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BUILDING BRAND EQUITY THROUGH SOCIAL MEDIA INFLUENCER: A STUDY ON SOCIAL MEDIA INFLUENCER IN SAUDI ARABIA

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ABSTRACT

The aim of this study is to transferring the concept of customer-based brand equity (CBBE) to understand the significance impact of celebrity endorsement on it, and shows the relationship between the influencer and customer behavior. This study also determines the important social media influencers are in building brand equity. Brand equity involves all business strategies also it related to brand loyalty, brand love and purchases intense. Moreover, successful brand equity gives a strong image and competitive advantages. This study proposed that brand equity affect the social media influence. A survey-based quantitative approach is used with fans and people who follow the influencer to test the proposed hypothesis. The data were collected through distributing the online and offline survey and were analyzed using two different tests namely one-way Anova and correlation test. The findings indicate that there is a relationship between brand equity and influencer the result shows the impact is there however the strong is not that much.

1. INTRODUCTION

The companies are mistreatment social media campaigns to draw in the prospects and creating the prevailing customers whole loyal [1]. Because the usage of social media is increasing at a quick pace, additionally to existing social networkers, non-public business companies and government bodies are additionally mistreatment the platforms as communication tools [2]. Consumers are losing their interest from ancient media like TV, radio, or magazines and are progressively victimization social media platforms for looking the data [3]. The infective agent dissemination of knowledge among the folks through social media is way stronger than the normal media like TV, radio, and print advertisements [4]. In addition, social media activities of brands will facilitate to

scale back preconception and misunderstanding toward brands, and to extend complete worth by providing an internet platform to the folks for exchanging ideas and knowledge [2].

Although the most focus of the social media is social relationships, Gillin and Schwartzman [5] counsel that social media will provide social capital to companies and organizations that facilitate in grouping promoting intelligence and chance identification by finding out and observance the target market still as client or prospect behaviors on social media platforms.

Social media influencer's area unit named as those that have designed a sizeable social network of individuals following them. Celebrity endorsement is taken into account a good promotional and successful limited tool drive by marketers worldwide. One-in-four advertisements use celebrity endorsement [6]. Celebrity endorsement influences advertising effectiveness, complete recognition complete recall, purchase intentions and even purchase behavior. Recent analysis has also incontestable that celebrity endorsement ends up in a favorable perspective toward the endorsed complete [7].

There is additionally empirical proof to mention that celebrity endorsement generates greater recall for each the supported whole and therefore the advertising [8]. Analysis has additionally shown that celebrity endorsement will influence perceived product quality and individualism [9]. Till [10] and McCracken [11] have instructed that celebrity endorsers will build whole equity by making secondary associations however, not clear whether or not celebrity endorsement would be a lot of or less effective for sub-brands compared to their parent brands [12].

As of late, brands found the broad effect and viral development capability of manufacturing unions with online life influencers to advance their items. Internet based life influencers are alluded to as individuals who have assembled a sizeable interpersonal organization of individuals tailing them. Likewise, they are viewed as a respect for being a trusted tastemaker in one or a few specialties. As brands keep on relinquishing customary publicizing procedures, endeavors are progressively centered on these influencers to support their items among their adherents and past. These supports are probably going to be deciphered as exceedingly tenable electronic Word of Mouth (EWOM) instead of paid promoting as they are regularly flawlessly woven into the day by day stories influencers post on their Instagram accounts or any other social media accounts [13].

As social media still gain in quality and considerations regarding ad-blocking grow, influencer selling has become progressively vital to brands. instead of pushing their (whether or not personalized) ads to their target market, brands square measure turning to trusty on-line personas to induce their merchandise and messages intent on the buyer. However, despite its growing use, there has been very little experimental analysis on the development of influencer selling.

One of the largest challenges in influencer selling is that the identification of the correct influencers. As a metric for potential reach, these days variety of followers is usually used as a start line within the hunt for influencers. Social media marketing has developed as the most well-known and powerful apparatus of promoting and correspondence. The outcome is developing enthusiasm of brand directors in utilizing web-based life broadly and tapping the prospects from all closures. In light of such positive ground for web-based social networking this investigation means to give a hypothetical examination of the effect of online life on brand value.

2. METHODOLOGY

2.1 Hypothesis Development

This study's hypothesis was constructed in the area of sensory brand equity concept. In addition, the hypothesis of this study is there is an increase in the effect of social media influencer to the development of brand equity. This study hypothesized that it has impact has a positive impact.

2.2 Population and Sample

The sample population of this study were the people interested in the social media world and they influenced by the influencers who are living in Saudi Arabia. This sample was targeted. So, they can relate to the questions and answer based on their interaction. Through the help of the filtration question, the targeted sample was reached. Though the exact targeted sample was reached, the size of it was 260 respondents.

2.3 Questionnaire Construction

The questionnaire design that was used in this study is an online based questionnaire that was developed by using Google Forms. All responses were recorded by means of a Liker scale that range from strongly disagree to strongly agree. The questionnaire started with a filtering question asking the respondents who is your favorite influencer on social media? The aim of this question was to filter the targeted sample and get answers from the right people. The questionnaire consisted of twenty questions that are divided into three main parts. First part contained question to examine the social media influencer. Second part consisted questions to test the how important social media influencer is in building brand equity. Third part contained questions regarding the demographics including name, age, gender, and occupation. The questionnaire started with a cover letter that is stating the aim of the study, the time required to complete the questionnaire, privacy obligation, and the instructor's contact information. The link of the questionnaire was distributed by email and other social media platforms such as Twitter, integral, Gmail, what's app.

2.3.1 *Who is your favorite influencer on social media?*

In this part, 16 questions intended to examine building brand equity through media. The aim of these questions is to help in determining the top performer is famous and influential for followers and test if it has any impact.

2.3.2 *Test target opinion*

In this part, 15 questions were asked to test the target opinion. The purpose of this question is to examine the important social media influencer are in building brand equity. This part covered questions like if the respondent is thinking that influencer is expert, trusty, knowledge and qualified.

2.3.3 *Demographics*

In this part, four questions related to respondents' demographic elements. The aim of these questions is to identify if there are factors that are affecting the respondents answer. The demographic elements that were tested covered the age, gender, name, and occupation.

2.4 Data Collection

In this study, the data was collected through the use of an online questionnaire that was created with by using Google Forms. The reason behind using an online questionnaire is that it enables reaching the targeted sample faster and it's more convenient for respondents as they are not constrained by a certain time to answer the questionnaire. Before distributing the questionnaire, an ethical approval was acquired from the Effat University Research Ethics Institutional Review Committee (REIRC) to get the approval for the data collection activities were planned to be used in this study.

2.5 Data Analysis Techniques

A quantitative approach was used in this study for collecting the primary data and analyzing them. The questionnaire was distributed for the targeted sample to answer the questions. There are two different tests were used to analyze the collected data namely, One-Way ANOVA test, and the Bivariate Pearson Correlation test.

3. RESULT AND DISCUSSION

3.1 The important social media influencer is in building brand equity

The main test used to determine if there are any statistically significant differences between sensory brand experience and customer affective commitment was One-Way ANOVA. As shown in Table 1 the significance value is 0.000 which is less than threshold value of significance value of 0.05. Therefore, this study concludes that there is a significant dependence of customer affective commitment on sensory brand experience. The value of F indicates the positive impact of sensory brand experience on customer affective commitment.

Table 1. ANOVA test

BE	Sum of square	df	Mean square	F	Sig.
Between groups	2702.538	42	64.346	3.046	.000
Within groups	4584.612	217	21.127		
Total	7287.150	259			

Table 2 illustrates the result of Pearson’s correlation coefficient. Pearson correlation of SMI and BE is 0.474 and P-Value = 0.000. The printouts indicate that the strength of association between the variables is high ($r = 0.474$), and that the correlation coefficient is highly significantly different from zero ($P < 0.001$). About 22% (0.474^2) of the variation in social media influencer is explained by the building brand equity.

Table 2. Correlations

Correlations		SMI	BE
SMI	Pearson Correlation	1	.474**
	Sig. (2-tailed)		.000
	N	260	260
BE	Pearson Correlation	.474**	
	Sig. (2-tailed)	.000	
	N	260	260
**. Correlation is significant at the 0.01 level (2-tailed)			

Also, the result of the SMI independent samples test is tabulated in Table 3. The obtained F-value is 0.003 and an associated significance (p-value) of 0.954. The significance of 0.954 in the result is greater than the significance level of $\alpha = .050$ and thus supports the assumption that homogeneity of variance is given. The obtained t-value is -.104 and significance (p-value) of .917, which is greater than the significance level of .050. It can therefore be assumed that the means not differ with respect to brand equity.

Table 3. Independent Samples Test

		SMI	
		Equal variances assumed	Equal variances not assumed
Levene's Test for Equality of Variances	F	.003	
	Sig.	.954	
t-test for Equality of Means	t	-.104	-.105
	df	258	169.840
	Sig. (2-tailed)	.917	.917
	Mean Difference	-.21277	-.21277
	Std. Error Difference	2.04803	2.03222
	95% Confidence Interval of the Difference (Lower)	-4.24575	-4.22444
	95% Confidence Interval of the Difference (Upper)	3.82021	3.79889

3.2 Demographic profile of the respondents

Table 4 and Table 5 demonstrate the demographic of the respondents. Majority of the respondents are female about 67.3% and male respondents only contribute about 32.7%. Most of the respondents are student and working professional by 54.6% and 28.1% respectively. Besides that, 8.8% of the respondents are business man/woman and 8.5% are home maker.

Table 4. Respondent's gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	85	32.7	32.7	32.7
Female	175	67.3	67.3	100.0
Total	260	100.0	100.0	

Table 5. Respondent's occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Business man/woman	23	8.8	8.8	8.8
Mother household, home maker	22	8.5	8.5	17.3

Student	142	54.6	54.6	71.9
Working professional	73	28.1	28.1	100.0
Total	260	100.0	100.0	

4. CONCLUSION

This study identified brand equity model from another academic literature review and it shows the important in depth of brand equity and its measure. The framework develops the use of it brand intense, brand awareness, brand loyalty to brand equity. It is important to note that strong brand equity led to successful strategy. Brand equity concern with long term and cannot be built in few days by design creative marketing activity. The measurement of brand equity can do by getting information from external and internal environment it challenges any organization. This study tries to understand the relevance of social media influencer on brand equity which will be helpful for mangers while make the marketing plan. In general, the use of celebrity supporters in marketing is very popular, largely because it may have a positive impact on the brand image. Therefore, companies need to have a celebrity endorsement program to build a brand image.

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