
the Effect of Social Media Marketing Activities on Brand Equity and Customer Responses (Case Study: Aseman Aircraft Company)

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Present research aims to investigate the effect of social media marketing activities on brand equity and customer responses. This study is descriptive and in terms of aim, is functional. Based on data collection, is survey. Data collecting tool is questionnaire including 23 questionnaires to examine all variables of research. To test variables, the 5-point Likert was used. Validity of questionnaire validated by experts and reliability tested through Alpha Chronbach and confirmed. Population of study was all customers of Asman airline in Rasht. Using Cochran formula, 344 samples was examined. To test hypotheses, Structural Equation Modeling and partial least squares was used. Results indicate social media marketing activities have significant effect on brand awareness and brand image. Also brand awareness has significant effect on word of mouth and has not significant effect on customer commitment. On the other hands, brand image has significant effect on word of mouth and customer commitment.

Keywords : Key words: social media marketing activities, brand awareness, brand image, word of mouth, customer commitment, Asman airline

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