Investigating the Impact of Social Media Advertising Features on Brand Equity and Brand Experience in the Retail Industry

Jalal Rajeh Hanaysha
School of Business, Skyline University College, 1797, Sharjah, United Arab Emirates
E-mail: jalal.hanayshi@yahoo.com

Anshuman Sharma
Department of Marketing, College of Business Administration, Ajman University, Ajman, United Arab Emirates

Fayez Bassam Shriedeh
Department of Marketing, Hashemite University, Jordan
E-mail: Fayez.Shriedeh@yahoo.com

Muhammad Majid
Faculty of Business and Management, Universiti Teknologi Mara (UiTM), Cawangan Johor, Johor, Malaysia

ABSTRACT

This study focuses on examining whether social media advertising elements (entertainment, perceived relevance, interactivity, and informativeness) affect brand equity and brand experience in the retail context. Several customers of UAE retail stores were surveyed using a questionnaire to collect the relevant information. The entire data collection process was conducted using a convenience sample. After collecting a total of 307 valid questionnaires from the participants, the data was analyzed via AMOS software. The results displayed that entertainment and informativeness have a positive impact on brand experience and brand equity. The results also verified that perceived relevance and interactivity have positive effects on brand equity and brand experience. The outcomes also verified that brand experience has a positive as well as significant impact on brand equity. This research adds to the current literature by verifying the significance of social media advertising activities in affecting brand experience, and thus brand equity in the retail context.

Keywords: Brand equity, brand experience, social media advertising, UAE.

1. Introduction

In the modern era, businesses depend heavily on social media networks to share content and communicate with new and existing customers in an effort to raise brand recognition and establish a positive brand image. Thus, marketing via social media is expected to overtake traditional forms of advertising during the next few years (Zarei et al., 2021). Almost every industry is adapting its marketing strategies to include social media marketing for its outbound campaigns, including advertising, promotions, and customer relationship management (Chen & Qasim., 2020; Yadav & Rahman, 2018). Kamboj et al. (2018) outlined that the social media landscape provides a wealth of options for brand managers to produce and share brand-related content, such as messages, photographs, videos, and statements. Furthermore, the proliferation of both Internet and social media users has inspired marketers to benefit from using these channels (Bakar & Musa, 2020). Nair (2011) defines social media as online networks through which information (including ideas, opinions, and insights) can be disseminated and exchanged. Due to the visual aspect of social media, businesses can develop their visual identities to appeal to a wide audience and improve their brand image.

As a result of these persistent technological developments, digital marketing has emerged as a significant topic that captured the attention of marketing scholars and

practitioners alike. Furthermore, the proliferation of digital marketing has provided customers with more opportunities to engage with brands directly, most notably on social media (Chen & Qasim, 2021; Sharma et al., 2022a; Wang, 2021). Marketers are being prompted to utilize social media as a primary means of promotion mix for reaching their target market because of the rising percentage of social media users and the length of time those users spend on these platforms (Kamboj et al., 2018; Sharma et al., 2022b). As a result, they are constantly exploring new ways to leverage social media to build brand equity and enhance brand experience. This paper aims to provide a noteworthy contribution to the marketing literature by investigating the predictors of brand experience and brand equity with specific reference to marketing efforts carried out via social media. Several prior researches have stressed the significance of social media advertising efforts in branding, arguing that this type of activity helps businesses to keep their customers engaged and up-to-date. Consequently, it is projected that these online marketing activities are vital for creating positive brand experiences and stronger brand equity.

Although there have been a rising number of studies looking at various facets of social media advertising, the majority of them have centered their focus on measuring their impact on consumer purchase intent and satisfaction (Seo & Park, 2018; Sharma et al., 2022b). Also, the empirical research on the impact of social media advertising on brand experience and brand equity is scant (Malarvizhi et al., 2022; Tran & Nguyen, 2022; Koay et al., 2020; Zollo et al., 2020). Chen and Qasim (2021) noted that studies examining the link between social media advertising features and brand experience are scarce. In addition, several social media advertising efforts were investigated in the past to analyze their effects on buyer behavior. For example, Alalwan (2018) focused on six facets of social media advertising to verify their impact on purchase intention: habit, interactivity, hedonic motivation, informativeness, performance expectancy, and perceived relevance. However, this paper aims to add to the existing body of knowledge by combining four social media advertising features and examining their effects on brand equity and brand experience in the UAE's retail sector. It

also aims to examine the role of brand experience in shaping brand equity. To the authors' knowledge, the present study is the first that integrates them in one model to test their linkages with brand equity and brand experience. A brief review of the literature concerning these variables is presented in the next section.

2. Literature Review
2.1 Brand Experience
Consistent with the S-O-R model which was suggested by Mehrabian and Russell (1974), some aspects of a setting or stimulus elicit mental states in consumers, which in turn motivate specific actions. Accordingly, this study posits that the perceptions of customers towards the social media advertising efforts of a brand serve as a stimulus for their engagement with its social media pages. In particular, brand experience is considered to be the organism, and it can be expressed through the mental and emotional stances that occur as a direct result of engaging in social media advertising efforts (Koay et al., 2020). Brand experience was also conceptualized earlier by Brakus et al. (2009, p. 53) as the "subjective internal consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked by brand-related stimuli that are part of a brand's design, and identity, packaging, communications, and environments". According to Koay et al. (2020), in the context of electronic commerce, customers' impressions of social media advertising efforts serve as stimuli that are supposed to elicit emotional responses from them in the form of brand experiences (an organism) and ultimately propel brand equity (a response). Earlier studies (Iglesias et al., 2019; Hepola et al., 2017; Kumar et al., 2013; Shahzad et al., 2019) also concluded that brand experience has a positive influence on brand equity. Akoglu and Özbek (2022) also viewed customer brand experience as one of key determinant of brand equity. Accordingly, the first hypothesis is presented:
H1: Brand experience has a positive effect on brand equity.

2.2 Social Media Marketing Features
It has been documented in the earlier literature that social media platforms are the most effective means of communicating crucial brand-related information. The technological acceptance model posits that the interactive

attribute of social media networks makes it possible to be involved in activities that require involvement, collaboration, and the sharing of knowledge (Knoll, 2016; Sharma, 2021). In addition, in comparison with the traditional forms of media, for instance, print, television, and radio, the community can be more effectively reached through social media usage (Bowen, 2015). Social media advertising encompasses a wide range of tactics used by organizations to enhance and favorably impact consumers' impressions of their brands via advertising on social media channels like Snapchat, Twitter, TikTok, Facebook, Instagram, and user-generated marketing (Cheung et al., 2019). In practice, marketers use social media channels to disseminate important marketing messages through video content, influencers, quality photos, and creative content. These posts will also incorporate digital storytelling strategies to deliver resonant stories to consumers, which will increase their brand awareness (Allagui & Breslow, 2016). In light of its importance in shaping consumers' perceptions of brands, understanding how to cultivate brand equity and brand experience within the setting of social media has appeared as a pressing concern for businesses (Cen & Qasim, 2020). To address this, it is necessary to keep in mind that social media advertising is a multi-faceted concept that includes different dimensions, namely: perceived relevance, entertainment, interactivity, and informativeness. Each of these dimensions is discussed below.

2.2.1 Interactivity
The term "interactivity" refers to all of the interactions and conversations that take place between businesses and their clients on various social media platforms. Social media networks encourage user-to-user interaction, which in turn facilitates content creation, distribution, and consumption (Hennig-Thurau et al., 2010). Customers have a higher tendency to respond to a firm's social media posts if they can connect with them in some way, such as by sharing, commenting on, or liking the post (Liu et al., 2021). The widespread availability of social media enhances brand-consumer interactions (Barger et al., 2016; Hafez, 2021) by allowing service providers to use two-way communications with customers and by letting them share their thoughts with people who share similar interests (Seo & Park, 2018). Brands may

improve consumer engagement by providing social media forums where customers can discuss and share important brand messages (Hanaysha et al., 2021) thereby strengthening customers' favorable impressions of the brand. Specifically, the prospective growth of social media pages can encourage customers to join the engagement conversation by talking about the company's history, features, and benefits with their friends and family, as well as by communicating their wants and needs directly to the brand (Rashid et al., 2022). Earlier studies revealed that interactivity positively influences brand experience (Asan & Antonio, 2023; Beig & Khan, 2018; Yoon, & Youn, 2016) and brand equity (Godey et al. 2018; Seo & Park, 2018). Hence, the next hypotheses are suggested:

H2: Interactivity has a positive effect on brand experience.
H3: Interactivity has a positive effect on brand equity.

2.3.2 Perceived Relevance
Earlier research outlined that perceived relevance in social media exists when a company's advertisements are tailored to the specific tastes of its target audience (Godey et al., 2016). Prior research has demonstrated that targeting a specific group of customers with an advertisement enhances the likelihood that its products or services will be noticed, gain the confidence of consumers, and ultimately prompt those consumers to make a purchase (Hanaysha, 2022; Sharma et al., 2021; Sharma et al., 2021c). Personalization or customization is crucial for businesses since it increases brand commitment (Cheung et al., 2020). Furthermore, it has been acknowledged in the literature that a social media strategy aimed at reacting to customers one-on-one is more appropriate than targeting a mass audience (Hafez, 2021). Appealing to a certain group of customers and improving brand experience urges businesses to adapt their strategies and communications to their individual needs (Ismail, 2017). For instance, successful brands craft unique messages for each segment of their target market and allow individual customers to personalize and design their own products in accordance with their preferences. Furthermore, personal relevance can be observed when businesses utilize social media channels to deliver fast responses to individual questions and when customer service departments work to increase

customer happiness and retention rates while sharing relevant content (Langaro et al., 2018). Prior literature supported the positive role of perceived relevance in fostering brand equity (Bilgin, 2018; Ebrahim, 2020; Seo & Park, 2018) and brand experience (Hafez, 2022; Zollo et al., 2020). Consequently, this leads us to postulate the following hypotheses:

H4: Perceived relevance has a positive effect on brand experience.

H5: Perceived relevance has a positive effect on brand equity.

2.3.3 Informativeness

Informativeness was expressed in the literature in terms of buyers' perceptions of the reliability, usefulness, and depth of information viewed on social media platforms. The purchasing decisions of online shoppers are largely shaped by online ratings, reviews, and other types of information displayed on networks of social media (Yadav & Rahman, 2018). Prior research revealed that customers depend on social media to get extensive and useful information about certain offerings prior to purchase (Samoggia et al., 2020). In particular, customers' perceptions of the usefulness of social media advertising in helping them obtain the desired information and make informed purchasing decisions are likely to increase their positive feelings toward the brand (Alalwan, 2018). In addition, high levels of informativeness provide appropriate information on a variety of items and make it easy to get access to essential information via diverse content formats (Sharma et al., 2022b; Tyas & Hutagaol, 2021). By providing the right amount of information via social media ads, consumers tend to benefit through reduced search time, customer feedback, and brand endorsement. Earlier studies reported that informativeness is positively correlated with brand experience (Asan & Antonio, 2023; Beig & Khan, 2018) and brand equity (Aggarwal & Mittal, S. 2022; Zollo et al., 2020). The informativeness of social media advertising content is measured by how well it is tailored to each participant's specific interests (Ismail, 2017; Sharma et al., 2021). In other words, the rationale of using social media advertising is to deliver timely and useful information to participants in order to create a positive emotional response and brand experience. In light of this discussion, the next hypotheses are projected:

H6: Informativeness has a positive effect on brand experience.

H7: Informativeness has a positive effect on brand equity.

2.3.4 Entertainment

Marketers engage in the creation of entertaining social media content by designing interactive and amusing activities tailored to their specific target consumers, which can be accessed across several platforms (Hanaysha et al., 2021; Sharma et al., 2022b). Consumers may have a positive impression of social media and be encouraged to interact with the online community of a brand if the platform offers entertainment options like games, contests, and video sharing (Cheung et al., 2020). Entertainment, for instance, has been shown in the literature to increase social media engagement (Ashley & Tuten, 2015), which in turn fosters brand affinity and increases customer propensity to make a purchase (Dessart, 2017). In this sense, the term "entertainment" refers to the degree to which users of a given social media platform are exposed to content and information that they find intriguing, exciting, or humorous (Liu et al., 2021). In order to attract and provide an entertaining experience to customers, businesses are turning to social media platforms like Facebook brand pages that feature videos, stories, and photos, and tale all of them in the name of advertising (Islam et al., 2020). Prior research reported that entertainment on social media has a positive impact on brand experience (Kang et al., 2017; Suthianto, 2023; Vila-López & Rodríguez-Molina, 2013) and brand equity (Aggarwal & Mittal, 2022; Ajanthan, 2017; Nawi et al., 2022). According to Salem et al. (2019), when the users of social media platforms are provided with a high degree of entertainment that results in a favorable brand experience for them, they tend to have greater emotional attachment to the service provider. Therefore, the next hypotheses are suggested:

H8: Entertainment has a positive effect on brand experience.

H9: Entertainment has a positive effect on brand equity.

3. Methodology

The primary focus of the present study was to determine the impact of social media advertising elements on perceived experience and brand equity; hence, a structured survey

was utilized to collect the required data. Specifically, 307 customers of retail stores in UAE have participated in filling out the survey. Since selecting the appropriate sample method is a very crucial aspect of survey research for guaranteeing an effective data collection procedure, the present study utilized the convenience sampling technique. Convenience sampling's usage in consumer research has been noticed in several previous studies due to the fact that it permits the collection of adequate samples at a lower cost (Sharma et al., 2022b). Furthermore, it has been considered as one of the most widely used non-random sampling methods for reaching a larger number of audiences, and thus, it has been regarded as the method of choice in a significant number of earlier investigations. In addition to this, researchers have relied on it in a variety of settings for the purpose of gathering customer data.

The questionnaire developed to conduct this study was constructed based on several scales that were previously validated and evaluated in prior research. The first part of the survey encompassed the demographic information of the respondents, while the second part concentrated on the measurement items of the variables. For example, five items were utilized to measure brand experience with reference to the study of Shamim et al., (2016). To measure brand equity, four items were adapted from So and King (2010). Additionally, the items used for measuring social media advertising features, which contained a total of 19 items were drawn from Cheung et al. (2020) and Alalwan (2018). In particular, we used four items to measure the dimension of interactivity, while six items were employed for measuring perceived relevance. Furthermore, to measure social media entertainment, a total of four items were used. Last but not least, informativeness was measured based on five items. All of the items in the survey are measured via a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). In general, the descriptive analysis displayed that males made up 56.7% of the total participants, while females accounted for 43.3%. Most of the survey's participants had undergraduate qualifications.

4. Analysis of Results
All data collected for this study were analyzed via AMOS Version 21. The selection of this program for analyzing the obtained data is attributed to its known suitability in assessing quantitative data characterized by smaller sample sizes (less than 500) and because it can be used to predict the associations between multiple constructs in the same model (Hair et al., 2017). In light of the recommendations of Podsakoff et al. (2003), we also adopted a number of preventative measures to lessen the occurrence of any common method bias. Primarily, the results of the principal component factor analysis suggest that the amount of variance explained by the constructs when loaded on a single latent variable falls in the tolerable range. Furthermore, all correlations in the correlation matrix were found to be lower than 0.9, while high correlations ($r > 0.90$) are generally indicative of common method bias. These findings provide evidence that the concern about the non-existence of common method bias is adequately met.

The data analysis comprised two distinct phases. Firstly, an assessment of the reliability and validity of the selected scales was conducted through the measurement model. Subsequently, the structural model was built in order to examine and validate the proposed hypotheses. The present study followed the recommendations of Hair et al. (2017) by estimating the reliability for all constructs using composite reliability and Cronbach's alpha. The findings showed that both the composite reliability and Cronbach's alpha of each construct surpassed 0.7 (see Table 1), which indicates the existence of a reasonable fit of internal consistency. Moreover, the generated measurement model demonstrated a strong fit with the collected data ($\chi2 = 98.654$, df = 70, GFI = 0.878, AGFI = 0.817, RMSEA = 0.064, CFI = 0.956, and TLI = 0.943). Factor loadings and the average variance extracted (AVE) were also used to evaluate the model's convergent validity. According to Hair et al. (2017), because the AVE values of all the selected constructs were higher than the required threshold of 0.50, the AVE criterion was successfully met. On the whole, factor loadings for residual measurement items exceeded the cut-off value of 0.5. Each loading of the outer model also showed high levels of significance ($p < 0.001$). These results indicate that both reliability assumptions and convergent validity are attained.

Table 1: CFA Analysis

Constructs	Items	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Entertainment	ENTR1	0.665	0.759	0.766	0.522
	ENTR2	0.755			
	ENTR3	0.745			
Informativeness	INFT1	0.848	0.865	0.879	0.644
	INFT2	0.799			
	INFT3	0.785			
	INFT4	0.777			
Interactivity	INTR1	0.826	0.918	0.930	0.768
	INTR2	0.876			
	INTR3	0.928			
	INTR4	0.873			
Perceived Relevance	PCR1	0.565	0.837	0.849	0.536
	PCR2	0.600			
	PCR3	0.854			
	PCR4	0.763			
	PCR5	0.830			
Brand Experience	BEX1	0.734	0.794	0.800	0.501
	BEX2	0.637			
	BEX3	0.703			
	BEX4	0.751			
Brand Choice	BEQ1	0.716	0.813	0.825	0.542
	BEQ2	0.675			
	BEQ3	0.752			
	BEQ4	0.796			

Furthermore, the assessment of discriminant validity was assessed in accordance with the criteria explained by Fornell and Larcker (1981). Specifically, the discriminant validity test was conducted by making a comparison among the square root (sqrt) of the average variance extracted (AVE) for each of the constructs with the correlations between the other constructs in the same row and column. Table 2 presents empirical support for the establishment of discriminant validity among the constructs under investigation because the sqrt of the AVE for each construct is registered at higher value than the other correlations.

The generated structural model from AMOS software was used to validate the hypotheses stated in the literature review part. The verification of the hypotheses was done by examining the standardized beta values, t-values, and p-values of the original sample. A hypothesis can be supported when the t-value exceeds the critical value, namely when it is equal to or more than 1.96, and the corresponding p-value is less than 0.05. According to the analysis presented in Table 3, the results indicate that brand experience has a positive impact on brand equity (β = 0.779, t-value = 12.166, p < 0.05), thus, H1 is accepted.

Table 2: Discriminant Validity

	1	2	3	4	5	6
1. Brand Equity	0.736					
2. Entertainment	0.542	0.722				
3. Informativeness	0.265	0.307	0.359			
4. Interactivity	0.498	0.341	0.412	0.876		
5. Perceived Relevance	0.457	0.203	0.337	0.214	0.732	
6. Brand Experience	0.278	0.224	0.491	0.466	0.574	0.707

Regarding the path coefficient, the results depicted the impact of entertainment on brand experience was positive ($\beta = 0.181$, t-value = 2.624, $p < 0.05$). The outcomes also verified that perceived relevance ($\beta = 0.166$, t-value = 2.082, $p < 0.05$), informativeness ($\beta = 0.434$, t-value = 3.642, $p < 0.05$), and interactivity ($\beta = 0.253$, t-value = 2.325, $p < 0.05$) have positive effects on brand experience, supporting H2, H4, H6 and H8. Furthermore, the outcomes displayed that interactivity ($\beta = 0.197$, t-value = 2.346, $p < 0.05$), perceived relevance ($\beta = 0.130$, t-value = 2.037, $p < 0.05$), informativeness ($\beta = 0.338$, t-value = 3.302, $p < 0.05$), and entertainment ($\beta = 0.141$, t-value = 2.739, $p < 0.05$) have significant positive effects on brand equity. Therefore, H3, H5, H7, and H9 and accepted. In general, social media advertising features contribute 60.7 percent to brand experience. Also, brand experience accounts for 79.1% of the overall variance in brand equity.

outweigh the effort that is required to obtain those benefits. As a result, customers tend to have greater satisfaction, which in turn leads to stronger brand equity. In light of this, marketers should remember that consumers' evaluations of a product and online advertisements are part of the perceived value, in addition to the monetary worth. Hence, it is vital for marketing executives to communicate about the benefits of purchasing their offerings in an attempt to foster brand experience and favorable word of mouth.

Moreover, the results established that entertainment has a positive impact on brand experience and brand equity. These outcomes agree with earlier literature which demonstrated that entertainment positively affects brand experience (Kang et al., 2017; Kinard & Hartman, 2013; Lou & Xie, 2021; Merrilees, 2016) and brand equity (Ajanthan, 2017; Godey et al., 2016; Seo & Park, 2018).

Table 3: Results of Research Hypotheses

Hypotheses			Original Sample	Std. Dev.	t-value	P-Value
H1: Brand Experience	→	Brand Equity	0.779	0.062	12.166	0.000
H2: Interactivity	→	Brand Experience	0.253	0.109	2.325	0.020
H3: Interactivity	→	Brand Equity	0.197	0.084	2.346	0.019
H4: Perceived Relevance	→	Brand Experience	0.166	0.080	2.082	0.038
H5: Perceived Relevance	→	Brand Equity	0.130	0.064	2.037	0.042
H6: Informativeness	→	Brand Experience	0.434	0.119	3.642	0.000
H7: Informativeness	→	Brand Equity	0.338	0.102	3.302	0.001
H8: Entertainment	→	Brand Experience	0.181	0.069	2.624	0.009
H9: Entertainment	→	Brand Equity	0.141	0.051	2.739	0.006

5. Discussion and Conclusion

The purpose of the present paper was to determine if social media advertising efforts affect brand equity and brand experience. The statistical results showed that brand experience has a positive impact on brand equity. This result agrees with previous literature which reported that brand experience is a significant factor that affects brand equity positively (Eslami, 2020; Pina & Dias, 2021; Shahzad et al., 2019). Additionally, Iglesias et al., (2019) confirmed that brand equity can be reinforced when customers have positive brand experiences. Moreover, consumers are likely to make repeat purchases when the benefits they receive from a product

Also, earlier studies (Suthianto, 2023) have proven a positive association between entertainment and brand experience in social media settings. Nawi et al. (2022) added that consumers use social media mostly for entertainment, leisure, and passing time. Therefore, this study demonstrates that amusing and entertaining advertising content influences brand equity and brand experience. This is because when ads on social media satisfy the hedonistic desires for escapism, those advertisements offer an entertaining value to the audience. Accordingly, marketers need to pay more attention to creating entertaining advertising content across various social media sites if they want to improve their

target audience's brand experience and brand equity.

In addition, the statistical outcomes revealed that interactivity is positively correlated with brand equity and brand experience. This was confirmed by former research which verified that interactivity is a positive predictor of brand experience (Hafez, 2022; Yoon & Youn, 2016) and brand equity (Aggarwal & Mittal, 2022; Ajanthan, 2017; Liu et al., 2020). Beig and Khan (2018) also found that brand experience correlates positively with social media interactions. Additional support was outlined by Zollo et al. (2020) who revealed that using social media to interact with a particular group of customers via different marketing content boosts both brand equity and brand experience. Also, those who are involved on social media networks are more likely to like and share their positive experiences with a brand. However, an emotional connection is one factor that can influence them to like a post or share their prior experiences via social media. In addition, consumers become more active on a brand's social media page when they exhibit a high degree of entertainment that provides them with a favorable overall experience within that platform. Accordingly, users of social media networks tend to develop a more positive impression about a brand, that ultimately reinforces their overall brand experience.

In response to other hypotheses, the findings outlined that perceived relevance has a significant as well as positive impact on brand equity and brand experience. Some prior studies lend theoretical support to these findings by highlighting the positive role perceived relevance plays toward brand experience (Hafez, 2021; Zollo et al. 2020) and brand equity (Ebrahim, 2020; Godey et al., 2016; Malarvizhi et al., 2022; Petruzzellis & Winer, 2023). Ajanthan (2017) also found that advertisements tailored to each individual viewer boost brand equity and brand experience. In light of these findings, the perceived relevance of social media ads has a noteworthy role in the formation of positive brand experiences and in shaping brand equity. Thus, rather than relying on generic marketing strategies, it is more effective to tailor the marketing messages to individual clients and interact with them directly via social media networks.

Lastly, the results verified that informativeness has a positive influence on brand equity and brand experience. The findings match with those of past research which established that informativeness is positively associated with brand experience (Chen & Qasim, 2021; Zia et al., 2022) and brand equity (Aggarwal & Mittal, 2022; Bilgin, 2018). According to Godey et al. (2016), internet users have a higher tendency to engage with ads that are informative. Other scholars highlighted that customers' brand experience via social media advertisements is heavily influenced by how informative the ads are to them (Asan & Antonio, 2023). Likewise, the value of advertisements increases in proportion to the amount of information they supply to customers regarding new items, certain product features, and product comparisons (Weismueller et al., 2020). Based on this result, it is suggested that marketers need to have a clear understanding of the kind of information customers looking for on social media sites and the type of content that can strengthen brand equity and customer experience.

6. Limitations and Future Research

Several limitations have been identified in the present research, which provide potential avenues for future studies. Firstly, the current study is constrained in its focus on the retail sector; consequently, it is recommended that future research endeavors should examine the model in a broader spectrum of industrial contexts. Second, the study only included social media users who shopped at retail stores in the UAE. Hence, to address this constraint and enhance the generalizability of the findings reported in this paper, future research on this topic should be done in other nations. Third, the study did not take into consideration the role of control variables. Accordingly, future research should include such variables in the analysis for a more depth understanding of social media advertising. Finally, this study considered the participation of customers by utilizing a standardized questionnaire that may limit their capacity to articulate their thoughts. Hence, in future investigations, it may be advantageous to employ a mixed-methods approach in order to acquire more comprehensive insights.

References

Aggarwal, R., & Mittal, S. (2022). Impact of social media marketing activities on purchase intentions via customer equity drivers: an empirical case study on smartphone brands. *International Journal of Online Marketing (IJOM)*, *12*(1), 1-19.

Ajanthan, D. (2017). The impact of a social media marketing on customer based brand equity-a special reference to travel & tourism industry in sri lanka. *TRANS Asian Journal of Marketing & Management Research (TAJMMR)*, *6*(11), 36-46.

Akoglu, H. E., & Özbek, O. (2022). The effect of brand experiences on brand loyalty through perceived quality and brand trust: a study on sports consumers. *Asia Pacific Journal of Marketing and Logistics*, *34*(10), 2130-2148.

Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, *42*, 65-77.

Allagui, I., & Breslow, H. (2016). Social media for public relations: Lessons from four effective cases. *Public Relations Review*, *42*(1), 20-30.

Asan, S., & Antonio, F. (2023). Drivers of green brand experience and its impact on pro-environmental behavioural intentions. *Jurnal Manajemen Maranatha*, *22*(2), 133-148.

Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & Marketing*, *32*(1), 15-27.

Bagozzi, R. P., Yi, Y., & Phillips, L. W (1991). Assessing construct validity in organizational research. *Administrative Science Quarterly, 36*(3), 421-458.

Bakar, N. A. S. A., & Musa, R. (2020). Hypothesising the effect of social media influencer roles, credibility and advertising values on attitude and brand love. *Malaysian Journal of Consumer and Family Economics*, *24*(1), 39-51.

Barger, V., Peltier, J. W., & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, *10*(4), 268-287.

Beig, F. A., & Khan, M. F. (2018). Impact of social media marketing on brand experience: A study of select apparel brands on Facebook. *Vision*, *22*(3), 264-275.

Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, *6*(1), 128-148.

Bowen, J. (2015). Trends affecting social media: implications for practitioners and researchers. *Worldwide Hospitality and Tourism Themes*, *7*(3), 221-228.

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: what is it? How is it measured? Does it affect loyalty?. *Journal of marketing*, *73*(3), 52-68.

Chen, S. C., & Lin, C. P. (2019). Understanding the effect of social media marketing activities: The mediation of social identification, perceived value, and satisfaction. *Technological Forecasting and Social Change*, *140*, 22-32.

Chen, X., & Qasim, H. (2021). Does E-Brand experience matter in the consumer market? Explaining the impact of social media marketing activities on consumer-based brand equity and love. *Journal of Consumer Behaviour*, *20*(5), 1065-1077.

Cheung, M. L., Pires, G. D., & Rosenberger III, P. J. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *International Journal of Economics and Business Research*, *17*(3), 243-261.

Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*.

Cheung, M. L., Pires, G. D., Rosenberger III, P. J., Leung, W. K., & Ting, H. (2021). Investigating the role of social media marketing on value co-creation and engagement: An empirical study in China

and Hong Kong. *Australasian Marketing Journal*, *29*(2), 118-131.

Dessart, L. (2017). Social media engagement: a model of antecedents and relational outcomes. *Journal of Marketing Management*, *33*(5-6), 375-399.

Ebrahim, R. S. (2020). The role of trust in understanding the impact of social media marketing on brand equity and brand loyalty. *Journal of Relationship Marketing*, *19*(4), 287-308.

Eslami, S. (2020). The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality. *Archives of Pharmacy Practice*, *11*(1), 98-104.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39-50.

Gautam, V., & Sharma, V. (2017). The mediating role of customer relationship on the social media marketing and purchase intention relationship with special reference to luxury fashion brands. *Journal of Promotion Management*, *23*(6), 872-888.

Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, *69*(12), 5833-5841.

Hafez, M. (2021). The impact of social media marketing activities on brand equity in the banking sector in Bangladesh: the mediating role of brand love and brand trust. *International Journal of Bank Marketing*.

Hair J. F., Hult G. T. M., Ringle C. M., & Sarstedt M. (2017). *A primer on partial least squares structural equation modeling* (PLS-SEM) (2nd ed.). Thousand Oaks, CA: Sage.

Hanaysha, J. R. (2022). Impact of social media marketing features on consumer's purchase decision in the fast-food industry: Brand trust as a mediator. *International Journal of Information Management Data Insights*, *2*(2), 100102.

Hanaysha, J. R., Sharma, A., & Momani, A. M. (2021). An exploration of social media marketing features and brand loyalty in the fast food industry. *Journal of Content, Community and Communication*, *14*(8), 81-92.

Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy, A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of Service Research*, *13*(3), 311-330.

Hepola, J., Karjaluoto, H., & Hintikka, A. (2017). The effect of sensory brand experience and involvement on brand equity directly and indirectly through consumer brand engagement. *Journal of Product & Brand Management*, *26*(3), 282-293.

Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, *96*, 343-354.

Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, *29*(1), 129-144.

Kamboj, S., Yadav, M., & Rahman, Z. (2018). Impact of social media and customer-centric technology on performance outcomes: the mediating role of social CRM capabilities. *International Journal of Electronic Marketing and Retailing*, *9*(2), 109-125.

Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (2017). An investigation of brand experience on brand attachment, knowledge, and trust in the lodging industry. *Journal of Hospitality Marketing & Management*, *26*(1), 1-22.

Kinard, B. R., & Hartman, K. B. (2013). Are you entertained? The impact of brand integration and brand experience in television-related advergames. *Journal of Advertising*, *42*(2-3), 196-203.

Knoll, J. (2016). Advertising in social media: a review of empirical evidence. *International journal of Advertising*, 35(2), 266-300.

Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2020). Perceived social media marketing activities and consumer-based brand equity: Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53-72.

Kudeshia, C., Sikdar, P., & Mittal, A. (2016). Spreading love through fan page liking: A perspective on small scale entrepreneurs. *Computers in Human Behavior*, 54, 257-270.

Kumar, R. S., Dash, S., & Purwar, P. C. (2013). The nature and antecedents of brand equity and its dimensions. *Marketing Intelligence & Planning*, 31(2), 141-159.

Langaro, D., Rita, P., & Salgueiro, M. (2018). Do social network sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146-168.

Lee, H., & Cho, C. H. (2019). An empirical investigation on the antecedents of consumers' cognitions of and attitudes towards digital signage advertising. *International Journal of Advertising*, 38(1), 97-115.

Liu, C., Zhang, Y., & Zhang, J. (2020). The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention. *Journal of Product & Brand Management*, 29(6), 783-801.

Liu, X., Shin, H., & Burns, A. C. (2021). Examining the impact of luxury brand's social media marketing on customer engagement: Using big data analytics and natural language processing. *Journal of Business Research*, 125, 815-826.

Logan, K. (2013). And now a word from our sponsor: Do consumers perceive advertising on traditional television and online streaming video differently?. *Journal of Marketing Communications*, 19(4), 258-276.

Lou, C., & Xie, Q. (2021). Something social, something entertaining? How digital content marketing augments consumer experience and brand loyalty. *International Journal of Advertising*, 40(3), 376-402.

Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Heliyon*, 8(8), 1-13.

Manthiou, A., Chiang, L., & Tang, L. R. (2013). Identifying and responding to customer needs on Facebook fan pages. *International Journal of Technology and Human Interaction (IJTHI)*, 9(3), 36-52.

Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. The MIT Press, Cambridge, Massachusetts.

Merrilees, B. (2016). Interactive brand experience pathways to customer-brand engagement and value co-creation. *Journal of Product & Brand Management*, 25(5), 402-408.

Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.

Nair, M. (2011). Understanding and measuring the value of social media. *The Journal of Corporate Accounting & Finance,* 22(3), 45–51.

Nasir, V. A., Keserel, A. C., Surgit, O. E., & Nalbant, M. (2021). Segmenting consumers based on social media advertising perceptions: How does purchase intention differ across segments?. *Telematics and informatics*, 64, 101687.

Nawi, N. B. C., Mamun, A. A., Hayat, N., & Mohiuddin, M. (2022). Sustainable customer retention: A study on social media marketing activities, Brand Equity and Smartphone Purchase Intention among Generation Y. *Vision*. https://doi.org/10.1177/09722629221096 7.

Petruzzellis, L., & Winer, R. S. (2023). The decision to customize and its effect on

brand experience. *Psychology & Marketing*, *40*(3), 516-530.

Pina, R., & Dias, Á. (2021). The influence of brand experiences on consumer-based brand equity. *Journal of Brand Management*, *28*, 99-115.

Podsakoff, P. M., Mackenzie, S. B., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature. *Journal of Applied Psychology, 88*(5), 879-903.

Rashid, R. M., Pitafi, A. H., Qureshi, M. A., & Sharma, A. (2022). Role of Social Commerce Constructs and Social Presence as Moderator on Consumers' Buying Intentions During COVID-19. *Frontiers in Psychology*, 13, 772028-772028.

Salem, S. F., Tarofder, A. K., Musah, A. A., & Chaichi, K. (2019). Brand love impact on the social media and stages of brand loyalty. *Polish Journal of Management Studies*, *20*(1), 382-393.

Samoggia, A., Riedel, B., & Ruggeri, A. (2020). Social media exploration for understanding food product attributes perception: the case of coffee and health with Twitter data. *British Food Journal*, *122*(12), 3815-3835.

Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, *66*, 36-41.

Shahzad, M. F., Bilal, M., Xiao, J., & Yousaf, T. (2019). Impact of smartphone brand experience on brand equity: With mediation effect of hedonic emotions, utilitarian emotions and brand personality. *Journal of Islamic Marketing*, *10*(2), 440-464.

Shamim, A., Ghazali, Z., & Albinsson, P. A. (2016). An integrated model of corporate brand experience and customer value co-creation behaviour. *International Journal of Retail & Distribution Management*, *44*(2), 139-158.

Sharma, A. (2021). Knowledge sharing intention and consumer perception in social networking sites. *World Review of Science, Technology and Sustainable Development*, 17(4), 348-359.

Sharma, A., Dwivedi, R., Mariani, M. M., & Islam, T. (2022a). Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*, 180, 121731.

Sharma, A., Dwivedi, Y. K., Arya, V., & Siddiqui, M. Q. (2021). Does SMS advertising still have relevance to increase consumer purchase intention? A hybrid PLS-SEM-neural network modelling approach. *Computers in Human Behavior*, 124, 106919.

Sharma, A., Fadahunsi, A., Abbas, H. and Pathak, V.K. (2022b), "A multi-analytic approach to predict social media marketing influence on consumer purchase intention", *Journal of Indian Business Research*, Vol. 14 No. 2, pp. 125-149.

Sharma, A., Pathak, V.K. and Siddiqui, M.Q. (2022c), "Antecedents of mobile advertising value: a precedence analysis using the hybrid RIDIT-GRA approach", *Journal of Indian Business Research*, Vol. 14 No. 2, pp. 108-124.

Sikandar, M. D. I., & Ahmed, Q. M. (2019). Impact of social media marketing on brand love: promoting loyalty in the restaurant landscape of Pakistan. *Online Journal of Communication and Media Technologies*, *9*(4), e201927.

So, K. K. F., & King, C. (2010). "When experience matters": building and measuring hotel brand equity: The customers' perspective. *International Journal of Contemporary Hospitality Management*, *22*(5), 589-608.

Sternberg, R. J. (1986). A triangular theory of love. *Psychological Review, 93*(2), 119–135.

Suthianto, C. F. Y. (2023). The Impact of Brand Equity, E-Brand Experience, and Web Entertainment Toward E-Satisfaction and E-Loyalty on Marketplace. *International Journal of Electronic Commerce Studies*, *14*(1), 095-118.

Tran, T. P., Muldrow, A., & Ho, K. N. B. (2021). Understanding drivers of brand love-the role of personalized ads on social media. *Journal of Consumer Marketing*, *38*(1), 1-14.

Tran, V. D., & Nguyen, N. T. T. (2022). Investigating the relationship between brand experience, brand authenticity, brand equity, and customer satisfaction: Evidence from Vietnam. *Cogent Business & Management*, *9*(1), 1-20.

Tyas, A., & Hutagaol, O. (2021). The effect of social media content on buying decision of HijUp. com. *Journal of Communication and Public Relations*, *1*(1), 32-40.

Vila-López, N., & Rodríguez-Molina, M. (2013). Event-brand transfer in an entertainment service: experiential marketing. *Industrial Management & Data Systems*, *113*(5), 712-731.

Wang, C. L. (2021). New frontiers and future directions in interactive marketing: inaugural Editorial. *Journal of Research in Interactive Marketing*, *15*(1), 1-9.

Wang, Y. C., Qu, H., & Yang, J. (2019). The formation of sub-brand love and corporate brand love in hotel brand portfolios. *International Journal of Hospitality Management*, *77*, 375-384.

Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020). Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian Marketing Journal*, *28*(4), 160-170.

Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*, *25*(9), 3882-3905.

Yang, Y., Khan, Z., & Zhang, Y. (2020). The influence of social media marketing on apparel brands' customers' satisfaction: The mediation of perceived value. *Asian Academy of Management Journal*, *25*(2), 167-188.

Yoon, D., & Youn, S. (2016). Brand experience on the website: its mediating role between perceived interactivity and relationship quality. *Journal of Interactive Advertising*, *16*(1), 1-15.

Zia, S. H., Muneer, N., Siddiqui, A., & Huda, R. (2022). *The Impact of Perceived Social Media Activities on Consumer-Based Brand Equity: A Perspective from Emerging Economy* (University Library of Munich, Germany).

Zollo, L., Filieri, R., Rialti, R., & Yoon, S. (2020). Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience. *Journal of Business Research*, *117*, 256-267.

***