

The study of the effect of using social media on the brand equity and consumer behavior (case study: mobile phone brand customers).

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One of the most famous and important marketing concepts that today research and marketing experts talk about it widely is brand equity. One of the main reasons for this reputation is the strategic and important role of brand equity in making managerial decisions and creating competitive advantage for organizations and customers. This concept can be discussed the perspective of the manufacturer, retailer or customer. Whilst manufacturers and retailers tend to have brand-specific strategic functions, investors are more interested in the defined financial sense. On the other hand, in today's world, social media offers many opportunities for marketers to gain access to consumers in the community and establish a more friendly relationship with them. Social media has changed how to create, distribute and consume brand content, and the power to shape branding and image marketers to content and consumer online relationships. Considering the importance of using social media in shaping brand equity, this study aimed to investigate the effect of using social media on brand equity and consumer behavior. The statistical population of this research is all customers of Apple, Thai, Samsung and Sony mobile phones, which are members of these brands' social networks. Considering the unlimited size of the statistical population of this study, according to Karjesi and Morgan's table, the sample size was 384 people. To analyze the data, structural equation modeling using Minimum Squares (PLS) was used. The results of the research showed that the variables of marketing efforts in social media and brand equity influence consumer reaction. Also, the results indicated that marketing efforts in the social media affect consumer responses.

Keywords : Brand equity, social media, consumer reaction, mobile brands

