INVESTIGATING THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON MANAGEMENT PERFORMANCE THROUGH BRAND EQUITY (CASE STUDY: AMAZON)

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Abstract - The purpose of this study is to investigate the effect of social media marketing activities on marketing performance through brand equity. The present study is a descriptive research in terms of applied purpose and in terms of data collection. Structural equation modeling method has been used for analysis. The statistical population of this study is 384 customers of Amazon, who were selected by available sampling method and based on Cochran's formula with a confidence level of 0.95. The tool used in this research is a questionnaire. The validity of the questionnaire was first confirmed through content validity, then through convergent and divergent validity. The reliability of the questionnaire was confirmed by Cronbach's alpha coefficient. The results showed that social media marketing activities affect brand awareness and brand image. In addition, the third hypothesis is based on the effect of brand awareness on marketing performance and the fourth hypothesis is based on the effect of brand image on marketing performance. The results also confirm the fifth and sixth hypotheses based on the mediating role of brand awareness and brand image on the relationship between social media marketing activities and marketing performance.

Keywords - Social Media Marketing Activities, Brand Equity, Brand Awareness, Brand Image, Marketing Performance, Structural Equations

I. INTRODUCTION AND PROBLEM STATEMENT

In the past, organizations believed that customer satisfaction could only be achieved by receiving the right product or service, but in a competitive market, customers are no longer just looking for more and better services than service providers or product manufacturers. Today, the emergence of social awareness movements has raised people's expectations of organizations, leading them to the conclusion that organizations should use their vast financial resources and social influence to solve social problems such as poverty, violence, environmental protection, etc. . Accordingly, due to changing customer expectations, having a successful performance in the marketing system of companies is one of the major and growing concerns for researchers and marketing managers. So that marketing performance and ranking of performance metrics has always been a priority of the Marketing Research Institute (Ebrahim and Mirkha, 2015).

Marketing performance refers to the organization's ability to increase sales, the company's competitive position, new product development, improve product quality, reduce product delivery time with customer service, expand market share .. Compared to other competitors in a particular industry. Measuring and analyzing the performance of marketing activities can have a significant impact on increasing the role of marketers in setting the overall strategies of the company, because one of the most important reasons for insufficient attention to the marketing unit in short-term and long-term planning is the inability of marketers to determine and Measuring its share in changes in company value (Nouri Askarnejad and Labaf, 2012).

Therefore, it is important to study concepts such as social media marketing, brand equity and in that direction marketing performance and the type of communication and impact they can have on each other. Among these concepts is the emergence of the concept of social media marketing. Social media marketing is the process of getting a community to pay attention to a particular person, topic or brand using social media sites.

Therefore, the air travel industry can invest in organizing and directing marketing performance optimally by developing and improving brand equity factors through social media marketing activities.

Given these cases, the main issue of this study is as follows: Do social media marketing activities have a significant impact on marketing performance through the dimensions of brand equity in the airline industry?

II. CONCEPTUAL MODEL AND EXPRESSION OF RESEARCH HYPOTHESES

The conceptual model of the study is taken from the research studies that form the theoretical basis of this research, Save and Park Research (2018), entitled The Impact of Social Media Marketing Activities on Brand Valuation and Customer Response in the Aviation Industry and Manio Thesis (2018), entitled The role of customer-based brand equity on brand market performance in the banking sector in Kenya.

The present study uses the above research models to investigate the effect of social media marketing activities on marketing performance through brand equity (Case study: Amazon).

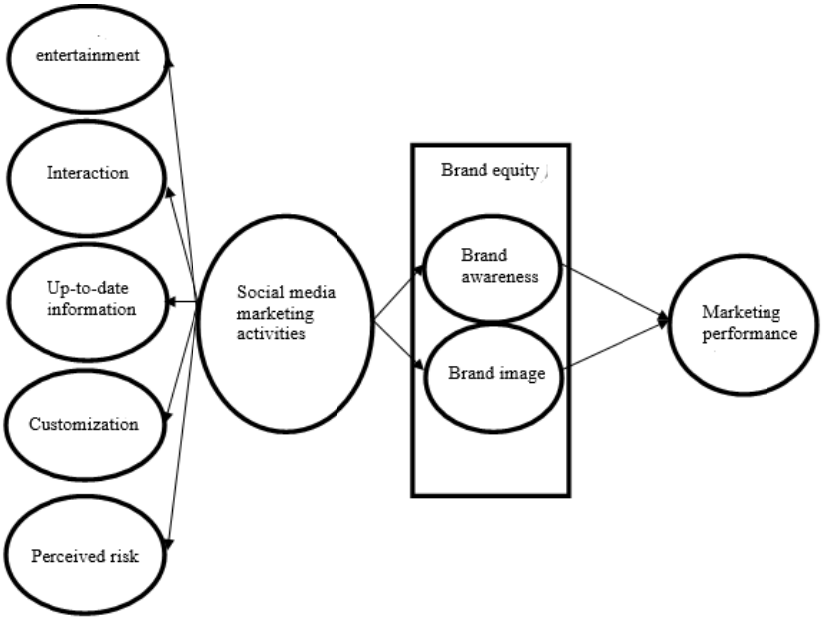

Figure 1. Conceptual model of research (Source: SEO and Park (2018); Manto (2018))

III. RESEARCH HYPOTHESES

Hypothesis 1: Social media marketing activities have a significant positive effect on brand awareness.
Hypothesis 2: Social media marketing activities have a significant positive effect on brand image.
Hypothesis 3: Brand awareness has a significant positive effect on marketing performance.
Hypothesis 4: Brand image has a significant positive effect on marketing performance.
Hypothesis 5: Brand awareness has a significant positive mediating effect on the relationship between social media marketing activities and marketing performance.
Hypothesis 6: Brand image has a significant positive mediating effect on the relationship between social media marketing activities and marketing performance.

IV. RESEARCH METHODOLOGY

The present study is a descriptive research in terms of applied purpose and in terms of data collection. Structural equation modeling method has been used for analysis. The statistical population of this research is 384 customers of Amazon, who were selected by available sampling method and based on Cochran's formula with a confidence level of 0.95. The tool used in this research is a questionnaire. The validity of the questionnaire was first confirmed through content validity, then through convergent and divergent validity. The reliability of the questionnaire was confirmed by Cronbach's alpha coefficient.

V. EVALUATION OF VALIDITY AND RELIABILITY OF RESEARCH MODEL

The purpose is the reliability, validity or reliability of the data collection tool. That is, if we give the measurement tool several times in a short period of time to a single group of people, the results will be close to each other. Various methods can be used to determine the validity of the measurement, including replay, parallel method, baling method, and Cronbach's alpha method. In this research, Cronbach's alpha coefficient method has been used for the reliability of the questionnaires. Since the Cronbach's alpha criterion is a traditional criterion for determining the reliability of structures, the PLS method has introduced a more modern criterion than the alpha called composite reliability. Both of these criteria are used. If the value of the combined reliability for each structure is above 0.7, it indicates the appropriate internal stability for the measurement model. Convergent validity and divergent validity are used to measure validity.

The AVE index is used to check convergent validity and individual validity is used to check divergent validity. For individual validity, the AVE of each latent variable must be greater than the second highest power of its correlation with other latent variables. To reduce the calculations, the equivalent method can be used, ie comparing the square root of the AVE with the correlations

	Brand awareness	Up-to-date information	Brand image	Interaction	entertainment	Perceived risk	Customization	Marketing performance
Cronbach's Alpha (CA)	0.788	0.809	0.729	0.828	0.903	0.869	0.839	0.903
Combined reliability (CR)	0.877	0.913	0.843	0.897	0.954	0.938	0.925	0.925
Convergent validity (AVE)	0.706	0.840	0.645	0.754	0.912	0.884	0.861	0.674
Brand awareness	0.840							
Up-to-date information	0.432	0.916						
Brand image	0.668	0.528	0.803					
Interaction	0.398	0.678	0.455	0.863				
entertainment	0.374	0.660	0.503	0.655	0.955			
Perceived risk	0.417	0.617	0.516	0.554	0.549	0.940		
Customization	0.412	0.717	0.464	0.661	0.628	0.573	0.928	
Marketing performance	0.612	0.489	0.743	0.424	0.480	0.558	0.444	0.821

The validity and reliability results of the variables can be seen in Table 2.

VI. INVESTIGATION OF RESEARCH HYPOTHESES USING STRUCTURAL EQUATION MODELING

After collecting the research data and reviewing its validity, the statistical tests can be performed. In each study, the researcher tries to find the answers to the research questions and evaluate the hypotheses based on theoretical foundations by collecting data and information in a correct and scientific way as well as analyzing them. Therefore, the researcher comments on the hypotheses based on the results of statistical analysis and confirms or rejects them according to the obtained results. Structural equation modeling is a very general and powerful multivariate technique of the multivariate regression family, and to be more precise, the development of a general linear model that allows the researcher to test a set of regression equations simultaneously. Give. Structural equation modeling and partial least squares (PLS) method have been used to analyze the research data, test the hypotheses and fit the model. In general, PLS modeling is interpreted by two models, the measurement model and the structural model.

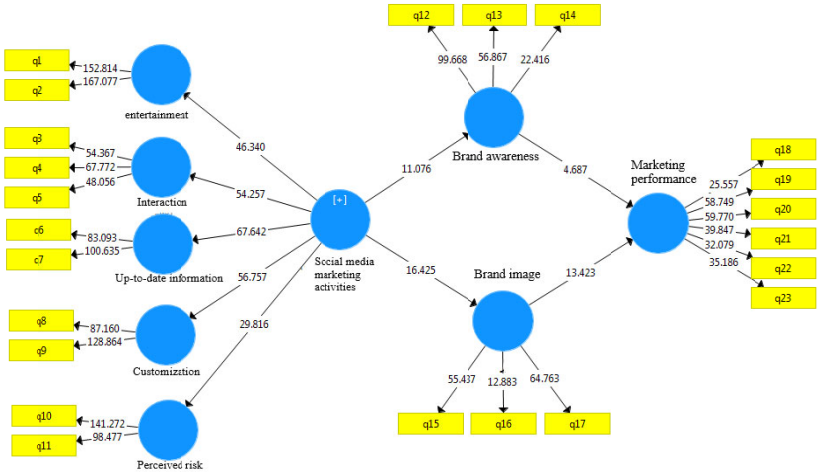

Figure 2. Structural model in the case of significant estimation of coefficients

According to the data analysis algorithm in PLS, after examining the fit of the measurement model, it is time to fit the structural model of the research. Unlike the measurement model, the structural model has nothing to do with explicit variables. It examines only the hidden variables and the relationships between them. The structural model examines the relationships between structures. The section on structural function or path analysis, on the other hand, examines the causal relationships between latent variables. The Bootstrapping function is used for this purpose. The number of statistical samples in this study is 384 and 500 are considered as Bootstrap test samples. (Figure 2) shows the output of the structural model.

The numerical value in the relations represents the t-value statistic, which is in fact the main criterion for confirming or rejecting the hypotheses. Acceptable values for the significance of path coefficients at the confidence level of 0.90, 0.95 and 0.99 should be t-statistics greater than 1.64, 1.96 and 2.57, respectively (Mohsenin and Esfandiari, 2014). According to these explanations, the model of the main hypotheses for t-statistic is shown in Figure 2.

Structure	Original Sample (O)	T Statistics	Result
Social Media Marketing Activities -> Brand Awareness	0.483	11.076	Confirmation
Social Media Marketing Activities -> Brand Image	0.585	16.465	Confirmation
Brand Awareness -> Marketing Performance	0.209	4.687	Confirmation
Brand Image -> Marketing Performance	0.604	13.423	Confirmation
Social Media Marketing Activities -> Brand Awareness -> Marketing Performance	0.101	4.091	Confirmation
Social Media Marketing Activities -> Brand Image -> Marketing Performance	0.353	9.976	Confirmation

Table 3. Results of hypotheses

VIII. DISCUSSION AND CONCLUSION

As the analytical results of the first hypothesis of this study have shown that social media marketing activities have a significant positive effect on brand awareness. This result is in line with the research of Su and Park (2018), Goody et al. (2016) and Jamita and Noriza (2015) and Taheri and Daneshmand (2015). Also, the analytical results of the second hypothesis of this study have shown that social media marketing activities have a significant effect on brand image. This result is in line with the research of Sue and Park (2018), Goody et al. (2016) and Manfred et al. (2012) and Rostami (2015). Given these results, it can be argued that companies should not use social media marketing as the only way to reach customers, but should use social media marketing as an important and inexpensive construction tool. In the meantime, social media can eventually compete with conventional marketing channels (Instagram, Telegram, TV) as an effective tool to create emotional impact with other brands. These findings also suggest that rapidly evolving digital technologies and more advanced Internet users are using more advanced marketing programs, so companies are better off using rich, interactive digital media to influence customers.

On the other hand, the results of the third hypothesis have shown that brand awareness has a significant positive effect on marketing performance. These results are in line with the research of Manio (2018) and the archeology of Fard and Chavosh Bashi (2015). Also, the analytical results of the fourth hypothesis of this study have shown that brand image has a significant effect on marketing performance. These results are in line with the research of Manio (2018) and the archeology of Fard and Chavosh Bashi (2015). According to these results, it can be said that brand awareness as a combination of brand remembrance and brand recognition has a positive and significant effect on marketing performance. These findings indicate that brand awareness requires brand awareness through repeated calls. The more experience a customer has with seeing the brand, hearing or thinking about the brand (modes of stabilizing the brand image in the customer's mind), the more likely they are.
The customer records the brand in memory. Competitive brands differ in color, shape, taste, logo, tweet, name, character slogan and unique sales propositions. Therefore, it can be said that brand awareness and brand image can have a positive and significant effect on marketing performance by strengthening.

The results of the fifth hypothesis show that brand awareness has a significant positive mediating effect on the relationship between social media marketing activities and marketing performance. Also, the results of the sixth hypothesis indicate that the brand image has a significant mediating effect on the relationship between social media marketing activities and marketing performance. According to these results, it can be said that this type of mediating role is one of the first analytical results that has tried to date the impact of social media marketing activities on marketing performance through the dimensions of

brand equity, including brand awareness and image. Relate the brand to each other. The analytical results of these mediating roles indicate their confirmation. Therefore, it can be stated that through proper illustration and informing the customer about the brand of companies, it is possible to create a synergy in the effect that social media marketing activities will have on the proper and correct orientation of marketing performance.

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