

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
MBA PROGRAMME**

**THE EFFECT OF SOCIAL MEDIA MARKETING ON  
CONSUMER BUYING BEHAVIOR TOWARDS  
100PLUS SOFT DRINK**

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**EMBA II – 14**

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**ACADEMIC YEAR (2019-2022)**

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EMBA II - 14  
EMBA 18<sup>th</sup> Batch (NPT)  
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This thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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## ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Social Media Marketing on Consumer Buying Behavior towards 100PLUS Soft Drink**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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**October, 2022**

## ABSTRACT

The **objectives** of this study are to examine the effect of social media marketing on brand equity and customer engagement and to examine the effect of brand equity and customer engagement on consumer buying behavior towards 100Plus Soft Drink. Analytical and descriptive research methods are used to achieve the **objectives**. Systematic sampling method is used to select every 5th consumer entering to 100 Plus soft drink Facebook Messenger. There are about 1,000 customers who are sending message to 100Plus Facebook messenger daily. 10 days survey was conducted to collect the primary data by using structured questionnaire. Data collection period was during August, 2022. Primary data are collected from 250 consumers of 100Plus. Secondary data are collected from relevant textbooks, research papers, and internet websites. Descriptive statistics and multiple regression analysis are used to analyze the collected data. According to the multiple regression analysis, entertainment, customization, eWOM have significant and positive effect on Brand equity and customer engagement. Brand equity and customer engagement have significant and positive effect on consumer buying behavior. This study suggests that manager should explore digital marketing channel like website marketing, pay per click advertising, email marketing, sms marketing, electronic billboard, google ads. It can be reached in a cost-effective and measurable way. Through digital marketing, brand can interact with customer increasing brand loyalty and driving online sale.

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## **LIST OF ABBREVIATIONS**

ATL	Above the Line
BTL	Below the Line
CSR	Corporate Social Responsibility
eWOM	Electronic Worth of Mouth
KOL	Key Opinion Leader
OOH	Out of Home
SMMA	Social Media Marketing Activities

## **CHAPTER 1**

### **INTRODUCTION**

In today's globalized era, several company face growing complexness in collaboration markets as a result of the augmented variety of product and and the prospects from growing numbers of competitors. Firms are attempting to get competitive advantages over by doing holistic marketing methods, exploitation multi-channel marketing strategies to differentiate their products from those of their most cherished competitors. Product is traced by competitors in an exceedingly very short amount of time.

In a parity market, the only approach by which organizations may be differentiated is communication. 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). The marketing communication can provide a real sustainable competitive advantage to any organization that leverages its potential.

Companies develop a promotion mix trying to speak their consumers' language to build trust between the brand and its customers 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. In fact, social media become huge potential for marketers of every organization. Organizations of all sizes from small firms to large multi-national corporations are now using social media for improving their businesses.

Social media is the most powerful and fastest growing phenomenon of the 21<sup>st</sup>

Century. According to digital trends report 2022, there are 62.5 percent of internet user to total global population and 58.4 percent of social media user to total global population. The world's most use social media platform is Facebook and followed by youtube, whatsapp, instagram, we chat, tiktok, messenger so on. Ecommerce trends and online spend in the food and beverage categories grew more than 35 percent during 2021. The trends within Myanmar are not too different from global trends. There are 45.9 percent of internet users total Myanmar population. There are 37.7 percent of social media users total Myanmar population. In Myanmar, the most use social media platform is Facebook followed by YouTube, Pinterest and others.

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. Marketers are switching to various social media such as Facebook, youtube, twitter, 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.

Social media impacts power of buyers as well as sellers. Buyers can now compare more sellers without even stepping out of their homes with the help of consumer generated content, feedback on various review sites and so forth. As a result, buyers have better capabilities of comparison and evaluation between different sellers. By getting feedback quickly and in real time via social media channels, companies can make changes to their processes and methodologies, thus resulting in new prod because of easy availability of information on social media channels, there is increased rivalry between companies within the same industry. As a result, companies need to innovate to get competitive advantage to stay ahead of competitors.

Social Media Marketing is a process of enhancing stakeholders' value through marketing activities by incorporating social media platforms in marketing communication (Pham & Gammoh, 2015; Tuten and Solomon, 2016; Felix et al., 2017). The components, of Social Media Marketing Activities are entertainment, interaction trendiness, customization, eWOM.

Brand equity as a set of assets and liabilities associated with a brand, including its name and symbol, which could impose beneficial or detrimental effects on the values

arising from the products or services (Aaker,1991; Yasin et al., 2007). Components of Brand equity are brand loyalty, brand awareness, perceived quality and association (Aaker, 1996).

The key element to customer engagement is knowledge exchange, so information and communication technologies provide immense opportunities for organizations to exchange knowledge and engage with customers (Vivek, 2009).

Consumer buying behavior is a component of consumer behavior. It is defined as the buying behavior of final consumers, individuals and households who purchase products and services for self-consumption (Kotler and Armstrong, 2012:133).

Moreover, Companies are increasingly using social media channels for distributing press releases and spreading information about new product launches, breaking news, press releases and other similar content. In fact, social media has become an important channel in overall mix consisting of physical and digital media. Therefore, it is necessary to know the effect of social media marketing on consumer buying behavior towards 100plus soft drink in order to gain more market share and sustain the brand in this competitive business environment.

### **1.1 Rationale of the Study**

In Myanmar, locally-produced soft drinks are promptly coming up into market recently like Royal D, Sponsor, Boost plus, Hydro plus, D Plus. Especially Royal D soft drink enter the market lately and become market leaders in short time. Reason for growth is Myanmar people already familiar to heritage royal D sachet pack design called “Thee Sone That Sar” and used by Myanmar people for a long time. That why Myanmar people easily accept the soft drink form of royal D and consume easily without strong branding by company side. One of major challenges of foreign brand face in competition with local brands is price per bottle. Local brand can set price lower than foreign brand because lack of supply chain cost. Thus, foreign brand can’t compete in price with local production brand.

Foreign brands like 100Plus are progressively searching valuable practices to integrate a powerful customer engagement, by using marketing communications to increase brand equity. Successful customer engagement and brand equity will keep strong to keep 100Plus brand at the top of the customer's mind when it comes to the decision-making process. Provides valuable customer feedback and insight. Improves customer

experience. When the Covid-19 pandemic shut down the physical world and people hunkered down at home, nearly everything shifted to the digital space. Consumer use of social media to discover or learn about products. Social media become huge potential for customer engagement. Marketer can't do any physical activity for branding because of covid-19 lock down policy and many marketers shift to invest additional resources into social media marketing. The rapid increase and spread of social media have created new opportunities for marketing practice, especially in promotional activities, enabling companies of all sizes to engage in a timely and direct manner with their customers at a lower cost and with more efficiency than traditional communication tools (Kaplan & Haenlein 2010). 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 soft drink brand marketers of myanmar, more recently tiktok is also widely used by people around Myanmar.

Myanmar soft drinks 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). 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 each brand.

The retaining loyal customers are ever tougher with social media marketing channels. Consumers are exposed to many brands every day on social media platform and there is a notable change in the brand loyalty.

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, 100Plus 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 100Plus brands and the fact that local production brands are competing with well-known foreign soft drink brands including 100Plus, 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 100Plus brands in myanmar.

The purpose of this study, therefore, is to identify the components of soft drinks SMMA's and to investigate the effects of these elements on customers buying behavior, brand equity and customer engagement. The contributions of this research are threefold. Firstly, it will be a guideline for marketers and managers to understand the factors that play an essential role in social media marketing. Secondly, it provides valuable insights into how social media marketing contributes to forming consumer buying behavior. Thirdly, we investigated the elements that influence consumer's buying behavior with customer engagement and brand equity.

## **1.2 Objectives of the Study**

This study is to identify and examine how consumer buying behavior of 100Plus soft drink brand could be promoted by social media marketing via brand equity and customer brand engagement. The specific objectives of the study are;

1. To examine the effect of social media marketing on brand equity towards 100Plus soft drink
2. To analyze the effect of social media marketing on customer engagement towards 100Plus soft drink
3. To examine the effects of brand equity and customer engagement on consumer buying behavior towards 100Plus soft drink

## **1.3 Scope and Method of the Study**

The aim of this study is the effect of social media marketing on consumer buying behavior towards 100plus soft drink. This study uses the descriptive analysis methods. Quantitative research methodology is also used for this study. A systematic random sampling for unknown population is used as a sampling technique. This analysis use both primary and secondary data. Systematic random sampling method is used to select every

5th consumer entering to 100 Plus soft drink Facebook messenger. About 10,000 customer engage in Facebook messenger daily. 10 days survey (1.10.2022 to 10.10.2022 ) was conducted to collect the primary data by using structured questionnaire. Only 250 respondents are responded back the survey questionnaires. The questionnaire is designed using multiple choices and five-point Likert scale type questionnaires to collect data by the online surveys. The secondary data are collected from reports, journals from reports, journals, the literature, journals, web search and some previous papers. Descriptive statistics and multiple regression analysis are used to analyze the collected data. Data collection period was during october, 2022.

#### **1.4 Organization of the Study**

This study is combined with five chapters. Chapter one contains the introductory that explains rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter two describes theoretical background of social media marketing, brand equity, customer engagement and consumer buying behavior. Moreover, the empirical studies of previous studies and conceptual framework of the study. Chapter three mentions profile of 100Plus brand. In addition, the social media marketing practices of 100Plus , research design , reliability test , profile of the respondents are present in this chapter. Chapter four expresses analysis of the effect of social media marketing on consumer buying behavior. The final chapter five discusses the findings of the paper, discussions, suggestions, and recommendations and need for further study

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter reviews to explain the literature for the theoretical background and concepts that relevant to the study of social media marketing activities to understand customer engagement and brand equity towards consumer buying behavior and the conceptual framework of this study.

#### **2.2 Social Media Marketing**

Before we proceed to explore social media marketing, it is important to define and understand the meaning of the term ‘social media’. According to Kaplan and Haenlein (2010), social media, 2015).

Since building and maintaining lasting stakeholder relationships is the goal of relationship marketing (Gronroos, 1997; American Marketing Association, 2017) and the essence of social media marketing also is relationships (Chan & Guillet, 2011; Chi, 2011; Chang et al., 2015; Choi et al., 2016; Buchanan-Oliver & Fitzgerald, 2016). Social media marketing can be considered as a subset of relationship marketing and marketing. Social media marketing define it is a process of enhancing stakeholders’ value through marketing activities by incorporating social media platforms in marketing communication (Pham & Gammoh, 2015; Tuten and Solomon, 2016; Felix et al., 2017).

##### **2.1.1 Entertainment**

Entertainment is the result of the fun and play emerging from the social media experience (Agichtein et al., 2008). A Entertainment is an essential part that motivates participants’ attitude and the continuousness of pursuit that leads to favorable perceptions regarding the brand (Kang 2005). (Kaye, 2007; Muntinga, et al., 2011; Park, et al., 2009). Shao (2009) found entertainment a strong motivation for consuming user-generated content (UGC). Park et al. (2009) mention that entertainment drives participation in social networks to some degree. This being said, many previous empirical studies illustrated that

when individuals like the enjoyable content existing on social media platforms, it will create a positive experience in their mind, which probably will lead them to recognize and recall the brand (Münch 2021; Keller 2009; Liu 2000)

### **2.1.2 Interaction**

Social media interaction is fundamentally changing communication between brands and customers (Gallaughier & Ransbotham, 2010; Kaplan & Haenlein, 2010). Daugherty et al. (2008) found that social interaction is an important motivator for creating user-generated content. Social media can offer consumers assistance as well as space for discussions and the exchange of ideas. order to meet like-minded others, interact, and talk with them about specific products/brands. Many businesses encourage their customers to share their purchase experience in simple ways on the selected social media platform, which can be called users' online interactions. In support of this view, prior empirical studies revealed that to enhance consumers' behavior towards products and brands, businesses need to create social media interactions with users by making it easier to fulfil their demands, needs, opinions and suggestions in reality (Fischer 2011; Vukasovic, 2013; Hajli, 2015).

### **2.1.3 Trendiness**

Trendiness known for giving the latest information related to a service or a product (Godey, 2016). Trendy information includes the latest information on a brand or product, feedback and fresh ideas, which builds consumers' brand trust and accordingly enforces the consumer's positive awareness toward the brand or the product (Godey 2016, Manthiou 2014). Social media provides the latest news and hot discussion topics (Naaman et al., 2011) and are also core product search channels. As information is continuously provided in actual time on social media, it has become the latest and updated origin of information for consumers. Many authors suggested that consumers to trust product-related information learned through social media more than traditional channels, as it is perceived to be more useful and up-to-date. Therefore, we can observe that whenever social media platforms provide trendy and hot topics, more trust is created between the brand and customers, therefore minimizing search efforts consumed by users.

### **2.1.4 Customization**

A customized message targets a specific person or a small audience (e.g. Facebook posts). A broadcast contains messages that target anyone who is interested (e.g. Twitter tweets). The level of customization describes the degree to which a service is customized to satisfy an individual's preferences (Schmenner, 1986). Additionally, it allows businesses to deal individually with customers' problems and direct the advertising and services as well as personalized message for value creation to a certain set of individuals (Chan, 2011). For instance, replying instantly to consumers' personal questions builds customer contentment.

### **2.1.5 eWOM**

Several authors have recognized that EWOM is considered a powerful marketing tool, since clients, before buying products or services, look for any written online reviews by previous customers to evaluate the products (Münch, 2021). Dissimilar to physical word of mouth, which fades after the individual has verbally spoken, eWOM stays visible, at minimum, until a post is removed. However, the post might still be found in Internet caches (Pitta, 2005)

## **2.2 Brand Equity**

The concept of brand equity first emerged in the 1980s through the inquisitive business strategist and marketing managers (Aaker, 2013). Brand equity is a competitive advantage that brings profits, revenues, and lower costs to the firm. Brand equity basically defined by (Upshaw & Lynn, 1995) as the total accumulated value or worth of a brand, the tangible and intangible assets that the brand contributes to its corporate parents, both financially and in terms of selling leverage. It is the totality of the brand's perception, including the relative quality of products and services, financial performance, customer loyalty, satisfaction, and overall esteem toward the brand. It's all about how consumers, customers, employees, and all stakeholders feel about a brand (Knapp, 2000).

Brand equity as a set of assets and liabilities associated with a brand, including its name and symbol, which could impose beneficial or detrimental effects on the values arising from the products or services (Aaker, 1991; Yasin et al., 2007). From the strategic perspective, brand equity is conceptualized from the consumer's knowledge and awareness about the brand, and such knowledge implies the business strategies. In cross-cultural studies on brand equity, cultural differences found out to be one of the vital

mechanisms affecting brand equity in a different cultural background on the same products or services (Hanaysha et al., 2013).

Marketing activities on social media are believed to be able to increase its brand equity directly (Bilgin, 2018). This thesis is to examine the effect of social media marketing on brand equity from customer perspective. Consumer-based brand equity includes four main components such as brand loyalty, brand awareness, brand association, and perceived quality. Conceptualizing brand equity from customer perspective is useful not only specific guidelines for marketing strategies but also useful in assisting managerial decision making.

### **2.2.1 Brand Awareness**

Brand awareness is a critical component of brand equity that is frequently underestimated (Aaker, 1996). Brand awareness is defined by Aaker (1991) as the ability of the potential buyer to recognize and 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). Brand awareness is the first step to create brand equity. 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. If consumers are not aware of the products first, then it is likely to be impossible to experience the rest elements of brand equity. There are few stages of assessing the importance of brand awareness in consumer mind

### **2.2.2 Brand Association**

Brand association is described as anything linked in memory to a brand and the meaning of the brand for consumers (Aaker, 1991). Brand association consists of Brand association influences consumer buying behavior. 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). 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.

### **2.2.3 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. Aaker and Jacobson (1994) defined perceived quality as the consumer's perception about a brand's overall excellence or superiority. To put it another way, perceived quality refers to a customer's opinion of a product's overall excellence or superiority (Zeithaml, 1988). That is why perceived quality can be defined as overall customer satisfaction towards the quality of goods and services which is received from the companies. According to Kotler (2000), there is a direct link between product and service quality, customer happiness, and firm profitability. Perceived quality is a sufficiently important and accepted strategic consideration (Aaker, 1992). There are several elements to be considered in order to analyze and measure perceived quality, which are: reliability, serviceability, appearance, performance, and durability (Parasuraman et al, 1985).

### **2.2.4 Brand Loyalty**

Rangkuti (2009) defined brand loyalty as a measurement of customer loyalty towards a brand, because loyalty is the main important part of brand equity because it is always been the central idea in marketing. Aaker (1991) stated that the liking of a brand and commitment can be used to measure brand loyalty. According to Keller (1998), brand loyalty can be classified into two levels known as behavioral and cognitive loyalty. Behavioral loyalty can be identified by the number of repeated purchases. On the other hand, cognitive loyalty refers to the customers' intention to buy the brand as the first choice.

Brand loyalty is important because it can result in consumer's attitude of purchasing products from their favorite brands repeatedly, indicating their trust in the companies or brands. Moisesescu (2005) discussed how brand loyalty generates value by lowering marketing expenses and leveraging trade, based on Aaker's approach. 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.

### **2.3 Customer Engagement**

Customer engagement has been recognized as an emotional connection between a company and its customers focused on interaction with customers and their participation. The key element to customer engagement is knowledge exchange, so information and communication technologies provide immense opportunities for organizations to exchange knowledge and engage with customers (Vivek, 2009).

Consumer engagement in the brand creates not only a pool of information needed but also helps firms to mold a brand that can relate to consumer's needs as well (Kuvykaite & Piligrimiene, 2014). Such engagement may take the form of liking, commenting, or sharing a brand's profile (e.g., Instagram Page). If a brand creates engaging content resulting in positive impressions about and attitudes toward the brand, it is anticipated that consumers will be more likely to continue visiting the brands' social media platforms and continue to interact with posts generated by the brand (Osei-Frimpong & McLean, 2018).

High consumer engagement leads to popularity of the social media advertisements (Vries, 2012). Strengthening consumer-brand relationships through timely interactions and exerting positive attitude towards the company and brand (Gao, 2016).

#### **2.3.1 Involvement**

Involvement has typically been defined in the literature as relating to an internal state of arousal (i.e., intensity, direction, and persistence of that arousal) (Warrington & Shim 2000). More specifically, involvement has been used to describe either the ongoing concern that a customer may have for a product class based on the perceived importance of that product class in relation to his or her self-concept, ego, and value system and/or the general interest that a customer may have in the purchase process (Beatty et al., 1988). Customers are therefore argued to be involved when their values and self-image are made salient by a specific decision situation (Crosby & Taylor 1983). Involvement is subsequently viewed as motivating the customer to seek information that may be used to manage and moderate any potential risk inherent in the decision-making process in order to facilitate a decision on a particular choice alternative (Delgado-Ballester & Munuera-Aleman 2001).

#### **2.3.2 Satisfaction**

Verhoef et al. (2002) **declared** that satisfaction **could be a** state of emotional **expertise that** arises with the **analysis** of interaction experiences. As per the definition given by Anderson et al. (1994), satisfaction refers to the evaluation of total purchase and consumption experience with **an honest** or service over time.

### **2.3.3 Commitment**

Commitment is the country or first-class of being devoted wherein events preference to bolster a relationship. According to Verhoef et al. (2002), there are varieties of dedication specifically affective dedication and calculative dedication. Affective dedication refers back to the mental attachment a patron has for an company that is primarily based totally on emotions of identification, loyalty, and affiliation.

### **2.3.4 Trust**

Swann and Gill (1997), customers don't have a lot of expertise with the corporate within the starting of their relationship with the company. Reason behind this might be the restricted connect thanks to their very little exposure to the company's real information.

## **2.4 Consumer Buying Behavior**

The key to a successful marketing campaign lies in consumer buying behavior. Understanding buying behavior is the only way to connect with customers and to influence their purchasing decision. Consumer buying behavior is a component of consumer behavior. It is defined as the buying behavior of final consumers, individuals and households who purchase products and services for self-consumption (Kotler & Armstrong, 2012). Consumer behavior is the study for explaining the consumer why, what, when and how buy a product or a brand (Kumar, et al., 2014).

Consumers make different types of decisions in everyday life. The decision consumer makes while purchasing is the focal point that marketers try to study. In this competitive business world, it has become important for every organization to put great effort on researching consumer buying behavior to find out detailed information on what

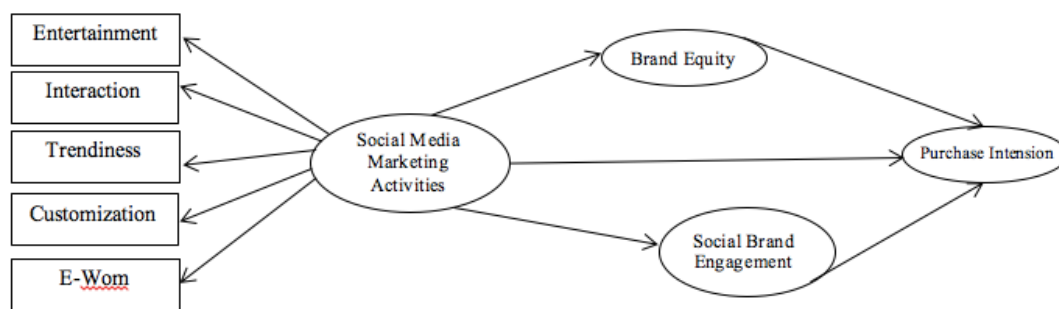
consumers purchase, where, when and why they purchase, how and how much they purchase. (Kotler & Armstrong, 2012).

The buyer can use all five stages during decision making process towards a product. Perhaps, the buyer can also skip the one or more stages, it's all depends on consumer mind (Kotler at el. 2017). This process works especially for new purchase or highly involvement of consumer purchase. Some companies focus on understand the consumer experience in learning, choosing, using and disposing of the product. (Kotler & Keller 2016)

## 2.5 Empirical Studies

Many scholars have studied the effectiveness of social media marketing, brand equity, customer engagement, consumer buying behavior. By learning others' conceptual framework and process, new ideas and creation are coming out for the researches. Choedon and Lee (2020) conducted The conceptual framework of this research is shown in Figure (2.1).

**Figure (2.1) Conceptual Framework of Choedon and Lee**



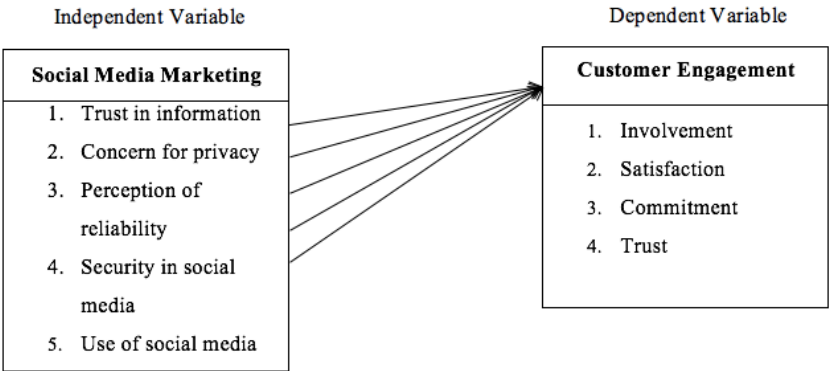
Source: Choedon & Lee (2020)

1

According to Choedon and Lee (2020), it is advisable to inform consumers about the products or services offered on social media and to build strong relationships with customers. Consumers become more engaged with the brand, the more they are familiar with it. The result suggested that an inevitable relationship between social brand engagement and purchase intention. Therefore, the firms should consider creating active

engagement with the customers to provide an emotional

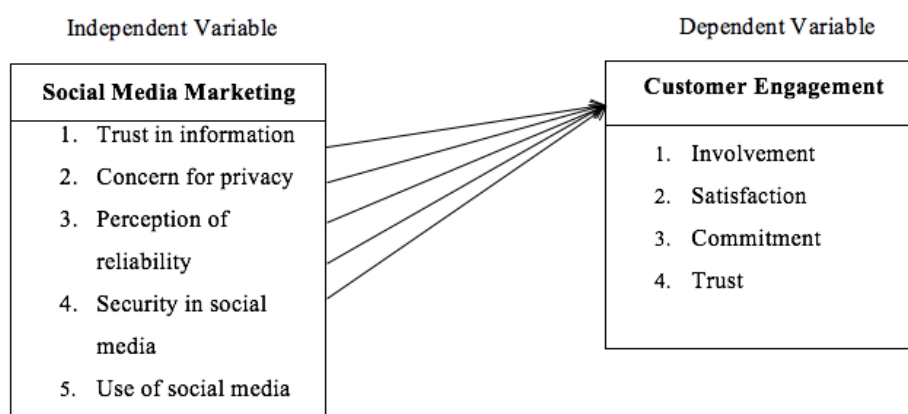
**Figure (2.3) Conceptual Framework of Farook and Abeysekara**



Source: Farook & Abeysekara (2016)

Fouladivanda et al. (2013) found that Brand equity is important for a company, since it's the value-added that brand equity is important for a company, since it's the value-added that a company gets from a brand. Those values could trigger the consumers to purchase that company's products despite of its premium prices. Farook and Abeysekara (2016) conducted

**Figure (2.3) Conceptual Framework of Farook and Abeysekara**

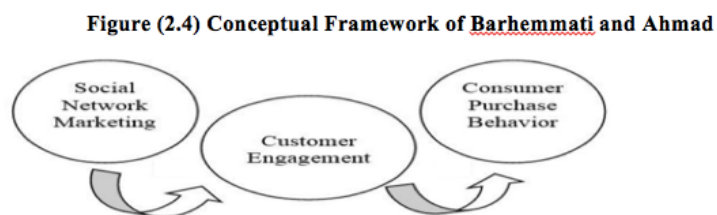


Source: Farook & Abeysekara (2016)

The conceptual framework of this research is shown in Figure (2.4).

**Figure (2.4) Conceptual Framework of Barhemmati and Ahmad**

The conceptual framework of this research is shown in Figure (2.4).

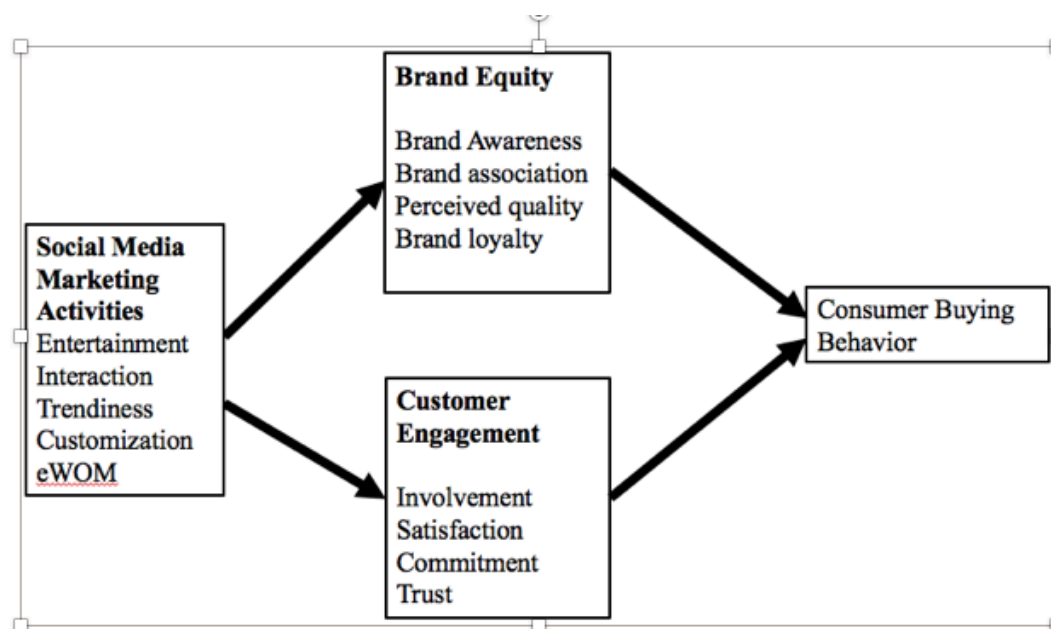


Source: Barhemmati & Ahmad (2015)

## 2.6 Conceptual Framework of the Study

The conceptual framework for this research study is the combination of the theoretical reviews and previous researches. The conceptual framework model for this study is shown in Figure (2.5).

**Figure (2.5) Conceptual Framework of the Study**



Source: Own Compilation (2022)

This study is to identify and examine how consumer buying behavior of 100Plus soft drink brand could be promoted by social media marketing via brand equity and customer brand engagement. Besides that, this research is to ascertain the relationships between of social media marketing activities & brand equity and customer engagement among the customers leading to consumer buying behavior.

In this research, five-dimensional construct associated with social media marketing activities have been identified; entertainment, interaction, trendiness, customization and eWOM. The elements of brand equity can be defined as brand awareness, brand association, perceived quality and brand loyalty. Although, there were many factors for customer engagements, the four dimensions: involvement, satisfaction, commitment, trust are used in this study. Overall, this study only focuses on how the the social media marketing effect on the brand equity and customer engagement. Moreover it

also examines how brand equity and customer engagement effect on consumer buying behavior.

### **CHAPTER 3**

#### **PROFILE AND SOCIAL MEDIA MARKETING ACTIVITIES OF 100PLUS BRAND**

This chapter overview on soft drink industry in myanmar, profile of 100Plus myanmar, social media marketing Practices of 100Plus research design , reliability test , profiles of the respondents are present in this chapter

#### **3.1 Soft Drinks Industry in Myanmar**

Non-alcoholic beverages soft drinks energy drinks are gaining popularity as well as sweet soft drinks which are currently thriving on the myanmar market. Carbonated drinks and juices are the second largest category followed by energy drinks. In recent years, international brands are imported into Myanmar and they are also increasingly setting up factories. Loi Hein, one of the big local players and made a Joint Venture with the Japan-based Asahi to form a major new soft drinks company in Myanmar and its product. Blue Mountain soft drink and become No. 4 position in current market. After the sanctions were lifted, the Coca-Cola Company entered the Myanmar market under Myanmar's Foreign Investment Law as one of the first USA companies and being a bottling plant and an installation of a hot fill manufacturing process in 2013 and one of its product coca cola soft drinks become market leader in position 2. Product of coca cola family become in position 1 in market. Pepsi, one of the famous US soft drink brands re-entered Myanmar including Pepsi, 7-Up and Mirinda in 2014. 2013, F&N company come into Myanmar with sponsored the sea game introduced the 100Plus .2015, Japan brand Pocari sweat enter the Myanmar market owned by pharmaceutical company.

Suddenly, soft drinks industry is spurt growth in Myanmar. Main reason is Myanmar heritage brand Royal D (sport drink sachet powder) produced RTD bottle and coming aggressive into the market. Consumers understand about the Royal-D since their childhood as heritage brand started with sachet Pack & consumption on every occasion and become market leader in a short period and become 3<sup>rd</sup> position after Max Plus, Coca-Cola. After the Royal D emerge the market, many local brand launched with me too products like Royal D such as Sponsor, Boost plus, Hydro plus, D Plus. One of major challenges of foreign brand face in competition with local brands is price per bottle.

Local brand can set price lower than foreign brand because lack of supply chain cost. So, foreign brand can't compete in price with local production brand.

### **3.2 Profile of 100Plus Brand**

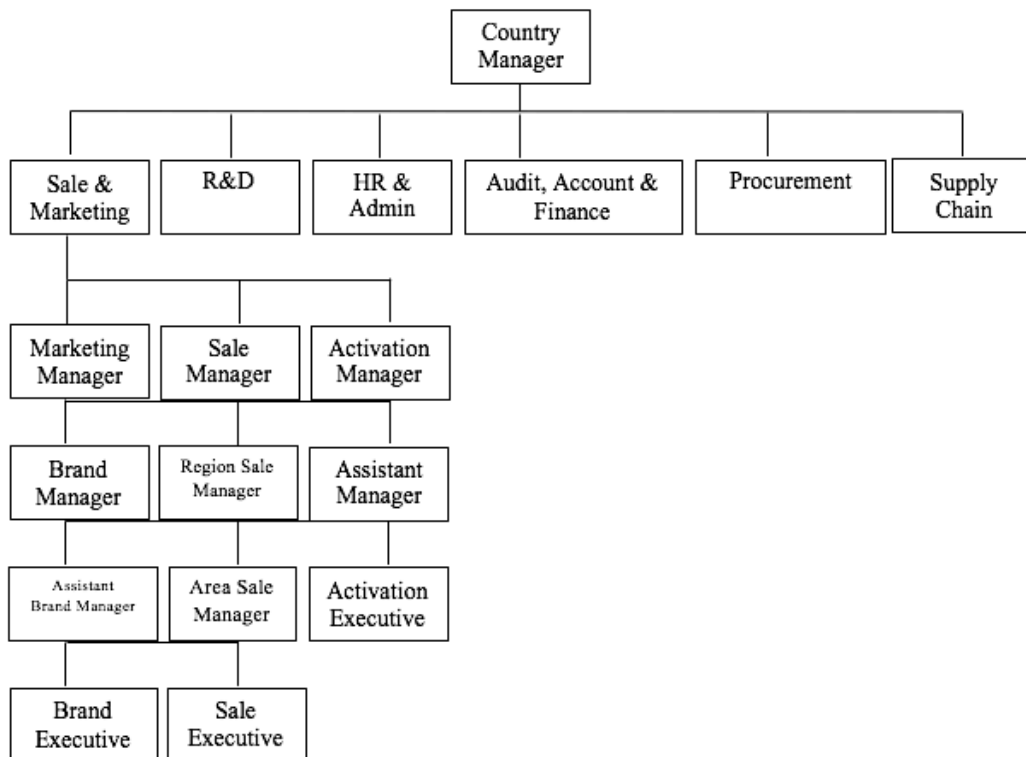
100Plus is manufactured by Fraser and Neave Limited, a global food and beverage conglomerate headquartered in Singapore

100Plus come into Myanmar with sponsored the sea game by introducing the 100Plus original bottle and 2016 as per market demand of Myanmar market, start import the flavors bottle like orange, lemon. After the Royal D emerge the market and because of is spurt growth, many local brands launched with yellow bottle like Royal D such as Sponsor, Boost plus, Hydro plus, D Plus become the yellow war in market. In 2019, F&N start introduced with yellow color tasty lemon into the market to compete the yellow war.

100Plus doing many brand building activities not only ATL but also BTL. 100Plus doing TVCs sports, radio spots as traditional media and social media branding especially Facebook platform, billboard and car branding as OOH branding ,national consumer promotion such as under the tab , under the cap campaign ,marathon platform: doing own 100Plus run Yangon , Covid-19 pandemic shut down the physical world and 100Plus can't do any physical activity for branding because of covid-19 lock down policy. That why most 100Plus Marketing budget shift to social media marketing to build brand building.

100Plus is operating with six main departments such as Sale & Marketing, R & D , HR & Admin , Audit, Account & finance , procurement , supply cahin.All department are controlled by country manager. The organization structure of 100Plus is exhibited in Figure (3.1).

**Figure (3.1) Organizational Structure of 100Plus Myanmar**



Source: 100Plus Myanmar (October,2022)

Currently, company has operated by over 500 employees, included branches as well. Especially sales and marketing department are most important of company. Marketing is about identifying a customer's need or want from Marketing research and develop market strategies ,product development , product promotion ,product branding to increasing Sales.

HR department responsibilities good performance staff and make the right hiring decision because distribution companies must have risk and self-confident in the operation area. Also, HR department reduces expensive turnover, control costs and most importantly attracts. HR is critical making sure the company's staff is accountable for results and that weak performers are brought up to speed, if possible, makes sure that the company's training and safety programs work as intend and are cost effective. The company have to get administrative, supply chain, procurement, business development according to responsible of each department. The company's finance department is

responsible for managing the finance of the company. This includes the preparation of balance sheets, cash flow reports, financial statement, record keeping and reporting. It also includes managing the payroll and accounts of the company. Audit department provides assurance that the company's financial information is accurate and that the staff is following internal controls and reporting standards. Account department responsible accounts payable, accounts receivable, revenue tracking, payroll and report and financial statements and financial control. As per organizational structure, under the guideline of country manager has organized headquarter and all branches, operation areas are organized with immediate managers and concerning management teams.

### **3.3 Social Media Marketing Practices of 100Plus Myanmar**

Today's digital marketing era, social media is the most powerful and fastest growing phenomenon and also effective communication tool. 100Plus brand is used social media marketing practices such as entertainment, interaction, trendiness and eWOM.

#### **(1) Entertainment**

100Plus Myanmar Facebook page advertised its products with amusing videos with engage with celebrities, athletes, social media influencer. 100Plus Myanmar Facebook page collaborate with media and doing campaign "100Plus in 100Plus life style" with outstanding person influencer in various filed. TVCs video with famous celebrities giving the entertainment to audience. The goal of social media marketing communication is to produce content that users will share with their social network to help a company increase brand exposure and broaden consumer reach. Companies produce quality content that grabs their targets attention and consumer engagement.

#### **(2) Interaction**

100Plus Myanmar Facebook page doing contests to increase interaction with customer like "100Plus workout tiktok challenge" and allow the video under the comments below its post. Also doing giveaways of product or gimmicks with relevant events like 100Plus active run, yoma marathon run increase the interaction with customer. 100Plus Myanmar interacts with customers Facebook by allowing the customers to comments below their posts and reply with the information that the customers need and service team answers all the customers' questions about the product information on the

Facebook messenger for 24 hours. 100Plus Myanmar content platforms are as follow; KOL engagement: engage with celebrities, athletes, social media influencers to promote campaigns, content series: short video series to promote campaign and generate engagement, collaboration: work with brands and media partners, user generated content: invite 100plus fun to engage with the campaign and develop content.

### **(3) Trendiness**

100plus Myanmar Facebook page provides customers not only the latest information and news about their products on Facebook but also try to make content with trendy social media platform, trendy topic happening in communities like “Tik Tok Challenge”, “Stay at home workout photo contest “to increase awareness of stay home and social distancing during covid - 19 pandemic. Also, it uses hashtag word on every Facebook posts thus customers can click or tap on hashtag word to easily information search. In fact, social media become huge potential for marketers of every organization. As one of the largest social media, Facebook holds a great potential for promoting product information for 100Plus Myanmar. 100Plus Myanmar page have 347,628 like currently.

### **(4) Customization**

100plus Myanmar create Facebook-only discounts to customize the Facebook link customer. Inquires to top fun of 100Plus Myanmar of his favorite flavor among all 100plus soft drinks and giveaway favorites flavor to specific top fun customer. 100Plus Myanmar makes the customers think of them as their friend by using GIFs while replying to customers on social media which is informal and fun. Content allocation are product consumption 50%, topical campaign 20%, Covid 19 awareness 10%, Active run and football 10%, remaining is wishing for memorial days, CSR activities and seasonal days.

### **(5) eWOM**

100plus Myanmar allow the customer to writing reviews and share customer rating to talk about their levels of satisfaction, share their opinions on, and experiences with, product and services with a multitude of other consumers on page and group. Also, it employs the referral marketing and collaborate with influencers to increase the electronic worth of mouth among the consumer on social media platforms.

### **3.4 Research Design**

This study examines the effect of social media marketing on consumer buying behavior towards 100Plus soft drink. To achieve this objective of the study, both primary and secondary data are used in this study. Primary data are collected by using the structured questionnaire of 100Plus. The questionnaire is divided into three parts; demographic profile of respondents, social media marketing, brand equity and customer engagement and consumer buying behavior. In order to minimize the biasness, questionnaire is developed in a simple and understandable form for the ease of respondents.

Quantitative method is applied in this study by conducting consumer survey. Primary data are collected from every 5th consumer entering to 100 Plus Soft Drink Facebook Messenger by using systematic sampling method. 10 days survey was conducted to collect the primary data by using structured questionnaire. 250 respondents answered the survey questionnaires. The factors which include entertainment, interaction, interaction, customization, eWOM, brand awareness, brand association, perceived quality, brand loyalty, involvement, satisfaction, commitment, trust , consumer buying behavior are to be rated with five-points of Likert-scale. Secondary data are obtained from text books, previous research papers and internet websites. This study uses both descriptive and analytical methods to make conclusion and recommendation. Descriptive statistics is used in order to summarize and describe data. Multiple regression analysis as analytical method is carried out to find out which factors have the effect on consumer behavioral intention.

### **3.5 Reliability Test**

Reliability analysis is performed to test the internal consistency of the variables in the questionnaire. This method indicates reliability through examining the internal consistency of the research questionnaire which are posted in Likert scale. The Likert scale is a scale that is commonly used for questionnaires and it is mostly used in surveys. This study also used five-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neither Disagree nor Agree, 4=Agree, 5=Strongly Agree). Cronbach's alpha value was tested to see whether the respondents' answers on Likert Scale questions are reliable or not.

Reliability is determined by the Cronbach's alpha coefficient, which is one of the popular criteria of reliability in quantitative studies. Cronbach's alpha value should be the

range of 0.0 to 1.0 but for research purpose, some researchers suggested that general accepted rule is of Cronbach's alpha 0.6-0.7 indicates as acceptable level of reliability, and 0.8 or greater a very good level. Pallant (2001) states Alpha Cronbach's value above 0.6 is considered high reliability and acceptable index and Alpha Cronbach's values in the range of 0.6-0.8 are considered moderate, but acceptable. The result of the reliability test in this data are shown in Table (3.1).

**Table (3.1) Reliability Analysis**

Sr. No.	Variables	No. of Items	Alpha
1	Entertainment	5	0.884
2	Interaction	5	0.608
3	Trendiness	5	0.694
4	Customization	5	0.785
5	eWOM	5	0.626
6	Awareness	5	0.764
7	Associations	5	0.665
8	Quality	5	0.766
9	Loyalty	5	0.769
10	Involvement	5	0.692
11	Satisfaction	5	0.798
12	Commitment	5	0.610
13	Trust	5	0.778
14	Consumer Buying Behavior	5	0.768

Source: Survey Data (2022)

**Table (3.1) Reliability Analysis**

Source: Survey Data (2022)

According to Table (3.1), the results of Cronbach's Alpha for social media marketing, brand equity, customer engagement and consumer buying behavior are ranged from 0.608 to 0.884. It indicates that the questions are internally consistent and reliable to measure.

### **3.6 Profile of the Respondents**

This study also collects the demographic information of the respondents. 250 respondents are analyzed for the demographic information. According to the surveyed data, the demographic data of the respondents are classified into five categories such as gender, age group, marital status, educational qualifications and occupation.

**Table (3.2) Profiles of the Respondents**

<b>Description</b>		<b>Number of Respondents</b>	<b>Percentage (%)</b>
<b>Total</b>		250	100
<b>Gender</b>	Male	134	53.6
	Female	116	46.4
<b>Age Group (Years)</b>	Under 20 years	30	12.0
	21-30 years	90	36.0
	31-40 years	90	36.0
	41-50 years	32	12.8
	Above 50 years	8	3.2
<b>Marital status</b>	Single	150	60.0
	Married	100	40.0
<b>Educational Qualifications</b>	High School	21	8.4
	Undergraduate	30	12.0
	Bachelor's degree	146	58.4
	Master	42	16.8
	Others	11	4.4
<b>Occupation</b>	Student	31	12.4
	Company Staff	90	36.0
	Government Staff	49	19.6
	Business Owner	35	14.0
	Dependent	22	8.8
	Others	23	9.2
<b>Monthly Income (Kyats)</b>	Less than 200,000	47	18.8
	200,001-400,000	96	38.4
	400,001-600,000	63	25.2
	600,001-800,000	14	5.6
	Over 800,000	30	12.0

Source: Survey Data (2022)

According to the Table (3.2), it shows that most of the respondents are male. The largest group of respondents are between 21 and 30 years and 31 and 40 years old with 36 percent of the respondents. The second largest group is between 41 and 50 years old representing 12.8 percent of the respondents. The smallest group of the respondents are above 50 years old group with 3.2 percent of the total respondents. The highest group of respondents are Bachelor's degree 58.4 percent and follow by master degree 16.8 percent .Other are lowest group which represent 4.4 percent. There are diploma and certificate holder.

Among the respondents, 36 percent of the respondents are company staff which represent the largest group. Government staffs are 19.6 percent of the respondents. Dependent are lowest group which represent 8.8 percent. Others are including taxi driver field worker with 9.2 percent. The highest group of respondents have the income level between 200,001 and 400,000 Kyats with 38.4 percent. The respondents who get income over 800,000 with 12 percent and 18.8 percent of respondents get less than 200,000 Kyats. The lowest group of respondents who have monthly income level between 600,001 and 800,000 Kyats in 5.6 percent.

## **CHAPTER 4**

### **THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMER BUYING BEHAVIOR TOWARDS 100PLUS SOFT DRINK**

This chapter presents the effect of Social media marketing on consumer buying behavior towards 100Plus Soft Drink. It describes how consumer buying behavior of 100Plus soft drink brand could be promoted by social media marketing via brand equity and customer brand engagement

#### **4.1 Social Media Marketing Activities, Brand Equity, Customer Engagement, Consumer Buying Behavior**

The perception of respondents on social media marketing, brand equity and consumer engagement and consumer buying behavior are explored by using primary data which is collected from 250 consumers. Based on the data, descriptive statistics (the mean values and standard deviation) of the variables are calculated. The mean values of variables measured with five-point Likert scale are explained according to Best (1977). The scores are interpreted as follows:

The score among 1.00 – 1.80 means strongly disagree

The score among 1.81 – 2.60 means disagree

The score among 2.61 – 3.40 means neither agree nor disagree

The score among 3.41 – 4.20 means agree

The score among 4.21 – 5.00 means strongly agree

Standard deviation is the most frequently used as a measured of spread or dispersion of score in distribution. If the value of standard deviation is high , it indicates the wide range of data from the mean.

#### **4.1.1 Social Media Marketing Activities**

This section presents the customer perception towards social media marketing activities which include entertainment, interaction, interaction, customization and eWOM.



**Table (4.1) Social Media Marketing Activities**

Sr No	Social Media Marketing Activities	Mean	Std. Deviation
	Entertainment		
1	The enjoyable social media content	3.56	0.632
2	The interested content shared by the social media	3.80	0.532
3	Being excited to use 100Plus's social media.	3.71	0.600
4	Being fun to collect information through 100Plus's social media	3.70	0.638
5	Being used kill time for 100Plus's social media	3.71	0.737
	Overall Mean	3.69	
	Interaction		
1	The information sharing in the social media	3.72	0.602
2	The discussion and exchange of opinion	3.74	0.606
3	Being easy to express opinions for 100Plus	3.82	0.495
4	Getting interactive information from 100Plus	3.77	0.532
5	Being possible to do two-way interaction	3.84	0.476
	Overall Mean	3.78	
	Trendiness		
1	Sharing up to date information	3.82	0.488
2	The newest information in the content of 100Plus's social media	3.79	0.532
3	Being trendy 100Plus social media content	3.78	0.514
4	The leading use of social media content	3.88	0.519
5	The interesting use of information content	3.85	0.528
	Overall Mean	3.83	



Sr No	Social Media Marketing Activities	Mean	Std Deviation
	Customization		
1	Offering customized information searches	3.80	0.557
2	Using 100Plus's social media anytime, anywhere.	3.82	0.523
3	Providing information to each customer	3.80	0.520
4	Providing customized service	3.82	0.494
5	Getting the needed information in 100Plus's social media	3.83	0.452
	Overall Mean	3.82	
	<b>eWOM</b>		
1	Passing information pass along information on the brand, product, or service from the brand's social media	3.79	0.472

2	Getting the reviews of brand to make decision	3.86	0.482
3	Encouraging to buy 100Plus from social media	3.76	0.599
4	Being want to upload content from social media	3.78	0.539
5	Consulting the reviews to other customers	3.73	0.594
	Overall Mean	3.79	

Source: Survey Data (2022)

Table (4.1) presents the social media marketing activities. Regarding on entertainment factors, the highest mean value is 3.80, for the interested content shared by the social media and the enjoyable social media content with the lowest mean value of 3.56. It can be interpreted that customers are interested the content shared by the social media 100Plus brand but the content, campaign and other activities of the brand page are not as enjoyable as other competitor's social media. The overall mean score value of perception on entertainment is 3.69; meaning positive influence from entertainment is also important factor. 100Plus has always updated the content and also make entertainment activities such as quiz, give-away, music video and game competitions.

Regarding on interaction, the overall mean for interaction is 3.78. It can be concluded that 100Plus brand provides the high interaction to consumer. The customers think it is possible to do two-way interaction through 100Plus's social media and mean value is 3.84 but customer do not think information sharing is impossible in the social media of 100Plus brand with mean score is 3.72 .Customers can easily comment, complain and question on 100Plus's social media every time they want and page response quickly of many comment and questions from customers, that why customers think it is possible to do two-way interaction through 100Plus's social media but content are more focus on interesting things and fun things .That why customer feel , they are impossible to share information.

Regarding on trendiness, the mean value of the leading use of social media content is highest with 3.88 and being trendy the use of social media is lowest mean value with 3.78. It can be described that page is always set trendy content and hot topic just in time what is happening in community like Covid 19 but weak in using updated social media platforms like Instagram, fb messenger, telegram, whatsapp, twitter etc.

Regarding on customization, getting the needed information in 100Plus's social media gets the largest mean value with 3.83. Offering customized information searches and providing information to each customer have the largest mean value with 3.80. 100Plus can provide lively feed information to customer like Facebook by discounts, give-away for top fun customer, topical campaign, Covid-19 awareness, Active run and football, wishing for memorial days, CSR activities, seasonal days. 100Plus made separate group for each product to information. But some customers are not aware of this

group. Therefore, they have least opinion on customized information search.

Regarding on eWOM, the overall mean is 3.79 and it can be concluded that the EWOM factor is the agree level. Being help the reviews of brand to make decision have highest mean value with 3.86 and consulting the reviews to other customers have lowest mean value with 3.73. 100Plus Myanmar allow the customer to writing reviews and share customer rating to talk about their levels of satisfaction, share their opinions on, and experiences with, product and services with a multitude of other consumers on page and group. The review on other customer influences the decision-making process.

#### **4.1.1 Brand Equity**

This section presents the consumer perception towards brand equity which include brand awareness, brand association, perceived quality and brand loyalty.



**Table (4.2) Brand Equity**

Sr No	Brand Equity	Mean	Std. Deviation
	Brand Awareness		
1.	Imaging 100Plus symbol or logo in the mind	3.64	0.700
2	Recognizing this brand among competing brands	3.86	0.492
3	Coming up first in the mind to make a purchase intention on soft drink	3.76	0.574
4	Being easily recall some of the features of 100Plus brand	3.87	0.531
5	Knowing the new advertisement of 100Plus con from TV, radio and other media	3.78	0.611
	Overall Mean	3.78	
	<b>Brand Association</b>		
1	Being associated with the personal comfort for the living style	3.72	0.617
2	Having unique image when compared to competing brands	3.84	0.603
3	Getting much more than money's worth	3.84	0.577
4	Believing 100Plus brand do not take advantage of consumers	3.85	0.609
5	The cause/reason to buy 100Plus over others	3.84	0.493
	Overall Mean	3.82	

Sr No	Brand Equity	Mean	Std. Deviation
	Brand Awareness		
	<b>Perceived Quality</b>		
1	Finding the information from the label of package	3.85	0.458
2	The good value for promotion of 100Plus	3.86	0.534
3	The superior performance from this brand	3.84	0.543
4	The reliable ingredients of 100PLUS	3.84	0.614
5	Being better in terms of its resistance and usage	3.92	0.433
	Overall Mean	3.86	



I

Sr No	Brand Equity	Mean	Std. Deviation
	Loyalty		
1	Willingness to buy if 100Plus produces new product line	3.84	0.502
2	Recommendation to family and friends	3.84	0.537
3	Unwillingness to buy others, if 100Plus is not available	3.79	0.589
4	Willingness to buy even if another brand has the same features and attributes	3.74	0.541
5	Willingness to pay higher price	3.72	0.653
	Overall Mean	3.79	

Source: Survey Data (2022)

Overall mean value of brand awareness is 3.78. It shows that most of the respondents agree to the statements and also that brand awareness of 100Plus is high. The highest mean value is 3.87 which mean that users easily recall some of the features of 100Plus brand like low sugar, hydration drink. 100Plus not only provides event sponsorship but also creates frequent advertisements on TV, radio and social media in order to promote brand awareness that users easily recognize 100Plus brand name among other competing brands. The second largest Mean value is 3. 85. Although consumer have difficulty in imaging this 100Plus symbol or logo in their mind showing the lowest mean value 3.64. Therefore, it means that the content of 100Plus brand and 100Plus logo involvement is low than other involvement.

The highest mean value is 3.85 which mean that customers believe 100Plus company and people who stand behind the brand do not take advantage of them. Although the lowest mean value is 3.72, brand is associated with users' personal comfort for the living style. Therefore, it can be concluded that customers consider they get much more benefits compared to what they pay for the brand as 100Plus provide unique features and high-quality products with affordable price. These facts lead to customers having positive impression and brand association of 100Plus.

The highest mean value is 3.92 which come from the product quality It can be said that the respondents believed the brand provides better quality products as compared to other brands in terms of resistance and usage because of the high-quality ingredients and formulation. However, the mean value of ingredient quality is lowest with the value of 3.84 show that consumer believe ingredient of 100Plus very reliable and will not harmful to my body.

The highest mean value is 3.84 which mean that customers will buy 100Plus if the brand produces new product and recommend to family and friends. Although they are not willing to pay higher price even if the price is increased showing lowest mean value 3.72, the respondents are also not willing to buy another brand when 100Plus is not available at the store.

#### **4.1.3 Customer Engagement**

This section presents the consumer perception towards customer engagement which include involvement, satisfaction, commitment and trust.

**Table (4.3) Customer Engagement**

**Table (4.3) Customer Engagement**

<b>Sr. No</b>	<b>Customer Engagement</b>	<b>Mean</b>	<b>Std. Deviation</b>
	<b>Involvement</b>		
1	Being tend to read reviews or comments of other and rate it	3.70	0.582
2	Sharing with my friends	3.71	0.585
3	Being eager to give like and share the posts	3.80	0.499
4	Sharing with other if posts are so special	3.76	0.591
5	Being want to participate with my friends	3.76	0.634
	Overall Mean	3.75	
	<b>Satisfaction</b>		
1	Being happy with 100Plus brand	3.81	0.582
2	Enjoying the click "See First" button	3.85	0.565
3	Being pleased with the relationship 100Plus brand	3.87	0.528
4	Being enjoy dealing with this brand	3.86	0.421
5	Inspiring a positive energy to buy more	3.81	0.485
	Overall Mean	3.84	

Sr No	Customer Engagement	Mean	Std. Deviation
	Commitment		
1	Trying to maintain by 100Plus a long-term commitment to people	3.84	0.515
2	Trying to maintain by 100Plus a relationship with people	3.83	0.536
3	Lasting bond between 100Plus brand and people	3.88	0.472
4	Being value relationship with 100Plus brand more	3.84	0.514
5	Looking to improve its response to consumer needs.	3.80	0.496
	Overall Mean	3.84	
	Trust		
1	Treating fairly and justly	3.84	0.493
2	Keeping its promises	3.83	0.511
3	Taking the opinions of people	3.74	0.501
4	Being confident about this brand quality	3.85	0.580
5	Being ability to accomplish what it says it will do satisfaction	3.80	0.586
	Overall Mean	3.82	

The overall mean value of involvement is 3.75. Being eager to give like and share the posts has the highest score of 3.80 and being tend to read reviews or comments of other and rate it gets the lowest score of 3.70. It can be interpreted that customers are more preferred and eager to share the post to other than leaving comment. Thus, brand need to create the interactive content and campaign where user willing to participate in writing comment and giving present program for leaving comment and for rating it.

The overall mean value of satisfaction is 3.84. It shows that most of the respondents agree to the statements and also that satisfaction of 100Plus is high. The highest mean value is 3.87 which mean that users are pleased with the relationship 100Plus brand has established with people. But brand can't not positively inspire to buy more showing lowest brand score 3.81. Brand need try to persuade to buy more by doing not only crate content that encourage positive energy to customer but also attractive promotion schemes, bundle promotion, brand cross promotion content.

Lasting bond between 100Plus brand and people has the highest score of 3.88 and looking to improve its response to consumer needs” has lowest score of 3.80. It can be

interpreted that customer keep long lasting with brand from first drink to whole life but they feel like brand can't listen their voice and their need. Brand need to improve to access the customer need in various way especially via social media and need to response quickly.

Being confident about this brand quality has the highest score of 3.85. Being ability to accomplish what it says it will do satisfaction” has the lowest score of 3.80. It can be interpreted that consumer are very confident the brand quality because brand is Singapore no 1 hydration drink, lowest sugar content among competitors, got healthier choice award from Malaysia.

#### 4.1.4 Consumer Buying Behavior

The consumer perception towards their buying behavior is present in the following Table.

**Table (4.4) Consumer Buying Behavior**

<b>Sr No</b>	<b>Consumer Buying Behavior</b>	<b>Mean</b>	<b>Std. Deviation</b>
1	Feeling unhealthy to switch over to other brands.	3.69	0.606
2	Being buy as extra to reserve for home	3.72	0.552
3	Being feel healthy while drinking it	3.82	0.550
4	Decision to purchase same brand	3.76	0.523
5	Always buying when travel	3.89	0.499
	Overall Mean	3.78	

Source: Survey Data (2022)

The overall mean value is 3.78. It shows that most of the respondents agree to the statements of consumer buying behavior. The highest mean value is 3.89 which mean that customers buy 100Plus because of brand's good reputation. As the brand always emphasizes on continuous improvement for material, ingredients and features of the product by fulfilling customers' expectations and needs, they are pleased to buy 100Plus and made repeated purchase. Feeling unhealthy to switch over to other brands is the lowest mean value 3.69. It can be interpreted that consumer think that there is another brand is healthy like 100Plus.

#### **4.2 Analysis on the Effect of Social Media Marketing on Brand Equity**

In this part, to analyze the relationship between social media marketing on brand equity, Multiple regression model is used. Brand equity is the dependent variable and entertainment, interaction, trendiness, eWOM and customization are the predictors of the dependent variable. The results are shown in Table (4.5).

**Table (4.5) Effect of Social Media Marketing on Brand Equity**

**Table (4.5) Effect of Social Media Marketing on Brand Equity**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t value	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.488	0.155		3.146	0.002	1.286
Entertainment	0.142***	0.037	0.151	3.804	0.000	1.799
Interaction	0.064	0.043	0.069	1.484	0.139	2.151
Trendiness	0.043	0.044	0.051	0.988	0.324	2.474
Customization	0.295***	0.048	0.337	6.146	0.000	2.049
eWOM	0.334***	0.041	0.411	8.223	0.000	1.286
R Square	0.703					
Adjusted R Square	0.697					
F Value	115.506***					
Durbin-Watson	1.829					

Source: Survey Data (2022)

\*, \*\*, \*\*\*: Indicate statistical significance at the 10% level, 5% level and 1% level

According to Table (4.5), the adjusted R square is 0.697 which means that the independent variable (social media marketing) can explain 69.7% of variations in dependent variable (brand equity). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out moderately significant at 1% level.

As can be seen in Table (4.5), three significant variables out of five variables as stated by multiple regression analysis. Entertainment, customization, eWOM have positive effect on the brand equity. Entertainment has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of entertainment factor can lead to rise brand equity by 0.151 units. Customization has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of customization can lead to rise brand equity by 0.337 units. eWOM factor has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of eWOM factor can lead to rise Brand equity by 0.411 units. Since Variance inflation factors (VIF) of all independent variables are under 10, it can be assumed that these variables are not correlated each other. This means that there is no correlation among independent variables.

Entertainment has positive and significant effect on brand equity at 1% level. 100Plus Myanmar Facebook page advertised its products with amusing videos with engage with celebrities, athletes, social media influencer, TVCs video with famous celebrities. The above entertaining contents can increase brand awareness, promote their excitement and concentration, and make them enjoy the experience on social media. Entertainment content can create brand equity towards 100Plus.

Customization has positive and significant effect on brand equity at 1% level. Customization concerns the relevance of social media messages and if they are tailored according to customer's preferences or the intended audience and the relationship the individual has to the company or brand. 100Plus Myanmar create Facebook-only discounts to customize the Facebook link customer. Inquires to top fun of 100Plus myanmar of his favorite flavor among all 100plus soft drinks and giveaway favorites flavor to specific top fun customer. 100Plus Myanmar makes the customers think of them as their friend by using GIFs while replying to customers on social media which is informal and fun. The above customization positively affects brand equity.

eWOM has positive and significant effect on Brand equity at 1% level. 100Plus Myanmar allow the customer to writing reviews and share customer rating to talk about their levels of satisfaction, share their opinions on, and experiences with, product and services with a multitude of other consumers on page and group. Also employ the referral marketing and collaborate with influencers to increase the electronic worth of mouth among the consumer on social media platforms. The above eWOM positively affect brand equity.

#### **4.3 Effect of Social Media Marketing on Customer Engagement**

In this part, to analyze the relationship between social media marketing on customer engagement, multiple regression model is used. Consumer engagement is the dependent variable and entertainment, interaction, trendiness, eWOM and customization are the predictors of the dependent variable. The results are shown in Table (4.6).

**Table (4.6) Effect of Social Media Marketing on Customer Engagement**

Independent Variables	Unstandardized Coefficients	Standardized Coefficients	t value	Sig.	VIF	
	B	Std. Error	Beta			
(Constant)	0.316	0.185		1.710	0.089	1.286
Entertainment	0.197***	0.045	0.192	4.435	0.000	1.799
Interaction	0.027	0.051	0.027	0.530	0.597	2.151
Trendiness	0.072	0.052	0.077	1.368	0.173	2.474
Customization	0.235***	0.057	0.246	4.096	0.000	2.049
eWOM	0.394***	0.049	0.443	8.110	0.000	1.286
R Square	0.644					
Adjusted R Square	0.637					
F Value	88.389***					
Durbin-Watson	1.640					

Source: Survey Data (2022)

\*, \*\*, \*\*\*: Indicate statistical significance at the 10% level, 5% level and 1% level

According to Table (4.6), the adjusted R square is 0.637 which means that the independent variable (social media marketing) can explain 69.7% of variations in dependent variable (customer engagement). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out moderately significant at 1% level.

As can be seen in Table (4.6), three significant variables out of five variables as stated by multiple regression analysis. Entertainment, customization, eWOM have positive effect on the customer engagement. Entertainment has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of entertainment factor can lead to rise customer engagement by 0.192 units. Customization has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of customization can lead to rise Customer engagement by 0.246 units. eWOM has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of eWOM factor can lead to rise customer engagement by 0.443 units. Since Variance inflation factors (VIF) of all independent variables are under 10, it can be assumed that these variables are not correlated each other. This means that there is no correlation among independent variables.

Entertainment has positive and significant effect on customer engagement at 1% level. Entertainment is important since it can enhance the customers engagement have with a brand on social platforms. Entertainment on social media can enhance customers' positive attitudes towards a brand and the customers are more likely continue to interact with the brand's social media accounts. Since customers perceive the entertainment aspect to be an important factor of social media, entertainment positively affects customer engagement.

Customization has positive and significant effect on customer engagement at 1% level. Customization concerns the relevance of social media messages and if they are tailored according to customer's preferences or the intended audience and the relationship the individual has to the company or brand. It increases the customer engagement on social media and it positively affects Customer engagement

eWOM has positive and significant effect on customer engagement at 1% level. 100Plus Myanmar allow the customer to writing reviews and share customer rating to talk about their levels of satisfaction, share their opinions on, and experiences with, product and services with a multitude of other consumers on page and group. That why customer

got high satisfaction and increase customer engagement.

#### 4.4 Effect of Brand Equity on Consumer Buying Behavior

In this part, to find out the relationship between brand equity on consumer buying behavior, multiple regression model is used.

**Table (4.7) Effect of Brand Equity on Consumer Buying Behavior**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t value	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.456	0.218		2.085	0.038	
Awareness	0.191***	0.059	0.168	3.240	0.001	1.407
Associations	0.077	0.057	0.088	1.360	0.175	2.171
Quality	0.253***	0.063	0.238	3.998	0.000	1.849
Loyalty	0.349***	0.053	0.393	6.643	0.000	1.829
R Square	0.530					
Adjusted R Square	0.523					
F Value	69.177***					
Durbin-Watson	1.699					

Source: Survey Data (2022)

\*, \*\*, \*\*\*: Indicate statistical significance at the 10% level, 5% level and 1% level

According to Table (4.7), the adjusted R square is 0.523 which means that the independent variable (brand equity) can explain 52.3% of variations in dependent variable (consumer buying behavior). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out moderately significant at 1% level.

As can be seen in Table (4.7), three significant variables out of four variables as stated by multiple regression analysis. Awareness, quality, loyalty have positive effect on the consumer buying behavior. Awareness has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of brand awareness factor can lead to rise consumer buying behavior by 0.168 units.

Perceived quality has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of perceived quality can lead to rise consumer buying behavior by 0.238 units. Brand loyalty factor has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of brand loyalty can lead to rise consumer buying behavior by 0.393 units. Since variance inflation factors (VIF) of all independent variables are under 10, it can be assumed that these variables are not correlated each other. This means that there is no correlation among independent variables.

According to the analysis, brand awareness has positive significant effect on consumer buying behavior. Most of the customers buy 100 Plus because they can easily recognize and recall the brand features among other rival brands. Moreover, customers use this brand because the 100Plus brand not only tries to get the products visibility but also promotes brand awareness by providing event sponsorship rather than unattractive advertising programs. As a result, brand awareness of 100Plus becomes higher and attracts customers to buy more. Therefore, brand awareness plays an important role in buying behavior of 100Plus.

According to the analysis, perceived quality has positive significant effect on consumer buying behavior. Most of the customers buy 100Plus because this brand offers many benefits as they expected. Therefore, perceived quality plays an important role in buying behavior of 100Plus soft drink.

According to the analysis, brand loyalty has positive significant effect on consumer buying behavior. Customers are willing to buy 100Plus if this brand produces

new product line for building materials. Therefore, brand loyalty also plays a significant role in buying behavior of 100Plus soft drink.

#### **4.5 Effect of Customer Engagement on Consumer Buying Behavior**

In this section, to find out the relationship between customer engagement on consumer buying behavior, multiple regression model is used to analyze the collected from the respondents.

**Table (4.8) Effect of Customer Engagement on Consumer Buying Behavior**

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t value	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.806	0.199		4.051	0.000	
Involvement	0.230***	0.057	0.267	4.038	0.000	2.145
Satisfaction	0.157***	0.058	0.180	2.689	0.008	2.204
Commitment	0.285***	0.070	0.273	4.079	0.000	2.197
Trust	0.108*	0.058	0.111	1.861	0.064	1.748
R Square	0.501					
Adjusted R Square	0.493					
F Value	69.177***					
Durbin-Watson	1.596					

Source: Survey Data (2022)

\*, \*\*, \*\*\*: Indicate statistical significance at the 10% level, 5% level and 1% level

According to Table (4.8), the adjusted R square is 0.493 which means that the independent variable (customer engagement) can explain 49.3% of variations in dependent variable (consumer buying behavior). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out moderately significant at 1% level.

As can be seen in Table (4.8), four significant variables out of four variables as stated by multiple regression analysis. Among four variables, involvement, satisfaction, commitment strongly significant as stated by regression analysis table. Trust also has the expected positive sign and significant coefficient at 10% level. Involvement has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of Involvement factor can lead to rise consumer buying behavior by 0.267 units. Satisfaction has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of satisfaction factor can lead to rise consumer buying behavior by 0.180 units. Commitment has the expected positive sign in coefficient with significant at 1% level. It means that increasing use of commitment factor can lead to rise consumer buying behavior by 0.273 units. Trust has the expected positive sign in coefficient with

significant at 10% level. It means that increasing use of trust factor can lead to rise consumer buying behavior by 0.111 units.

According to the analysis, involvement has positive significant effect on consumer buying behavior. Most of the customers buy 100 Plus because they can easily recognize and recall the brand features among other rival brands. Moreover, customers use this brand because the 100Plus brand not only tries to get the products visibility but also promotes brand awareness by providing event sponsorship rather than unattractive advertising programs.

According to the analysis, satisfaction has positive significant effect on consumer buying behavior. Most of the customers buy 100Plus because this brand offers many benefits as they expected. Therefore, satisfaction plays an important role in buying behavior of 100Plus soft drink.

According to the analysis, commitment has positive significant effect on consumer buying behavior. Customer feel that this brand is always looking to improve its response to consumer needs. Therefore, commitment also plays a significant role in buying behavior of 100Plus soft drink. Trust has positive significant effect on consumer buying behavior. Customers are very confident about this brand quality. Therefore, trust also plays a significant role in buying behavior of 100Plus.

#### **4.6 Effect of Brand Equity and Customer Engagement on Consumer Buying Behavior**

In this section, to find out the relationship between brand equity and customer engagement on consumer buying behavior, multiple regression model is used to analyze the collected from the respondents.

**Table (4.9) Effect of Brand Equity and Customer Engagement on Consumer Buying Behavior**

	Unstandardized Coefficients		Standardized Coefficients	t value	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	0.342	0.199		1.713	.088	
Equity	0.515***	0.093	0.426	5.529	.000	3.265
Engagement	0.385***	0.085	0.348	4.511	.000	3.265
R Square	0.550					
Adjusted R Square	0.545					
F Value	150.969***					
Durbin-Watson	1.636					

Source: Survey Data (2022)

According to Table (4.9), the adjusted R square is 0.545 which means that the brand equity and customer engagement can explain 54.5% of variations in dependent variable (consumer buying behavior). Therefore, the power of the model is considered as strong. The F value, the overall significant of the model, came out significant at 1% level.

In Table (4.9), both two variables brand equity and customer engagement are strongly significant with positive sign and significant coefficient at 1% level. It means that increasing use of brand equity can lead to increase consumer buying behavior by 0.426 units. It also means that increasing use of customer engagement can lead to increase consumer buying behavior by 0.348 units.

100Plus brand have brand equity and customer engagement due to its social media marketing activities. Brand equity and customer engagement increase consumer buying behavior of 100Plus brand.

## **CHAPTER 5**

### **CONCLUSION**

This chapter is organized with findings and discussions, suggestions and recommendations from the study of the paper. This chapter also includes the needs for the further study.

#### **5.1 Findings and Discussions**

The purpose of this survey is to examine the effect of social media marketing on brand equity, to analyze the effect of social media marketing on customer engagement, to examine the effects of brand equity and customer engagement on consumer buying behavior towards 100Plus soft drink. A survey shows that male respondents are more than female respondents. The majority of the respondents are the adults. Single respondents are greater than married respondents. As for occupation, most respondents are company staff. The largest group of respondents have middle monthly income level. Most of the respondents are graduated.

The overall mean values of social media marketing (entertainment, interaction, trendiness, customization and eWOM) have the agree level of the respondents. This means the respondent have a preference on social media marketing of the company and adopt that these social media marketing are essential for of the company. It is also found that trendiness has the maximum mean values and entertainment has the minimum mean value. It can be described that customer are accepted that social media of 100Plus is always set trendy content and hot topic just in time what is happening in community.

The overall mean values of brand equity (brand loyalty, brand awareness, brand association, and perceived quality) have also the agree level. Perceived quality has the maximum mean value and brand awareness has the minimum mean value. It is also found that customer agreed brand provides better quality products as compared to other brands in term of the high-quality ingredients and formulation and not harmful to body. Although 100Plus doing not only provides event sponsorship but also creates advertisements on TV, radio and social media, brand awareness still needs to focus to high by various ways.

The overall mean values of customer engagement (involvement, satisfaction, commitment, and trust) have also the agree level. Commitment has the maximum mean value and involvement has the minimum mean value. It is also found that customers are enjoyable with the relationship 100Plus brand and brand inspires with a positive energy to buy more.

Multiple regression analysis shows that entertainment, customization and eWOM significant effect on brand equity (brand loyalty, brand awareness, brand association, and perceived quality). 100Plus Myanmar Facebook page advertised its products with amusing videos with engage with celebrities, athletes, social media influencer, TVCs video with famous celebrities. The above entertaining contents can increase brand awareness , promote their excitement and concentration, and make them enjoy the experience on social media. 100Plus Myanmar create Facebook-only discounts to customize the Facebook link customer. Inquires to top fun of 100Plus Myanmar of his favorite flavor among all 100plus soft drinks and giveaway favorites flavor to specific top fun customer. 100Plus Myanmar makes the customers think of them as their friend by using GIFs while replying to customers on social media which is informal and fun. The above customizations are positively affects brand equity. 100Plus Myanmar allow the customer to writing reviews and share customer rating to talk about their levels of satisfaction, share their opinions on, and experiences with, product and services with a multitude of other consumers on page and group. Also employ the referral marketing and collaborate with influencers to increase the electronic worth of mouth among the consumer on social media platforms affect brand equity. Therefore, social media marketing (entertainment, interaction, trendiness, customization and eWOM) effect on brand equity (brand loyalty, brand awareness, brand association, and perceived quality)

Moreover, entertainment, customization and eWOM significant effect on customer engagement (involvement, satisfaction, commitment, and trust.) 100Plus Myanmar allow the customer to writing reviews and share customer rating to talk about their satisfaction, share their opinions on, and experiences with, product and services with a multitude of other consumers on page and group. That why customer can be involved highly and eager to give like and share the posts of this 100Plus. Advertised its products with amusing videos with engage with celebrities, athletes, social media influencer promote their excitement and concentration, and make them enjoy and satisfaction the experience on social media of 100Plus Myanmar. Therefore, social media marketing (entertainment, interaction, trendiness, customization and eWOM) effect on customer

engagement (involvement, satisfaction, commitment, and trust.)

Multiple regression analysis shows that brand awareness, perceived quality and brand loyalty have significant effect on consumer buying behavior. Most of the customers buy 100 Plus because they can easily recognize and recall the brand features such as low sugar healthy drink among other rival brand and this brand offers many benefits as expected. Customers are willing to buy 100Plus if this brand produces new product line for soft drinks brands.

Moreover, involvement, satisfaction and commitment have significant effect on consumer buying behavior. 100Plus Myanmar allow the customer to involve highly by allow writing reviews and share customer rating to talk about their levels of satisfaction, and high satisfaction will turn into buying behavior. Content with engage with celebrities , athletes , social media influencer promote customer excitement and customer want to drink like their role model and turn into buying behavior .

In addition, brand equity and customer engagement significant effect on consumer buying behavior. 100Plus Myanmar can increase brand equity via customer engagement and towards into consumer buying behavior.

## **5.2 Suggestions and Recommendations**

The success of the brand depends in part on social media marketing activities, brand equity customer engagement and consumer buying behavior. The brand equity comes from the individuals who needs to develop customer engagement through the proper of social media marketing activities toward consumer buying behavior. The social media marketing activities of entertainment, customization, EWOM have the most significant effect on the brand equity and customer engagement.

100Plus managers need to focus on the social activities that can improve the interaction between customers on social media channel such as Facebook brand page and website. To increase the interaction between the customers and the brand or between the customers themselves, 100Plus needs to focus on social media activities that customers can easily comment, complain and question every time they want and page response quickly of many comments and questions from customers in time that customers will feel it is possible to do two-way interaction through 100Plus's social media. Since the customers are expecting to have an interaction with the brand if they follow them on social media. Interaction works for a reminder for customers. However, they can lose interest if the company does not post often or feel annoyed if the company exposed too

much information. Therefore, 100Plus brand should have a strategy to balance messages posted on social media to increase interaction with customers.

100Plus managers need to focus on the social media activities that can improve the trendiness. Therefore, page should provide up-to-date information about all the upcoming events, activities and share the latest news regarding products and services to their customers. Moreover, 100Plus page needs to post trendy content and hot topic what is happening in community. Manager should use updated social media platforms like Instagram, fb messenger, telegram, WhatsApp, twitter, TikTok etc. to extent customer.

Moreover, manager should use other digital marketing channel like website marketing, pay per click advertising, email marketing, SMS marketing, electronic billboard, google ads. It can reach in a cost-effective and measurable way. Through digital marketing, brand can interact with customer increasing brand loyalty and driving online sale. It is important that the effect of customer engagement and how the brand equity should be accomplished in order to get more competitive advantage.

### **5.3 Needs for Further Research**

This study could analyze the effect of social media marketing on consumer buying behavior of 100Plus soft drink in Myanmar only. The further study should focus on other products or brand. The survey questions were collected from only 250 respondents. Therefore, this study does not cover the whole country or even the whole city people attitude. It is, therefore, recommended that the scope of should be geographically widened and sample size should be larger for further research study. In addition, this study focuses on social media marketing that is one of the digital marketing. Therefore, other study should conduct on digital marketing such as website marketing, pay per click advertising, email marketing, sms marketing, electronic billboard, google ads.

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## **APPENDIX A**

### **Questionnaire**

I am MBA (Thesis) student of Yangon University of Economics (YUE) and the questionnaire is designed to know a study on “The Effect of Social Media Marketing on Consumer Buying Behavior towards 100Plus Soft Drink”. This survey is a part of my master degree thesis and your kind support is vital for the successful completion for this research project. Your response will be anonymous, data will be combined and analyzed as a whole. Please kindly answer all the questions.

“Thank you very much for your time and assistance”

#### **Part A (Respondent's Profile)**

1. What is your gender?

- ☐ Male
- ☐ Female

2. Please select your age?

- ☐ Under 20 years
- ☐ 21-30 years
- ☐ 31-40 years
- ☐ 41-50 years
- ☐ Above 50 years

3. What is your marital status?

- ☐ Single
- ☐ Married

4. What is your level of education?

- ☐ High School
- ☐ Undergraduate
- ☐ Bachelor

- o Master
- o Others

5. What is your current occupational status?

- o Student
- o Company staff
- o Government Staff
- o Business Owner
- o Dependent
- o Others

6. Monthly Income

- o Less than 200,000 Ks
- o 200,001-400,000 Ks
- o 400,001-600,000 Ks
- o 600,001-800,000 Ks
- o Over 800,000 Ks

No	Social Media Marketing Activities	1	2	3	4	5
	<b>A. Entertainment</b>					
1	The social media content of this brand is enjoyable.					
2	The content shared by the social media brand seem interesting					
3	It is exciting to use 100Plus's social media.					
4	It is fun to collect information through 100Plus's social media					
5	It is easy to kill time using 100Plus's social media.					
	<b>B. Interaction</b>					
6	Information sharing is possible in the social media of brand.					
7	The discussion and exchange of opinion are possible in the social media					
8	The expression of opinion is easy in the social media of this brand					
9	It is easy to provide my opinion through 100Plus's social media.					
10	It is possible to do two-way interaction through 100Plus's social media					
	<b>C. Trendiness</b>					
11	The information shared in the social media of this brand is up to date					
12	Content of 100Plus's social media is the newest information.					
13	Using Huawei's social media is very trendy.					
14	It is a leading to use 100Plus's social media					
15	Content of 100Plus's social media is the interesting information					

	D. Customization					
16	The social media of this brand offers customized information searches					
17	100Plus's social media can be used anytime, anywhere.					
18	Social media of the cosmetic brand provide customized service					
	Employees are providing information to each customer.					
19	The information that I need can be found on 100Plus's social media.					
20	100Plus's social media provide lively feed information I am interested in.					
	<u><b>eWOM</b></u>					
21	I would like to pass along information on the brand, product, or service from the brand's social media to my friends					
22	The reviews from other customers on social media helps me make decisions about the soft drinks					
23	I am encouraged to buy the soft drinks by what social media friends are saying about it					
24	I want to upload content from the brand's social media on my Facebook					
25	I often consult the reviews from other customers on soft drinks given on social media					

□

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No	Dimension of Brand Equity	1	2	3	4	5
	<b>Brand Awareness</b>					
1	I don't have difficulty in imaging this 100Plus symbol or logo in my mind.					
2	I can recognize this brand among competing brands.					
3	This 100Plusbrand comes up first in my mind when I need to make a purchase intention on the soft drink.					
4	I can easily recall some of the features of 100Plus brand.					
5	I know whenever there is a new advertisement of 100Plus con from TV, radio and other media.					
	<b>Brand Associations</b>					
6	This brand is associated with my personal comfort for the living style.					
7	100Plus has unique image when compared to competing brands.					
8	Considering what I pay for the brand, I get much more than my money's worth.					
9	I believe the company and people who stand behind the brand do not take advantage of consumers.					
10	There is a cause/reason to buy 100Plus over others for me.					
	<b>Perceived Quality</b>					
11	I don't have difficulties in finding the information that I need from the label of package.					
12	I think promotion of 100Plus has good value.					
13	I can expect superior performance from this brand.					
14	I believe ingredients of 100PLUS is very reliable and will not harmful to my body					
15	100Plus is better as compared to other brand(s) of the product in terms of its resistance and usage.					

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	<b>Brand Loyalty</b>					
16	I would like to buy 100Plus if this brand produces new product line for beverages					
17	I would recommend 100Plus to my family and my friends for their healthy lifestyles.					
18	I will not buy other brands, when 100PLUS is not available at the store.					
19	I am still willing to buy 100Plus even if another brand has the same features and attributes.					
20	I am willing to pay a higher price to 100PLUS if the price increased.					

## **Part B**

Indicate your level of agreement to the statements by ticking the number that corresponds to your choice.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

No	Dimension of Customer engagements	1	2	3	4	5
	<b>Involvement</b>					
1	When I see the visual ad, I tend to read reviews or comments of others and rate it .					
2	When I see the visual ad, I usually share it with my friends					
3	I am eager to give like and share the posts of this 100Plus's with others.					
4	The posts of this 100Plus's were so special that I would share it with others.					
5	I want to participate in this 100Plus's brand's social media with my friends.					
	<b>Satisfaction</b>					
6	I am happy with 100Plus brand					
7	I enjoy the click "See First" button to check the promotion packages and important information on the 100PLUS					

	brand page.					
8	Generally speaking , I am pleased with the relationship 100Plus brand has established with people like me					
9	I enjoy dealing with this brand					
10	This 100Plus's brand inspires me with a positive energy to buy more.					
	<b>Commitment</b>					
11	I feel that this brand is trying to maintain a long-term commitment to people like me					
12	I can see that brand is trying to maintain a relationship with people like me					
13	There is long lasting bond between 100Plus brand and people like me					
14	Compared to other brand , I value my relationship with 100Plus brand more					
15	I feel that this brand 100PLUS is always looking to improve its response to consumer needs.					
	<b>Trust</b>					
16	100Plus brand treats people like me fairly and justly					
17	This brand can be relied on to keep its promises					
18	I believe that this brand takes the opinions of people like me into account when making decisions					

### Part C

Indicate your level of agreement to the statements by ticking the number that corresponds to your choice.

Scales: 1- Strongly disagree, 2- Disagree, 3- Neutral, 4- Agree, 5-Strongly agree

+

No	Consumer Buying Behavior	1	2	3	4	5
1	I buy 100Plus because I feel unhealthy to switch over to other brands.					
2	I buy 100Plus because it always makes me satisfied.					
3	I always buy 100Plus extra for home to reserve .					
4	I usually buy only 100Plus because I have purchased it before.					
5	I always buy 100Plus when I travel with friend and family.					

□



## APPENDIX – B

### STATISTICAL OUTPUT

#### Multiple Regression Analysis of Social Media Marketing on Brand Equity



**Model Summary<sup>a</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.838 <sup>a</sup>	.703	.697	.15221	1.829

a. Predictors: (Constant), WOM, Entertainment, Interaction, Trendiness, Customization

b. Dependent Variable: Equity



**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.379	5	2.676	115.506	.000 <sup>b</sup>
	Residual	5.653	244	.023		
	Total	19.032	249			

a. Dependent Variable: Equity

b. Predictors: (Constant), WOM, Entertainment, Interaction, Trendiness, Customization

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.488	.155		3.146	.002		
Entertainment	.142	.037	.151	3.804	.000	.777	1.266
Interaction	.064	.043	.069	1.484	.139	.556	1.799
Trendiness	.043	.044	.051	.988	.324	.465	2.151
Customization	.295	.048	.337	6.146	.000	.404	2.474
WOM	.334	.041	.411	8.223	.000	.488	2.049

a. Dependent Variable: Equity



Multiple Regression Analysis of Brand Equity on Consumer Buying Behavior

Model Summary<sup>a</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.728 <sup>a</sup>	.530	.523	.23088	1.669

a. Predictors: (Constant), Loyalty, Awareness, Quality, Associations

b. Dependent Variable: Behavior

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.748	4	3.687	69.177	.000 <sup>b</sup>
	Residual	13.058	245	.053		
	Total	27.806	249			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Loyalty, Awareness, Quality, Associations

□

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.748	4	3.687	69.177	.000 <sup>b</sup>
	Residual	13.058	245	.053		
	Total	27.806	249			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Loyalty, Awareness, Quality, Associations

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.456	.218		2.085	.038		
	Awareness	.191	.059	.168	3.240	.001	.711	1.407
	Associations	.077	.057	.088	1.360	.175	.461	2.171
	Quality	.253	.063	.238	3.998	.000	.541	1.849
	Loyalty	.349	.053	.393	6.643	.000	.547	1.829

a. Dependent Variable: Behavior

### Effect of Brand Equity and Customer Engagement on Consumer Buying Behavior

**Model Summary<sup>a</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.742 <sup>a</sup>	.550	.546	.22507	1.636

a. Predictors: (Constant), Engagement, Equity

b. Dependent Variable: Behavior

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.295	2	7.647	150.969	.000 <sup>b</sup>
	Residual	12.512	247	.051		
	Total	27.806	249			

a. Dependent Variable: Behavior

b. Predictors: (Constant), Engagement, Equity

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.342	.199		1.713	.088		
	Equity	.515	.093	.426	5.529	.000	.306	3.265
	Engagement	.385	.085	.348	4.511	.000	.306	3.265

a. Dependent Variable: Behavior