



Unhiding the Effect of Social Media Marketing Activities & Benefits and Brand Experience on Consumer Based Brand Equity

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Abstract

Customers are increasingly turning to professional social media networks to learn about businesses and make purchasing decisions. The purpose of this study is to get a better understanding of SMM activities customization and word of mouth, brand experience sensory experience and behavioral experience and social media benefits, cognitive and personal integrates and CBBE in the fashion house business environment by revealing whether marketers may impact customers' attitude toward the brand equity. The survey of 274 followers of high-end fashion companies on digital networking was utilized to evaluate the study model using a statistical programmed for the natural sciences. The data show significant mental, personal integrative, and socially integrative advantages, but not hedonic benefits, moderate the SMM–CBBE connection. Furthermore, brand trust, user engagement, and customer satisfaction are all substantially influenced by behavioral and attitudinal consumer engagement. Our studies might be used by luxury fashion management to design SMM tactics that improve Youngsters' overall business journey and customer loyalty evaluations in digital marketing contexts.

Keywords: Social media; WOM; Brand experience; Customization; Cognitive

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1) INTRODUCTION

The luxury fashion markets, due to the extreme high development rate, that characterizes the fashion brand sector, marketing scholars have long been interested in something like this. Study shows that the international fashion brand products industry reached to the volume \$1.2 trillion in 2017. Moreover, by 2030, the fashion brand market is projected to reach 500 million customers (D'Arpizio, Levato, Kamel, & de Montgolfier, 2017; van der Bend, Jakstas, van Kleef, Shrewsbury, & Bucher, 2021). According to McKinsey & Company (2018), information transformation influences roughly 80% of the international luxury market, and new customers of fashion brands are anticipated to reach 20% of consumer payments by 2025. Millennials — youngsters born between 1980 and 2000 — have been among the most major buyers of various luxury goods purchased digitally (Chu, Kamal, & Kim, 2013). Youngsters now make up about 30% of luxury consumers, with that proportion expected to increase to over 45 percent by 2025 (D'Arpizio et al., 2017). Youngsters probably assume companies to use current media to discuss ideas internet debates, and increasingly develop good views around brands that demonstrate an intercultural communicative competence with them (Döringer, 2021; Angella J Kim & Ko, 2012) give them money pertinent information, and build long-term connections (Verhagen, Swen, Feldberg, & Merikivi, 2015).

Youngsters, but from the furthermore, are somewhat more likely to look for and be affected by content from businesses that they may find on the internet as well as relationships people had upon social media (SM) networks (Angella J Kim & Ko, 2012). As nothing more than a result, prior to actually making a purchasing choice, Youngsters frequently peruse twitter and Facebook luxury branded sites, ratings, and followers (Deloitte, 2017). As a result, it's critical for online marketing professionals to improve Youngsters' opinions and evaluations of luxury companies' sites like Facebook and twitter (Hair, Hult, Ringle, Sarstedt, & Thiele, 2017)

Scholars are increasingly mentioned the critical awareness of the social advertising relationship marketing among the many kinds of digital society especially (VCEs) (i.e. forums, websites, and powerful ecommerce networks) (Hollebeek, Glynn, & Brodie, 2014). Any personality a collection of persons that have a same interest interests and engage such as one another over a brand utilizing microprocessor connections is referred to as an internet - based system (Baldus, Voorhees, & Calantone, 2015). Digital networks has enhanced the engagement of social networking sites while also having multiple communications networks that shared infrastructure exchange of various forms of material (e.g., photo, text, video) between companies and customers (Verhagen et al., 2015). Online communities on Facebook and twitter are critical not only for promoting the business among customers, but also for managing the connection between people (Hollebeek et al., 2014).

For both the problems explained above, an increasing number of fashion brand businesses are forming Facebook and twitter consumer engagement in order to engage with Youngsters and boost consumer-based brand equity (CBBE) in order to increase company profile, reputation, and quality (Chu et al., 2013; Lipschultz, 2021). Past research an high end stylish businesses has suggested they online busi-

ness may boost (Phan, Thomas, & Heine, 2011). revenue, service quality, closeness, and buy expectations (Angella Jiyong Kim & Ko, 2010). Consumer satisfaction, cost of operating, and premium customer loyalty are all examples of equity (Angella J Kim & Ko, 2012). Furthermore, scientists have discovered that social media marketing has an influence on brand personality, brand recognition, trust, brand choice, and readiness to spend large amounts of money (Godey et al., 2016; Suryani, Fauzi, & Nurhadi, 2021). Unhappiness overall brand management, and otherwise disappointment from manufacturer knowledge, fun, and socializing, would help in improving the quality dissolution, according to studies of organizational networks relationship marketing (Tang, Chen, & Gillenson, 2019). Buyers' potential costs are essential, according to some of the research, since they affect people's involvement within internet communities and cooperation in enhancing financial performance.

Professors from the Uses and Gratifications (U&G) programme believe they corporate media advertising fans are significance, and therefore that users' beneficial effects play a significant role in encouraging public participation (Tynan, McKechnie, & Chhuon, 2010). Products and services related to digital activities for cognitive, social, and personal integrative, and hedonic gratifications or advantages, as well as (Dholakia, Blazevic, Wiertz, & Algesheimer, 2009). sensory, emotional, behavioral, and intelligent (user) experiences, according to the U&G theory (Zarantonello & Schmitt, 2010). Peoples' multimedia enjoyment and new business models influence that they are using and interact with media and brands; hence, knowing people's feelings and enjoyments is essential in improving brand preference opinions throughout SMM activities (Gao & Feng, 2016). Different customer answers to particular product activities (i.e. sensory, affective, intellectual, and behavioural) are referred to as consumer engagement (Qalati, Yuan, Khan, & Anwar, 2021; B. H. Schmitt, Zarantonello, & Brakus, 2009). Purchase intention touch points may affect brand enjoyment, trust, and product attributes in corporation service contexts, according to researchers (Biedenbach & Marell, 2010) 2010.

Previous research, however, have still not examined the potentially important impacts of significant advantages and product quality in the link among both SMM activities and CBBE (Gao & Feng, 2016). They offer a theoretical framework that assesses the connections between SMM activities consumers' perception, perceived advantages of social media marketing, customer perception, and CBBE, based on Elaboration likelihood Model (U&G) (Katz, Blumler, & Gurevitch, 1973). and service quality studies (B. H. Schmitt et al., 2009). Mostly as result, unlike earlier work, they does not believe which SMM inherently influences brand awareness; rather, we believe that beneficial effects and quality of service might buffer the relationship between the level SMM activities and CBBE. As a result, we want to put a different spin on the connections connecting advertising' social media activity and customers' opinions of fashion brand businesses. We suggest that if customers like exploring fashion brand labels on digital networking, learning a little about fashion stuff, and interacting with certain other buyers, SMM activities can be beneficial in establishing customer loyalty. and whether they have had a favorable encounter with either the brand. Researchers use linkage disequilibrium ordinary least square method to assess our methodological approach and findings (Hair Jr, Howard, & Nitzl, 2020). using SPSS of in sample size is 274 n=274 Youngsters who love qual-

ity and size on digital networking, a large, largely unknown, and crucial market twitter and Facebook fancy manufacturers' goal(Bergman, Fearington, Davenport, & Bergman, 2011; Nafees, Cook, Nikolov, & Stoddard, 2021).

Social media statistics for Pakistan

There were 46.00 million social media users in Pakistan in January 2021. The number of social media users in Pakistan increased by 9.0 million (+24%) between 2020 and 2021. The number of social media users in Pakistan was equivalent to 20.6% of the total population in January 2021. facebook users 87.8%, Twitter users in Pakistan 9.62% and Instagram users are 1.35%

The purpose of this study is to get a better understanding of SMM activities customization and word of mouth, brand experience, sensory experience and behavioral experience, social media benefits, cognitive, personal integrates and their impact on CBBE in the fashion house business environment by revealing whether marketers may impact customers' attitude toward the brand equity.

2. LITERATURE REVIEW

2.1Luxury fashion brandts

The purpose of this study is to get a better understanding of SMM activities customization and word of mouth, brand experience, sensory experience and behavioral experience and social media benefits, cognitive and personal integrates and CBBE in the fashion house business environment by revealing whether marketers may impact customers' attitude toward the brand equity while using the social media marketing activities. The rest of this chapter consists about the literate on these variables. Consumers see luxury fashion brands as special, elite, famous, and original since they are high quality, costly, and unnecessary. Luxury fashion brands have a successful course and expressive value, and that they might generate a strong emotional reaction from their buyers. Higher price, a special symbol and style, limited distribution channels, a focus on product, and clear branding tactics are all features of luxury companies(Tynan et al., 2010). Their exclusivity denotes riches, one-of-a-kindness, superiority, status, and power(J. Kim & Lee, 2019).

As a result the luxury fashion brands are some of the most greater sector with rapid macroeconomic changes increase marketing cost and decrease product cycle(Miller & Mills, 2012).Brand businesses are rapidly adopting digital networks, for example, are powerful digital marketing platforms., which is defined as "Internet-based technologies that facilitate the manufacture and delivery of consumer content(Phan et al., 2011).

2.2 SMMarketing

Social media marketing is defined as two peoples connect with internet and communication about the current luxury fashion brands to a larger age group. And other definition is two-way dialogue on internet. Luxury marketers primarily use digital marketing technology for example Facebook uploading news on twitter instant

message on YouTube forwarded of picture in Instagram to push their products and communicate with current and prospective customers implement these channels on luxury fashion brands(Angella J Kim & Ko, 2012).

Marketers benefit greatly from social media groups. If people choose to follow certain companies on their own channels and you want to receive information and marketing campaigns through others. Furthermore social media marketing activities to allow marketers superior understanding target audience as a result of data received through consumer-to-consumer and consumer-to-brand interactions(Laroché, Habibi, Richard, & Sankaranarayanan, 2012). Social media marketing may also be used to boost the perceived worth of a brand and increase income (Felix, Rauschnabel, & Hinsch, 2017).Social media are choose to develop brand value to forwarded the information about the luxury brand(Felix et al., 2017).Entertainment, interaction, trendiness, customization, and word of mouth are the five main components of brand marketing campaigns(Angella J Kim & Ko, 2012)

Users are willing to visit luxury fashion company sites on social media in order to have fun, connect with many other users, obtain relevant information, receive quality service, and pass forward information about luxury fashion companies to their friends. Customization is providing marketing goods and services to satisfy the buyer's needs. Word of mouth to share the positive information about the brand product and motivated(Angella J Kim & Ko, 2012).

2.3 Brand experience

Brand experience refers to “Qualitative people respond elicited by certain brand-related experiential attributes” In purchaser exchanges, brand experience includes subjective sensory, emotional, intellectual, and behavioral impressions(Zarantonello & Schmitt, 2010). Luxury companies will offer sensory brand experiences to trend is the increasing glamour and aura, and sensory brand experiences are enhance consumer experiences.(Berthon, Pitt, Parent, & Berthon, 2009).

Affective brand experience are true feelings to brands along with ideas, opinions, and thoughts(B. H. Schmitt et al., 2009).When a person's interest, reasoning, and recollections are piqued while in the presence of a brand, they get an intellectual brand experience. Behavioral brand experience to insist other person, friend or family member to use the this brand and forwarded the feeling of product word of mouth(Zarantonello & Schmitt, 2010).Whenever customers connect a brand with great experiences, they are more prone to create loyalty and brand commitment in order to recreate those experiences. Social media marketing allows luxury brands should go “further than the standard to be experiential” by delivering enjoyment, information, relaxation, and visual features that help Millennials build brand equity. Youngsters are the young and talented people to thinking and information about brands. People born between 1965 to 2000 are called Millennials (Bergman et al., 2011).

2.4 Social media benefits

First thing is to use the social media platform people to people contact. You can better involve your consumers using digital platforms. You should answer customers for feedback fast whether you have doubts about someone else. If a client has a query or a complaint, they may speak with a member of your staff personally, who must listen to their worries and strive to address the problem. Another is to solve the public problem resolution. To use the product and share the positive talking about the product Cognitive benefits. Significant and deliberate consumption may be aided by cognitive benefits also including gaining new knowledge regarding the company and products(B. H. Schmitt et al., 2009). If buyers can understand out how to utilize a product or how it can meet their unique needs, they are more likely to have a favorable marketing strategy. Interpersonal communication may boost collective emotions, which in turn boosts drive to participate and co-create value with the business. Personal integrative benefits, along with reputational advantages and personality requirements, elicit nice moments and encourage active engagement in attempt to truly the advantages(B. Schmitt, Brakus, & Zarantonello, 2015). Ultimately, satisfaction is a major factor in why people continue to utilize social media websites. Since they have had positive experiences with social media sites, users who love using them resume their habit(Zarantonello & Schmitt, 2010).As a result, if SMM activities deliver engaging and humorous activities, good brand experiences can be improved.

2.5 Consumer Based Brand Equity

Creating successful brand equity requires social media marketing efforts (K. H. Kim, Ko, Xu, & Han, 2012). The term “brand equity” refers to the value of a company’s Brand income and expenses are costs and benefits associated with the brand, its identity, and sign that contribute to or detract from both the value offered by a goods or services to a company and its buyers.” Customer expectations for something like the branding, as well as buying behavior, are linked to increased brand equity. CBBE (consumer-based brand equity) is a method of determining the value of a brand how attracted, faithful, and conscious customers are of respected brands(Yoo & Donthu, 2001).

High end fashion develop strategies modern social media marketing (SMM) amusement to drive emotional connection, boost sales, and boost consumer-to-consumer relationships, according to scientists(Godey et al., 2016)Furthermore, little has been understood about just the micro-level link between digital marketing and consumer-based brand equity, particularly the significance of customer values and interactions throughout the link among both SMM activities and CBBE(Chatzipanagiotou, Veloutsou, & Christodoulides, 2016).The conceptual framework of our research is discussed further down.

2.6 Hypothesis development

The features of SMM, we believe under this report, can frequency resolution' entire customer experience. As a result, individualized media technology can strengthen buyer connections. Company impressions are promoted with interesting, modern business material. Program produces individuals to participate with each other through marketing professionals, who could also connect with the audience suggestions and learn if brand associations are decreasing. Good looking and highly qualified item photos and videos and designer brand celebrity endorsements boost sensory and affective experiences; program produces individuals to participate together and with marketing professionals, who can connect with the audience suggestions and learn when online reviews are negatively affecting.

Ultimately, people may use Word of mouth marketing to share brand-created SMM items with others in social connection. We predict that buyers' perceptions of SMM activities trigger sensory, emotional, physiological, and mental responses, all of which contribute significantly service quality. As a result, we propose the following hypothesis:

H1. SMM activities customization and word of mouth directly effect on CBBE.

Brand image, perceived service quality, and understanding are the CBBE forum. Client performance and satisfaction are increased as a result of pleasant encounters. People who have already had increase the opportunity relationships with a brand are more likely to remember positive brand links, believe the item is of great quality, and find it was their first option.

As a result, we believe that brand awareness is favorably connected to all importance of brand equity.

Cognitive benefits, including certain learning more about the company and its goods, might help to more satisfying and rewarding consumption.

Personal integrative rewards, including certain prestige rewards and consciousness requirements, elicit pleasant times and encourage active engagement in order to truly the advantages.

H2a.Sensory experience directly effect to CBBE.

H2b.Behavioral experience directly effect to CBBE.

Social media benefits are independent variable in this research to include sub variables customization and WOM

Word of mouth the positive information share and customized satisfied the services.

H3a.Cognitive benefits directly effect to CBBE.

H3b.Personal integrate benefits directly effect to CBBE.

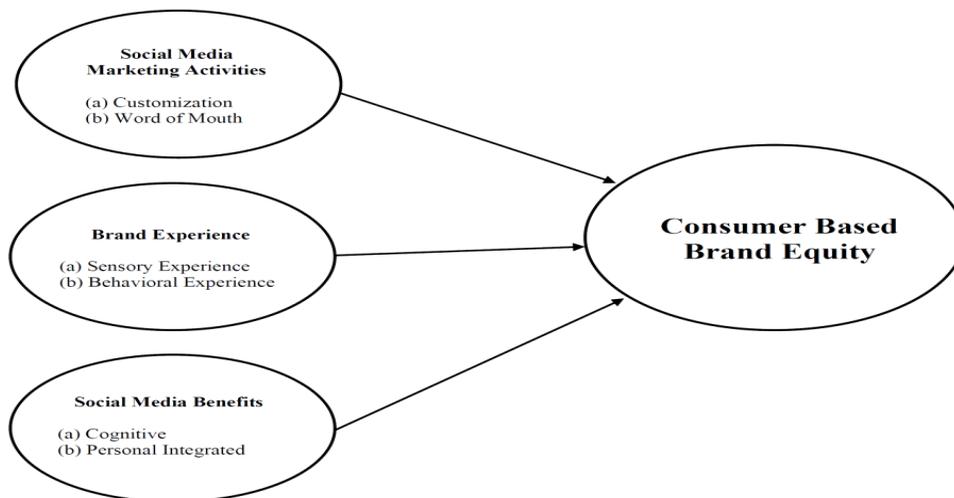


Figure 1 Theoretical Framework

3. METHODOLOGY

We conducted an online survey method to test the hypothesis which are driver from our research model. I did primary and secondary research to collect this data. In the primary research, the structured questionnaire was used to taking responses from respondents. Likert scale was used (5 points Likert scale) “5-being strongly agree, 4-being Agree, 3-being neutral, 2-being disagree, 1-being strongly disagree, used to collect male and female consumers response. In July 2021, our sample size is 274 the data was collected. The sample size of this study was social media users in Pakistan. We collected our response data from social media users on social commerce sites. The data was collected in June-July 2021 with the sample size of 274. When feasible, the measuring items for each construct were taken from 5-point Likert scales in relevant literature. The items of the questionnaire are provided in the Appendix. In addition, several questions pertaining to the demographics of the respondent followed, including age, gender, education, disposable income, internet experience, and length of membership in social commerce site, and social shopping experience. Overall, 274 subject responses were selected valid for analysis. Non-probability sampling design convenient sampling technique is used in our research to collect our data to make sure the data authentication. Convince sampling technique is type of non-probability sampling in which sample is drawn from those close to hand. Our Research instrument is Questioner. A hyperlink is developed on the google docs to make sure that the convince of the respondents. We are using “SPSS” to analysis the statistical techniques of collected data from respondents. A total of 274 participants took part in filling up the questionnaires. Then 274 questionnaires 66.4% were male and 33.6% were female. The data was analyzed using statistical software SPSS.

The questionnaire was created using Google Forms for online use. The survey was an online fill-in among different people in the region of Bahawalnagar. A total of 274 respondents completed the survey, and the basic frequencies of the respondents are given below.

3.1 Descriptive statistics and correlation

The questionnaire constituted 41 questions in total of 7 variables. 26 were independent questions, i.e., social media marketing activities, customization, and word of mouth, social media benefits, cognitive and personal integrates, and last is brand experience. And 15 were dependent questions, i.e., consumer-based brand equity. The constructs were based on a 5-point Likert-type scale with 5 being strongly agreed and 1 being strongly disagree. In qualification of respondent table, they use the five basic things: intermediate, bachelors, M.Phil., doctoral, and masters. The respondents are 274; the intermediate frequency is 80 and 29.2%, and the bachelors frequency is 112, the percentage is 40%. M.Phil. frequency is 18 and the percentage is 6.5%. The second last is doctoral frequency is 4 and 1.5% percentage; the last one is masters frequency is 60 and the percentage is 21.9%. Highest frequency and highest percentage is bachelors and the lowest percentage is doctoral. In table 1, explain the correlation and descriptive analysis to use the SPSS and Pearson correlation. They are the six variables and one mean and one standard deviation. The mean of social media marketing activities customization is 3.3212 and the St. deviation is .94003. The word of mouth variable mean value is 3.2117 and the standard deviation is .94292. Consumer-based brand equity (CBBE) the mean is 3.33100 and the St deviation is .664166. The third variable is brand experience sensory mean is 3.2488 and the St deviation is .63529. The last variable is social media benefits cognitive mean is 3.3446 and St deviation is .71499. Personal integrates mean value is 3.3577 and standard deviation is .81075. You can see in table 1, all the values are all good average mean and standard deviation and the significant is also good and 0.00.

Table 1 Correlations

		cbbe_avg	SMMCUS_avg	wom_avg	SMBCI_avg	PI_avg	BES_avg	BEB_avg
cbbe_avg	Pearson Correlation	0.74	*					
	Sig. (2-tailed)							
	N	274						
SMMCUS_avg	Pearson Correlation	.438**	0.7					
	Sig. (2-tailed)	.000						
	N	274	274					
wom_avg	Pearson Correlation	.486**	.453**	0.76				
	Sig. (2-tailed)	.000	.000					
	N	274	274	274				
SMBCognitive_avg	Pearson Correlation	.474**	.418**	.411**	0.78			
	Sig. (2-tailed)	.000	.000	.000				
	N	274	274	274	274			
PI_avg	Pearson Correlation	.464**	.419**	.407**	.532**	0.74		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	274	274	274	274	274		
BESensory_avg	Pearson Correlation	.457**	.403**	.339**	.499**	.501**	0.70	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	274	274	274	274	274	274	
BEBehavioral_avg	Pearson Correlation	.484**	.427**	.405**	.491**	.542**	.643**	0.77
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	274	274	274	274	274	274	274

Table 2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
cbbe_avg	274	1.00	5.00	3.3321	.72935
SMMCUS_avg	274	1.00	5.00	3.3212	.94003
wom_avg	274	1.00	5.00	3.2117	.94292
SMBCI_avg	274	1.00	5.00	3.3273	.81971
PI_avg	274	1.00	5.00	3.3577	.81075
BES_avg	274	1.00	5.00	3.2713	.67531
BEB_avg	274	1.00	5.00	3.2263	.72620
Valid N	274				

3.2 Reliability and Validity Analysis

After compiling all the results and analyzing the responses that is obtained from questioner from the respondents on SPSS, we can clearly see in this (table.2) variables are given with their average variance extracted (AVE), composite reliability (CR) and Cronbach alpha. To check the validity of the model criteria suggested is value of Cronbach alpha must exceed 0.70, (AVE) must exceed 0.5 and the (CR) composite reliability must greater than value of 0.7. As we see the value of Cronbach alpha of social media marketing activities customization is 0.713, CR 0.66 is and the value of AVE is 0.49. The value of Cronbach alpha of word of mouth is 0.708, CR 0.73 is and the value of AVE is 0.58. The value of Cronbach alpha of consumer based brand equity is 0.710, CR 0.88 is and the value of AVE is 0.55. The value of Cronbach alpha of brand experience sensory is 0.731, CR 0.86 is and the value of AVE is 0.50. The value of Cronbach alpha of brand experience behavioral is 0.702, CR 0.89 is and the value of AVE is 0.60. The value of Cronbach alpha of social media benefits cognitive is 0.715, CR 0.83 is and the value of AVE is 0.62. The value of Cronbach alpha of social media benefits personal integrates is 0.711, CR 0.83 is and the value of AVE is 0.55. A validity value is 0.7 to check the factor loading through SPSS all the value is above 0.7.

Table 3 Measurement model

Variables	AVE	CR	Alpha
Social media marketing customization	.69	.86	.713
Word of mouth	.68	.83	.708
Consumer based brand equity	.65	.88	.710
Brand experience sensory	.76	.86	.731
Brand experience behavioral	.70	.89	.702
Social media benefits cognitive	.65	.83	.715
Personal	.75	.83	.711

3.3 Measures

Consumer attitudes of SMM activities got tested but use a commonly used tool that included an 29-item theoretical framework with two first-order measurements(K. H. Kim et al., 2012).customization , and word of mouth(Godey et al., 2016).The intellectual, public integration, personally inclusive, and hedonic advantages of media

platforms were tested and to use a regularly known 29-item tool with two very next measurements: cognitive, personal integrative (Nambisan & Baron, 2009). Another support for the validity would be used to assess brand experience, which should be a 12-item multifaceted concept with four next measurements: sensory experience, emotional experience, different engagement, the conceptual experience (Brakus, Schmitt, & Zarantonello, 2009). Ultimately, CBBE had been assessed just use a measure established with (Yoo & Donthu, 2001). that is commonly utilized in digital marketing studies (Godey et al., 2016). After that, I utilize a ten-item scale to assess brand awareness, perceived service quality, and promotion. The items were rated on a 5-point Point Likert scale disagree (1) to 1= strongly (5), as well as being reverse-scored to prevent the "begrudging acceptance" effect (Lindell & Whitney, 2001).

RESULTS AND ANALYSIS

The overall results in hypothesis are positive all the variables directly effect on independent variables. The one variable is negatively effect on dependent variable the p value is 0.75 Beta value is SSM customization is .110 is positively effect and the beta value is second independent variable is brand experience sensory .295 and brand experience behavioral beta value is .131 social media benefits cognitive beta value is .106 the last dependent variable is Personal Integrates and the beta value is .093 is not supported because p value is .075 increase the value of .5. We tested the research model in SPSS all the table are givens Table and three basic tables age, gender and qualification . In table 3 the model was fitting in this research then this research is a significant all the values are all good R square r and standardized coefficient beta values and unstandardized coefficient t value or the significant 000 and the collinearity statistics include the tolerance are all good and fitting this measurement model and the mean square value is .177 significant 000 and the f value is 74.244 and the Durbin Watson value is 2.090 you can see the model summary of this summary .in table 3 the discuss is linear regression is coefficient wise the beta values are given in table 3 and all the values is good but the independent variables is social media marketing is greater and excellent values in this research the significant is also good the t value is better good the collinearity statistics also include all the value is good and greater are given below in table 3.As a result the Unpacking the relationship between social media marketing and brand equity: all the values and analysis in SPSS techniques are good greater and excellent givens in table and the regression value is 64.657.

Table 4 Test Hypothesis

Model	Coefficients						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.			
	B	Std. Error	Beta			Tolerance	VIF	
(Constant)	.837	.196		4.278	.000			
SMM	.095	.045	.122	2.127	.034	.679	1.473	
CUS_avg								
wom_avg	.180	.044	.233	4.122	.000	.701	1.426	
SMBCI_avg	.130	.054	.146	2.385	.018	.598	1.671	
PI_avg	.100	.056	.111	1.785	.075	.576	1.736	
BES_avg	.126	.071	.117	1.789	.000	.524	1.908	
BEB_avg	.131	.068	.130	1.937	.000	.493	2.029	

Note: *R-squared* = 0.58; *F-value* = 74.24; *Durbin-Watson* = 2.04

4.1 Regression Analysis

The purpose of this study is to get a better understanding of SMM activities customization and word of mouth, brand experience sensory experience and behavioral experience and social media benefits, cognitive and personal integrates and CBBE in the fashion house business environment by revealing whether marketers may impact customers' attitude toward the brand equity. The value of F distribution proves the model fitness (table 4). The value of DW lies within acceptable range, hence prove there is no autocorrelation issue in the data. Collinearity diagnostic proves that there is no multicollinearity in the data (Hair et al., 1998).

This indicates that there is a statistically significant relationship between (SMMA customization and word of mouth) and (CBBE. The coefficient of determination, R² was .581 percent. This expresses that BE sensory and behavioral experience can significantly account for 41.9 percent in consumer based brand equity.

5. CONCLUSION AND RECOMMENDATION

Researchers concentrate in Teenagers, luxury fashion companies, and social media brand forums in our research (K. H. Kim et al., 2012). This same link amongst SMM and CBBE is by cognitive, social integrative, personal integrative, hedonic benefits, and brand experience, according to our hypothesis. My findings, which are based on U&G theory as well as brand experience analysis, demonstrate that certain factors except hedonic. Especially premium brand marketing professionals, these empirical analysis give important implications information (Tynan et al., 2010).

Our survey's shortcomings point to several promising areas for any further investigation. This research has focused around luxury brands, our findings cannot be generalized to certain other companies or industries. Throughout the present environment, hedonic advantages, for example, have been shown to be a one non-significant independent variables. Current experiments might look into whether the various settings (for example, fast-moving consumer items) provide better responses. My survey includes undergraduates might not always accurately reflect wider communities of Youngsters who use digital platforms and shop for high-end clothing. As broaden overall breadth on the findings, current study should include non-student populations in a variety of situations. In that vein, while the study was based on a survey, we recommend that additional research be conducted to evaluate the study model using a variety of methodologies. Buyers' psychological understanding behavioral reaction to something like an industry's SMM activities, for illustration, may be tested using experimental approach. . Furthermore, while people indirectly believe about Young peoples' shopping habits are unique from those of earlier generations, scientific data for this claim is unclear. . People who have grown up around about the same period should also have a widely shared set of qualities, but it is really vital to remember that Youngsters are diverse. From any of this standpoint, our conclusions may actually reflect general features of something like the 18–20 year old demographic. Future work should first determine if somehow the consequences presented in this paper are genetic or demographic implications in order to generalize the conclusions throughout geographic and cultural boundaries.

Finally, additional variables which really substantially affect expensive purchasing behavior, including certain desire to utilize digital platforms, commercial scepticism, especially environmental responsibility, may have been investigated that will further unravel overall SMM–CBBE link(Zollo, Faldetta, Pellegrini, & Ciappei, 2017).Furthermore, to explain the fundamental principles in the research model, it would indeed be essential to consider the function of online communities character as viewed by members of the public(Relling, Schnittka, Ringle, Sattler, & Johnen, 2016). Furthermore, some determinants underlying SMM activities as viewed by customers have received little consideration. Continued studies might look at which SMM activities are often more successful in understanding the online networking network's customer journey(Angella J Kim & Ko, 2012).

5.1 Limitation and future research

This same study's primary drawback is its applicability even outside the consumer market. Although the findings are particularly beneficial in the luxury industry, they might not have been immediately relevant to other sectors. As a result; the observations' general character must be validated in different settings.

Furthermore, research findings of the study revealed significant disparities across the four consumer cultures studied.. Such an in analysis of these disparities is beyond the control of the researcher, although it might be a next topic for researchers.

Thirdly, customer loyalty as well as customer loyalty was used as measures of purchase intention in the survey. Different characteristics, including certain identity quality and brand perceptions, might be included in proposed development, as well as a re-evaluation of the customer loyalty project development. Finally, social and economic factors include gender, age, income, and education may have a considerable influence, or an indirect impact, on the conceptual model and may be incorporated in future studies for a better view and understanding under re

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