

# **Survey effect of social media marketing on brand equity and customer response (Customers of cosmetics products in Rasht)**

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**Abstract** The overall aim of this study is to examine the impact of social media marketing on brand equity and consumer responsiveness. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. In the present study, the survey population is cosmetic products consumers in Rasht. Due to the unlimited number of the statistical population, 369 people were selected through a non-probabilistic sampling method as the statistical sample. Finally, the questionnaires were collected and the data were analyzed using SPSS22 and SMART PLS2 software. It is analyzed. Data analysis showed that at 95% level, social media marketing activity has a significant effect on brand awareness and brand image, as well as awareness of brand and image of brand has a significant effect on oral-to-mouth advertising and communication.

**Keywords :** Keywords: Media Marketing, Brand Value, Consumer Response and Cosmetic Products Customers in Rasht.

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