

Effect of Social Media on Consumer Behavior and Brand Equity (Case Study: Hamrah-e Avval Internet customers)

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Abstract In current competitive world, competitive edge plays key role in any company. One of the most important and inimitable assets of any company is its brand equity. The objective of this study is to evaluate the effect of social media on consumer behavior and brand equity based on the conceptual model of Goodie et al (2016). This research idea implemented for the first time on customers of Hamrah-e Avval customers with emphasizing the effect of social media on consumer behavior and brand equity based on the Goodie et al model is considered the innovative aspect of this thesis. The current study is applied in terms of objective and survey-correlation in terms of method of study. Findings of library and internet studies (including theses, papers, conferences, research projects, and so on) was used to collect the information, and field studies through questionnaire developed as a tool was used to collect the data. The tool of study is a questionnaire, which contains 30 questions. It was adopted the questionnaire developed by Goodie et al in 2016. In this study, in the inferential section, structural equation method and Smart-PLS software were used. All the hypotheses of this research were approved. The results indicate that social media has due to brand value, it has a significant and positive effect on consumer behavior.

Keywords : Keywords: consumer behavior, social media, brand equity

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