

GHANA INSTITUTE OF JOURNALISM

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND
PERCEPTION:**

A CASE OF RAY'S SANDWICHES

BY

RACHEL LOKOSSOU

(MAPR 19106)

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CANDIDATE'S DECLARATION

I Rachel Lokossou, hereby declare that this dissertation is the result of my own original work and that no part of it has been presented for another degree in any university or elsewhere.

Signature

Date

RACHEL LOKOSSOU

.....

.....

SUPERVISOR'S DECLARATION

I hereby declare that the preparation and presentation of this dissertation was supervised in accordance with the guidelines on supervision of dissertation laid down by the Ghana Institute of Journalism,
School of Graduate Studies and Research.

DR. CHARLES ASARE BAMFO

Supervisor's Signature..... Date:

DEDICATION

I dedicate this to work to all students' entrepreneurs who are interested in social media business and to all my friends and loved ones who unconditionally love and support me in my educational pursuit.

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I wish to express my deepest sentiments of gratitude first to the Almighty God for His blessings, protection and guidance throughout my academic career at the Ghana Institute of Journalism's

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ABSTRACT

This study had the objective of examining the influence of social media marketing on brand perception. It also seeks to know and understand the customers of Ray's Sandwiches' perception of social media marketing, specifically on Instagram. The study hopes to help any young entrepreneur who is trying to operate on social media to become successful. This study employed a descriptive survey with 147 respondents.

The findings this study indicated that Ray's sandwiches is a trust worthy brand that provides its customers with a healthy snack pack.

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Over the last decade, consumer ways of communicating with each other have drastically changed. This is due to the advent of new technologies and new communication platforms such as internet, social media that has emerged, and the ability for consumers to have uninterrupted use of their phones and have access to any kind of content (Talavera, 2015). He also added that one of the main advantages of social media represents the fact that it brings together users with familiar interests. When users with common interest come together on social media, they form groups (generated by other users), or they join an already existing group (initiated by a brand), therefore, they form communities in regard of a brand. Social media platforms have emerged as a leading digital communication medium through which consumers learn, share information, and interact with brands they consider, purchase, and evaluate Hudson, Roth and Madden, (2015).

Digital marketing, particularly social media has taken center stage across the marketing landscape due to the embedment of technology, thereby creating an environment that is highly engaging for customers (Ananda, Hernandez-Garcia, Aquila-Natale, & Lamberti, 2019). (Hudson, et al., 2015) also asserts states that, over 2.7 billion people globally are online, or approximately 40% of the world's population. Also, according to West (2019), Facebook and Instagram, for instance, have been reported to have about 2 and 1 billion daily active users respectively.

This signifies the intensity of social media users, as well as an indication on how the world is evolving with respect to social media.

Karamian, Nadoushan and Nadoushan, (2015) defines social media marketing as an essential tool to enhance the brand equity in respect of indicative raise in revenue, profit and market value of the business. Because of the exceptional importance of digital media, social media has become an essential element in business success as it plays an imperative role in building brand awareness, brand image, brand identity, brand perception which will provide a basis for developing brand equity. Businesses survive and thrive through their social media brand page engagements through the sharing of information and communication with new and existing customers in hopes of creating brand awareness and building brand image, thus ultimately boosting their sales. The new generation tends to spend more time on social media and want their favorite brands to connect with them using different social media platforms such as Facebook, Twitter, Instagram, WhatsApp and the likes. Social media has the importance of enriching the overall customer experience of an organization. Due to its interactive nature, social media is not only beneficial for customer engagement but it also drives customer for frequent purchase Riaz, (2019). Social media marketing employs various social networking platforms and websites that design on publicity of products and services to enhance brand exposure and enlarge customer capacity. Social media marketing has become a substantial tool for the improvement of organization competitiveness, as it supports to acquire quicker response from targeted audience. The elements of social media communication provide the opportunities that enable businesses to communicate

directly with their customers. These communication activities may include handling customers complaints, which can positively influence their decision-making process (Tuten & Solomon, 2017). Social media provides diverse means of interaction that enable people to participate, create, and share ideas and content on different social networking websites. In today's competitive environment of business, the evolution of social media has drawn a huge attention. Brands need to attract and interact through social media tactics in order to gain recognition on the market. Marketers are therefore adjusting new strategies to reach increasingly networked consumers, and are placing more emphasis on competing for consumers social media attention to drive customer engagement other than traditional means of reaching out to customers. In a generation progressively influenced by social media and a swing to consumer control of media, brand managers must understand how to effectively use social media in engaging with consumers(Gensler et al., 2013). Social media is a key component of the marketing mix, affecting the relationship between consumers and brands (De Vries et al., 2012). To add to the body of knowledge on social media marketing, the current studies examines the influence of social media marketing on brand perception.

1.2 Problem Statement.

It is evident that social media has transformed the business world into a digital world. Over the past decades, academics and experts have been trying to discover and better understand how consumer brand perception is formed and how brands could generate services which are in agreement with their consumers. Prior to emergence of marketing communications, mass communications were the practice

of relaying information to large segment of the population- thus the use to television, radio and other media dominated marketing. Marketing was a one-way feed. With the emergence of social media, marketing is viewed a two-way feed or conversation between marketers and consumers with consumers having more power to decide on the brand to follow. By the 21st century, consumers began to have a say in the digital world by getting the title of “user”. While businesses started to create contents for users, users started to create their own contents on various forums, media and content sharing sites and social networks, and thus they were able to share them with their friends, other users, and even the whole world (Ceyhan, 2019). Social media changes the way customers perceive the information about the brand. Customers are now not only searching for the brand information, but they also compare and analyze other customers who are in agreement with them about the brand. Creating positive customer experiences seem to be one of the key factors that contribute to a company’s success in the contemporary business environment (Orten Turgul, 2014). Hence, experiences are retained in the minds of customers with other brand-related thoughts, feelings, images, perceptions and attitudes, and then, translated to favorable brand performances e.g., price premiums, price elasticity, market share, expansion success (Orten Turgul, 2014) added.

Previous Studies have looked mostly into social media marketing on brand equity and how it influences consumer’s purchase intentions. (D’Silva et al., 2011; Hudson et al., 2016; Ismail, 2017; Karamian et al., 2015; Rayat et al., 2017; Riaz et al., 2019) . Other studies have also affirmed that customer experiences are

positively associated with brand attitude, brand choice and brand equity. (Hudson et al., 2016; Orten Turgul, 2014). Although social media is a critical component of the marketing mix, research regarding proper use of social media in Africa is scant. More specifically, this study's aim is to explore the extent to which social media marketing shapes customer brand perceptions. This will also add to the body of knowledge of studies already done. Specifically Ghana.

1.3 Research Objectives

The general objective of this study will examine the influence of social media marketing on brand perception.

Specifically, this study will aim to achieve the following objectives:

1. To access consumer's perception of a brand's social media marketing product and activities.
2. To investigate consumers expectation of a brand's content on social media.
3. To demonstrate perceived information of consumers posted by brand's as trustworthy.

1.4 Research Questions

1. What are consumers' perceptions of a brand's social media marketing activities?
2. What content do consumers expect to see from a brand on social media?
3. Do consumers perceive information posted by the brand and other consumers on brand's social media outlets to be trustworthy?

1.5 Justification/ Significance of Study

Although social media is a critical component of the marketing mix, research regarding proper use of social media by brands are inadequate. (De Vries et al., 2012). This project seeks to inform commercial marketing efforts, as well as add to the growing body of literature on social media marketing. With the shift to Integrated Marketing Communication and the use of social media to disseminate marketing messages, research informing social media marketing efforts needs to be conducted.

1.6 Scope and Limitation of Study

The research primarily focuses on the influence of social media marketing on brand perception. The study will cover the consumers of Ray's Sandwiches on social media and will be limited to only Instagram.

1.7 Organization of Study

The research study was organized into five main chapters detailed as follows:

Chapter one is the introductory chapter and will cover sections such as background of the study, statement of the problem, purpose of the study, research objectives, research questions, significance of the study, scope, and organization of the study.

Chapter two will examine the relevant literature concerning the study. The literature encompasses the theoretical literature, some empirical works in the area of study, and the operational definitions and constructs.

Chapter three will also present the methodology. It will cover the project design, the data collection method and the data analysis. Chapter four will focus on the results and also discuss the findings with respect to the data that has been collected. Chapter five will finally draw conclusions based on the analysis of the data collected, and finally make recommendations based on the research findings. Suggestions for further studies will also be included in this chapter.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The content of this chapter focuses on diverse concepts and theories, as well as existing literature and journals that are concerned with the appropriate information and knowledge that is relevant for this study. Furthermore, it will provide the necessary theoretical background knowledge that is required for a sufficient understanding of the empirical research which was conducted. The chapter commenced with conceptual framework and move to the second section where relevant theories were reviewed.

2.1 Conceptual Framework.

2.1.1 Integrated Marketing Communication

The American Marketing Association, (2017) defines marketing as “the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large”. Philip Kotler also defines marketing as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging product and value with each other”.

Marketers face many challenges from increased saturation within markets, the overwhelming availability of substitutes and the reduced opportunities for differentiation (Prakash & Sharma, 2010). Also, with eminent invention of technologies such internet, marketing is now viewed as a two-way communication between marketers and consumers with consumers having more power to decide

on the brand to follow. Integrated marketing communications (IMC) has been identified as an approach that offers a more efficient and sophisticated communication discipline that enables a quicker response to this increasingly challenging marketing communications environment (Seric, Gil-Saura, & Ruiz-Molina, 2014). Notwithstanding that, integrated marketing communications (IMC) is also a method employed by organizations to brand and harmonize their communication efforts. The American Association of Advertising Agencies defines IMC as “a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact of the organization.” Also, Einwiller and Boenigk (2012) disclosed that, IMC has evolved from a purely customer-centered concept into a concept that takes into consideration all stakeholders and the communication activities of a company.

The key idea behind an IMC strategy is to create all-in-one experience for consumers across dissimilar aspects of the marketing mix. The brand’s core image and messaging are strengthened as each marketing communication channel works together as parts of a unified whole rather than in isolation. Groom & Frei, (2008) also states IMC as is an approach to creating a unified and seamless experience for consumers to interact with the brand thus it attempts to blend all facets of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media marketing, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies

are consistent across all channels and are centered on the customer. According to Smith, (2014) b Consumers expect brands to tailor their messages and target consumers with specific content. It is crucial for marketers to establish relationships with consumers and treat them as individuals. Consumers want to see content that is relevant to their lives. This can be accomplished by going beyond demographics of the consumer base and looking instead at psychographics (Kitchen & Burgmann, 2010).

2.1.2 Social Media Marketing

Digital marketing has taken center stage across the marketing landscape due to the embedment of technology, thereby creating an environment that is highly engaging for customers, particularly on social media (Ananda, Hernandez-Garcia, Acquila-Natale, & Lamberti, 2019). According to West (2019), Facebook and Instagram, for instance, have been reported to have about 2 and 1 billion daily active users respectively. This indicates how people often use social media in routine activities for specific purposes.

Social media is a compilation of applications for the internet generated using Web 2.0 to let people develop and share self-created content (Kaplan & Haenlein, 2010). Social media interaction refers to the information being exchanged in different forms, e.g. messages, videos, images, etc. relating to a brand or product or service over social media among online member (Yu & Yuan, 2019). According to Barajas-Portas, (2015) social media provides a virtual space for people to communicate through the internet, which also might be an important agent of

consumer socialization. Social media allows companies to share their expertise and knowledge on their products, tap into the wisdom of their customers etc. Social media marketing involves using online communities, social networks, blog marketing and more to provide customers and stakeholder information on the products of the company.

Neti, (2015) further defines social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the study of the social consequences of marketing policies, decisions and activities. Ceyhan, (2019) classified the features of social media marketing activities as entertainment, interaction, trend, customization, and word-of-mouth. He applied these features to luxury brands. Kim & Lee, (2019) classified social media activities of businesses as communication, information provision, support to daily life, promotion and sales, social response and activity. Seo & Park, (2018) defined the features of social media marketing as information, proximity, response and access.

Social Media Marketing provides three distinct merits to the organization. One, it offers space to marketers to not only present products or services to customers but also to pay detail attention to customers' complaints and provide suggestions and solutions accordingly. Secondly, it makes it easy for marketers to recognize various target groups so as to produce products or offer services that best suits them. Last but not least, all this is done at almost a zero cost as likened to traditional marketing strategies as most of the social networking sites are free. Thus, its cost effective.

2.1.3 Consumer Brand Perception.

Consumer brand perception has its origin in the social perception theory (Shukla, Dos Santos & Lu, 2017) which explores the development of inferences and impressions of personalities (Aronson, Wilson, & Akert, 2010). Brand perception concerns itself with how the brand is perceived by the consumer. It is very closely related to brand attitude which reflects the consumer's brand evaluation, containing brand related beliefs, reactions, and relations (Olson & Mitchell, 1981; Murphy & Zajonc, 1993). Due to the likeness of those two concepts, we can exploit many of the concepts from one for the other. Furthermore, brand attitude presents itself as a beneficial, contributing element to the more profound understanding of the influencing factors on consumer brand perception (Schivinski & Dabrowski, 2016). Perception is a topic that is important to the concept of consumer information processing and throws light on how different branding impetuses are processed by the consumer (Jansson-Boyd, 2010). Many of the influencing factors that impact a consumer's perception are rooted in unconscious processes, such as underlying psychological and sociological elements (Jansson-Boyd, 2010). In today's digital environment we are given a wide array of new approaches to leverage the consumer's perception compared to more traditional branding. While we are relying on the same concepts and ideas that are and were employed through alternative channels, certain considerations need to be made for successful and impactful implementations with this new way of social media exposure. To better understand how we can influence and leverage the consumer's brand perception, we must first

gain a solid grasp on the psychological concepts and processes that are working parts of the perception of a brand in the eyes of the consumer

Brand Equity

According to Rachel (2019), a brand is a name, term, design, logo, symbol or services that identifies one seller's good or services as distinct from those of other sellers. A brand can be considered as a collection of fundamental and emotional values which are unique and can provide customer's

Favorable experiences. According to Karamian, Nadoushan and Nadoushan, (2015) a successful brand is valuable, since it can enable marketers to gain competitive advantages by facilitating potential brand extensions, developing resilience against competitors' promotional pressures, and

creating entry barriers to competitors. The concept of brand equity is a key marketing asset that

can produce a relationship that differentiates the bonds between a firm and its public and that nurtures long-term buying behavior (Schivinski & Dabrowski, 2016).

Brand equity is defined as the marketing effects or the value added to product, specifically to the brand (Karamian et al., 2015). The understanding of brand equity

and its growth raises competitive barriers and drives brand wealth (Yoo et al.,

2000). Yoo, Donthu and Lee, (2000) identifies four dimensions which are critical to brand equity. First brand loyalty is considered a core dimension of brand equity

as it is key for building entry barriers forming a price premium, avoiding deleterious price competition, and gaining strategic advantages in response to the actions of

competitors. brand image is composed of consumers' perceptions about a brand as reflected by a set of meaningful associations in their memories and thus can be appropriately represented by brand associations.

2.1.4 Brand Loyalty

Brand loyalty, which has a substantial effect on consumer's purchase intention, is also another issue on which businesses focus. Brand loyalty is a process where users of the product of an organization aim to sustain a strategic association with a brand and do not prefer substituting to other brands. There is a high degree of understanding among brand analysts concerning one of several primary outcomes of developing and enhancing social media relations and associated consumer experience. The core objective of all these to increase brand loyalty (Schlau et al., 2009; Zhou et al., 2011). According to the main tenets of social identity theory, customers involve in pro-brand behavior as they can relate their self with established names and the consequence if brand association and relationships arising due to self-identity (Ahearne et al., 2005). There is a greater stress on brand association and identification based on social identity paradigm. Brand association enhances brand-end user relationships (Madhavaram et al., 2005). For example, de Chernatony (1999) stressed on managing brand associations for developing awareness for the brand. However, with unexpected experiences with a brand for consumers, there is an increase in their emotional attachment which further enhances loyalty (Dunn and Hoegg, 2014). Further, innovation in branding can seriously lead to enhancement of brand loyalty initiatives by companies (Pappu and Quester, 2016). There is actually a bi-directional relationship between innovation

management and brand loyalty and studies suggest that companies should focus more on developing loyalty programs complemented by innovative strategies (Brexendor et al., 2016). Such innovative strategies have tremendous influence in the decision-making process of consumers, especially in the younger adults (Dunn and Hoegg, 2014; Brexendor et al., 2016). The definite goal in identifying and building consumer perceptions into an integrated marketing strategy is engagement and loyalty. This means that consumers will identify positively with the brand, and prefer to buy routinely from the organization (as opposed to the competition). This is achieved through integrating a customer-centric strategy.

Loyalty Grid: Customer loyalty includes both perception and purchasing behavior of consumers, represented in a grid below where relative attitude and patronage are assessed at higher and lower levels.

Attitude Repeat	Loyalty	Latent Loyalty	High
	Spurious Loyalty	No Loyalty	Low
High Low	Repeat Patronage		

2.2 Agenda Setting Theory

The foundation of the agenda setting theory can be drawn far back as 1922, when Walter Lippmann expresses his concern on the vital role that mass media can do in influencing the setting of certain image on the public's mind (Zain, 2009). The agenda setting theory is a theory that describes how the mass media influences in making a certain issue as a public agenda. The public agenda is the main focus or prime issue which the members of the society or public concern about. The term agenda setting theory is first used by (McCombs & Shaw, 1993). This theory elaborates the connection in term of relationships between the emphasis that the mass media put as an issue and the media audiences or the public's reaction or attributes to such issue (Littlejohn and Foss, 2009). The agenda setting theory commences as an explanation on how the mass media affects to change the pattern in political behavior during elections (Cohen, 1963). Subsequently, the theory has inspired and developed hundreds of latter explorations on how the mass media primes and frames issues for their audiences (Zain, 2009). Not only limited to such, the discussion also covers on how the mass media flags a particular event for their media spectators (Matsaganis & Payne, 2005). Therefore, the mass media can be held responsible in influencing and shaping the public opinion and agenda of a particular subject matter. Such influence of mass media on the public agenda or opinion can happen intentionally or unintentionally (Iyengar & Kinder, 1987). Continuously, the agenda setting theory stands as important theory not only on mass communication, but extends to other related social science studies such as political communication (Reese, 1991). Under the agenda setting theory, the mass media is

believed not to possess the ability to set the public agenda especially in matters of opinions or attitudes (Zain, 2009). However, the mass media has a particular access in contributing to or influencing the audience's perceptions, values, focus and priorities. With such influence from the mass media, the media audiences tend to form their own opinion or focus on those issues that are considered as worthy of inclusion on their mental agendas (Littlejohn & Foss, 2009). According to Zain, (2009) throughout the years, research scholarships on agenda setting give emphasis on more important issues such as (a) who is responsible in setting the mass media's agenda?; (b) what are the mass media's agendas, and (c) how far the mass media able to influence or frame the public agenda?

2.3 Uses and Gratification Theory

The focus of the theory is more about what people do with the media than what the media has on the person (Katz, Blumber and Gurevitch,1974). Uses and Gratifications Theory, one of the Early Mass Communication theories, characterizes the listener as active and motivated in the use of media. The Uses and Gratification theory explains "how and why of media use". In this sense, when people use the media for specific purposes, they get a certain satisfaction from this use (Stafford, Stafford and Schkade 2008). This theory is focused on five fundamental assumptions. The first one is, communication behavior is goal-directed and motivated. Secondly, the people are in an active position, while they are choosing the communication media which fulfill their needs. The third one is, people can define their communicational motives and gratifications. The fourth one is, media is focused on providing communication styles for paying attention,

choosing and using. That's why there is a competition between tools of communication. The fifth one is that the people are affected by several social and psychological factors while they are choosing the communication alternatives (Temel Eginli & Ozmelek Tas, 2018).

The underpinni

ng assumption of the use and satisfaction approach is "medium as a source of influence within the context of other possible influences". At this point, the user is always active in selecting the desired medium of communication (Byrant and Oliver, 2008). In other words, each user chooses different mediums to meet their different needs and acquires certain motives with this use. When it is evaluated in terms of social network sites, users of social network sites meet their different needs (e.g., having fun, communicating, acquiring information) by using social networks and they can be satisfied.

The use of media by people is explained in two ways: on the basis of content (content gratifications) and on the basis of the experience of using media (process gratifications). When social media use is compared with traditional media use, it can be expressed that it gives more content satisfaction by creating more chance for communicating to the people (McGuire, 1974). In addition, in terms of usage and satisfaction theory, social media's main motivations can be regarded as allowing the person to learn social events related to daily life, staying in touch with his / her loved ones, getting away from daily life responsibilities and sharing a photo (Quan-Haase and Young, 2010).

2.4 Empirical Literature

This part of the study will review work already undertaken and the various methodologies employed by the various authors. It will also review the findings of such studies. Many authors continue to come out with different findings and conclusions from their studies on influence of social media marketing on brand perception.

(Talavera, 2015) looked at the relationship of social media-based brand communities: Explaining the effect on customer-based brand equity in the service industry. The study had the objective of explaining the effect of relationships on social media-based brand communities on customer-based brand equity in the service industry. The study employed the sequential explanatory design which consisted of a mixed approach by collecting and analysing the quantitative data first, followed by the collection and analysis of the qualitative data in the form of interviews based on the quantitative results. Data has been collected from Facebook Groups and Facebook Fan Pages in regards of an airline. The study found that, relationships that customers form with the brand, the service on social media-based brand equity have a positive effect on customer-based brand equity. Furthermore, perceived brand trust represents a significant moderator in this relationship.

Another study by (Berger et al., 2007) on Influence of Product Variety on Brand Perception and Choice. The study had a general objective of influencing product variety on brand perception and choice. The study found out that brand choice influence consumer preference, product line length.

(D'Silva et al., 2011) also researched into the Influence of Social Media Marketing on Brand Choice Behaviour among Youth in India: An Empirical Study. The basic objective of the study was to understand the usage pattern of social media among youth in the city of Mumbai. It also aimed at assessing the influence of social media on the consumer buying behaviour. The study collected data through a structured questionnaire amongst 121 youth in the city of Mumbai. The study also employed the use of convenience sampling technique in selecting the sample for the study. The findings of the paper were that the youth have their own set of preferences for different social media websites. This means that youngsters have different expectations and opinions behind joining a particular social networking site.

In a study examining the effects of social media marketing activities on brand equity and customer response in the airline industry, the findings indicated that the trend was the most important component of social media marketing activities and that airline social marketing activities had significant effects on brand image and brand awareness. Furthermore, the results also showed that brand awareness had a significant effect on commitment and that brand image significantly affected online word-of-mouth and commitment.

The impact of consumer interactions in social networking sites on brand perception was researched by (Barajas-Portas, 2015). The study had the objective of exploring the impact of the interaction on the brand perception using as base the Social Networking sites. 163 undergraduate students of the University of Anahuac Mexico Norte, were selected as the sample to respond to various questions regarding brand

perception, social media interactions and reaction to a brand. Factor analysis was conducted using varimax rotation.

Consumer perceptions of a brand's social media marketing was researched by (Smith, 2014). The study had the objective of assessing consumer perceptions of brand's social media marketing. Participants were obtained from the Petsafe brand Facebook page and a total of 195 respondents were included in the study. The findings of the study indicated that, brands must be actively engaging their customers through social media in order to compete in a competitive marketplace. The study also established that social media, specifically Facebook and twitter are a key platform to build relationships with customers and for consumers to get information about a brand and its products.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

Research methodology can be defined as a scientific and systematic search for pertinent information or facts on specific topics (RCV Academy, 2017). It comprises the theoretical and ideological basics as well as the fundamental principles that guide a researcher in the selection of a particular research method over the other (Bush & Burn, 2013). This chapter provides a description of the research methodology that was employed in this study and discusses how the study achieved the objectives outlined earlier in the study. The chapter will discuss the research design to be employed as well as data collection method and instruments to be used. The chapter also describes the sampling technique, sample size and population used for the study. The chapter ended with a discussion on the meal description method of data analysis adopted for the study.

Profile of Ray's Sandwiches

Ray's sandwiches began in 2018 following in a classroom on GIJ campus following the need to provide snacks for students during continuous lecture hours. The snack pack is designed to be munch on during lectures. Today, Rays sandwiches does not only provide a snack for only a lecture room but also the entire GIJ students' body and has a strong social media presence on Instagram where people order directly through this social media outlet. Following a successful entry and a good feedback from GIJ students and customers of Ray's sandwiches on Instagram, Ray's Sandwiches will be officially opening its eatery by the end of October, 2020.

As such, this study is Commissioned to investigate the influence of social media marketing on brands perception.

Vision: A premium fast food that provides tasty, affordable and safe meal for consumers across Africa.

Mission: To serve ready quality munch on snacks at convenience.

Core Values: Excellent customer service

Make amazing food

Run a profitable business

Provide a consistent tasty

3.1 Research Design

A good research design is one in which its components work harmoniously together to promote a successful functioning, however an inappropriate research design may lead to failure of the work. Ghauri and Gronhaug (2002) explains it as process of planning, executing, and investigating, in systematic manner to find answers to the research questions, so that it can be easier for others to understand and believe in our findings.

Specifically, the study will adopt the descriptive survey design. The descriptive survey describes a situation, phenomenon, attitudes, behaviors, beliefs and opinions of people. According to Sekeran (2003), descriptive studies often result in formulation of principles of knowledge and solution to significant problems. He asserts that a descriptive research design is easy to understand as it attempts to collect data from population members and describes existing phenomenon with

reference to social media marketing. Research design can either be quantitative or qualitative and sometimes mixed (both quantitative and qualitative).

Quantitative design refers to the type of data collected in the form of numeric scores, metrics and so on (Bhattacharjee, 2012). The quantitative approach operates by developing testable hypothesis and theories which lend themselves to generalization. It is usually applied in the natural sciences and useful for data of numeric nature. Questionnaires, surveys, personality tests and other standardized research instruments are some of the data collection techniques used under this approach (Buriel & Morgan , 1979)..

3.2 Sampling Technique and Sampling Size

Population is the larger pool from which sampling elements are drawn and to which findings can be generalized. The population encompasses all the elements that make-up the unit of analysis (Babbie, 2015). According to Oso (2009) target population refers to the total number of subjects of the total environment of interest to the researcher. The target population for this study will be all potential customers and followers of Ray's Sandwiches with a sample size of 370 respondents. The Yamane (1967) formula will be used in determining the sample size obtained. The formula is given as

$$n = \frac{N}{1 + N(e)^2}$$

Where

n= sample size

N= population size (number of customers or followers.)

e= significance level in percentage of error that is allowed is five percent (5%)

$$n = \frac{1000}{1 + 1000(0.05)^2}$$

= 222 respondents

The study will adopt the use of non-probability sampling method specifically convenient sampling technique. In non-probability sampling, the sample is selected to represent the population but cannot be said to be the representative of the population in any statistical sense. The emphasis is on the capacity of a relatively small number of cases to clearly and comprehensively illustrate the phenomenon under investigation. The convenience sampling technique as a type of non-probability sampling allows researchers to engage with conveniently located participants.

That is respondents were selected based on their availability to provide the information needed

(Quinlan, 2011).

3.3 Data Collection

According to Babbie (2015), data collection is a process of gathering information using questionnaires, interview or observation. Fisher (2010) also states that data may be collected as either Primary or Secondary. A structured google docs questionnaire will be used as the main research instrument for the study. The study will make use of followers from Instagram as its main data source. Among social

media networks, Instagram is one of the most successful social networks that appeal to this new consumer group. According to Ceyhan, (2019) Marketers are now aware of this, and therefore, they act according to the new market dynamics. We live in a visual era in which an average person is more likely to watch a video or look at a photo than to read a written text. Studies indicating that 65% of the population are visual learners also support it. Therefore, web pages with visual content receive 94% more views than those without it. According to another finding, the media with visual and video content increases the rate of return by 64%.

Ceyhan, (2019) indicates that Facebook is the market leader among social networking sites. However, social media users interact with brands on Instagram 58 times more than on Facebook and 120 times more than on Twitter. 53% of adults ranging in age from 18 to 29 years use Instagram. Sharing an Instagram photo with a product or service for sale increases return on sales by seven times. Instagram constitutes the most powerful brand environment in the world (Lindsey-Mullikin & Borin, 2017). The questionnaire was structured in 5 sections. Section A comprised of the demographic characteristics of respondents. This included gender, age, educational level, number of years respondents have been on Instagram etc. Section B assessed respondents' perception of brand's social media marketing activities. Perception Scale by Barajas-Portas, (2015) will be adopted in measuring perception of respondents. Section C also sought from respondents on the kind of content they expect to see on brand's social media channel specifically Instagram. Last but not least, Section D also sought from respondents on the trustworthiness of brand's social media post.

3.4 Data Analysis

Within the scope of the study, the data collected were first transferred to the Microsoft Excel program and then to IBM SPSS 25.0 version with the required numerical encodings. Descriptive statistics and inferential statistics will be used in analyzing data. Descriptive analyses were performed. Descriptive statistics such as frequency distributions mean and standard deviations will be used to explain most of the variables. Correlational analysis was used to determine some relationships among the variables. Data will also be analyzed diagrammatically using tables and figures.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter stages the findings and analysis of the study. It presents the descriptive and inferential statistics to answer the research objectives, bringing out the statistical meaning from the data. The chapter also presents study findings in several sections. The first section summarizes the socio-demographic information of the study's respondents. Section two ascertains from respondents on their perception of the brand's social media activities. Section 3 examines the content on brand social media outlets. Finally, trustworthiness of brand's social media content was analyzed.

4.1 Descriptive Results

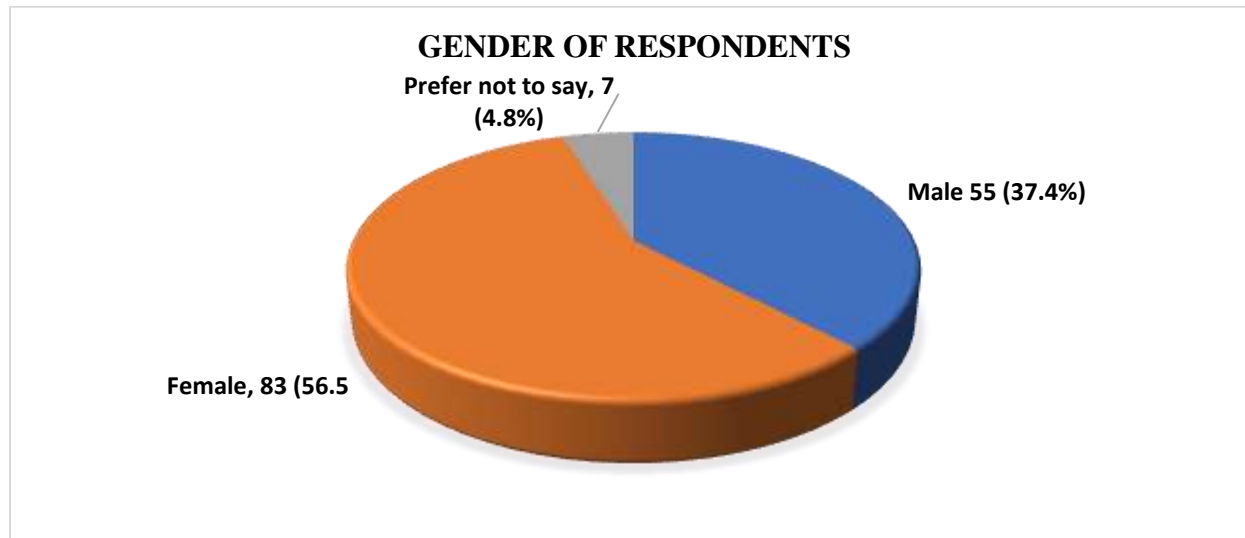
This section presents descriptive statistical analysis of the questionnaires used for the study. An electronic mail form (google form) questionnaires method was used. From the study, 147 respondents out of 222 making a response rate of 66% was attained.

4.2 Respondent's gender

Figure 4.1 below illustrates the gender distribution of the respondents. Out of 147 respondents, 55 belonged to the male category representing 37.4%, 83 belonged to the female category representing 56.5% while the remaining 7 representing 4.8% preferred not to disclose their gender. This shows that women dominate social media as compared to men. A Nielsen study shows that women spend nearly 10minutes on social media and on their favorite brand through web or through apps

everyday whereas men spend a little time lesser than 7minutes. Iris Vermeren (2015) also found that women are far more likely than men to interact with a brand on the internet. Not only do women use social media to stay up to date with brands, they also comment on them far better than men do. Men on the other hand, use social media to collect the information they need to build influence and status. According to a report from Spredfast, 58% of Instagram users were found to be females while the remaining 42% were male. The study agrees with these reports that women spend more time on social media as compared to men. The study is consistent with (Barajas-Portas, 2015; Ceyhan, 2019) who both found out that female dominate social media more as compared to men.

Figure 1: Gender of respondents



Source: Fieldwork ,2020

Regarding age distribution, it came light that majority of respondents belonged to the 20-29 age group which was 99 (67.3%), followed by 32 (21.8%) respondents of the 30-39 age category and coming third was the 40-49 age group with 8 (5.4%)

respondents. The least which were 5 respondents (3.4%) belonging to the 50-59 years and above age group. This indicate that young people mostly dominate on social media. The fear of missing out on new trends and brands has been one of the reasons why young people or adults in this generation are addicted to social media. Another reason why young adult is dominant on social media is the quest to meet new people who also interact and engage on the same brand page of their interest.

Table 4.2: Age of Respondents

Age	Frequency	Percentage (%)
20-29	99	67.3
30-39	32	21.8
40-49	8	5.4
50-59	5	3.4
Total	147	100

Source: Fieldwork, 2020

On respondents' educational level, four categories were mentioned and assessed- those who have attained secondary certificate, tertiary, post graduate and others (HND, JHS, etc.). It came to light that 69 respondents representing 46.9 % were found to be respondents with post-graduate certificate, followed by 47 respondents representing 32% were tertiary certificate holders, others (HND, JHS, etc.) had 20 respondents representing 13.6%. Last but not least 8 respondents representing 5.4% were found to be secondary school certificate holders. This means that people who have attained post-graduate certificate are dominant on social media. Post-graduate

certificate holders are more dominant on social media because they interact more and share content on brand with users who follow the same brand.

Table 4.3: Level of Education

Educational Level	Frequency	Percentage (%)
Secondary	8	5.4
Tertiary	47	32.0
Post Graduate	69	46.9
Others (HND, SHS etc.)	20	13.6
Total	147	100

Source: Fieldwork, 2020

The level of income of respondents were assessed. The study revealed that respondents with an annual income of above GHS 1500 were more with 88 respondents representing 59.8%, followed by 35 respondents (23.8%) having their annual below GHS 1000. Last but not least 24 respondents representing 16.3 % had their annual income to be between GHS 1000 & 1500. People with more disposable income are likely to purchase from online stores or brands online because it is believed that products on online shops are expensive.

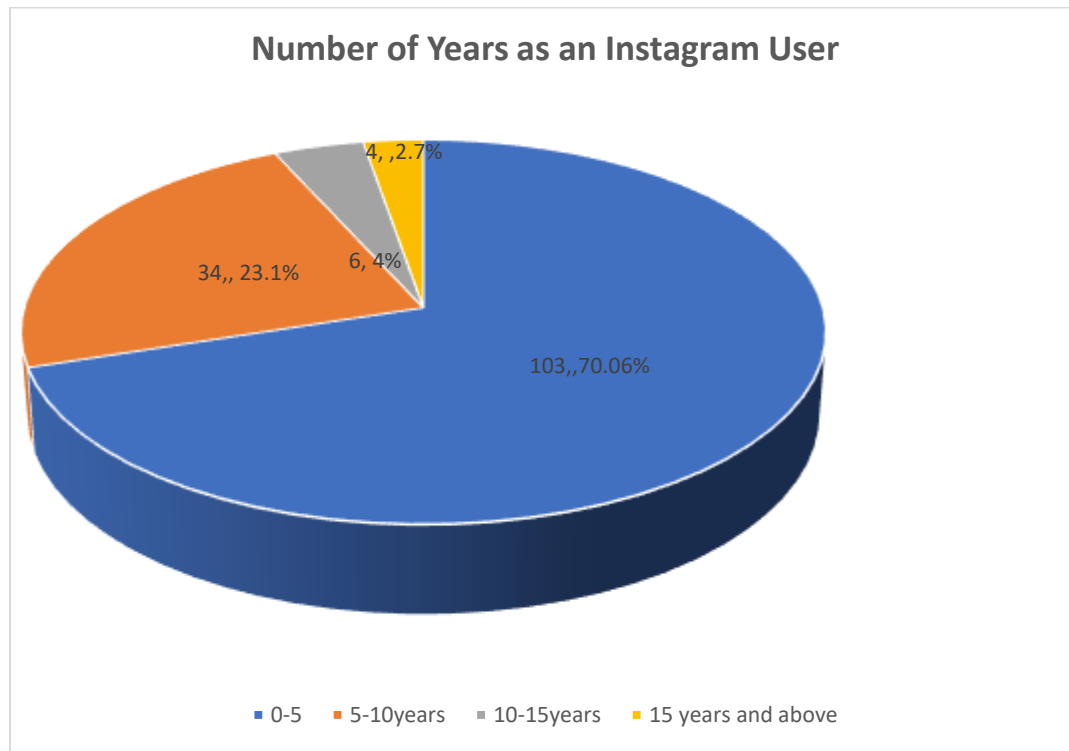
Table 4.4: Level of Income

Annual Income (GHS)	Frequency	Percentage (%)
Below 1000	35	23.8
Between 1000-1500	24	16.3
Above 1500	88	59.8
Total	147	59.8

Source: Fieldwork, 2020

With respect to the number of years spent as an active user of Instagram, 103 respondents representing 70.06% have been users between 0-5 years, followed by 34 respondents have been users between 5-10 years, 6 respondents have been users between 10-15 years and the remaining respondents have been users for 15 years. This follows through that the number of years spent on doesn't necessarily mean you have much awareness of most brands.

Figure 4.5 Number of Years as an Instagram User



Source: Fieldwork, 2020

The study further sought from respondents on their awareness of Ray Sandwiches and if they actually follow the brand. Out of 147 respondents, 130 representing 88.4% responded yes and the remaining 17 respondents representing 11.6% responded No. With a majority number of respondents following the brand it was possible to determine their perception of the brand.

Table 4.6: Do you follow Ray’s Sandwiches on Instagram?

Response	Frequency	Percentage (%)
Yes	130	88.4
No	17	11.6
Total	147	100

Source: Fieldwork, 2020

4.3 Perception of brand’s social media activities

On assessing perception of brand’s social media activities, the Barajas-Portas, (2015) perception scale was adopted. This objective of the study was ascertained from respondents by allowing them indicate their functional, affective and social value perception of the brand using a Five-Likert Scale. If mean value was 4.0 or higher, then respondents strongly agree to the assertions stated. On functional perception, respondents responded these statements:

- i. Products of this brand are useful to me
- ii. Brand carters for my needs
- iii. The products of this brand are of high quality.

(M=3.69, SD= 0.75) respondents agree that the products of the brand are useful to them, (M=3.77, SD= 0.77) respondents also agree that the brand carters for their need. Some added that the brand exceeds that expectation in terms of delivery of service to them, (M=3.95, SD= 0.71) respondents agree that the products of the brand are of high quality.

On affective perceptions, these statements were responded by respondents

- i. The brand makes me feel good
- ii. The brand induces my feelings and sentiments
- iii. The brand reflects what I am

(M=3.88, SD= 0.64) respondents agree that the brand makes them feel good, (M=4.0, SD= 2.51) respondents strongly agree that the brand induces their feelings and sentiments, (M=3.84, SD=0.69) respondents agree that the brand reflects what they are.

On social value, these statements were responded by respondents,

- i. I can meet new people like myself on the brand's page
- ii. I can interact with people like myself on the brand page
- iii. I can find out about people on the brand page

(M=3.85, SD= 0.76) respondents agree that they meet people like themselves on the brand's page, (M=3.81, SD= 0.76) respondents agree that they find out about people on the brand page, (M=3.83 SD= 0.71) respondents agree that they interact more with people on the brand's image.

Variables	Mean	Standard Deviation
Functional Perception		
i. The products of this branch are useful to me	3.69	0.75
ii. The brand caters for my needs	3.77	0.77
iii. The products of the brand are of high quality	3.95	0.71
Affective Perception		
i. The brand makes me feel good	3.88	0.64
ii. The brand induces my feelings and sentiments	4.00	2.51
iii. The brand reflects what I am	3.84	0.69
Social Value		
i. I can meet people like myself on the brand page	3.85	0.76
ii. I can find out about people on the brand page	3.81	0.76
iii. I can interact with people like myself on the page	3.83	0.71

Source: Fieldwork, 2020

4.4 Consumer's expectation on brand's social media content.

The study lastly sought from respondents on their expectation of brand's social media content using a Five-Likert Scale. Mean and standard deviations were used to present findings. If mean value is 4.0 or higher, then respondents strongly agree to the assertions stated. (M=3.93, SD= 0.73) respondents agree that contents shared on the brand's Instagram page is entertaining, (M=3.84, SD= 0.83) respondents also agree that content posted on the brand's page is very educative and informative,

(M=4.14, SD= 0.67) respondents strongly agree that the content on brand's Instagram page is pleasant to their sight, (M= 4.03, SD= 0.69) respondents strongly agree that content on brand's Instagram page are remarkable.

Variables	Mean	Standard Deviation
The content on the brand's Instagram page is entertaining	3.93	0.73
The content on the brand's Instagram page is educative	3.84	0.83
The content on the brand's Instagram page is pleasant	4.14	0.67
I find the content on the brand's Instagram page to be remarkable	4.03	0.69

Source: Fieldwork, 2020

4.5 Trustworthiness of brand Information

The trustworthiness of information posted on brand's page was ascertained using Five-Point Likert Scale. Mean and standard deviations were used to present findings. (M=4.13, SD= 0.66) respondents strongly agree that, brand delivers products as stipulated on the page. There are no variations in the product delivered and posted. (M=4.50, SD=0.86) respondents strongly agree that the brand is socially responsible. This is due to using of easily disposable materials for its packaging.

Variable	Mean	Standard Deviation
The brand delivers product as posted on the Instagram page	4.13	0.66
The brand is socially responsible	4.50	0.86

Source: Fieldwork, 2020

Discussion.

A review in literature has shown that, social media marketing has appeared as a dominant research stream which highlights the changing habits and aspects of customer relationships (Yadav and Rahman, 2017). Since the advent of new technologies marketing has taken a new face with customers having a say on offerings delivered by brands.

The findings of the study showed that female spend most time on social media as compared to men. Women are most likely to comment on their favorite brand on social media as compared to men. This finding is consistent with Ceyhan, (2019) who also found out that women dominate the social media more than men.

The study as one of its objectives sought from respondents on their perception of brand's social media product and marketing activities. Respondents agreed that the brand caters for their needs, they also added that brand products of the brand are useful to them. On affective perception, respondents agreed that products of the

brand make them feel good. It is the actual taste they crave for. They added on that the brand induces their feelings and sentiments. This indicates that customers will continually buy from Ray Sandwiches due to the impressive performance from the brand.

Again, respondents strongly agreed that information posted on brand are reliable. According to Ziedan Digital Marketing, building a trustworthy brand puts your existing customers at ease and gives prospects for a better chance of becoming legal customers. This means that that the business can attract new business and customers while still generating repeat business. He added that a trustworthy brand will attract a strong positive emotion to itself.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.0 Introduction

This chapter concludes this study on the influence of social marketing on brand perception. It opens with a summary of the objectives of the study, its methodology and data analyses techniques. This study further draws conclusions and makes recommendations.

5.1 Summary

The purpose of this study was to examine the influence of social media marketing on brand perception using Ray sandwiches. Specifically, the study sought first to ascertain their perception of brand social media activities. Secondly the study, the study sought to determine from respondents on the expectation of brand's content. Lastly the study sought from respondents on the trust worthiness of the brand.

From a population of 1000 followers, a sample size of 222 was taken based on the Yamane (1967) formula. The study adopted the use of non-probability sampling method specifically convenient sampling technique. The convenient sampling technique as a type of non-probability sampling allows researchers to engage with conveniently located participants. These respondents were selected based on their own convenience so as to ensure a fair and broad representation of the sample. A structured questionnaire was used as the main research instrument for the study and

some variables were measured using a Five-Point Likert scale (Likert 1932), which was administered by the researcher through google docs application online.

The SPSS software was used as a tool for processing the data collected. Within the scope of the study, the data collected were first transferred to the Microsoft Excel program and then to IBM SPSS 23.0 version with the required numerical encodings.

Descriptive analyses were performed. The analysis involved presenting data in tables, figures and interpretations were given to each finding accordingly.

After the discussion made in Chapter 4 the following findings emerged:

1. Respondents indicated that, products of Ray's Sandwiches brand are of high quality.
2. Respondents agreed to the trustworthiness of information posted on brand's page
3. Respondents strongly agreed that Ray's sandwiches

5.2 Conclusion

The major objective of this study was to recognize examine the influence of social media marketing on brand perception, settling on a case of Ray's sandwiches. The findings above indicate that Ray's sandwiches is a trust worthy brand that provides its customers a healthy snack pack. The products of Ray's sandwiches are useful to its customers and it caters for their needs. Ray's sandwiches' products are of a high quality and it can also be concluded that respondents were regular buyers of Ray's

sandwiches. The study also identified social media contents that consumers expect from a brand.

5.3 Recommendations

Based on the findings of this study, the following recommendations are made:

1. Brands should continually commit to providing information about their products on their various social media platforms.
2. Brands social media presence should be deliberate.
3. Brands should be consistent with their social media post.

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