

DO FIRM-CREATED CONTENTS ON SOCIAL MEDIA ENHANCE BRAND EQUITY AND CONSUMER RESPONSE AMONG CONSUMERS OF AUTOMOTIVE BRANDS?

BY

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MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

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APPROVAL FOR EXAMINATION

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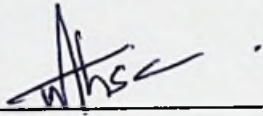
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Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: _____

A handwritten signature in black ink, appearing to be 'W. H. S.', written over a horizontal line.

Dedication

I dedicate my dissertation work to my family and friends. I have a special feeling of gratitude & appreciation for my loving parents, Nargis and Muhammad Nawaz Khan, whose constant support and words of encouragement have brought me to where I am today. My brother and sisters, Imran, Aisha and Saima have never left my side and are very dear to me.

I also dedicate this dissertation to my many friends who have supported me throughout the process. I will always appreciate what they have done for me.

I dedicate this work and give special thanks to my best friend, Rashmina, for being there for me throughout the course of this study.

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Muhammad Ahsan Khan

Abstract

Purpose

The key purpose of this research aims to investigate the effect of firm-created contents (FCCs), such as that of SMA, SMP, and SMIM done on digital platforms helps in improving CR and build CBBE.

Methodology & Design

A questionnaire was adapted and surveyed amongst the consumers of automotive brands. Data was collected via non-probability sampling and analyzed to study the relationship and the effect of SMA, SMP, and SMIM on CBBE and CR.

Findings

The results recorded in this study show that the constructs of Social Media Advertising, Social Media Promotions and, Social Media Interactive Marketing are positively related to building Consumer Response when mediated through Consumer Based Brand Equity. However, the findings of this study also show that the direct relationship between the constructs of SMA, SMP, and SMIM with CR are statistically insignificant.

Limitations

The shortcomings of the research conducted are; FCC was only considered as a form of marketing communications for refining CBBE as to prompt Consumer Response. The research that follows these constructs must put in consideration various other formats of social media communications, in particular, user-generated content, for example, online consumer reviews and word-of-mouth by consumers. In addition, the study reveals that CBBE is a valid measure of brand awareness, brand image and brand sustainability. Nevertheless, other dimensions of CBBE can be implemented in future studies such as brand loyalty and brand experience.

Recommendations

The study is based on data collected from primary sources via survey questionnaires. It is recommended that future studies include in-depth interviews and experimental design to better understand the relationship between FCC and CBBE, also recommended that future replication studies collect data longitudinally and use probability sampling.

Keywords

Digital Marketing, Social Media Marketing, Social Media Promotions, Social Media Interactive Marketing, Consumer Based Brand Equity, Consumer Response, Automotive Brands, Social Media

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