

The Impact of Electronic Word of Mouth on Brand Equity in the Context of Social Media (Iranian Followers of LG AppliancesHomes in Instagram)

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The purpose of this study was to investigate the effect of Electronic Word of Mouth propagation on brand equity in the social media community of Iranian home appliances at Instagram in a 6-month period. The research method used in this research is descriptive-survey method. To do this research, 363 samples were ed 157000 people in the statistical population of the customers by Non-probable available method. The Kim et al. (2005) and Atiligan (2005) and Wicxum and Todd (2005) questionnaires with 2 variables including 6 dimensions and 28 Question was distributed. The Cronbach Alpha method was also used to measure the reliability of the questionnaire. In order to analyze the data and generalize the results of descriptive statistics, structural equation modeling by fitting method and path analysis were used to test the fitting of the structural model as well as research hypotheses using the LISREL software. The results of the research showed that all of the research hypotheses were confirmed. Thus, mouth-to-mouth advertising has a significant effect on brand equity such as perceived quality, brand awareness, brand loyalty, brand association and brand image. Also, brand awareness dimensions on brand association, brand association on brand loyalty, brand loyalty to brand image and brand image have a significant effect on perceived quality. Of the brand equity brand value dimensions, the highest standard coefficient with (0.80) and perceived quality with (0.41) showed the lowest. At the end of the proposal, the research findings were presented.

Keywords : Electronic word -of-mouth, brand equity, brand awareness, brand association

