

"Understanding the Influence of Brand Communication through  
Social Media on Brand Equity "



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## **List of Abbreviation**

SMC	Social Media Communication
IV	Independent Variable
DV	Dependent variable
SPSS	Statistical Package for the social science

## **ABSTRACT**

The study examined the influence of firm created brand communications on brand equity with respect to Aaker Brand equity Model. The purpose of this research is to fill the gap in the discussion of the ways in which firm created brand communication impacts Aaker brand equity model through face book. The researcher evaluated 300 data set that were generated through standardized online survey to investigate the impact of firm created communication on brand awareness, brand loyalty, Perceived quality across three well known brands of clothing industry in Islamabad, Pakistan. The results were run on SPSS software in order to examine the impact. The results showed that Firm created brand communication have strong impact on awareness/association and perceived quality; however Brand loyalty was not impacted.

**Keywords:** Social media marketing, Face book, Brand Equity, Firm created brand communication, Marketing Communication

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