Ain Shams University
Faculty of Commerce
Business Administration Department

The Relationship Between Social Media Marketing And Brand Equity

A Study Based On Electronic-Word-Of-Mouth As A Mediating Variable

العلاقة بين التسويق عبر وسائل التواصل الاجتماعي وقيمة العلامة

دراسة سلوك الترويج عبر التخاطب الإلكتروني كمتغير وسيط

A Thesis Submitted for the Master Degree in Business Administration
Faculty of Commerce
Ain Shams University

Prepared By

Marina Fathy Wadie

Under the Supervision of

Prof. Dr. Gehan Ragab
Professor of Marketing Business Administration Department Faculty of Commerce Ain Shams University

Dr.Rasha Ehab
Lecturer In Business Administration Department Faculty of Commerce Ain Shams University

اسم الباحثة: مارينا فتحي وديع سمعان

عنوان الرسالة: العلاقة بين التسويق عبر وسائل التواصل الاجتماعي وقيمة العلامة

دراسة سلوك الترويج عبر التخاطب الإلكتروني كمتغير وسيط

The Relationship between Social Media Marketing and Brand Equity A Study Based on Electronic-Word-of-Mouth as a mediating variable

الدرجة العلمية: ماجستير إدارة الأعمال

لجنه المناقشة والحكم علي الرسالة:

أ.د. جيهان عبد المنعم رجب	
أستاذ التسويق بقسم إدارة الأعمال	
كلية التجارة ـ جامعة عين شمس	**مشرفاً ورئيساً**
د.رشا ايهاب مدرس إدارة الاعمال	
بقسم إدارة الأعمال كلية التجارة-جامعة عين شمس	**مشرف**
د/ منى ابراهيم الدكروري	
استاذ التسويق كلية التجارة-جامعة المنصورة	**عضواً**
د. عزة البورصلى	
استاذ مساعد إدارة الاعمال كلية التجارة-جامعة عين شمس	**عضواً**

تاريخ المناقشة: / /

الدراسات العليا:

أجيزت الرسالة بتاريخ

/ / ٢٠م

موافقة مجلس الكلية: **موافقة مجلس الجامعة**

/ / ٢٠م   / / ٢٠م

ACKNOLEDGMENT

Dedication

I would like to dedicate this thesis to

my father *Fathy Wadie Samaan* who always believed in me.

To my mother, without her sacrifice, support and constant encouragement I would not have been standing here today,

and to my sister
Karin Fathy, thank you for your constant empowerment

and being part of my life.

I also dedicate this thesis to my friend

Rania Ibrahim, Yomna Mohsen

without their support and help this

thesis would not have been completed.

Abstract

SMM is the most popular and effective tool of marketing and communication. The study showed how SMM measures as perceived information and perceived entertainment could build the brand equity in terms of Brand Awareness, Brand Association, Brand Loyalty, Brand Image, Perceived quality through Electronic Word of Mouth. The findings of the study showed that SMM positively affects brand equity and E-WOM mediates the relationship between SMM and brand equity.

Finally, the study showed that the Facebook is a key platform to build relationships with consumers to get information about a brand and its products. The future of social media as a marketing tool is also considered. Several recommendations were developed to help managers navigate their online presence in a way that specifically suits their consumers' internet usage patterns, in order to effectively manage available E-WOM on their brands.

Key words: Social media marketing, Electronic word of mouth, Brand equity, Brand Awareness, Brand Association, Brand Loyalty, Brand Image, Perceived quality.

List of Contents

List of Abbreviation

SMM	Social Media Marketing
E-WOM	Electronic Word of Mouth
WOM	Word-Of-Mouth
SNS	Social Network Sites
SM	Social Media
IMC	Integrated Marketing Communication
CMC	Computer Mediated Communication
APPS	Applications

LIST OF TABLES

List of Figures

CHAPTER 1
Introduction

CHAPTER 1
Introduction

1.1 Theoretical background:

In this chapter, an overview of the thesis is provided, by discussing the research background which led to defining the research problem and formulating the research questions, objectives and hypotheses. In addition to, highlighting the context of the research as well as the methodology utilized.

Therefore, this chapter will include the following:

- Research Background
- Exploratory Research
- Research Problem
- Research Questions
- Research Objectives
- Research Hypotheses
- The context of the Research
- Research Methodology
- Research Importance
- Thesis Structure

Table (1.1) Research definitions

Variable	Definition	Study
Social media marketing	Defined SMM as applying traditional marketing to the new Internet-based means of interactions.	Smedescu (2013)
Perceived entertainment	Perceived entertainment represents the likeability of an advertisement as well as the pleasure and enjoyment consumers derive from the advertisement	Deo.W, le. A, chen.D (2014)
Perceived information	Perceived information refers to the ability of to inform consumers of product information, which can match consumers' needs and wants to producers' offerings, thus permitting the marketplace to be more efficient.	chen.D (2014)
Electronic word of mouth	All informal communications directed at consumers through Internet-based technology related to the usage or characteristics of particular goods and services, or their sellers.	Arkonsuo and Leppiman (2014)
Brand equity	Define consumer-based brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers".	Aaker (1996)

Variable	Definition	Study
Brand Awareness	Defined as an individual's ability to recall and recognize a brand.	Lee, Leh (2011)
Brand Associations	Brand association defined as the memorable of a particular brand, via the association with attributes and benefits of the brand.	Severi,ling (2013)
Brand Loyalty	Defined as the constructive mind set toward brand that leading to constant purchasing of the brand over time.	Severi,ling (2013)
Brand Image	Brand image defined as a brand that is brought to the consumer's mind by the brand association as consumer's thoughts and feelings about the brand.	Severi,ling (2013)
Perceived Quality	Perceived quality defined as the overall perception of customers about brilliance and quality of products or services in comparing with the rivalry offering.	Severi,ling (2013)

1.2 Research Background

Recently, the world is witnessing new means of viral space communications including social media communications, which eliminate distance between people. Facebook, Twitter and You Tube considered the most common social media communication means. These sites provide direct communication services; such as sending messages, viewing the profiles of others, knowing their news and information (Kumar et al., 2010; Saad, Badran 2016).

Social media has different forms as words, picture, videos, and audios. (Safako & Brake, 2009). SMM is any form of direct or indirect