

**Final Thesis for
MS Marketing and Sales**



**Elucidating the Relationship of Social Media-based Brand Communications with Brand
Equity: *The Role of Consumer Brand Engagement***

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LIST OF ABBREVIATIONS

<i>Term</i>	<i>Abbreviation</i>
Social media-based brand communication	SMBBC
Firm created content	FCC
User generated content	UGC
Brand equity	BE
Brand loyalty	BL
Perceived quality	PQ
Brand association	BAS
Brand awareness	BAW
Consumer brand engagement	CBE
Consumer engagement	CE
Consumer based brand equity	CBBE
Social media	SM
Social networking sites	SNS
Relationship Marketing	RM
Consumer behavior	CB
Social Media Communication	SMC

LIST OF TABLES

Table 1. Demographics

Table 2 . Descriptive of variables

Table 3. Instrument's Reliability Measure (N=359)

Table 4. Correlation of variables

Table 5. Test Results of H1, H2, H3

Table 6,7,8 :Andrew Hayes Process Macro mediation test resultsof H4

DEDICATION

This piece of work is dedicated to *MyParents* and *My Children*.

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Abstract

Use of social media has now become a key source for the brands and companies to get in touch with their existing or prospect customers. This study is carried out to investigate the relation of SocialMedia-Based Brand Communication with Brand Equity in restaurant industry with relation to mediating effect of Consumer Brand Engagement. A survey based on empirical study with 359 respondents was conducted. Data was collected from the Facebook users who are engaged with the food related pages or groups of the restaurants in Pakistan. The findings revealed that Social Media-Based Brand Communication has a positive impact on Brand Equity with full mediation of Consumer Brand Engagement. This study suggests that by investing in SMBBC restaurants can really increase their BE. It will help them to gain customer base and increased BE means they can charge premium for the services which will eventually increase the sales and profits margins.

Keywords: Social Media-Based Brand Communication, Brand Equity, Consumer Brand Engagement, Social Networking Sites.