmar Cosmetics Brands

Firms can use firm-created content to recognize their brands and attract customers. Social media advertising, social media sales promotion and social media interactive marketing are three types of material provided by businesses. Concern with user-generated content, word-of-mouth on social media has a greater impact on consumer behavior, attitude, and response.

4.4.1 Social Media Advertising

Social media advertising is referred to as a form of content that is posted or shared on either fan pages or general social media walls. Social media advertising is important in building successful brands because it enables frequent brand recognition and brand recall in consumers' minds and it helps to create strong brand awareness.

Since 2017, the Bella brand has come up with online advertising campaigns on Facebook to attract buyers every day. This cosmetics brand was advertised with a cute character and targeted young girls. Bella also offers buyers the opportunity to shop online via the Facebook shop feature and order their product via Facebook advertising. Because online shopping on Facebook is convenient, less time consuming and secure during the stay home period (especially during the COVID-19 situation) for many consumers. Again, Facebook also provides a special feature that Bella can use to advertise their products in interesting ways.

Since 2016, advertising for the SAI Cosmetix brand has been conducted on social media like Facebook. On his own page, the products are also advertised every day, keeping in touch with the customers and advertising the products and customers' comments are mainly conducted through the Facebook page. Facebook websites and Instagram are examples of platforms to advertise products. Facebook media is the

most successful social media tool because people know the product via advertising on Facebook. As the cosmetics were advertised together with Sai Sai's singing program, his fans, people from both the middle and the young, bought the products a lot. At the shopping mall, as a product launch, the products are advertised together with Sai Sai's singing program. SAI products are advertised to make teen-age consumers watch a live show together with the actress Wit Hmon Shwe Yi, and broadcast intermittently. As a result, social media is an essential platform to advertise SAI Cosmetix products as well as release the latest information to the customers.

As the Shwe Pyi Nan cosmetics brand is a successful Thanakha brands in Myanmar, it has put great effort into advertising its products. It has its own website and Facebook page. Its products are advertised through Facebook every day. Its page is full of posts in which its products are advertised with good or interesting content. Moreover, it was advertised with Myanmar model Paing Takhon, who has been popular among young ladies in Thailand. Consequently, Shwe Pyi Nann Company upgrades its advertising channel in order to compete with its rivals. Moreover, every single new innovative product is advertised via the Facebook Page continuously.

Doaru cosmetics have advertisements on Facebook, with their own Facebook page. To advertise its products, a monthly expenditure is paid via Facebook. When advertising the products, for every new product, they continuously advertise as well as original advertisements are normally placed on Facebook. Every day through Facebook, every single product is advertised three times in the morning, in the afternoon, and in the evening to let the customers know about the products.

Taung Gyi Mauk Mai cosmetics products are advertised via a Facebook page mainly used by most people. It started to advertise the products using its own website page only after 2006. At present, Taung Gyi Mauk Mai cosmetics are being advertised via social media (Facebook) to get customer awareness of them. Thus, more and more consumers are becoming aware of the products and consuming them because of the advertisements on Facebook.

Shwe Bo Minthamee is a little weak in advertising its products via Facebook. The newly launched brush used to remove the extra Thanakha, it helped customers' interests a lot. Later, while the posts regarding its upcoming cosmetics shows are continuously advertised on Facebook, guests are being invited to attend the shows as well as customers are being appealed with as much information as possible because there are only a few posts concerning its products on its Facebook page.

4.4.2 Social Media Sales Promotion

Sponsorship events and posts relating to sharing coupons, discount codes, product trials, and giveaways are types of social media sales promotions. Bella has such a program of "buy 1" and "get 1" for each product purchased as a summer promotion via social media line "Facebook page". During the Covid 19, Bella promoted its products by creating the Stay home with Bella online campaign to persuade people to change Facebook profile picture with Bella's Stay Home Frame. Person who gets the most likes and reactions will get a special gift from Bella. Thus, this campaign got good engagement from its female fans, and a product package program with a big discount was organized together with door-to-door services. Bella's CSR activities and donations are shared on the Facebook page.

SAI Cosmetix promotion tools are naming the products by beautiful university students as well as advertising in pamphlets, billboards and journals. On weekends, Sai Sai holds sign-ups and shows, and discounts product launches and giveaways. During live broadcasts on social media, they also offer promotions such as selling the product at a reasonable price, holding a raffle, and giving away lottery tickets to customers' doorsteps. SAI Cosmetix himself performed a "Live" sale to promote the sales product. They ask customers to Like and share and award gifts to the top fans. They will also be given a live raffle and home delivery of the present. At universities, it promotes products by giving the names of the products using the university's female students as models. In fact, SAI Cosmetix is a successful brand currently produced and sold by an educated person with talented art. Consequently, SAI Cosmetix is the most popular among consumers compared to many brands in Myanmar.

On Doaru Page, its products' knowledge is posted two or three times a day to promote the products. As a promotion, depending on the products ordered through the Facebook Page, customers can save up to 50% off. There is also free delivery for toner, which is a new product. Because the clients are primarily from the districts, it is announced that the products will be delivered to the highway bus station, as well as the available stores in the district where the products can be purchased with a discount. There are shows at universities such as Yangon University of Economics, Dagon University, and West Yangon University, and the female students are offered promotions.

Shwe Pyi Nann Thanakha Company uses promotions to compete with major competitors. The company puts lucky draws in its products, and the customers can

win cars, electronic devices, free pilgrimages to India (Buddha Gayar trip), and so on every year. Shwe Pyi Nann Company mainly focuses on promotion channels and spends a lot of money on them. In this way, Shwe Pyi Nann Thanakha attracts customers. When talking about Myanmar Thanakha, Shwe Pyi Nann Thanakha is the first brand that comes to everyone's mind. Shwe Pyi Nan announces the promotion plan via its Facebook page almost every time there is a launch for its new products. At this time, it is very interesting for facial soap to do a promotion campaign. As a product consultant, he or she is given the best-customer award while asking for feedback about the promotion from the customers. Consequently, there is a high rate of customer interest, and over 400 people joined this campaign. Every customer individually presented their favorite product, changes to be made, and repeated demands. This promotion campaign is really successful, and those who missed it are appealed to, while at the same time, a good product image and a good hard image are also achieved.

Taung Gyi Mauk Mai is well known among Thanakha lovers. As there is not only Thanakha but also serum, sunblock, moisture, etc. As a promotion, there is a photo contest and the photographs of kids with Thanakha are used to take part in the contest. Then, their favorite kind of Thanakha is presented. Among the photos, the best photographs and the presenters who could best express the products were selected and awarded the first, second, and third prizes, respectively. In other promotions, every buyer of sunblock is gifted a mask. There is a program in which customers have to take a selfie while wearing that mask and select the best contestant. The one who wins in the contest receives the outstanding prize, and the other best 20 contestants are offered special gifts.

In Shwe Bo Minthamee, it is still a little too late for the promotion campaign on Facebook. It gives online customers a 10% discount with free delivery service. Moreover, when showing its products to the public, i.e., at an exhibition, there is usually a sales promotion. When launching the new products, there is promotion at the exhibitions held in big cities such as Yangon, Mandalay, Taunggyi, and others. As there are many customers in districts, it pursues more promotions of products at district festivals, and its products are sold at the most reasonable prices at the festivals.

4.4.3 Social Media Interactive Marketing

Social media interactive marketing involves engaging prospective and current customers in order to engender a direct and effective connection with brands.

The Bella brand is attracting customers with its new products. For new products such as "Mask," feedback is always collected from the customers. The customers who are currently using this brand have posted their favorite types, smells, and effects as comments on FB. During the live sale, they also explain everything the customer needs to know and how to use it. All of their products, from messenger boxes to a vast selection of cosmetics sizes, colors, and pricing, are designed to meet the needs of their customers. There is a reply for each individual inquiry every time on the admin team. Negative comments are hardly found on Facebook, and there is good communication with customers.

Sai Sai's FB page provides information about the product as well as offers the services for placing a direct order. In "live" sales, interactive communication with customers is preserved. There is a reply to each and every single customer enquiry and comment via the chat box by the admin. Both the Facebook comment box and the chat box are made open for the customers to inquire about and learn about the products. Customer complaints are addressed as soon as possible by SAI Cosmetix social media page team members. Some top fans also appeared in the comment box.

Regarding the function, through social media, Doaru customers' comments and complaints are responded to immediately. Occasionally, it gives a reply to each customer's inquiry under the post. Moreover, the messenger and phone respond to all the customer's needs to know about size, price, etc., which are included in the product usage phase. They also accept good feedback and reviews from customers.

Shwe Pyi Nan is a brand with good innovation recognized by the whole of Myanmar as well as the world. Shwe Pyi Nan has good communication with its customers. On its social media page, lines of verses, proverbs, mottos, etc. concerning products are appealing to the followers. It is also found that it tries to make the customers satisfied via customer comments (on Facebook) by meeting their needs. Besides, direct contact with the customers for 24 hours is offered to answer what they want to know instantly. They also resolve customer complaints in real time through phone and Facebook messenger.

Taung Gyi Mauk Mai cosmetics page allows posting of customers' comments, as it is an easy way to get in direct contact with the users. Page administrators are

responding to product information in the comment box, messenger, and phone in real time. And there, the massager box conveniently explains all the details that the customer wants to know about the product. The admin responds to all inquiries about cities and shops in the comments and pays close attention to the customer feedback.

On Facebook, Shwe Bo Minthamee has demonstrated how to use its products practically; consumers' enquires are replied to instantly. Customers are also satisfied with their replies. They also deal with customer complaints effectively within the pages. One of the unique features of Shwe Bo Minthamee is that it is a form of contest where the user comments are written in the comment box.

4.4.4 Social Media Word- of Mouth

Customers interact with each other to discuss brands, services, and products. These experiences are posted on social media, which contributes to social media WOM because social media has a higher, faster, and real-time reach than traditional, offline WOM.

Bella is using its Facebook Page not only for advertising and promotion, but also for customers' word of mouth. Bella always asks its customers if the products are good or not, as well as to share what they like with other people. Thus, it is getting loads of good comments on its products. Therefore, there is a lot of feedback and shares on its Facebook page. Bella users also form a group called "We Love Bella Cosmetics Myanmar" and share information. Recently, telegram has been turned on to provide Bella product information and advertising about promotions for stars using Bella. It is also seen as a successful brand with a lot of positive reactions. Customers also see reviews of Tik Tok. The page has an overall rating of 4.6 out of 5 and receives a lot of reviews from 3,810 customers. In fact, it is one of the successful brands achieved via word of mouth.

SAI Cosmetix is the favorite of every young woman, and it has become well known by word of mouth or in various ways by every customer. The information about the product competition is shared a lot, especially via the Facebook page. If customers are interested and want to buy the product, they can read the posts in the comment box on the page and decide whether or not to buy it. It is a brand that has received good reviews from customers and bloggers, and most users get likes and shares. SAI Cosmetix are found to have good reactions because most users are top fans of Sai Sai. SAI Cosmetix are getting famous due to word of mouth.

Doaru products can appeal to female students and improve their image a lot at the exhibitions, trade shows, etc. sponsored by Doaru. The word of mouth made by the students is very amazing. As a result, information about the products spread quickly in universities. On its Facebook page, more good information about the products is shared by a lot of people. In addition, it has become more and more popular through word of mouth about the good quality of its successful past products. These cosmetics can also find word of mouth in the comment box that customers used to like. There is also a Facebook page with an overall rating of out of 5 out of 5. But this review is based on 5 people.

Before social media appeared, everyone talked about Shwe Pyi Nan, and thus it became well-known. This is because its customers individually know about the quality of its product and share information by word of mouth, making it quite significant how quickly it spreads out and enters the market of foreign countries. There are also good posts from users in the comment boxes on the pages. This page has 911 reviews and an overall rating of 4.5 out of 5.

Taung Gyi Mauk Mai is known as lime Thanakha, that can best protect you from sunburn. Until now, customers accepted the brand, and people still thought about it. Nowadays, when being communicated with via social media, people buy its new products and share the information by word of mouth. On Facebook, it has a lot of customers' comments and remarks as well as a number of shares. It is a product that is popular with children and adults alike because it was made a long, long time ago. This cosmetic brand receives 51 reviews and has an overall rating of 4.7 out of 5, as it has received quite a few good reviews from individuals on social media.

Shwe Bo Minthamee got solid customers at the shows and festivals held in Mandalay, Mawlamyine, and Mgaway Division, especially in the middle part of Myanmar, i.e., in the dry zone. This is due to the strong word of mouth made by the customers in its districts. Page Admin responds to customers' questions raised in the comment box. This brand has got a moderate level of likes and shares for each post. They share information on new products. The page rating has a rating of 5, given by 5 people.

In summary, the section in this initiate with the brief description of social media usage in Myanmar. It describes the nature of popular social media brands among the users of Myanmar cosmetics brands. It also describes the brief background of selected cosmetics brands. It also presents the type and intensity of social media

assuages by each cosmetic brands to reach to wider consumer coverage among Myanmar cosmetics users. Among the various social media, Myanmar cosmetics brands extensively use Facebook as a main channel to reach their targeted and prospected consumers. The final section of this chapter presents the detailed account of how selected cosmetics brands have utilized different social media and how they carried out various social media marketing activities to reach to the wider cosmetics users and build their brands.

CHAPTER 5

ANALYSIS ON THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND EQUITY OF MYANMAR COSMETICS

This chapter presents the analysis of the effect of social media marketing on customer brand engagement and brand equity based on data collected from 514 respondents. It first discusses the profile factors of customers and the social media marketing of selected cosmetics brands in Myanmar. Then, multiple linear regression models are presented to find out which factors are the effect of social media marketing on brand equity of Myanmar cosmetics.

5.1 Profile of Respondents

This section offers the profile of the respondents together with the demographic and other socio-economic background information that is essential to recognize the nature of respondents of the study. The demographic information includes age, level of education, current career, and monthly income. Meanwhile, the basic information with regard to assessing the relevance of the respondents in this study includes the cosmetics brands they represent, the platform on which respondents follow their preferred cosmetics brands, and the type of marketing communication they have ever seen, watched, or liked on social media. This study has collected data from 514 respondents, cosmetics users.

Table (5.1) Profile of Respondents

Sr. No.	Characteristics		No. of Respondents	Percentage
1	Age (Years)	Less than 20	199	38.7
		20-30	173	33.7
		30-40	83	16.1
		40 and above	59	11.5
		Total	514	100.00
2	Education	High School Level	6	1.2
		Diploma Level	52	10.1
		Bachelor/ University student	416	80.9
		Master Students /Doctoral	40	7.8
		Total	514	100.00
3	Current Career	Private	169	32.9
		Government	88	17.1
		Business Owner	13	2.5
		Non-Profit	3	0.6
		Student	234	45.5
		Unemployment	7	1.4
		Total	514	100.00
4	Monthly Income (kyats)	Under 100,000	51	9.9
		100,000-200,000	164	31.9
		200,000- 300,000	191	37.2
		300,000-400,000	45	8.8
		400,000- 500,000	39	7.6
		500,000 and above	24	4.7
		Total	514	100.00
5	Customer Chosen Brands	Bella	183	35.6
		SAI Cosmetix	128	24.9
		Doaru	105	20.4
		Shwe Pyi Nan	44	8.6
		Thung Gyi Mauk Mai	20	3.9
		Shwe Bo Minthamee	34	6.6
		Total	514	100.00
6	Traditional Media	TV	262	51.0
		Radio	54	10.5
		Magazine	38	7.4
		Billboard	133	25.9
		Street Board	27	5.2
		Total	514	100.00

Source: Survey Data (2020)

According to survey data as shown in Table (5.1), the largest age of respondents is less than 20 years old (38.7%). The second-largest age groups are those between 20 and 30 (33.7%), and the third-largest age groups are those between 30 and 40 (16.1%). Only 11.5% of respondents are aged 40 and above. This data shows that respondents aged below 30 years old use Myanmar cosmetics brands.

Concerning education level, many respondents are university students, which represent 80.9%. The high school level is 1.2%, the diploma level is 10.1%, and only 7.8% of respondents have master's and doctoral degrees.

According to survey data, 45.5% of respondents are students, 32.9% are working in the private sector, government staff is 17.1%, and unemployment is 1.4%. Only 2.5% of respondents are business owners. University students are the majority users of Myanmar cosmetics brands.

In addition, the monthly income of 200,000 "kyats and below represents 41.8 %, the monthly income of between 200,000 and 300,000 kyats is 37.2%, the monthly income of 300,000 and 400,000 kyats is 8.8%, and the monthly income of 400,000 and 500,000 kyats represents only 7.6% and above 500,000 kyats is 4.7% respectively. It can be seen that customers whose income level is below 300,000 kyats prefer Myanmar cosmetics brands.

According to the results in the above table, most of the respondents use Bella (35.6%). The second and third most chosen brands are SAI Cosmetix (24.9%) and Doaru (20.4%). 8.6% of respondents use Shwe Pyi Nan, 3.9% of respondents use Taung Gyi Mauk Mai, and only 6.6% of respondents use Shwe Bo Minthamee, respectively.

According to survey data, in addition to social media, the respondents used traditional media to know the brands of cosmetics. For example, 51.0% of respondents are watching TV; 10.5% are listening to the Radio; Magazine is 7.4%; Billboard is 1.4%; and Street board represents 5.2%.

Table (5.2) Association between Demographic Characteristics and Myanmar Cosmetics Brands

Demographic Characteristics	Myanmar Cosmetics Brands					
	Bella	SAI Cosmetix	Doaru	Shwe Pyi Nan	Thung Gyi Mauk Mai	Shwe Bo Minthamee
<u>Age Group</u>						
Less than 20	69	50	61	5	7	7
20 – 30	63	46	22	27	5	10
30 – 40	31	17	8	8	6	13
40 and above	20	15	14	4	2	4
<u>Education Level</u>						
High School	3	3	0	0	0	0
Diploma	20	15	4	9	1	3
Bachelor	144	104	95	31	17	25
Master/PhD	16	7	6	3	2	6
<u>Career</u>						
Private	64	42	18	16	11	18
Government	32	20	15	14	1	6
Non-Profit	0	1	1	1	0	0
Student	80	61	68	10	7	8
Unemployment	0	1	1	2	1	0
<u>Monthly Income</u>						
Under 100000	29	8	7	5	1	1
100000-200000	56	42	41	11	5	9
200000-300000	59	49	45	16	8	14
300000-400000	18	13	5	4	4	1
400000-500000	14	11	4	5	1	4
500000 and above	7	5	3	3	1	5

Source: Survey Data (2020)

According to the above Table, the cross tabulation of the factors such as age, education level, career, and monthly income by choosing a cosmetic brand is presented in Table (5.2). Regarding the age group of respondents, of the total sample of 514, 199 respondents are less than 20 years old, 173 are between 20 and 30 years, 83 are between 30 to 40 years, and 59 are 40 and above. Of 199 under-20-year old respondents, 69 respondents chose Bella brand, 61 respondents chose Doaru, and 50 respondents chose SAI Cosmetix are the largest group of chosen. Out of 173, respondents whose age is between 20 and 30, 63 respondents chose the Bella Brand. Based on the survey results, the largest customers groups are the age below 20 and the age between 20 and 30. It can be concluded that students whose age under 20 mostly prefer Bella, the second largest group prefers Doaru and the third largest group prefers SAI Cosmetix. Students whose age between 20 and 30 mostly prefer Bella, the second largest group prefers SAI Cosmetix and the third largest group prefers Shwe Pyi Nan.

Concerning respondents' education level, out of 514 samples of respondents, 6 respondents passed high school level, 52 are a diploma level, 416 are a bachelor's degree level, and 40 are a master's or doctoral degree level from various universities. Among 416 bachelor's degree graduates, 144 chose Bella Brand, 104 chose SAI Cosmetix, and 95 chose Doaru are largest group of chosen. Thus, the biggest customer group are bachelor level respondents. It can be concluded that bachelor level respondents mostly prefer Bella, the second largest group prefers SAI Cosmetix and the third largest group prefers Doaru.

Concerning the respondents' career, 169 respondents are private staff, 88 respondents are government servants, 3 respondents are volunteers in non-profit organizations, 234 respondents are students, and the remaining 5 respondents are unemployed. Most of the respondents are private staff and students. Out of 169 respondents who are working in a private company, 64 respondents chose Bella. Of 234 students, 80 chose Bella, 68 chose Doaru, and 61 chose SAI Cosmetix respectively chosen. Private sector employees and students are largest number of cosmetics users. It can be concluded that the student group mostly prefers Bella, the second largest group prefers SAI Cosmetix and the third largest group prefers Doaru. Private sector employees mostly prefer Bella cosmetics.

Regarding respondents' monthly income, 51 respondents got under 1 lakhs, 164 respondents got between 1 and 2 lakhs, 191 respondents got between 2 and 3 lakhs, 45 respondents got between 3 and 4 lakhs, 39 respondents got between 4 and 5

lakhs, and 24 respondents got above 5 lakhs. Most of the respondents got a salary of between 1 lakh and 3 lakhs. Out of 305 respondents who got a salary between 1 lakh and 3 lakhs, 115 respondents chose Bella, 91 respondents chose SAI Cosmetix, and 86 chose Doaru. Respondents whose income level between 1 and 2 lakhs and 2 and 3 lakhs are significant customers. It can be concluded that respondents whose income level between 1 and 2 lakhs mostly prefers Bella. But a respondent whose income level between 2 and 3 lakhs mostly prefers Bella and the second largest group prefers SAI Cosmetix. In sum, most of the responds, whichever age level, whatever education, any career and any income level, are mostly Bella, followed by SAI Cosmetix and Doaru.

5.2 Customer Perceptions on Social Media Marketing, Customer Brand Engagement and Brand Equity

This study examines customer perceptions of social media marketing, customer brand engagement, and brand equity. Each factor includes a different number of items and is measured on a five-point Likert scale. The mean values are categorized into the three levels. A mean value of less than 2 is considered a low level, a mean value of between 2 and less than 3.5 is considered a moderate level, and a mean value of 3.5 or higher is considered a high level of perception towards a particular variable (Sekaran, 2003). The high average scores suggest that respondents have a high perception of these dimensions. The following sections explain the customer perceptions of social media marketing, customer brand engagement, and brand equity in the forms of average mean and standard deviation.

5.2.1 Social Media Marketing

In this study, the social media marketing tools utilized by cosmetics brands can be classified into four categories: social media advertising, social media sale promotion, social media interactive marketing, and social media word-of-mouth. The mean value and standard deviation of social media marketing of Myanmar cosmetics are shown in Table (5.3).

Table (5.3) Social Media Marketing of Myanmar Cosmetics

Sr. No.	Items	Mean	Standard Deviation
1	Social Media Advertising	3.79	0.79
2	Social Media Sale promotion	3.88	0.77
3	Social Media Interactive Marketing	3.83	0.74
4	Social Media Word-of-Mouth	4.16	0.73
Overall Mean Value		3.92	

Source: Survey Data (2020)

A lot of Myanmar cosmetics brands use social media advertising more than traditional advertising, which gives a mean score of 3.79. This score informs that Myanmar cosmetics brands use more social media ads than traditional ads. Social Media Sales Promotion gets a high mean score of 3.88, which indicates that cosmetics brands heavily use social media sales promotion programs in Myanmar. Of the various promotion methods, discounts are the most popular. The second popular technique of sale promotion in Myanmar for cosmetics brands is gifts. Product trials and sales incentives are other popular tools. Social Media Interactive Marketing gets a high mean value of 3.83, which indicates that customers also like social media interactive marketing and that it is the most preferable tool for reaching customers. Customers perceive that exchanging opinions and ideas with other people on the social media page of selected cosmetics brands is enjoyable. Social Media Word-of-mouth gets a high mean value of 4.16. It indicates that customers perceive that they can get product information from other customers via social media word of mouth.

The overall mean value of social media marketing is also high; the mean value score is 3.92, and it is said that customers perceive the selected cosmetics brands use social media marketing. Of four tools in social media marketing, SMWOM has the highest mean value score of 4.16. The second one is social media sale promotion, which has the highest mean value of 3.88. Social media advertising and social media interactive marketing have the lowest mean values at 3.79 and 3.83, respectively. Customers perceive that SMWOM is one of the most used marketing tools to disseminate information about brands. Customers perceive that the selected cosmetics brands highly use social media sales promotion programs such as giveaways, trials, phone bills, discounts, lucky draws, and sponsor activities. Customers also like social

media interactive marketing, and it is quite a tool for reaching customers. Customers perceive that they can get some product information from social media advertising.

5.2.2 Customer Brand Engagement

In this study, the customer brand engagement, which is assumed to have an effect on Myanmar Cosmetics, is examined. These include emotions, cognition, and intentional behavior. In Table (5.4), the mean value and standard deviation of customer brand engagement for Myanmar Cosmetics are shown.

Table (5.4) Customer Brand Engagement of Myanmar Cosmetics

Sr. No.	Items	Mean	Standard Deviation
1	Emotion	3.38	0.882
2	Cognition	3.56	0.827
3	Intentional Behavior	3.21	0.918
Overall Mean Value		3.38	

Source: Survey Data (2020)

Emotion gets a moderate level of mean value at 3.38. This shows that buying cosmetics are based on moderate level of emotion. It can be said that customers' buying situation are moderately influenced by emotion. According to survey results, customers are much more excited when browsing and interacting with cosmetics on social media. Cognition gets a high-level mean value of 3.56, which indicates that customers purchase cosmetics according to their requirements. Customers search for information about cosmetics brands on social media, learn about the brands' respective brands, and purchase accordingly. Intentional behavior gets a moderate level of 3.21. It indicates that customers are moderately spending their time on searching for cosmetics information on social media. They just spend time looking for cosmetics information when they really need to buy cosmetics.

As shown in the Table (5.4), the emotional and intentional behavioral scores of respondents are less than 3.5, and the cognitive scores of respondents are high (about 3.56). The overall mean value of customer brand engagement gets a moderate level of 3.38. Customers engage with cosmetics brands at a moderate level. Most of the local customers are not using just one cosmetics brand. Customers are most likely

to buy cosmetics based on the advertising and promotion strategy. Most of the customers compare the cost and benefit of using cosmetics.

5.2.3 Brand Equity

In this study, the brand equity utilized by cosmetics brands includes brand awareness, brand association, perceived quality, and brand loyalty. In Table (5.5), the mean value and standard deviation of brand awareness of Myanmar cosmetics are shown.

Table (5.5) Brand Equity of Myanmar Cosmetics

Sr. No.	Items	Mean	Standard Deviation
1	Brand Awareness	3.92	0.716
2	Brand Association	3.57	0.746
3	Perceived Quality	3.36	0.739
4	Brand Loyalty	3.41	0.796
Overall Mean Value		3.56	

Source: Survey Data (2020)

Brand awareness gets a high mean value of 3.92, which indicates that, customers' awareness of the cosmetics brands is noticeable. Customers recognize this product or brand in comparison to the other product or brand that was on social media. The Brand Association received a high score level of 3.57, indicating that this particular product or brand is distinct from other competing products or brands that appeared on social media. Customers believe they are familiar with a specific product or brand because they saw it on social media.

Perceived quality gets a moderate level of mean value at 3.36. It indicates that the quality of cosmetics websites is not good enough to attract customers. Customers perceive that cosmetics websites give moderate level of individual customer attention. The company provides a moderate level of prompt services to customer. It is also a moderate level in handling customer complaints effectively.

Brand Loyalty gets a moderate level of 3.41. It indicates that the customer loyalty of cosmetics brands is a moderate level. Customers are not very sure that they switch to other cosmetics brands if they appear on the websites. Since customers also

do not use this product/brand as their first choice in comparison with the other products/brands, there is a moderate level in attracting customer loyalty.

The overall mean value of brand equity is 3.56 of high levels. Therefore, consumer-based brand equity has a high level in this study. Brand Awareness has a mean score of 3.92, which is higher than 3.5. The mean value of brand association is 3.57. The mean values of perceived quality and brand loyalty are less than 3.5. Regarding social media advertising and promotion, customers can recall and recognize the cosmetics brands and actually purchase cosmetics based on their income, perceived benefit, and cognition. It is uncommon for someone to use the same brand their entire life.

5.3 Effect of Social Media Marketing on Brand Equity

In this study, multiple linear regression models were applied to test the effects of social media marketing on customer brand engagement and brand equity. Social media marketing is an independent variable, and customer brand engagement and brand equity are the dependent variables. In this study a variable is said to be standardized if we subtract the mean value of the variable from its individual values and divide the difference by the standard deviation of that variable. A standardized variable is that its mean value is always zero, and its standard deviation is always 1.

The results for the effect of independent variables on brand equity are shown in Table (5.6).

Table (5.6) Effect of Social Media Marketing on Brand Equity

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.537	0.204		2.636	0.009	
Social media advertising	0.180***	0.037	0.198	4.835	0.000	1.321
Social media sale promotion	0.150***	0.040	0.165	3.754	0.000	1.522
Social media interactive marketing	0.392***	0.051	0.351	7.646	0.000	1.664
Social media word-of-mouth	0.035	0.036	0.036	0.981	0.327	1.069
R				0.595		
R ²				0.354		
Adjusted R ²				0.349		
F- test				69.785***		

Source: SPSS Outputs (2020) (Appendix C)

Statistically significant indicator *** at the 1% level and ** 5% level and * at 10% level

As shown in Table (5.6), the value of the F-test, the overall significance of the model, is highly significant at a 1% level. The adjusted R^2 is 0.349, which means that 34.9% of the variation in brand equity is explained by the four tools of social media marketing. The remaining percentage of 65.1% are due to other variables that are not part of this model. The standardized coefficient of social media advertising is 0.198 and that of social media sales promotion is 0.165, both at the 1% significance level. At the 1% level of significance, social media interactive marketing is 0.351. There is, however, no relationship between social media word of mouth and the brand equity of Myanmar cosmetics, so this isn't a big deal.

The result suggests that except WOM the other three social media marketing all have a favorable impact on brand equity. Myanmar cosmetics' the first three social media marketing tools all help to raise the total brand equity of cosmetics businesses. Interactive social media marketing is the most effective at increasing brand value and has the greatest beta value.

Social media advertising is important for brand equity. Without social media advertising by marketers, customers are likely to perceive the brand equity of

cosmetics brands. It is important for cosmetics brands to show off their brands so that customers can recognize and remember them. They can also see how different their products are from other brands, and they will be to stay loyal to them. Likewise, social media promotion is vital since businesses are in an age of competitive advantage in which they need to promote their products so as to attract customers from their rivals. Customers are always watching to see when their favorite brands will be promoted. When brands are sold at a discount, consumers feel a greater affinity for the brand, which may lead to repeated purchases. Social media interactive marketing is important for brand equity as customers' frequent interaction with brands can boost brand equity. During the live sale, the admin team responds to every customer request made by the admin team. Build brand equity can be built by responding to every customer question from the comment box for the product posted on the page.

Social media WOM does not foster the brand equity of customers. One reason may be the nature of cosmetics products, which customers feel equity only if they are suitable for their skin. Customers do not buy everything that is known to social media. Thus, the WOM of other customers on social media is not useful for promoting equity in cosmetics brands. In summary, Myanmar cosmetics products require advertising, sales promotion, and interactive marketing to achieve brand equity and long-term survival.

(a) Effect of Social Media Marketing on Brand Awareness

In this analysis, the independent variables are four tools of social media marketing, and the dependent variable was brand awareness. The results for the effect of social media marketing on brand awareness are shown in Table (5.7). The summarized results are shown in this table.

Table (5.7) Effect of Social Media Marketing on Brand Awareness

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.621	0.239		2.602	0.010	
Social media advertising	0.123***	0.044	0.114	2.810	0.005	1.321
Social media sale promotion	0.283***	0.047	0.263	6.051	0.000	1.522
Social media interactive marketing	0.466***	0.060	0.352	7.747	0.000	1.664
Social media word-of-mouth	-0.018	0.042	-0.016	-0.428	0.669	1.069
R				0.606		
R ²				0.367		
Adjusted R ²				0.362		
F- test				73.732***		

Source: SPSS Outputs (2020) (Appendix C)

Statistically significant indicator *** at the 1% level and ** 5% level and * at 10% level

As shown in Table (5.7), the value of the F-test, the overall significance of the model, is highly significant at a 1% level. The adjusted R^2 is 0.362, which means that 36.2% of the variation in brand awareness is explained by the four tools of social media marketing, with the remaining percentage of 63.8% due to other factors that are not part of the model. The standardized coefficient of social media advertising is 0.114, and social media sales promotion is 0.263, both at 1%, and interactive marketing is 0.352 at 1% significance level. On the other hand, the word of mouth on social media is not significant to get brand awareness for Myanmar cosmetics brands. The findings demonstrate that Myanmar cosmetics' first three tools of social media marketing have positive effects on their brand recognition. These three marketing tools on social media offer customers' brand recognition. Among them, interactive social media marketing is the most effective at raising customers' brand awareness because it shows the greatest coefficient (beta) value.

Social media advertising is a tool that works to get customers to enhance their cosmetics products recognition, recall brands in consumers' minds, stay in customers' minds, appear dominant, promote brand knowledge, and form a positive opinion on the brands. When brands want to build the customers' awareness, they need to advertise them. Social media sale promotions can attract both old and new users by discounts, coupons, product trials, and giveaway programs via Facebook. The social media sale promotion can also enhance the awareness of the brand as it creates a positive image of the brand and enables consumers to recognize it easily. Social media interactive marketing is vital to increasing brand awareness and brand loyalty. Through social media interactive marketing, customers can make product inquiries with the marketer. The goal of interactive marketing is to make people aware of a brand, build a positive brand image, and make people more active and connected with brands.

Social media WOM does not foster brand awareness among customers. One reason may be the nature of cosmetics products, which customers feel equity in only if they are suitable for their skin. Customers do not buy everything that is mentioned on social media. On social media, cosmetics products do not appear to have distinct features and attitudes from one another. WOM from other customers on social media is not useful for brand awareness of products.

(b) Effect of Social Media Marketing on Brand Association

In this analysis, the independent variables are the four tools of social media marketing, and the dependent variable was brand association. The results for the effect of social media marketing on brand association are shown in Table (5.8). The summarized results are shown in this table.

Table (5.8) Effect of Social Media Marketing on Brand Association

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.636	0.267		2.377	0.018	
Social media advertising	0.118**	0.049	0.107	2.401	0.017	1.321
Social media sale promotion	0.227***	0.052	0.207	4.343	0.000	1.522
Social media interactive marketing	0.358***	0.067	0.265	5.316	0.000	1.664
Social media word-of-mouth	0.041	0.047	0.035	0.871	0.384	1.069
R				0.488		
R ²				0.238		
Adjusted R ²				0.232		
F- test				39.785***		

Source: SPSS Outputs (2020) (Appendix C)

Statistically significant indicator *** at the 1% level and ** 5% level and * at 10% level

As shown in Table (5.8), the value of the F-test, which measures the overall significance of the model, is highly significant at a 1% level. The adjusted R^2 is 0.232, which means that 23.2% of the variation in brand association is explained by the four tools of social media marketing. But the remaining percentage of 76.8% are not part of the model. Social media sales promotion has a standardized coefficient of 0.207, social media interactive marketing has a coefficient of 0.265 at a 1% significance level, and social media advertising has a coefficient of 0.107 at a 5% significance level.

The first three social media marketing tools of Myanmar cosmetics are affecting the brand equity of the cosmetics brands. These three tools have a positive effect on brand association. The regression coefficient of social media word of mouth is insignificant in the brand association of Myanmar cosmetics. Social media

interactive marketing has the highest Beta value and has the strongest effect on brand associations.

Advertising is also used to gain popularity of brands. The advertising can evoke various types of brand associations in consumers' memories. Thus, it enhances brand associations. Likewise, social media promotion is vital for brand association. The brands make promotions for their products during the seasonal festivals and arrange for customers to use them regularly. Social media interactive marketing enhances brand association. Brand admin of cosmetics products makes the adjustments based on product feedback collected through mutual interaction with customers.

Social media WOM does not foster the brand association of customers. One reason may be that customers are not in a position to gain trust in the brand, so they do not buy everything that is mentioned on social media. Thus, the SMWOM of other customers on social media is not useful for brand association with the products.

(c) Effect of Social Media Marketing on Perceived Quality

In this analysis, the independent variables are the four tools of social media marketing, and the dependent variable was perceived quality. The results for the effect of social media marketing on perceived quality are shown in Table (5.9). The summarized results are shown in this table.

Table (5.9) Effect of Social Media Marketing on Perceived Quality

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.212	0.327		0.650	0.516	
Social media advertising	0.312***	0.060	0.239	5.213	0.000	1.321
Social media sale promotion	0.064	0.064	0.049	0.993	0.321	1.522
Social media interactive marketing	0.363***	0.082	0.227	4.413	0.000	1.664
Social media word-of-mouth	0.047	0.057	0.033	0.809	0.419	1.069
R				0.434		
R ²				0.189		
Adjusted R ²				0.182		
F- test				29.600***		

Source: SPSS Outputs (2020) (Appendix C)

Statistically significant indicator *** at the 1% level and ** 5% level and * at 10% level

As shown in Table (5.9), the value of the F-test, which measures the overall significance of the model, is highly significant at a 1% level. The adjusted R^2 is 0.182, which means that 18.2% of the variation in perceived quality is explained by the four tools of social media marketing, with the remaining percentage of 81.8% that are not part of the model. The standardized coefficient of social media advertising is 0.239 at 1% and that of social media interactive marketing is 0.227% at 1% significance level. The regression coefficients of social media sale promotion and social media word of mouth on the perceived quality of Myanmar cosmetics are insignificant.

The social media advertising and social media interactive marketing of Myanmar cosmetics are affecting the perceived quality of the firm. There is a positive effect of social media advertising and social media sales promotion on perceived quality. Social media advertising has the highest Beta value and a strongest effect on perceived quality.

Because of the advertising, the cosmetics products are also known to the customer. Due to advertising on social media, customers' perceptions of quality of services especially by web masters are enhanced. Webmaster is the person who maintains a social median on one or more social media websites of cosmetics brands. If the quality of web service offered by cosmetics brands is better than any other product, people will always want to buy them. Promotion on social media also enhances the perceived quality of the services delivered by web masters of cosmetics brands. Through social media interactive marketing, firms can explain everything that the customer wants to know so it helps maintaining the quality of the services provided by the cosmetics brands.

Social media WOM does not foster the perceived quality of customers. One reason may be how good this product is on social media. WOM customers will only buy it if the business really provides the services. In fact, the business does not provide good and/or service, if it does not solve complaints, if it does not provide specific action, if it does not answer questions. Customers feel about the service they really enjoy. Customers do not buy everything that is mentioned on social media. So, the WOM of other customers on social media isn't going to help people think that the services provided by cosmetics brands are better.

(d) Effect of Social Media Marketing on Brand Loyalty

In this analysis, the independent variables are the four tools of social media marketing, and the dependent variable was brand loyalty. The results for the effect of social media marketing on brand loyalty are shown in Table (5.10). The summarized results are shown in this table.

Table (5.10) Effect of Social Media Marketing on Brand Loyalty

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.602	0.307		1.965	0.050	
Social media advertising	0.182***	0.056	0.151	3.245	0.001	1.321
Social media sale promotion	0.067	0.060	0.056	1.115	0.265	1.522
Social media interactive marketing	0.390***	0.077	0.264	5.052	0.000	1.664
Social media word-of-mouth	0.055	0.054	0.043	1.014	0.311	1.069
R				0.405		
R ²				0.164		
Adjusted R ²				0.157		
F- test				24.942***		

Source: SPSS Outputs (2020) (Appendix C)

Statistically significant indicator *** at the 1% level and ** 5% level and * at 10% level

As shown in Table (5.10), the value of the F-test, the overall significance of the model, is highly significant at a 1% level. The adjusted R^2 is 0.157, which means that 15.7% of the variation in brand loyalty is explained by the four tools of social media marketing, with the remaining percentage of 84.3% that are not part of the model. The standardized coefficient of social media advertising is 0.151 at 1% and interactive marketing is 0.264 at 1% significance level. The standardized coefficient of social media sale promotion and social media word of mouth is insignificant on the brand loyalty of Myanmar cosmetics.

The social media advertising and interactive marketing of Myanmar cosmetics are affecting the brand loyalty of the firm. There is a positive effect of these social media marketing on loyalty. Social media interactive marketing has the highest Beta value and has the strongest effect on brand loyalty.

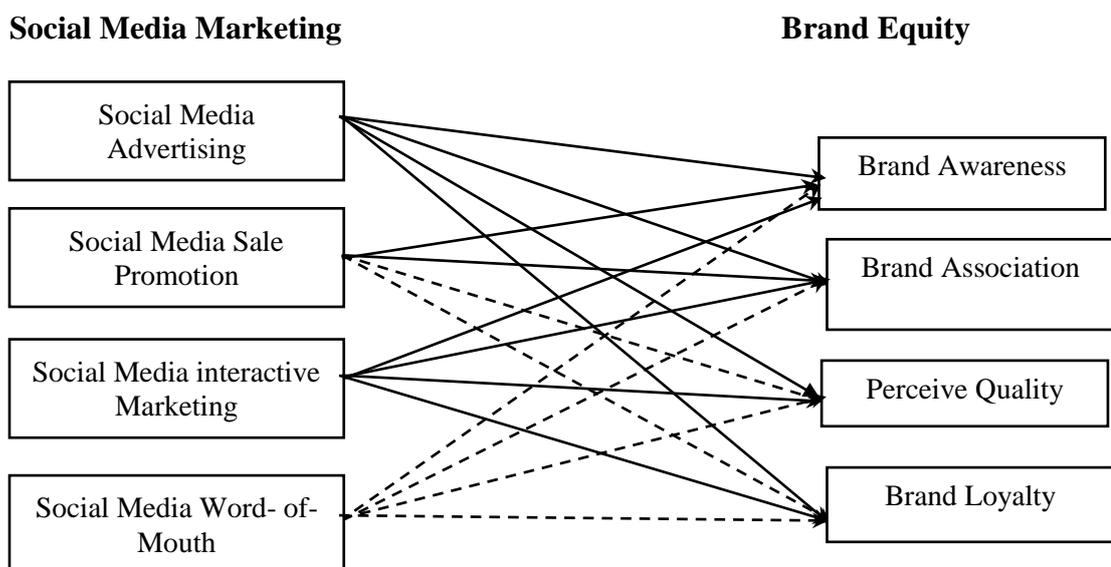
Some cosmetics brands have become popular because they advertise their products. The use of advertising promotes the repeated use of the brands, perceived

satisfaction, endorsement on the products, and priority of a brand as the first choice. Regarding social media interactive marketing, the social media page admin of cosmetics brands offer quick responses to customer inquiries. If the customer is satisfied, the customer may be loyal to their brand and increase their repurchase intention. So, social media interactive marketing is one important way to retain customers and enhance their repurchase intention.

Social media WOM does not foster the brand loyalty of customers. One reason may be that the customer buys the product only after they have tried it themselves. The purchasing decision is their own. With plenty of information on the SMWOM about cosmetics brands nowadays, WOM by other customers may not remain in the customer’s mind. If SMWOM is all good, customers can buy it at a premium price. Customers do not buy everything that is seen on social media. Thus, the SMWOM of other customers on social media is not useful for enhancing brand loyalty of the cosmetics brands.

Some significant relationships can be proven from analysis of survey data of 514 respondents who use Myanmar Cosmetics. The model that comes out of this study is shown in Figure (5.1).

Figure (5.1) Social Media Marketing and Brand Equity of Selected Myanmar Cosmetics



Source: Survey Data 2020

Notes → Significant - - -> Not Significant

As shown in Figure (5.1), social media advertising and social media interactive marketing significantly improve brand equity. Perceived quality and brand loyalty are not supported by social media sales promotion. Social media word of

mouth does not support each element of brand equity. Brand equity is significantly improved by first three tools of social media. However, social media word of mouth not fully support brand equity.

5.4 Mediation Effect of Customer Brand Engagement

For this study, path analysis is used to find out the mediating effect of customer brand engagement (emotion, cognition, intentional behavior) on social media marketing and brand equity of Myanmar cosmetics.

Traditionally, the most influential approach in probing mediation is "cause-and-effect" approach. The basic principle is that it does not test the indirect effect itself but logically infers mediation from testing all paths of the model separately in four steps. In this study, they used a simple mediation model.

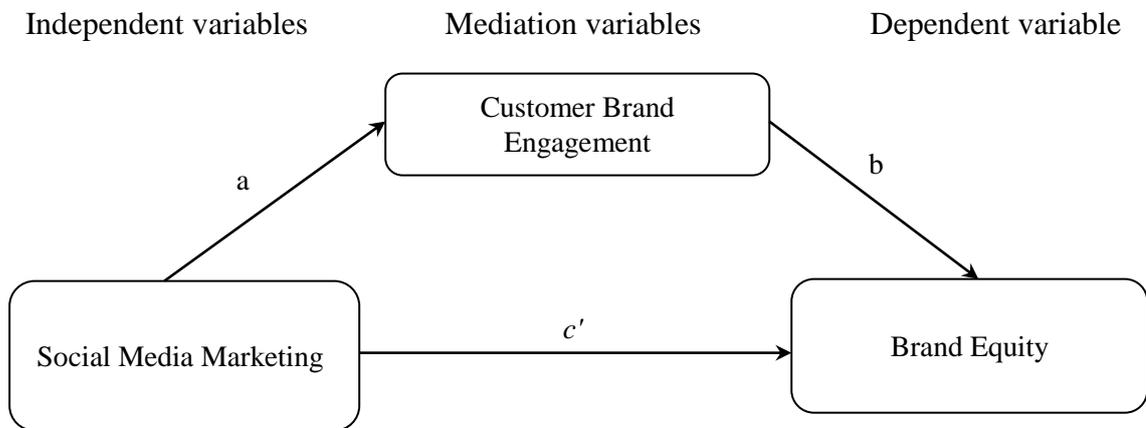
Table (5.11) The Steps in the Mediation Analysis

Step	Tested Path	Regression Equation
Step (i)	c path (total effect of X on Y)	$Y = i_1 + cX + \epsilon_y$
Step (ii)	a path (effect of X on M)	$M = i_2 + aX + \epsilon_M$
Step (iii)	b path (effect of M on Y)	$Y = i_3 + bM + \epsilon_y$
Step (iv)	c` path (direct effect of X on Y)	$Y = i_4 + c`X + bM + \epsilon_y$

Source: Baron & Kenny, 1986

Baron and Kenny (1986) propose that one can claim mediation if all the effects in the first three steps turn out to be significant. Given this prerequisite, one can claim full mediation if the direct effect in step four is non-significant and partial mediation if the direct effect is smaller than the total effect. X denotes the dependent variable (SMM), Y denotes the independent variable (BE) and M denotes the mediator variable (CBE).

Figure (5.2) Mediation Model for Estimating and Testing Mediation Conditions



Source: Own compilation (2021)

(i) Mediation Analysis of Customer Brand Engagement between Social Media Marketing and Brand Equity of Myanmar Cosmetics

The results of the direct, indirect, and total effects of each mediator on customer brand engagement between social media marketing factors and brand equity are shown in Table (5.12).

Table (5.12) Direct, Indirect and Total Effects of Social Media Marketing

Variable	Indirect	Direct	Total Effect
SMM → BE Emotion	0.2161***	0.5795***	0.7956***
SMM → BE Cognition	0.3076***	0.4880***	0.7956***
SMM → BE Intentional behavior	0.1365***	0.6591***	0.7956***
SMM → BE CBE	0.3373***	0.4582***	0.7956***

Source: SPSS output (2021) (Appendix D)

Statistical significance indicate *** at the 1% level, ** 5% level and * 10% level

From the Table (5.12), the direct path of social media marketing and brand equity is significant. The bootstrapping result of the indirect effect of social media marketing on brand equity through emotion is significant ($b = 0.2161, p < 0.01$).

Again, the total effect is also significant ($b = 0.7956, p < 0.01$). Therefore, emotion has a partial mediating role in the relationship between social media marketing and brand equity for the Myanmar cosmetics brands.

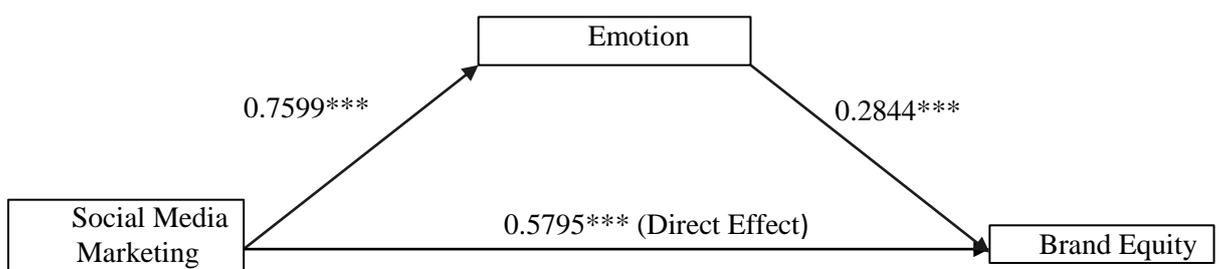
The direct effect of social media marketing on brand equity is significant. The bootstrapping result of the indirect effect of social media marketing on brand equity through cognition is significant ($b = 0.3076, p < 0.01$). Again, the total effect is also significant ($b = 0.7956, p < 0.01$). Therefore, cognition has a partial mediating role in the relationship between social media marketing and brand equity for the Myanmar cosmetics brand.

The direct effect of social media marketing on brand equity is significant. The bootstrapping result of the indirect effect of social media marketing on brand equity through intentional behavior is significant ($b = 0.1365, p < 0.01$). Again, the total effect is also significant ($b = 0.7956, p < 0.01$). Therefore, intentional behavior has a partial mediating role in the relationship between social media marketing and brand equity for the Myanmar cosmetics brand.

The direct effect of social media marketing on brand equity is significant. The bootstrapping result of the indirect effect of social media marketing on brand equity through customer brand engagement is significant ($b = 0.3373, p < 0.01$). Again, the total effect is also significant ($b = 0.7956, p < 0.01$). Therefore, customer brand engagement has a partial mediating role in the relationship between social media marketing and brand equity for the Myanmar cosmetics brands.

The results of the mediating effect on the emotion of the Myanmar cosmetics brands between social media marketing and brand equity are shown in Figure (5.3).

Figure (5.3) Mediation Effect of Emotion on the Relationship between Social Media Marketing and Brand Equity of Myanmar Cosmetics

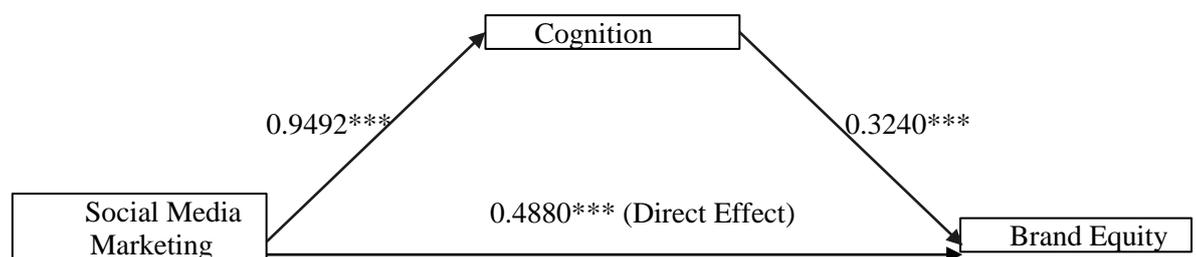


Source: SPSS Outputs (Appendix D)

Statistically significant indicator *** at the 1% level, ** 5% level and * 10% level

This Figure (5.3) shows the result of the path analysis on customer brand engagement, mediating between social media marketing and brand equity. Social media marketing has a positive direct effect on emotion. As for indirect effects, social media marketing has a significant positive effect on emotion, and emotion has a significant positive effect on brand equity. The results prove that emotion is partially mediating between social media marketing and brand equity.

Figure (5.4) Mediation Effect of Cognition on the Relationship between Social Media Marketing and Brand Equity of Myanmar Cosmetics

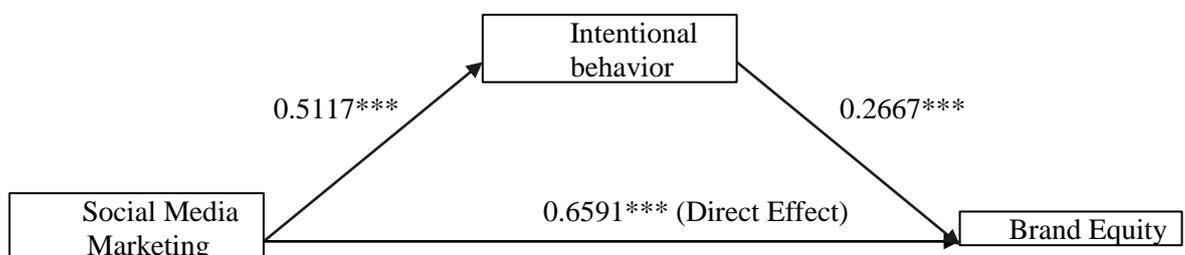


Source: SPSS Outputs (Appendix D)

Statistically significant indicator *** at the 1% level, ** 5% level and * 10% level

This Figure (5.4) shows the result of the path analysis on cognition mediating the association between social media marketing and brand equity. Social media marketing has a positive direct effect on cognition. As for indirect effects, social media marketing shows a significant and positive effect on cognition and cognition in turn has a similar positive effect on brand equity. The results prove that cognition is partial mediator between social media marketing tools and brand equity.

Figure (5.5) Mediation Effect of Intention Behavior on the Relationship between Social Media Marketing and Brand Equity of Myanmar Cosmetics



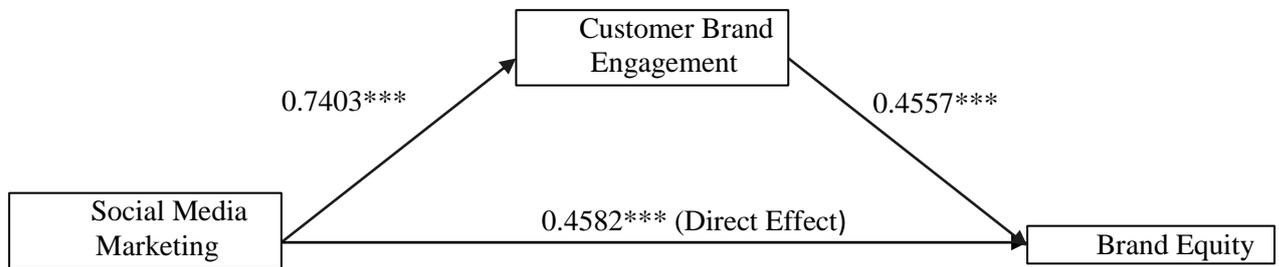
Source: SPSS Outputs (Appendix D)

Statistically significant indicator *** at the 1% level, ** 5% level and * 10% level

This Figure (5.5) shows the result of the path analysis on intention-based

mediating between social media marketing and brand equity. Social media marketing has a positive direct effect on intentional behavior. As for indirect effects, social media marketing has a positive impact on intentional behavior and intentional behavior has a positive impact on brand equity. The results prove that intentional behavior is partially mediating the link between social media marketing and brand equity.

Figure (5.6) Mediation Effect of Customer Brand Engagement on the Relationship between Social Media Marketing and Brand Equity of Myanmar Cosmetics



Source: SPSS Outputs (Appendix D)

Statistically significant indicator *** at the 1% level, ** 5% level and * 10% level

This Figure (5.6) displays the result of the path analysis on customer brand engagement, mediating the association between social media marketing and brand equity. Social media marketing has a positive direct effect on customer brand engagement. As for indirect effects, social media marketing has a significant positive impact on customer brand engagement, and customer brand engagement indicates a significant and positive impact on brand equity. The results prove that customer brand engagement is partially mediating the link between social media marketing and brand equity.

To conclude, the section in this chapter initiates with the profile of samples who are users of the selected Myanmar cosmetics brands, especially the information on profile factors such as age, education and social factors such as income level. It describes the mean values of the variables used in the conceptual model. The mean values of variables range from as low as 3.21 (Intentional Behavior) to as high as 4.16 (WOM). It then discusses the implications on the nature of links between social media marketing and CBE. The effects of various social media marketing variables on CBE

and BE are explained. It also explains the possible reasons why WOM have no significant positive effect on CBE and BE of selected Myanmar cosmetics brands. It then discusses the partial mediation effect of CBE on the relationship between SMM and BE. The role of CBE as a partial mediator that intervenes the social media marketing and BE for obtaining the success of cosmetic companies are pinpointed in the last section.

CHAPTER 6

CONCLUSION

This chapter describes the major findings and discussion of the study. In addition, this section includes suggestions and recommendations concerning the effect of social media marketing tools on the brand equity of Myanmar cosmetics. The study concludes with the fruitful contribution of the study results to cosmetics firm in Myanmar.

6.1 Findings and Discussions

This study examines the effect of social media marketing on customer brand engagement and brand equity of Myanmar cosmetics. A total of six Myanmar cosmetics brands were selected by asking the questions to sales girls working at the cosmetics counters, the most interested cosmetics brands came to be explored by customers. The authorized persons from the respective cosmetics brands were asked about the use of social media marketing. Structured questionnaires were used to survey 514 customers about their perceptions of social media marketing, brand engagement, and brand equity. In the first part of the findings, the effects of social media marketing and brand equity are discussed. In the second part, mediation effect of customer brand engagement, on the link between social media marketing and brand equity are presented.

The first research objective is to analyze the effect of four social media marketing tools on brand equity of Myanmar cosmetics brands. As such, this study analyzes the effects of social media tools on brand equity of Myanmar cosmetics brands. The analysis on the effects of social media marketing on brand equity of Myanmar cosmetics brands indicates that except WOM, the other three social media marketing have a positive and significant effect on brand equity, while social media word-of-mouth has no positive and significant effect on brand equity.

The positive effect of social media advertising on overall brand equity implies that the advertisements hosted on social media by brand managers and brand owners

are important marketing communications for enhancing the acceptance of brand equity of cosmetics brands. Hence, the useful, credible, creative, unique, original, and persuasive information and content that are posted on social media prove to enhance positive perception and increase acceptance of cosmetics brands. In other words, the more advertisement content consumers see on social media, the more likely it is for their awareness of cosmetics brands to be increased. Also, their mindsets and perceptions are shaped positively and favorably by all four dimensions of brand equity of cosmetics brands.

Hence, brand equity's four dimensions can be increased through the creative, original, credible, and useful information that is disseminated as advertisements on social media. Social media advertising is important for a brand to succeed. Without social media advertising by marketers, customers are less likely to perceive the brand equity of cosmetics brands. The cosmetics brands need to advertise their brands so the customers are able to recognize the brands, remember the brands, perceive product differentiation from the brands and stay loyal to their brands.

The positive effect of social media sales promotion on overall brand equity implies that the promotional information that is disseminated via social media is vital for developing successful brand equity of Myanmar cosmetics brands. Specifically, the promotional announcements, product trials, price deals, gifts, discounts, rebates, coupons, and service deals that are shared on social media all have positive implications on the acceptance of cosmetics brand equity. Additionally, this promotional information released on social media offers important implications for the development of brand equity. It suggests that social media promotion is vital since cosmetics brands are in an age of competitive advantage to attract the attention among their rivals. Customers are always watching to see when their favorite brands will be promoted. When brands are sold at a discount, consumers feel a greater association with the brand and this may induce repeated purchases.

The positive effect of social media interactive marketing on overall brand equity implies that the interactive marketing content has a meaningful relationship with the development of brand equity of cosmetics brands. Invariably, persuasion and evoking positive purchase decisions and interactive marketing content of brand awareness lead to increased brand equity. The interactive marketing activities on social media refer to opinion exchange, information sharing, and the easy delivery of opinions. Solving customer complaints leads to increased brand equity. As such,

social media interactive marketing is important for brand equity because customers' frequent interaction with brands can boost brand equity. During the live sale, the admin team responds to every customer request. The comment box or messenger box will reply to the item in detail. In this way, the brand equity of customers is enhanced by responding to every customer question posted on the page.

The study does not significant effect of social media word-of-mouth on overall brand equity imply that the comments, consumer reviews, and consumer experiences shared on social media do not encourage other consumers to make favorable and confident decisions about cosmetics brands. The reason for the insignificant effect of word of mouth on brand equity seems to be that customers may not be paying adequate attention to the social media reviews of other customers who are strangers to them. If the WOM were given by their close friends, family members, influencers, and bloggers, they would be interested in their WOM and thus increase their equity. Instead, their brand equity may rely more on other social media marketing tactics such as advertising, sales promotion, and interactive marketing.

Another plausible explanation of the insignificant effect of WOM on brand equity would be the nature of the product understudied, which is a cosmetics product. The use of cosmetics products by customers depends on the nature of their skin types, which customers may have different skin types. As such, even if a customer observes the positive WOM from social media for cosmetics products, customers may still be reluctant to associate, impress, recognize, and repurchase the products. This is because Myanmar is a developing country where people are intensively using social media such as Facebook. Consequently, today's customers are exposed to excessive information and varying views. With so much overloaded information and mixed messages provided by various people, customers may find it difficult to place their trust in product information that will improve brand equity. As such, WOM does not enhance the customers' association and awareness of the brand and does not improve the perceived brand quality and loyalty. However, as the above findings suggest, providing such WOM information from social media would definitely enhance brand awareness and brand association. If the exclusive impact of WOM, given by beauty bloggers (or key influencers), were studied, it would show evidence that such WOM would enhance the perception of brand equity for a cosmetics product.

In summary, while the other three social media marketing tools, such as advertising, sales promotion, and interactive marketing, increases brand equity, WOM is not able to increase it. This difference in the significance of various social media marketing activities on brand equity can be explained by the variation in perspectives taken in measuring social media marketing. The reason could be that the first three social media marketing campaigns were taken as firm-created content (FCC), whereas the WOM is taken as user-generated content (UGC). If the WOM content were taken as firm-created content other than customers, as the current study presumed, it is possible to foresee that such WOM would increase the brand equity.

The second objective of this research is to examine the mediation effect of customer-brand engagement on the relationship between overall social media marketing and overall brand equity for Myanmar cosmetics brands. As such, the indirect effects of customer brand engagement between social media marketing and brand equity are discussed in the following.

This study firstly observes how individual dimensions of customer brand engagement mediate the relationship between overall social media marketing and overall brand equity of Myanmar cosmetics brands. The variables selected to be mediators to elicit brand equity outcomes are emotion, cognition, and intentional behavior of customer brand engagement resulting from social media marketing. Customer brand engagement was proposed to serve as a mediator on the path between social media marketing and brand equity for Myanmar cosmetics.

Based on the findings, emotion factors were found to be a mediator between social media marketing and brand equity. Emotion is found to be a critical mechanism for attaining brand equity through social media marketing by cosmetics brands. In other words, the more advertising content, discounts, rebates, coupons, customer complaints, likes, shares, and information sharing of consumers are seen on social media, the more likely it is for their engagement with Myanmar cosmetics to be increased. Also, the more they are engaged by the brand, the greater their effects on CBE of that brand. So the cosmetics firms can have more effect on brand equity via customer brand engagement, in which customers' emotion towards the cosmetics brands are stimulated by social media marketing tools. Therefore, the emotional element of customer brand engagement intervenes as a key process to redirect the benefits of social media marketing towards brand equity.

Cognition does appear to be a mediating mechanism for attaining brand

equity, such as through social media marketing of customer cosmetics brands as a consequence of social media marketing. Thus, they involve persuading current and prospective customers of cosmetics brands to greater engagement in their cognition towards that brand. For example, advertising on social media allows more online users to become familiar with their cosmetics brands, which increases customers' awareness of the brand. Likewise, sales promotions on social media s inform the customers that they will save money on their cosmetics brands if they buy the product. The more social media advertises the products, the more likely most users will pay attention to their brands. Even if they do not buy or use, promotional activities stimulate customers' interest to brands. The direct and effective connection with brands provided by cognition in social media marketing may have positive implications for the customer's brand equity's elements. In this connection, social media marketing provides a vital means to translate the effectiveness of customer brand engagement into positive customer reactions for Myanmar cosmetics brands.

Intentional behavior does appear to be a mediating mechanism for attaining brand equity, such as the brand awareness, brand association, perceived quality, and brand loyalty of Myanmar cosmetics as a consequence of social media marketing. If negative WOM about a cosmetics brand is shared and posted on social media, consumers' desire, interest, and enthusiasm for cosmetics brands will decline, and less engaged customers will not be able to put forth attempts to recognize, recall, connect, and perceive high value, which are key elements of brand equity for cosmetics brands. However, the willingness of customers to endorse, purchase, and repurchase a cosmetics brand is a crucial factor in which social media marketing will pay off in promoting brand equity for the cosmetics products.

In testing mediation effects, this study investigated the direct effects of social media marketing on CBE and direct effects of CBE on brand equity. The results of multiple regressions, as presented in Appendix C, show that the different practices of social media marketing have various effects on customer brand engagement. Three social media marketing tools have a positive and significant influence on customer brand engagement. However, social media word-of-mouth shows no significant effect on customer brand engagement.

The results imply that customer brand engagement can be developed with great effort and effective use of social media advertising and sales promotion. Customers' brand engagement can improve if the cosmetics brands increase their

spending on social media advertising and sales promotion. It implies that customers are more engaged when the cosmetics brands exercise more marketing activities associated with advertising and sales promotion. For social media interactive marketing, cosmetics brands always reply to all comments, so customers are satisfied with the information. However, social media word-of-mouth has no significant effect on customer brand engagement. Consumers do not rely on social media word-of-mouth to purchase cosmetics. It could be that social media word-of-mouth spreads both positive and negative information. Even if a user recommends a product and says it is good, customers may not be able to believe it and buy it because if they switch from their current brand to it, they may have the feeling that it will change their skin type, and hence it will be difficult to obtain strong engagement from customers through WOM.

This study demonstrated that except WOM, the other three social media marketing have a positive and significant effect on emotion. However, social media word-of-mouth has no effect on emotion. The other three elements of social media marketing evoke emotion of customers, and customers' desire and excitement for brands are increased because of advertisement and promotion. In advertising, if the product is targeted at a teenager, they can appeal to elicit emotion from the youngest people. If the promotion elements are arranged properly, they can stimulate customers' passion for the brand. Through interactive marketing, such as live sales, the chances of customers' recalling and recognizing are increased, resulting in greater emotional attachment to the brand. Likewise, mentioning customers' names in a live sale can provoke customers' excitement about the brand and stimulate customers' emotion towards the brand. Since the majority of respondents are middle income, the attractive advertising content and sales promotion can inspire and stimulate customers' emotion.

The study revealed that except WOM, the other three social media marketing tools have a significant effect on cognition. However, social media word-of-mouth does not affect cognition. It can also be concluded that customer cognitive behavior is affected by advertising, sales promotion, and interactive elements as well as word-of-mouth elements. The customer sees the brand page and always learns on social media when the customer is interested in advertising and promotion of this brand. For example, they are more cognitively interested if they see the discount prices and promotions for cosmetics brands in the waster festival. This implies that advertising

and sales promotion and interaction can evoke customers' interest and attention as they are young customers (about 70% of the sample) whose impulsive desires can be inspired by attractive advertising and price reductions.

The study also found that only social media advertising and social media interactive marketing has a significant effect on intentional behavior. However, social media sales promotion and word-of-mouth do not affect intentional behavior. Customers intend to buy or repurchase the products through devoting time and effort to attractive social media advertisements, which may involve their favorite content, perhaps actors and themes. Moreover, they are likely to put energy into product acquisition if they receive immediate feedback. In Myanmar, social media sites like Facebook, Twitter, Instagram, and Telegram always share the information about these cosmetics brands.

In testing the effect of CBE on brand equity, as presented in Appendix C, the finding indicated that individual elements of customer brand engagement have a significant and positive effect on overall brand equity. It can be concluded that engaged customers seem to add value to the brand because they believe in good quality and show loyalty to that brand. In addition, engaged customers keep buying the products and using it instead of other brands. Every day, they are waiting for this cosmetics page to post a new advertisement. A customer always looks for emotion in page's live sales and page's posts. This means that once a brand evokes customers' cognitive, emotional, and motivational elements, they may assign the highest value towards that brand for successful brand equity.

The results also show that out of the three CBE dimensions, cognition has a significant effect on brand equity of brand awareness. However, emotion and intentional behavior do not influence brand awareness. Customer emotion and intentional behavior do not lead to achieving brand awareness. This seems to suggest that a brand that can instill emotional elements such as excitement and passion for the product is not able to stimulate customers' recall and recognition of a brand. Customer cognitive behavior leads to brand awareness.

This study also found that emotion, cognition, and intentional behavior have a significant effect on brand association. It can be concluded that brand-engaged customers can have more brand association. It suggests that engaged customers seem to view greater brand personality, have more trust, and show a more positive outlook compared to competing brands. In this study, customer brand engagement on brand

equity elements of perceived quality also show that all dimensions of CBE have a significant effect on perceived quality. The result also shows that brand-engaged customers can also have a perceived quality. Engaged customers perceive that a brand has high quality when it delivers instant service, handles complaints, performs service on time, and gives individual attention to customers.

Emotion, cognition, and intentional behavior have a significant effect on brand loyalty. Emotional customers and those intending to buy have brand loyalty and probably use the unique brand they love. However, this type of customer is rare because most customers tend to switch brands. Consumers who interact with cosmetics brands do so by selecting, recommending, and repurchasing that brand.

Overall customer brand engagement is found to be a critical mechanism for attaining overall brand equity as a consequence of overall social media marketing. The result implies that customer brand engagement is essential to promote the positive effect of overall social media marketing on the brand equity of cosmetics. Unless a cosmetics brand excels at building strong customer engagement in affective, intentional behavior, and cognitive components, the positive results of social media communication practices are difficult to translate into stronger customer awareness, association, perceived quality, and loyalty to a particular cosmetics brand. Some of the cosmetics brands in Myanmar that use various social media marketing tools seem to be able to make their brands more well-known to their customers make their brands seem better, and make their customers more loyal to them.

6.2 Suggestions and Recommendations

Based on findings of this study, the findings presented in this study holistically provide limitless opportunities to brand managers and marketers for enhancing brand equity and evoking favorable responses from consumers through social media. Cosmetics firms are advised to make more of an investment in social media marketing than traditional marketing.

Cosmetics firms are advised to increase social media advertising. Nowadays, consumers believe that social media commercials are more engaging, creative, educational, and interactive than traditional marketing. Firms are suggested to advertise their products on social media in an interesting way and should give reliable information via social media. Content should be interesting and updated regularly. In addition, when releasing advertising, customers are required to expose frequently to

increase not only their awareness and mental association increase, but also positive perception resulting in powerful brand equity. A reduction of advertising can cause a decrease in customer loyalty. Managers should invest in advertising with clear objectives to increase brand equity. In creating advertising, marketers must make sure to attract target customers at the right time and right place because the target audience in future will act as an opinion leader to the young consumers.

The marketers of cosmetics brands should utilize a wide variety of promotion programs for a brand to market. The brand manager must be familiar with marketing media and cultivate dynamic promotional programs to build a strong brand awareness, brand associations, perceived quality and brand loyalty because each element help to create high brand equity. Firms should also promote their own cosmetics brands with regular live sale programs that also give customers giveaways to like and share. Firms are also suggested to give some incentives to customers via social media, such as giveaway programs, lucky draw programs, early bird promotions, free samples, etc. Price reduction can also be arranged so as to increase sales even for the short term. Since sale promotions can make a stronger and more complete reaction to a brand, managers of cosmetics brands can utilize better representation and sales increase in stagnation. Rewarding social media top fans and anniversary followers also do frequently to spare the products information associated with the brands.

The firm should definitely answer any questions from customers, such as price, usage, where to buy it, and user skin tone for interactive marketing. For effective interactive marketing, firms should answer all questions in the comment box within hours. Firms should make modifications based on customer feedback so that the firm's owner and manager can build long-term brand equity if they achieve the goals. In addition, firms make sure they have 24-hour customer contact and disseminate customized messages to different customers when customers come to contact on social media sites.

Firms can improve the WOM for increasing customers' reaction. Social media word-of-mouth in this study is focused on User-Generated Content (UGC). In this a digital world, the consumers are given new powers in such a way that they can directly express their opinion, provide feedback, and appreciate or dispute the action of a brand on social media. But cosmetics brands should be aware of WOM diffusion as it could be in negative or positive, especially on internet. Satisfied customers theoretically distribute positive WOM, but dissatisfied customers on the reverse will

diffuse negative WOM. Hence, firms should check their social page Facebook page often and resolve misunderstandings and misinformation about the brands if negative information is spread on social media. For cosmetics firms, this means that they should control over writing bad customer reviews or usage experiences of products. Cosmetics brands should cultivate opinion leadership. Firms should use those leaders to spread positive information about brands as well as to reduce the negative word-of-mouth information that can harm brand image if it is spread on social media. Using opinion leaders should enable firms to mitigate the negative word-of-mouth information.

Given its importance for brand equity, firms should improve their efforts to get customer brand engagement. Brand managers are suggested to further increase their engagements and involvements with consumers through social media. Cosmetics brands should make sure to be consistent with their positioning, have a brand of high equity, choose the appropriate Social Media, implement a strategy that is aligned with the brand and embrace even negative comments, since they could result in great improvements.

Cosmetics firms should build brand equity by improving customer's brand equity. Cosmetics firms should provide customers with more information about their products, use various advertising themes for different customer groups, and give unique messages for different types of customers in order to increase brand awareness and brand association. Firms should make a great effort in marketing activities to increase customer brand loyalty, which mean scores are low in this study. Firms should create customer value by improving product quality as to providing customized and standard services and requests at a right time and right place. The cosmetics firms should also listen to customer voices, for partnering with customers, and building customer loyalty programs. Also, brand managers are assisted to encourage more favorable and positive word-of-mouths on their social media for the purpose of enhancing their brand equities.

The highest mean score of brand awareness suggests the higher engagement of Myanmar cosmetic brand marketers to increase brand awareness. However, brand awareness alone is inadequate for building brand equity. Marketers should focus on other marketing factors such as interactive marketing, perceived quality and customer loyalty for building customer brand equity. Despite the recommendations emphasis on social media marketing, firms can also complement social media marketing with

traditional media such as TV, Newspaper, magazines etc., for enhancing brand equity. Overall, CBBE models are measures of consumers' mindsets and perceptions. Therefore, cosmetics brand managers are advised to pay more attention to their involvement and activities on social media by generating advertising and promotion contents in order to improve consumers' perceptions and acceptance of cosmetics brands.

6.3 Contribution of the Study

This study highlights the importance of social media marketing in building engaged customers and brand equity. The research findings suggest that social media marketing is vital for attracting customers to make the final purchase of personal care products. There are many ways this study helps us understand the success of domestic cosmetics businesses and other businesses.

This study offers several contributions. The most important contribution of this study is a pioneered study to look the effects of social media marketing tools in local cosmetics brands in Myanmar. There are several other studies examining the traditional marketing tools. As the use of social media marketing is becoming greatly intensified in Myanmar, this study illuminates how it can help build brand equity of local cosmetics brands in Myanmar beyond the traditional marketing tools. By differentiating the different social media marketing tools, one can understand the differential impacts of each marketing tool and evaluate its value on brand engagement and brand equity of cosmetics brands in Myanmar.

The second contribution of this study is to improve apprehension of how cosmetics firms can build brand equity for customers by using social media online marketing. Not only the selected cosmetics firms but also other cosmetics firms can use social media marketing communication tools for getting customer engagement and building brand equity. As such, cosmetics industries in Myanmar can strengthen their customer base and long-term success.

The third contribution is providing insights to understand the role of social media marketing in cosmetics businesses in Myanmar in building customer brand engagement and brand equity. Nowadays, in Myanmar, customers are more likely to shop online than go shopping especially during the COVID-19 period. Apprehension of social media marketing strategies is important because the importance of social media marketing could be context-specific, i.e., depending on the products and country.

Different types of businesses necessitate different social media marketing strategies for building customer brand engagement and brand equity. Therefore, this study advances our understanding of the exact nature of influential social media marketing tools for cosmetics products in Myanmar. The findings enable the marketers of domestic cosmetics products to design and implement tailor-made social media marketing strategies for promoting sales and market share of their products in the intensely competitive cosmetics market in Myanmar. Finally, by promoting comprehension on how SMM can benefit BE, this study not only directly contributes to growth and survival of Myanmar cosmetic firms but also indirectly contributes to the development of SMEs in different local industries, where major downstream and upstream activities are involved in the production and sale of cosmetics products. The success of these firms, including SMEs, will enable greater employment opportunities for Myanmar people and economic development of Myanmar as a whole in the long run.

6.4 Needs for Further Study

This study only relies on the opinions and perceptions of respondents in measuring customer based brand equity. Further studies may consider researchers to using secondary data, especially financial base brand equity. In addition, this study focused only on social media marketing tools for promoting brand equity. Further study of social media marketing variables can be built on the Honeycomb model, such as online communities, interaction, sharing content, credibility, accessibility, sharing relationships, groups, and identity, and so on. Furthermore, this study could not demonstrate a meaningful relationship between social media word-of-mouth and brand equity. Further studies may consider examining the role of word-of-mouth on other dimensions of consumer response, attitude and behavior. Future researchers might want to consider the CBBE model for textile, luxurious goods, and automotive brands. Moreover, this study focused only on social media marketing tools for promoting brand equity. In fact, other marketing factors such as product, price, and place can have an effect on the brand equity of cosmetics products. Finally, this study used four dimensions to measure brand equity which may not be comprehensive enough. Therefore, future researchers may integrate other dimensions to provide further contribution to brand equity theory.

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APPENDIX-A

Dear Respondent,

I am a Ph.D. student currently working as a Lecturer at the Department of Commerce, the Yangon University of Economics. As part of the requirement for a Ph.D. degree, I am carrying out a research project titled "The effect of social media marketing on brand equity of Myanmar Cosmetics." Therefore, I would like to request you to participate in this survey. The purpose of this survey is to collect information on your perception of social media marketing activities utilized by selected Myanmar Cosmetics and the equity of their brands. Although your participation in this survey is highly appreciated, this decision is absolutely voluntary. I will follow the ethical standards in handling your valuable data. I promise that I will make all efforts to protect your identity and keep your information confidential.

Thanks for devoting your valuable time to assist me in this research!

Cho Mar Lwin

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Part (B)

Fundamental Questionnaire

Please answer all the questions by circling the number which best represent your choice.

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

I. Social Media Marketing

Social Media Advertising

Statement		1	2	3	4	5
1	The advertisement on social media offered me something new about the cosmetics brand					
2	The advertisement on social media give me useful information about the cosmetics brand					
3	The advertisements on social media gave me credible information about the cosmetics brand.					
4	The advertisements on social media helped me in forming an opinion about the cosmetics brand					
5	I am persuaded by advertising campaigns of the cosmetics brand on social media					

Social Media Sales Promotion

Statement		1	2	3	4	5
1	Sales incentives are given on social media					
2	Product-trial are announced on social media					
3	Promotion information are announced on social media					
4	Gifts are offered in on social media					
5	Discounts are offered on social media					

Social Media Interactive Marketing

Statement		1	2	3	4	5
1	It is possible to add or invite more friends to the brand's online community.					
2	It is possible to do two way interaction between administrator and user through the brands' social media					
3	It is possible to share information with other users through brand's social media.					
4	Exchanging opinions and ideas with other people on the social media page of this cosmetics brand is enjoyable.					
5	It is easy to share my opinion on the social media of this cosmetics brand.					
6	Through social media, I have direct contact with the manufacturer of the cosmetics brand					
7	The social media of brands allow passing out information on brands, products, or services in the form of picture, video, or status update to friends.					
8	It can be uploaded contents in the form of picture, video, or status update of brands social media on my micro blog or other social media profile.					
9	It can be shared opinion in the form of picture, video, or status update on brand, product, or service acquired from brand's social media with my acquaintances.					
10	Customers/Users can receive content in the form of picture, video, or status about brands, products or services from brand's social media.					
11	The information that I need can be found on social media account of this cosmetics brand.					
12	The social media of this cosmetics brand provided the information that I needed.					
13	I can easily obtain information that I need thanks to the directions on social media account of this cosmetics brand.					
14	Customer/Users can request and ask the customized products and they reply customized message to users					

Social Media Word-of- Mouth

Statement		1	2	3	4	5
1	I often consult the reviews from other customers on cosmetics brands given on social media					
2	I often gather information about the cosmetics brand from other consumers' review on social media					
3	The reviews from other customers on social media helps me make decisions about the cosmetics brand					
4	After consulting consumer reviews on social media, I am confident about the brand					
5	Both positive and negative comments are posted by consumers of the cosmetics brand on social media					
6	I am encouraged to buy the cosmetics brand by what social media friends are saying about it					
7	The cosmetics brand is recommended to me on social media					
8	I am a fan of the cosmetics brand on social media					

II. Customer Brand Engagement

Emotion

Statement		1	2	3	4	5
1	I am passionate whenever I hear about this cosmetics brand.					
2	This cosmetics brand inspires me with a positive energy to buy more.					
3	I feel excited when I browse information about this cosmetic brand and interact with this brand.					
4	I am enthusiastic about seeing this cosmetics brand.					

Cognition

1	This cosmetics brand's posts evoked my interest to learn more about them.					
2	Anything related to this cosmetics brand grabs my attention.					
3	I pay a lot of attention to anything about the brand pages in any type of platforms including social media..					
4	I like to learn more about the brand in everywhere including social media.					

Intentional behaviour

1	I want to give like and comment by posts of this cosmetic brand on every media platform.					
2	I am eager to give like and share the posts of this cosmetics brand with others.					
3	The posts of this cosmetic brand were so special that I would share it with others.					
4	I want to participate in this cosmetic brand's social media with my friends.					

III. Brand Equity

Brand Awareness

Statement		1	2	3	4	5
1	I aware this particular product/brand that appeared in the social media.					
2	I can recognize this particular product/brand in comparison with the other competing product/brand that appeared in the social media.					
3	I know how this particular product/brand looks like. Some characteristics of the particular product/brand that appeared in the social media come to mind quickly.					
4	I can quickly recall symbol or logo of the particular product/brand that appeared in the social media.					

Brand Association

Statement		1	2	3	4	5
1	This particular product/brand that appeared in the social media has its own personality.					
2	This particular product/brand is different in comparison with the other competing product/brand that appeared in the social media.					
3	I trust the company who owns the particular product/brand that appeared in the social media.					
4	This particular product/brand that appeared in the social media is familiar to me.					
5	There are reasons to buy this particular product/brand over the competing product/brand that appeared in the social media.					

Perceived Quality

Statement		1	2	3	4	5
1	The Webmaster provides prompt services at the promised time.					
2	The Webmaster handles customers complained effectively.					
3	The Webmaster is able to tell patrons exactly when the services would be performed.					
4	The Webmaster gives individual customers attention.					

Brand Loyalty

Statement		1	2	3	4	5
1	I regularly refer this particular product/brand through the social media.					
2	I usually use this product/brand as my first choice in comparison with the other product/brand.					
3	I would recommend this product/brand to others through the social media.					
4	I will not switch to another product/brand that appeared in the social media next time.					
5	I am satisfied with product/brand that appeared in the social media.					
6	Even if another has the same features as this cosmetics brands, I would prefer to buy this cosmetics brand.					
7	I would recommend this brand to other people who seek my information.					

Thank you for your cooperation!

APPENDIX-B

Customer Perceptions on Social Media Marketing, Customer Brand Engagement and Brand Equity Social Media Advertising

Sr. No.	Items	Mean	Standard Deviation
1	The advertisement on social media offered me something new about the cosmetics brand	4.11	0.661
2	The advertisement on social media give me useful information about the cosmetics brand	4.06	0.700
3	The advertisements on social media gave me credible information about the cosmetics brand.	3.48	0.909
4	The advertisements on social media helped me in forming an opinion about the cosmetics brand	3.60	0.816
5	I am persuaded by advertising campaigns of the cosmetics brand on social media	3.71	0.876
	Overall Mean	3.79	0.79

Source: Survey Data (2020)

Social Media Sales Promotion

Sr. No.	Items	Mean	Standard Deviation
1	Sales incentives are given on social media	3.74	.813
2	Product-trial are announced on social media	3.79	.851
3	Promotion information are announced on social media	3.89	.729
4	Gifts are offered in on social media	3.92	.775
5	Discounts are offered on social media	4.05	.688
	Overall Mean	3.88	0.77

Source: Survey Data (2020)

Social Media Interactive Marketing

Sr. No.	Items	Mean	Standard Deviation
1	It is possible to add or invite more friends to the brand's online community.	3.83	0.796
2	It is possible to do two way interaction between administrator and user through the brands' social media	3.33	0.859
3	It is possible to share information with other users through brand's social media.	3.89	0.652
4	Exchanging opinions and ideas with other people on the social media page of this cosmetics brand is enjoyable.	3.92	0.612
5	It is easy to share my opinion on the social media of this cosmetics brand.	3.61	0.836
6	Through social media, I have direct contact with the manufacturer of the cosmetics brand	3.89	0.730
7	The social media of brands allow passing out information on brands, products, or services in the form of picture, video, or status update to friends.	3.83	0.815
8	It can be uploaded contents in the form of picture, video, or status update of brands social media on my micro blog or other social media profile.	3.97	0.648
9	It can be shared opinion in the form of picture, video, or status update on brand, product, or service acquired from brand's social media with my acquaintances.	3.76	0.838
10	Customers/Users can receive content in the form of picture, video, or status about brands, products or services from brand's social media.	3.75	0.776
11	The information that I need can be found on social media account of this cosmetics brand.	4.12	0.689
12	The social media of this cosmetics brand provided the information that I needed.	4.08	0.693
13	I can easily obtain information that I need thanks to the directions on social media account of this cosmetics brand.	3.96	0.738
14	Customer/Users can request and ask the customized products and they reply customized message to users	3.71	0.748
Overall Mean		3.83	0.74

Source: Survey Data (2020)

Social Media Word-of-Mouth

Sr. No.	Items	Mean	Standard Deviation
1	I often consult other consumers' review of the cosmetics brand on social media	4.32	0.672
2	I often gather information about the cosmetics brand from other consumers' review on social media	4.28	0.688
3	Consumers' review on social media helps me make decisions about the cosmetics brand	4.30	0.649
4	After consulting consumers' review of the cosmetics brand on social media, I am confident about the brand	3.91	0.841
5	Both positive and negative comments are posted by consumers of the cosmetics brand on social media	4.07	0.779
6	I am encouraged to buy the cosmetics brand by what social media friends are saying about it	3.82	0.847
7	The cosmetics brand is recommended to me on social media	4.35	0.649
8	I am a fan of the cosmetics brand on social media	4.27	0.699
	Overall Mean	4.16	0.73

Source: Survey Data (2020)

Emotion

Sr. No.	Items	Mean	Standard Deviation
1	I am passionate whenever I hear about this cosmetics brand.	3.38	0.853
2	This cosmetics brand inspires me with a positive energy to buy more.	3.19	0.931
3	I feel excited when I browse information about this cosmetic brand and interact with this brand.	3.47	0.868
4	I am enthusiastic about seeing this cosmetics brand.	3.48	0.861
	Overall Mean	3.38	0.882

Source: Survey Data (2020)

Cognition

Sr. No.	Items	Mean	Standard Deviation
1	This cosmetics brand's posts evoked my interest to learn more about them.	3.63	0.805
2	Anything related to this cosmetics brand grabs my attention.	3.48	0.812
3	I pay a lot of attention to anything about the brand pages in any type of platforms including social media..	3.44	0.852
4	I like to learn more about the brand in everywhere including social media.	3.68	0.839
	Overall Mean	3.56	0.827

Source: Survey Data (2020)

Intentional Behaviour

Sr. No.	Items	Mean	Standard Deviation
1	I want to give like and comment by posts of this cosmetic brand on every media platform.	2.83	0.969
2	I am eager to give like and share the posts of this cosmetics brand with others.	3.33	0.902
3	The posts of this cosmetic brand were so special that I would share it with others.	3.39	0.859
4	I want to participate in this cosmetic brand's social media with my friends.	3.30	0.944
	Overall Mean	3.21	0.918

Source: Survey Data (2020)

Brand Awareness

Sr. No.	Items	Mean	Standard Deviation
1	I aware this particular product/brand that appeared in the social media.	3.99	0.674
2	I can recognize this particular product/brand in comparison with the other competing product/brand that appeared in the social media.	4.04	0.638
3	I know how this particular product/brand looks like. Some characteristics of the particular product/brand that appeared that appeared in the social media come to mind quickly.	3.85	0.778
4	I can quickly recall symbol or logo of the particular product/brand that appeared in the social media.	3.79	0.775
	Overall Mean	3.92	0.716

Source: Survey Data (2020)

Brand Association

Sr. No.	Items	Mean	Standard Deviation
1	This particular product/brand that appeared in the social media has its own personality.	3.74	0.687
2	This particular product/brand is different in comparison with the other competing product/brand that appeared in the social media.	3.61	0.769
3	I trust the company who owns the particular product/brand that appeared in the social media.	3.35	0.731
4	This particular product/brand that appeared in the social media is familiar to me.	3.62	0.726
5	There are reasons to buy this particular product/brand over the competing product/brand that appeared in the social media.	3.52	0.819
	Overall Mean	3.57	0.746

Source: Survey Data (2020)

Perceived Quality

Sr. No.	Items	Mean	Standard Deviation
1	The Webmaster provides prompt services at the promised time.	3.20	0.777
2	The Webmaster handles customers complained effectively.	3.32	0.720
3	The Webmaster is able to tell patrons exactly when the services would be performed.	3.61	0.707
4	The Webmaster gives individual customers attention.	3.31	0.752
	Overall Mean	3.36	0.739

Source: Survey Data (2020)

Brand Loyalty

Sr. No.	Items	Mean	Standard Deviation
1	I regularly refer this particular product/brand through the social media.	3.33	0.816
2	I usually use this product/brand as my first choice in comparison with the other product/brand.	3.20	0.845
3	I would recommend this product/brand to others through the social media.	3.43	0.802
4	I will not switch to another product/brand that appeared in the social media next time.	3.03	0.877
5	I am satisfied with product/brand that appeared in the social media.	3.65	0.695
6	Even if another has the same features as these cosmetics brands, I would prefer to buy this cosmetics brand.	3.60	0.746
7	I would recommend this brand to other people who seek my information.	3.62	0.791
	Overall Mean	3.41	0.796

Source: Survey Data (2020)

APPENDIX – C

I. (a) Reliability Test

Social Media Advertising

Reliability Statistics	
Cronbach's Alpha	N of Items
.717	5

Social Media Sales Promotion

Reliability Statistics	
Cronbach's Alpha	N of Items
.754	5

Social Media Interactive Marketing

Reliability Statistics	
Cronbach's Alpha	N of Items
.860	14

Social Media Worth-of-Mouth

Reliability Statistics	
Cronbach's Alpha	N of Items
.857	8

Customer Brand Engagement(Emo)

Reliability Statistics	
Cronbach's Alpha	N of Items
.858	4

Customer Brand Engagement (Cog)

Reliability Statistics	
Cronbach's Alpha	N of Items
.831	4

Customer Brand Engagement(IB)

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	4

Brand Equity- Brand Awareness

Reliability Statistics	
Cronbach's Alpha	N of Items
.787	4

Brand Equity- Brand Association

Reliability Statistics	
Cronbach's Alpha	N of Items
.750	5

Brand Equity- Perceived Quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.804	4

Brand Equity- Brand Loyalty

Reliability Statistics	
Cronbach's Alpha	N of Items
.830	7

(b) Determinant Test

Social Media Advertising

Correlation Matrix^a

--

a. Determinant = .069

Social Media Sales Promotion

Correlation Matrix^a

--

a. Determinant = .159

Social Media Interactive

Correlation Matrix^a

--

a. Determinant = .005

Social Media Word-of-Mouth

Correlation Matrix^a

--

a. Determinant = .025

Customer Brand Engagement(Emo)

Correlation Matrix^a

--

a. Determinant = .147

Customer Brand Engagement(Cog)

Correlation Matrix^a

--

a. Determinant = .226

Customer Brand Engagement(I B)

Correlation Matrix^a

--

a. Determinant = .282

Brand Equity- Brand Awareness

Correlation Matrix^a

--

a. Determinant = .318

Brand Equity- Brand Association

Correlation Matrix^a

--

a. Determinant = .314

Brand Equity- Perceived Quality

Correlation Matrix^a

--

a. Determinant = .268

Brand Equity- Brand Loyalty

Correlation Matrix^a

--

a. Determinant = .082

II. Multiple Regression Analysis

(a). Social Media Marketing (Adv, Sp, Int, Wom) Effect on Brand Equity

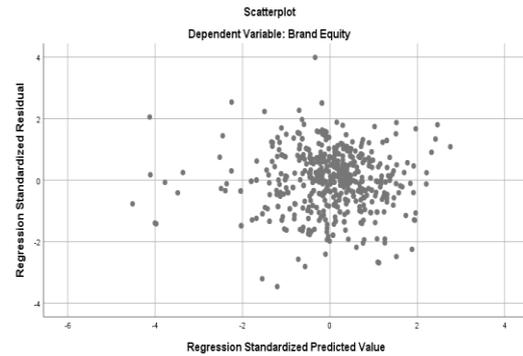
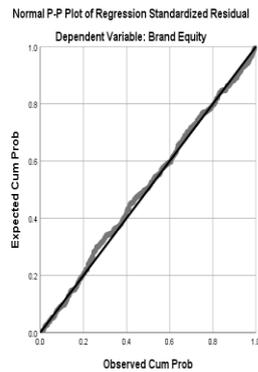
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.595 ^a	.354	.349	.40163	1.898
a. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing					
b. Dependent Variable: Brand Equity					

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.028	4	11.257	69.785	.000 ^b
	Residual	82.106	509	.161		
	Total	127.133	513			
a. Dependent Variable: Brand Equity						
b. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.537	.204		2.636	.009		
	Social Media Advertising	.180	.037	.198	4.835	.000	.757	1.321
	Sale Promotion	.150	.040	.165	3.754	.000	.657	1.522
	Interactive Marketing	.392	.051	.351	7.646	.000	.601	1.664
	Word of Mouth	.035	.036	.036	.981	.327	.935	1.069
a. Dependent Variable: Brand Equity								

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1100	4.2646	3.4482	.29626	514
Std. Predicted Value	-4.517	2.755	.000	1.000	514
Standard Error of Predicted Value	.018	.127	.037	.014	514
Adjusted Predicted Value	2.1309	4.2560	3.4481	.29642	514
Residual	-1.39077	1.60235	.00000	.40006	514
Std. Residual	-3.463	3.990	.000	.996	514
Stud. Residual	-3.475	4.206	.000	1.003	514
Deleted Residual	-1.40093	1.78118	.00019	.40584	514
Stud. Deleted Residual	-3.514	4.277	.000	1.006	514
Mahal. Distance	.067	50.509	3.992	4.458	514
Cook's Distance	.000	.395	.003	.018	514
Centered Leverage Value	.000	.098	.008	.009	514
a. Dependent Variable: Brand Equity					

Charts



Social Media Marketing (Adv, Sp, Int, Wom) Effect on Brand Equity (Awareness)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.606 ^a	.367	.362	.47113	1.802
a. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing					
b. Dependent Variable: Brand Awareness					

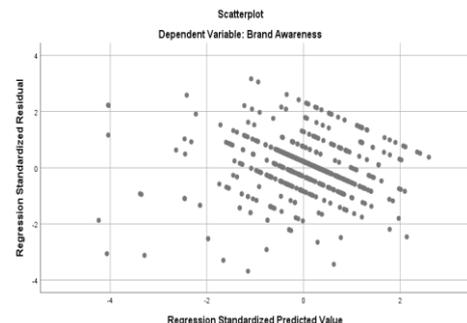
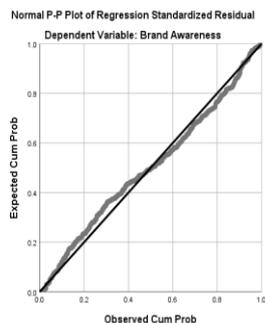
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.463	4	16.366	73.732	.000 ^b
	Residual	112.979	509	.222		
	Total	178.442	513			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.621	.239		2.602	.010		
	Social Media Advertising	.123	.044	.114	2.810	.005	.757	1.321
	Sale Promotion	.283	.047	.263	6.051	.000	.657	1.522
	Interactive Marketing	.466	.060	.352	7.747	.000	.601	1.664
	Word of Mouth	-.018	.042	-.016	-.428	.669	.935	1.069
a. Dependent Variable: Brand Awareness								

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3810	4.8225	3.8954	.35722	514
Std. Predicted Value	-4.239	2.595	.000	1.000	514
Standard Error of Predicted Value	.021	.149	.044	.016	514
Adjusted Predicted Value	2.4017	4.8190	3.8952	.35680	514
Residual	-1.73469	1.49200	.00000	.46929	514
Std. Residual	-3.682	3.167	.000	.996	514
Stud. Residual	-3.695	3.177	.000	1.004	514
Deleted Residual	-1.74737	1.50150	.00025	.47648	514
Stud. Deleted Residual	-3.742	3.206	.000	1.007	514
Cook's Distance	.000	.135	.003	.010	514
Centered Leverage Value	.000	.098	.008	.009	514

a. Dependent Variable: Brand Awareness

Charts



Social Media Marketing (Adv, Sp, Int, Wom) Effect on Brand Equity (Association)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.488 ^a	.238	.232	.52773	2.018

a. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing
b. Dependent Variable: Brand Association

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.322	4	11.080	39.785	.000 ^b
	Residual	141.758	509	.279		
	Total	186.080	513			

a. Dependent Variable: Brand Association
b. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing

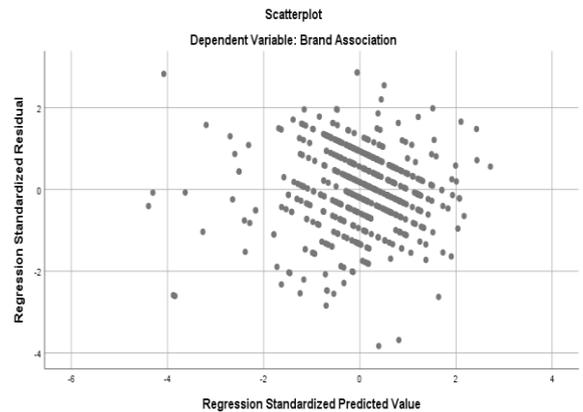
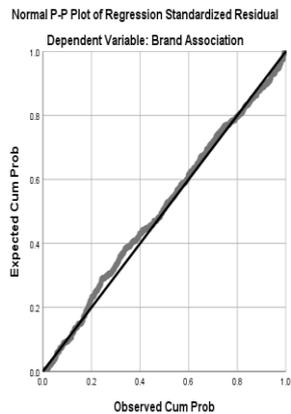
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.636	.267		2.377	.018		
	Social Media Advertising	.118	.049	.107	2.401	.017	.757	1.321
	Sale Promotion	.227	.052	.207	4.343	.000	.657	1.522
	Interactive Marketing	.358	.067	.265	5.316	.000	.601	1.664
	Word of Mouth	.041	.047	.035	.871	.384	.935	1.069

a. Dependent Variable: Brand Association

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2146	4.3044	3.5062	.29393	514
Std. Predicted Value	-4.394	2.716	.000	1.000	514
Standard Error of Predicted Value	.024	.167	.049	.018	514
Adjusted Predicted Value	2.2291	4.2986	3.5062	.29355	514
Residual	-2.02180	1.51012	.00000	.52567	514
Std. Residual	-3.831	2.862	.000	.996	514
Stud. Residual	-3.836	2.892	.000	1.002	514
Deleted Residual	-2.02659	1.56095	.00004	.53247	514
Stud. Deleted Residual	-3.888	2.913	.000	1.005	514
Mahal. Distance	.067	50.509	3.992	4.458	514
Cook's Distance	.000	.161	.003	.009	514
Centered Leverage Value	.000	.098	.008	.009	514

a. Dependent Variable: Brand Association

Charts



Social Media Marketing (Adv, Sp, Int, Wom) Effect on Brand Equity (Perceived Quality)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.434 ^a	.189	.182	.64543	1.759

a. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing
b. Dependent Variable: Perceived Quality

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.322	4	12.331	29.600	.000 ^b
	Residual	212.036	509	.417		
	Total	261.358	513			

a. Dependent Variable: Perceived Quality
b. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing

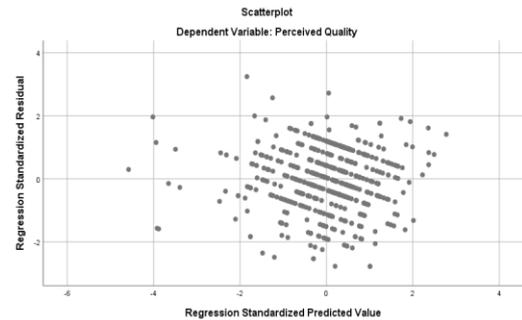
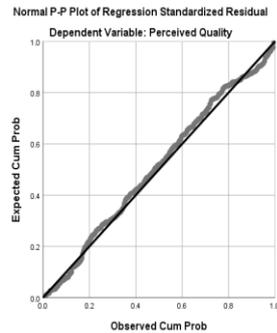
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.212	.327		.650	.516		
	Social Media Advertising	.312	.060	.239	5.213	.000	.757	1.321
	Sale Promotion	.064	.064	.049	.993	.321	.657	1.522
	Interactive Marketing	.363	.082	.227	4.413	.000	.601	1.664
	Word of Mouth	.047	.057	.033	.809	.419	.935	1.069

a. Dependent Variable: Perceived Quality

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.8098	4.0902	3.2301	.31007	514
Std. Predicted Value	-4.580	2.774	.000	1.000	514
Standard Error of Predicted Value	.029	.205	.060	.022	514
Adjusted Predicted Value	1.7969	4.0723	3.2298	.31129	514
Residual	-1.79268	2.09082	.00000	.64290	514
Std. Residual	-2.778	3.239	.000	.996	514
Stud. Residual	-2.797	3.415	.000	1.002	514
Deleted Residual	-1.81854	2.32417	.00022	.65124	514
Stud. Deleted Residual	-2.816	3.452	.000	1.004	514
Mahal. Distance	.067	50.509	3.992	4.458	514
Cook's Distance	.000	.260	.003	.012	514
Centered Leverage Value	.000	.098	.008	.009	514

a. Dependent Variable: Perceived Quality

Charts



Social Media Marketing (Adv, Sp, Int, Wom) Effect on Brand Equity (Loyalty)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.405 ^a	.164	.157	.60512	1.923

a. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing
b. Dependent Variable: Brand Loyalty

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.532	4	9.133	24.942	.000 ^b
	Residual	186.378	509	.366		
	Total	222.911	513			

a. Dependent Variable: Brand Loyalty
b. Predictors: (Constant), Word of Mouth, Social Media Advertising, Sale Promotion, Interactive Marketing

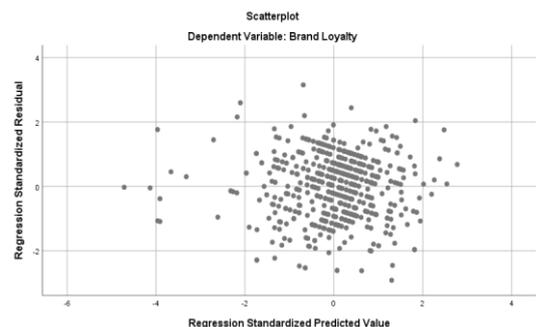
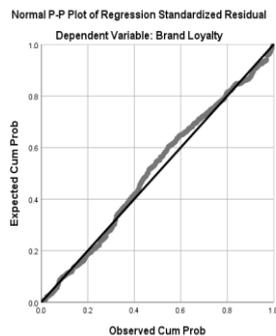
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.602	.307		1.965	.050		
	Social Media Advertising	.182	.056	.151	3.245	.001	.757	1.321
	Sale Promotion	.067	.060	.056	1.115	.265	.657	1.522
	Interactive Marketing	.390	.077	.264	5.052	.000	.601	1.664
	Word of Mouth	.055	.054	.043	1.014	.311	.935	1.069

a. Dependent Variable: Brand Loyalty

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0173	4.0170	3.2760	.26686	514
Std. Predicted Value	-4.717	2.777	.000	1.000	514
Standard Error of Predicted Value	.028	.192	.056	.021	514
Adjusted Predicted Value	2.0185	4.0089	3.2757	.26758	514
Residual	-1.76608	1.90725	.00000	.60275	514
Std. Residual	-2.919	3.152	.000	.996	514
Stud. Residual	-2.946	3.323	.000	1.003	514
Deleted Residual	-1.79978	2.12012	.00025	.61078	514
Stud. Deleted Residual	-2.969	3.356	.000	1.004	514
Mahal. Distance	.067	50.509	3.992	4.458	514
Cook's Distance	.000	.247	.003	.012	514
Centered Leverage Value	.000	.098	.008	.009	514

a. Dependent Variable: Brand Loyalty

Charts



(b) Social Media Marketing (Adv,Sp,int, Wom) Effect on Customer Engagement (CBE)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484 ^a	.235	.229	.52718

a. Predictors: (Constant), MWOM, MSMAdv, MSMP, MInter

b. Dependent Variable: Customer Engagement

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.385	4	10.846	39.027	.000 ^b
	Residual	141.458	509	.278		
	Total	184.843	513			

a. Dependent Variable: Customer Engagement

b. Predictors: (Constant), MWOM, MSMAdv, MSMP, MInter

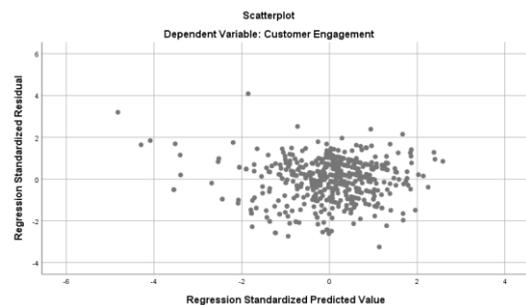
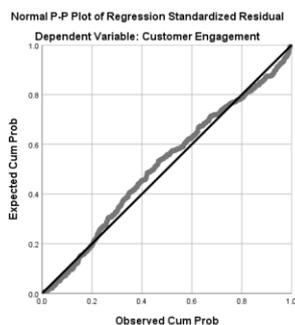
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.620	.273		2.267	.024		
	MSMAdv	.306	.054	.250	5.618	.000	.756	1.322
	MSMP	.211	.065	.168	3.253	.001	.564	1.774
	MInter	.245	.072	.182	3.426	.001	.531	1.882
	MWOM	-.028	.047	-.024	-.604	.546	.915	1.093

a. Dependent Variable: Customer Engagement

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9808	4.1347	3.3833	.29081	514
Std. Predicted Value	-4.823	2.584	.000	1.000	514
Standard Error of Predicted Value	.025	.168	.049	.018	514
Adjusted Predicted Value	1.8847	4.1268	3.3829	.29360	514
Residual	-1.71342	2.15580	.00000	.52512	514
Std. Residual	-3.250	4.089	.000	.996	514
Stud. Residual	-3.302	4.313	.000	1.004	514
Deleted Residual	-1.76809	2.39817	.00034	.53361	514
Stud. Deleted Residual	-3.334	4.390	.000	1.007	514
Mahal. Distance	.135	50.849	3.992	4.479	514
Cook's Distance	.000	.418	.003	.020	514
Centered Leverage Value	.000	.099	.008	.009	514

a. Dependent Variable: Customer Engagement

Charts



Social Media Marketing Effect on Customer Brand Engagement (Emotion)

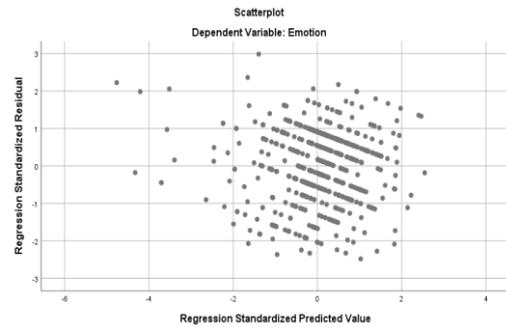
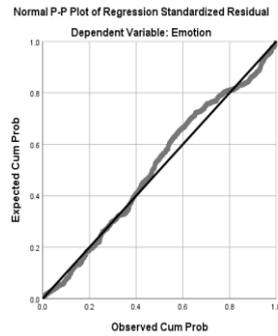
Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.396 ^a	.157	.150	.67811
a. Predictors: (Constant), MWOM, MSMAAdv, MSMP, MInter				
b. Dependent Variable: Emotion				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.581	4	10.895	23.693	.000 ^b
	Residual	234.058	509	.460		
	Total	277.639	513			
a. Dependent Variable: Emotion						
b. Predictors: (Constant), MWOM, MSMAAdv, MSMP, MInter						

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.607	.352		1.727	.085		
	MSMAAdv	.262	.070	.175	3.744	.000	.756	1.322
	MSMP	.190	.084	.123	2.274	.023	.564	1.774
	MInter	.313	.092	.190	3.403	.001	.531	1.882
	MWOM	-.030	.061	-.021	-.498	.619	.915	1.093
a. Dependent Variable: Emotion								

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9923	4.1231	3.3808	.29147	514
Std. Predicted Value	-4.764	2.547	.000	1.000	514
Standard Error of Predicted Value	.032	.216	.063	.023	514
Adjusted Predicted Value	1.9064	4.1253	3.3804	.29397	514
Residual	-1.68032	2.02535	.00000	.67547	514
Std. Residual	-2.478	2.987	.000	.996	514
Stud. Residual	-2.517	3.150	.000	1.003	514
Deleted Residual	-1.73393	2.25306	.00042	.68493	514
Stud. Deleted Residual	-2.530	3.178	.000	1.005	514
Mahal. Distance	.135	50.849	3.992	4.479	514
Cook's Distance	.000	.223	.003	.011	514
Centered Leverage Value	.000	.099	.008	.009	514
a. Dependent Variable: Emotion					

Charts



Social Media Marketing Effect on Customer Brand Engagement (Cognition)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522 ^a	.273	.267	.57693
a. Predictors: (Constant), MWOM, MSMAdv, MSMP, MInter				
b. Dependent Variable: Cognition				

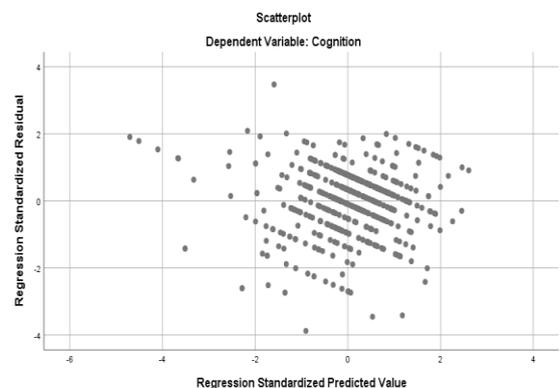
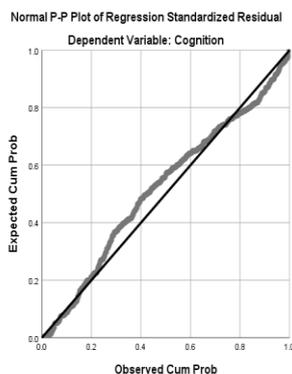
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.569	4	15.892	47.746	.000 ^b
	Residual	169.420	509	.333		
	Total	232.989	513			
a. Dependent Variable: Cognition						
b. Predictors: (Constant), MWOM, MSMAdv, MSMP, MInter						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.078	.299		.260	.795		
	MSMAdv	.349	.060	.254	5.854	.000	.756	1.322
	MSMP	.240	.071	.170	3.377	.001	.564	1.774
	MInter	.326	.078	.216	4.163	.000	.531	1.882
	MWOM	.004	.051	.003	.081	.935	.915	1.093
a. Dependent Variable: Cognition								

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.9004	4.4745	3.5564	.35202	514
Std. Predicted Value	-4.704	2.608	.000	1.000	514
Standard Error of Predicted Value	.027	.183	.053	.020	514
Adjusted Predicted Value	1.8377	4.4652	3.5563	.35425	514
Residual	-2.23758	2.00409	.00000	.57468	514
Std. Residual	-3.878	3.474	.000	.996	514
Stud. Residual	-3.892	3.664	.000	1.004	514
Deleted Residual	-2.25291	2.22941	.00010	.58393	514
Stud. Deleted Residual	-3.947	3.709	-.001	1.007	514
Mahal. Distance	.135	50.849	3.992	4.479	514
Cook's Distance	.000	.302	.003	.015	514
Centered Leverage Value	.000	.099	.008	.009	514

a. Dependent Variable: Cognition

Charts



Social Media Marketing Effect on Customer Brand Engagement (Intentional Behaviour)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.304 ^a	.092	.085	.73829

a. Predictors: (Constant), MWOM, MSMAdv, MSMP, Minter

b. Dependent Variable: Behavioral Intention

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.272	4	7.068	12.967	.000 ^b
	Residual	277.444	509	.545		
	Total	305.717	513			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), MWOM, MSMAdv, MSMP, Minter

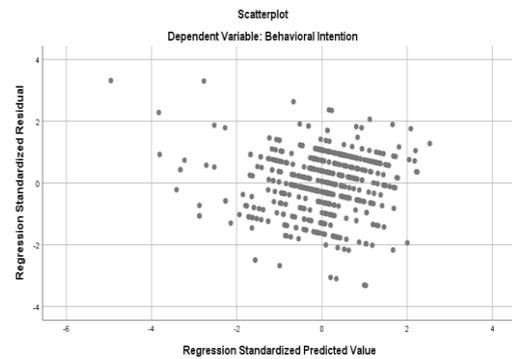
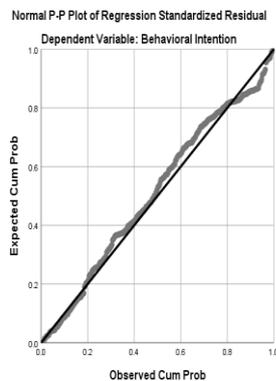
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.174	.383		3.067	.002		
	MSMAAdv	.307	.076	.195	4.022	.000	.756	1.322
	MSMP	.204	.091	.126	2.242	.025	.564	1.774
	MInter	.096	.100	.056	.959	.338	.531	1.882
	MWOM	-.059	.066	-.040	-.899	.369	.915	1.093

a. Dependent Variable: Behavioral Intention

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0497	3.8065	3.2125	.23476	514
Std. Predicted Value	-4.954	2.530	.000	1.000	514
Standard Error of Predicted Value	.035	.235	.068	.025	514
Adjusted Predicted Value	1.9100	3.7898	3.2120	.23864	514
Residual	-2.45407	2.45033	.00000	.73541	514
Std. Residual	-3.324	3.319	.000	.996	514
Stud. Residual	-3.332	3.483	.000	1.003	514
Deleted Residual	-2.46659	2.71204	.00051	.74584	514
Stud. Deleted Residual	-3.366	3.522	.000	1.006	514
Mahal. Distance	.135	50.849	3.992	4.479	514
Cook's Distance	.000	.273	.003	.014	514
Centered Leverage Value	.000	.099	.008	.009	514

a. Dependent Variable: Behavioral Intention

Charts



(c) Customer Brand Engagement (Eco, Con, Ib) Effect on Brand Equity (BE)

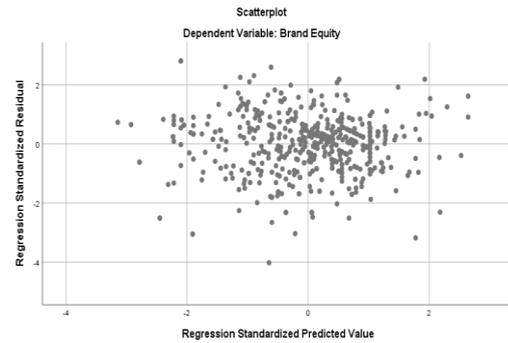
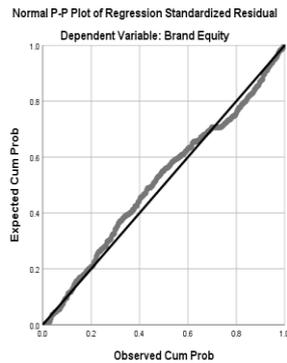
Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.500	.497	.35300
a. Predictors: (Constant), Behavioral Intention, Emotion, Cognition				
b. Dependent Variable: Brand Equity				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.584	3	21.195	170.093	.000 ^b
	Residual	63.549	510	.125		
	Total	127.133	513			
a. Dependent Variable: Brand Equity						
b. Predictors: (Constant), Behavioral Intention, Emotion, Cognition						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
		1	(Constant)	1.526	.087		17.441	.000
	Emotion	.180	.026	.279	6.921	.000	.604	1.657
	Cognition	.228	.030	.313	7.460	.000	.556	1.798
	Behavioral Intention	.163	.022	.267	7.280	.000	.731	1.368
a. Dependent Variable: Brand Equity								

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3411	4.3786	3.4482	.35206	514
Std. Predicted Value	-3.145	2.643	.000	1.000	514
Standard Error of Predicted Value	.016	.075	.029	.010	514
Adjusted Predicted Value	2.3319	4.3734	3.4481	.35217	514
Residual	-1.42066	.99224	.00000	.35196	514
Std. Residual	-4.025	2.811	.000	.997	514
Stud. Residual	-4.056	2.828	.000	1.002	514
Deleted Residual	-1.44316	1.00453	.00014	.35531	514
Stud. Deleted Residual	-4.119	2.848	.000	1.005	514
Mahal. Distance	.044	22.271	2.994	3.113	514
Cook's Distance	.000	.065	.002	.006	514
Centered Leverage Value	.000	.043	.006	.006	514
a. Dependent Variable: Brand Equity					

Charts



Customer Brand Engagement (CBE) Effect on Brand Equity (Awareness)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.219	.214	.52291
a. Predictors: (Constant), Behavioral Intention, Emotion, Cognition				
b. Dependent Variable: MBA				

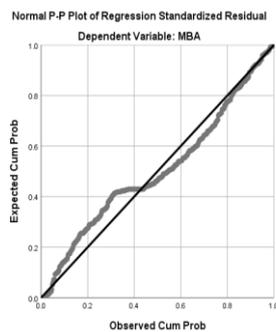
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.991	3	12.997	47.533	.000 ^b
	Residual	139.451	510	.273		
	Total	178.442	513			
a. Dependent Variable: MBA						
b. Predictors: (Constant), Behavioral Intention, Emotion, Cognition						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.438	.130		18.814	.000		
	Emotion	.058	.039	.076	1.516	.130	.604	1.657
	Cognition	.364	.045	.422	8.048	.000	.556	1.798
	Behavioral Intention	-.008	.033	-.011	-.247	.805	.731	1.368
a. Dependent Variable: MBA								

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.8398	4.5194	3.8954	.27569	514
Std. Predicted Value	-3.829	2.263	.000	1.000	514
Standard Error of Predicted Value	.024	.111	.044	.015	514
Adjusted Predicted Value	2.8163	4.5254	3.8952	.27580	514
Residual	-2.61298	1.54190	.00000	.52138	514
Std. Residual	-4.997	2.949	.000	.997	514
Stud. Residual	-5.036	2.959	.000	1.002	514
Deleted Residual	-2.65437	1.55307	.00023	.52611	514
Stud. Deleted Residual	-5.161	2.982	.000	1.006	514
Mahal. Distance	.044	22.271	2.994	3.113	514
Cook's Distance	.000	.100	.002	.007	514
Centered Leverage Value	.000	.043	.006	.006	514

a. Dependent Variable: MBA

Charts



Customer Brand Engagement (CBE) Effect on Brand Equity (Association)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543 ^a	.295	.291	.50720

a. Predictors: (Constant), Behavioral Intention, Emotion, Cognition

b. Dependent Variable: MBAs

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.881	3	18.294	71.111	.000 ^b
	Residual	131.199	510	.257		
	Total	186.080	513			

a. Dependent Variable: MBAs

b. Predictors: (Constant), Behavioral Intention, Emotion, Cognition

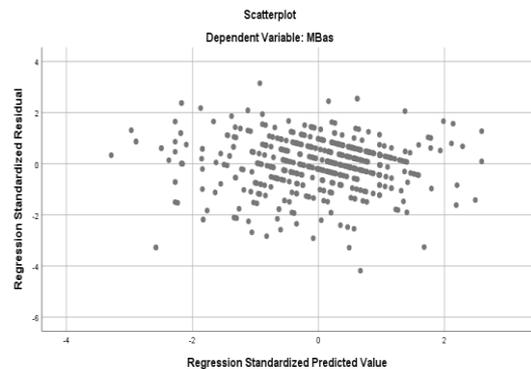
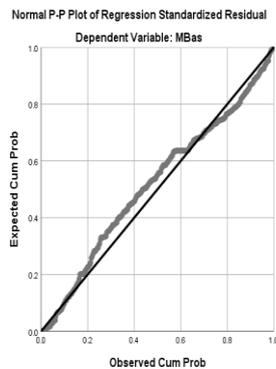
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.702	.126		13.539	.000		
	Emotion	.115	.037	.148	3.091	.002	.604	1.657
	Cognition	.283	.044	.321	6.448	.000	.556	1.798
	Behavioral Intention	.132	.032	.179	4.108	.000	.731	1.368

a. Dependent Variable: MBAs

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.4305	4.3532	3.5062	.32708	514
Std. Predicted Value	-3.289	2.590	.000	1.000	514
Standard Error of Predicted Value	.023	.108	.042	.014	514
Adjusted Predicted Value	2.4245	4.3525	3.5061	.32721	514
Residual	-2.12383	1.59807	.00000	.50572	514
Std. Residual	-4.187	3.151	.000	.997	514
Stud. Residual	-4.195	3.158	.000	1.002	514
Deleted Residual	-2.13163	1.60502	.00009	.51083	514
Stud. Deleted Residual	-4.265	3.186	-.001	1.005	514
Mahal. Distance	.044	22.271	2.994	3.113	514
Cook's Distance	.000	.100	.003	.007	514
Centered Leverage Value	.000	.043	.006	.006	514

a. Dependent Variable: MBAs

Charts



Customer Brand Engagement (CBE) Effect on Brand Equity (Perceive Quantity)

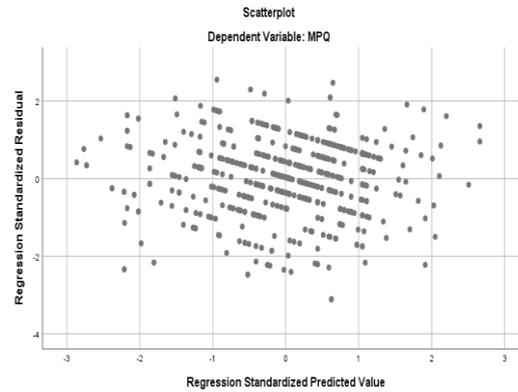
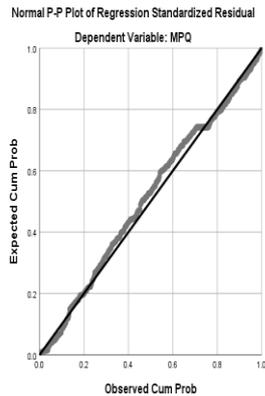
Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.485 ^a	.235	.231	.62600
a. Predictors: (Constant), Behavioral Intention, Emotion, Cognition				
b. Dependent Variable: MPQ				

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.502	3	20.501	52.314	.000 ^b
	Residual	199.856	510	.392		
	Total	261.358	513			
a. Dependent Variable: MPQ						
b. Predictors: (Constant), Behavioral Intention, Emotion, Cognition						

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.363	.155		8.782	.000		
	Emotion	.132	.046	.143	2.866	.004	.604	1.657
	Cognition	.214	.054	.205	3.950	.000	.556	1.798
	Behavioral Intention	.212	.040	.242	5.335	.000	.731	1.368
a. Dependent Variable: MPQ								

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2381	4.1512	3.2301	.34625	514
Std. Predicted Value	-2.865	2.660	.000	1.000	514
Standard Error of Predicted Value	.028	.133	.052	.018	514
Adjusted Predicted Value	2.2288	4.1415	3.2298	.34673	514
Residual	-1.94678	1.59687	.00000	.62417	514
Std. Residual	-3.110	2.551	.000	.997	514
Stud. Residual	-3.125	2.564	.000	1.002	514
Deleted Residual	-1.96522	1.61301	.00029	.62974	514
Stud. Deleted Residual	-3.152	2.578	.000	1.003	514
Mahal. Distance	.044	22.271	2.994	3.113	514
Cook's Distance	.000	.034	.002	.005	514
Centered Leverage Value	.000	.043	.006	.006	514
a. Dependent Variable: MPQ					

Charts



Customer Brand Engagement (CBE) Effect on Brand Equity (Brand Loyalty)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.674 ^a	.454	.451	.48862
a. Predictors: (Constant), Behavioral Intention, Emotion, Cognition				
b. Dependent Variable: MBL				

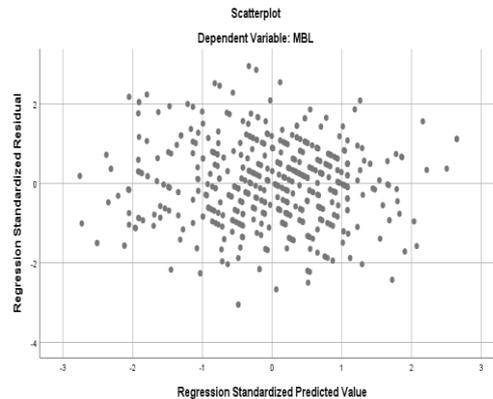
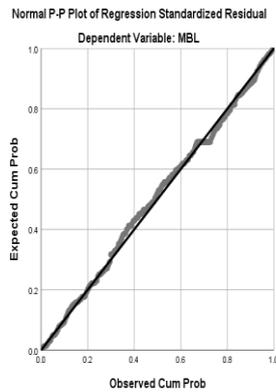
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.149	3	33.716	141.221	.000 ^b
	Residual	121.762	510	.239		
	Total	222.911	513			
a. Dependent Variable: MBL						
b. Predictors: (Constant), Behavioral Intention, Emotion, Cognition						

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.972	.121		8.028	.000		
	Emotion	.323	.036	.378	8.968	.000	.604	1.657
	Cognition	.118	.042	.123	2.804	.005	.556	1.798
	Behavioral Intention	.255	.031	.315	8.227	.000	.731	1.368
a. Dependent Variable: MBL								

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.0510	4.4533	3.2760	.44404	514
Std. Predicted Value	-2.759	2.651	.000	1.000	514
Standard Error of Predicted Value	.022	.104	.041	.014	514
Adjusted Predicted Value	2.0478	4.4445	3.2759	.44410	514
Residual	-1.48942	1.44290	.00000	.48719	514
Std. Residual	-3.048	2.953	.000	.997	514
Stud. Residual	-3.053	2.973	.000	1.002	514
Deleted Residual	-1.49430	1.46215	.00006	.49165	514
Stud. Deleted Residual	-3.078	2.996	.000	1.004	514
Mahal. Distance	.044	22.271	2.994	3.113	514
Cook's Distance	.000	.038	.002	.005	514
Centered Leverage Value	.000	.043	.006	.006	514

a. Dependent Variable: MBL

Charts



Appendix D

Mediating Analysis

Social Media Marketing and Brand Equity of Myanmar Cosmetics Brand

Mediated Effect Models

Model I Matrix

SMM (overall) > Engagement > Brand Equity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.4

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

Model : 4
Y : BE
X : SMM
M : Engag

Sample
Size: 514

OUTCOME VARIABLE:
Engag

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.4228	.1787	.3166	111.4170	1.0000	512.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.4502	.2756	1.6334	.1030	-.0913
	.9916				
SMM	.7403	.0701	10.5554	.0000	.6025
	.8781				

Standardized coefficients

	coeff
SMM	.4228

OUTCOME VARIABLE:
BE

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7650	.5853	.1032	360.5972	2.0000	511.0000	.0000

Model	coeff	se	t	p	LLCI
ULCI					
constant	.1294	.1577	.8202	.4125	-.1805
	.4393				
SMM	.4582	.0442	10.3731	.0000	.3715
	.5450				
Engag	.4557	.0252	18.0632	.0000	.4061
	.5053				

Standardized coefficients

	coeff
SMM	.3261
Engag	.5678

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:
BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.5661	.3205	.1687	241.4933	1.0000	512.0000
	.0000					

Model	coeff	se	t	p	LLCI
ULCI					
constant	.3345	.2012	1.6627	.0970	-.0607
	.7298				
SMM	.7956	.0512	15.5401	.0000	.6950
	.8962				

Standardized coefficients

	coeff
SMM	.5661

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
c_ps	c_cs				
.7956	.0512	15.5401	.0000	.6950	.8962
1.5982	.5661				

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
c'_ps	c'_cs				
.4582	.0442	10.3731	.0000	.3715	.5450
.9205	.3261				

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Engag	.3373	.0440	.2562	.4298

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Engag	.6776	.0823	.5284	.8536

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Engag	.2400	.0251	.1914	.2897

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Model II Matrix SMM (overall) > Brand Engagement: Emotion > Brand Equity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.4 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

Model : 4
Y : BE
X : SMM
M : Emo

Sample
Size: 514

OUTCOME VARIABLE:
Emo

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.3489	.1217	.5237	70.9770	1.0000	512.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.3708	.3545	1.0461	.2960	-.3256
1.0672					
SMM	.7599	.0902	8.4248	.0000	.5827
.9371					

Standardized coefficients

	coeff
SMM	.348

OUTCOME VARIABLE:
BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.7008	.4911	.1266	246.5354	2.0000	511.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.2291	.1745	1.3129	.1898	-.1137
	.5718				
SMM	.5795	.0473	12.2450	.0000	.4865
	.6725				
Emo	.2844	.0217	13.0869	.0000	.2417
	.3271				

Standardized coefficients

	coeff
SMM	.4124
Emo	.4407

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:
BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.5661	.3205	.1687	241.4933	1.0000	512.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.3345	.2012	1.6627	.0970	-.0607
	.7298				
SMM	.7956	.0512	15.5401	.0000	.6950
	.8962				

Standardized coefficients

	coeff
SMM	.5661

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
c_ps	c_cs				
.7956	.0512	15.5401	.0000	.6950	.8962
1.5982	.5661				

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
c'_ps	c'_cs				
.5795	.0473	12.2450	.0000	.4865	.6725
1.1641	.4124				

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Emo	.2161	.0339	.1524	.2851

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Emo	.4341	.0628	.3157	.5637

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Emo	.1538	.0213	.1120	.1960

***** ANALYSIS NOTES AND ERRORS

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Model III. Matrix

SMM (overall) > Brand Engagement: Cognition > Brand Equity

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.4

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

Model : 4
Y : BE
X : SMM
M : Cog

Sample
Size: 514

OUTCOME VARIABLE:
Cog

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.4907	.2408	.3571	162.4166	1.0000	512.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	-.1732	.2927	-.5918	.5542	-.7483
	.4018				
SMM	.9492	.0745	12.7443	.0000	.8029
	1.0956				

Standardized coefficients
 coeff
 SMM .4907

OUTCOME VARIABLE:
 BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.6867	.4715	.1315	227.9485	2.0000	511.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.3906	.1777	2.1987	.0283	.0416
	.7397				
SMM	.4880	.0519	9.4084	.0000	.3861
	.5899				
Cog	.3240	.0268	12.0834	.0000	.2713
	.3767				

Standardized coefficients
 coeff
 SMM .3473
 Cog .4460

***** TOTAL EFFECT MODEL

OUTCOME VARIABLE:
 BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.5661	.3205	.1687	241.4933	1.0000	512.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.3345	.2012	1.6627	.0970	-.0607
	.7298				
SMM	.7956	.0512	15.5401	.0000	.6950
	.8962				

Standardized coefficients
 coeff
 SMM .5661

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
c_ps					
c_cs	.0512	15.5401	.0000	.6950	.8962
	.7956				
	1.5982				
	.5661				

Direct effect of X on Y						
	Effect	se	t	p	LLCI	ULCI
c'_ps	c'_cs					
	.4880	.0519	9.4084	.0000	.3861	.5899
	.9803	.3473				

Indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
Cog	.3076	.0407	.2348	.3943

Partially standardized indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
Cog	.6179	.0780	.4784	.7842

Completely standardized indirect effect(s) of X on Y:				
	Effect	BootSE	BootLLCI	BootULCI
Cog	.2189	.0248	.1735	.2700

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
5000

----- END MATRIX -----

Model IV. Matrix
SMM (overall) > Brand Engagement: Intentional Behavior > Brand Equity
Matrix

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 3.4

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2018).
www.guilford.com/p/hayes3

Model : 4
 Y : BE
 X : SMM
 M : Inten

Sample
 Size: 514

OUTCOME VARIABLE:

Inten

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.2227	.0496	.6307	26.7247	1.0000	512.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	1.1529	.3890	2.9639	.0032	.3887
1.9171					
SMM	.5117	.0990	5.1696	.0000	.3173
.7062					

Standardized coefficients

	coeff
SMM	.2227

OUTCOME VARIABLE:

BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.7079	.5011	.1241	256.6702	2.0000	511.0000
	.0000					

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.0271	.1740	.1555	.8765	-.3148
.3689					

SMM	.6591	.0450	14.6341	.0000	.5706
.7476					
Inten	.2667	.0196	13.6030	.0000	.2282
.3052					

Standardized coefficients

	coeff
SMM	.4690
Inten	.4360

***** TOTAL EFFECT MODEL *****

OUTCOME VARIABLE:

BE

Model Summary

	R	R-sq	MSE	F	df1	df2
p	.5661	.3205	.1687	241.4933	1.0000	512.0000
.0000						

Model

	coeff	se	t	p	LLCI
ULCI					
constant	.3345	.2012	1.6627	.0970	-.0607
.7298					
SMM	.7956	.0512	15.5401	.0000	.6950
.8962					

Standardized coefficients

	coeff
SMM	.5661

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

Total effect of X on Y

	Effect	se	t	p	LLCI	ULCI
c_ps	c_cs					
	.7956	.0512	15.5401	.0000	.6950	.8962
1.5982	.5661					

Direct effect of X on Y

	Effect	se	t	p	LLCI	ULCI
c'_ps	c'_cs					
	.6591	.0450	14.6341	.0000	.5706	.7476
1.3240	.4690					

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Inten	.1365	.0343	.0750	.2096

Partially standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Inten	.2741	.0678	.1527	.4175

Completely standardized indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
Inten	.0971	.0222	.0551	.1420

***** ANALYSIS NOTES AND ERRORS *****

Level of confidence for all confidence intervals in output:
95.0000

Number of bootstrap samples for percentile bootstrap confidence
intervals:

5000

----- END MATRIX -----