

Impact of Social Media Marketing in Customer Based Brand Equity: A Mediating Role Brand Knowledge in Sri Lankan Fmcg Brands

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Abstract

Sri Lankan companies are currently targeting consumers using social media marketing which include Facebook and other social media platforms. Social media marketing is the used of social media like Facebook, Twitter, Youtube, Instagram, linkedIn etc. to target consumers and attract them towards product or services. The study on the impact of social media marketing on customer based brand equity is significant to the industries to get insight into the influence of the social media marketing on the consumers. Therefore, the objective of this study is to investigate the social media marketing activities on the brand equity of the Sri Lankan fast moving consumer goods brands and to see the mediating role of brand knowledge. The methodology adopted was quantitative and samples were drawn from the consumers who use social media. The survey questionnaire was used as data collection instrument which was adopted from previous researchers. Data was analyzed using correlation and regression as techniques.

Findings reveals that social media marketing influences on the customer based brand equity through the mediation of brand knowledge. Consumers are very interesting and feel easy to give their opinion about the brand in the social media. Further, social media marketing facilitates word of mouth by the recommendation of the brand they used to other friends and family. Further, the brand advertised in the social media are preferred by the consumers to other brand with similar features promoted through other sources. Consumer are also in a position to give priority to the brand exposed through social media in the purchase intention. In the case of mediating role of brand knowledge inclusive of brand awareness and brand image is well mediating to the brand equity of FMCGs. This infers that social media marketing is forming the brand knowledge (brand awareness and brand image) and in turn, influencing on the brand equity. The study also recommends FMCG marketers to use the social media to promote their products and create brand equity for their brands. However, it was also recommended that social media should create brand awareness and build the brand image of FMCGs and enhance the brand equity in the FMCG sectors in Sri Lanka. Therefore, social media marketing should be designed to promote the brand knowledge of FMCGs.

Keywords: Social media marketing, brand equity, FMCG, Brand Knowledge