The Effect of Advertising Awareness on Brand Equity in Social Media

Abdullah Awad Alhaddad*

Marketing and International Trade Department, Higher Institute of Business Administration (HIBA), Damascus, Syria.

* Corresponding author. Tel.: +963-11-4412918; email: alhaddadhiba@gmail.com

Abstract: Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media has changed the traditional communication between brands and consumers and enabled consumer to make positive as well as negative influence on brand equity. Therefore, it is important for companies to know, how to manage communicate in social media seeking to build brand equity by building the brand awareness and positive image for brand. The essence of this study is to research how a company can seize the moment of using social media networks to create brand equity and also explore its challenges to draw the attention of those companies venturing into social media networks to increase brand awareness and brand image. In recent days, internet advertising has taken new forms which have more advantages over the traditional mediums like print media, TV and radio. Marketing communication is becoming precise, personal, interesting, interactive and social. Awareness which include both of recall and recognition become the first step for any move toward a successful market strategy. The Main purpose of this study is to show the role of awareness at social media on the brand equity throw advertising awareness, the conceptual model illustrates the impact of advertising awareness on brand equity and its dimensions. In order to accomplish the objectives proposed, a model reflecting the effect of advertising awareness on brand equity, the model is tested by structural equations modeling and the sample is 273 students, the finding show that advertising awareness has an effect on both brand awareness and brand image. Also advertising awareness has effects on brand equity. The study finding can be used by mobiles market to increasing brand equity.

Key words: Advertising awareness, brand awareness, brand image, brand equity.

1. Introduction

The Internet is transforming the business environment, creating new challenges and opportunities. The Internet provides the opportunity for companies to reach a wider audience and create compelling value propositions never before possible. Data from 2014 indicates that there are 3.03 billion Internet users, and Asia got the first place in the internet users in the world's distribution by world regions by 45.7 %.

Over the last decade, social networks have changed communications, shifting the way we consume, produce and interact with information, based on explosive migration to the web. Social media is a phenomenon that has drawn a lot of attention both to companies and individuals interacting on the networking landscape. Social media websites like Facebook, Twitter and Youtube, etc. have created huge

impetus on the communication platform with the end customers of different products and services that was lacking in the traditional medium. The social Web is changing traditional marketing communications. Traditional brand communications that were previously controlled and administered by brand and marketing managers are gradually being shaped by consumers. In comparison between social media, and traditional media, the former provides an interactive communication among customers and brands by allowing them to talk and share information via the web [1]. Social media allow quick response to customer service issues by having the chance to hear good or bad news quickly [2], facilitating interactions, and sharing of contents [3], in a fast, wide spread, viral, and low-cost way [4].

Awareness measures are used extensively in research as a key of brand performance and marketing effectiveness. The most commonly used are those relating to brand awareness. Advertising is a primary tool that firms use to affect the performance of their products Such markets are characterized by the continuous turnover of multiple, relatively close substitute products. Therefore, advertising becomes crucial in making consumers aware of the existence and characteristics of new products [5].

Nowadays, brands are company's most valuable assets, adding both economic and strategic value to its proprietors and brands have been considered as the second most important assets for a firm after customers. The concept of brand equity has attracted considerable interest among marketing researchers and practitioners in the last two decades, the brand equity concept was first introduced in marketing literature in the 1980's e.g. [6]. During the 90's this topic received significant attention from both scientists and marketing practice, which resulted in a large number of articles and books on the subject e.g. [7]-[12]. The interest in brand equity is still active until now with more articles and researches e.g. [13]-[15].

Strong brand with positive brand equity has several advantages such as larger margins, brand extension opportunities, increase marketing communication effectiveness, and great loyalty [8]. In addition, high brand equity levels are known to lead to higher consumer preferences and purchase intentions [16].

2. Pervious Researches

2.1. Advertising Awareness

The marketing literature has acknowledged how advertising influences consumers, beyond the traditional effects on their preferences. That is, a second channel is important insofar as it changes consumer's awareness of a product. This awareness, in turn, determines consumer's choice sets; among the large number of products in the market, consumers are only aware of a few of them when they make their choices [5].

Many marketers today are advertising using different types of social networking sites that are authentic to their present and prospective clients. Calder *et al.* [17] studied the concept of how consumer engagement with a website can increase advertising effectiveness. Advertising memorability is about engaging the consumer with compelling creative ads which are enjoyable and involving. The most enjoyable ads are more likely to involve animals, nostalgia, children and well known music; and less likely to base around real person or manufacturer endorsements. The most involving ads are more likely to involve spoofs, animals, celebrities and prominent music. While ads need to be involving or enjoyable, the most important thing is that the most engaging elements should be clearly linked to the brand [18].

Kotler and Keller [19] define the advertising as any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. Mirriam-Webster defines advertising as "to make something known to someone". According to Media-manager advertising awareness defines as "Extent to which a brand's or product's advertising is recognized by its target". Advertising awareness measures parallel brand awareness

measures as they have top of mind, spontaneous and aided components [20].

Communication in social media can influence brand equity. Brand equity is determined according to brand knowledge structure created in the minds of consumers. According to Kotler and Keller, [19], brand equity knowledge is not the facts about a brand; these are all the thoughts, feelings, comprehension, image and experience that are linked with the brand in the minds of consumers. Brand awareness and brand image are the two crucial components of brand equity knowledge. The way brand knowledge structure changes can indicate the effectiveness of communication in social media. Advertising can influence brand equity a number of ways. It can create awareness of the brand and increase the probability that the brand is included in the consumer's evoked set. [16]. Social media advertising is a paid form of brand, and it drives a lot of benefits [21]: Popularizing your brand, idea or service to the target group, informing target audience about your brand or service's presence in the market, encouraging healthy competition in the market, making the audience to interact and keep them intact with the brand, providing social benefits for the brand. Based on these the following hypotheses are proposed in this study:

Hypothesis 1: Advertising awareness has a positive effect on brand awareness.

Hypothesis 2: Advertising awareness has a positive effect on brand image.

Hypothesis 3: Advertising awareness has a positive effect on brand equity.

2.2. Brand Awareness

Social networking sites are used as marketing tool by marketers in creating brand relationship. Brand awareness plays an important role in consumer decision making by bringing three advantages; these are learning advantages, consideration advantages, and choice advantages [12]. Also Brand awareness is an important and sometimes undervalued component of brand equity [10]. Brand awareness is the result of consumer's exposure to brand [22]. Brand awareness is the strength of a brand's presence in the mind of the consumer [23]. One of the oldest definition of Brand awareness is the ability to identify the brand under different conditions [24], on other hand both Aaker [7] and Keller [8] show that Brand awareness is based on both brand recognition and recall, Aaker, [7] defines brand awareness as "the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category".

Brand awareness is an important component of brand equity .The first step to build brand equity is to create brand awareness [7] and according to Tong and Hawley [25], brand awareness is a source of brand equity. Brand awareness results in brand equity in four different ways: creating a brand node in consumer's memory, providing a sense of familiarity of the brand in the consumer's mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in his consideration set [26]. One of the advantages of communication in social media is the ability to reach consumers because they are searching for information and in this way expand brand awareness, help to create favorable associations which create brand image. Brand awareness was found to have positive effect on brand image [15], [27], [28], [39]. Yasin *et al.* [30] found that brand awareness leads to a high level of brand equity. Brand awareness was found to have positive effect on brand equity [13], [15], [31], [32]. Based on these the following hypotheses are proposed in this study:

Hypothesis 4: brand awareness has a positive effect on brand image.

Hypothesis 5: brand awareness has a positive effect on brand equity.

2.3. Brand Image

Brand image has long been recognized as an important concept in marketing [12]. Brand awareness is a necessary, but not always sufficient step in build brand equity .other considerations such as the image of the brand often come into play [8], and Chen [33] shows that Brand equity is driven by brand image.

Aaker [7] defines brand image as a "set of brand association that are anything linked in memory to a

brand, usually in some meaningful way'' and can be defined as the perception about a brand as reflected by the cluster of associations that consumers connect to the brand name in memory [34]. On other hand, Kotler and Armstrong [35] define brand image as "a set of beliefs held about a particular brand". This set of beliefs plays an important role in the buyer's decision making process when customers evaluate alternative brands.

Chen and Barnes [36] believed that websites and internet branding are effective on transferring brand image and relationship with potential and actual customers of institutions. Estelami [37] indicates that a strong consumer learning experience associated with advertising exposure and higher levels of media advertising exist, on other hand, Romaniuk and Sharp [38] points out that brand image could come from a variety of sources, including consumer experience, marketing communications, and/or word of mouth.

Faircloth *et al.* [39] proposed that brand equity can be created directly or indirectly through brand image and brand attitude. Brand image was found to have positive effect on brand equity [13], [15], [40], [41]. Based on these the following hypothesis is proposed in this study:

Hypothesis 6: Brand image has a positive effect on brand equity.

2.4. Brand Equity

Since its appearance in the 1980s, brand equity has been one of the main priorities in marketing research and has been an area of interest for marketing managers. Aaker [10] defines brand equity as "a set of brand assets and liabilities linked to a brand's name and symbol that add to or subtract from the value provided by a product or service to a firm and / or that firm's customers", on the other hand, Keller [12] introduces the concept of consumer-based brand equity which differs slightly from Aaker's [10] definition. Keller concept includes the company's view, and defines it as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Also Christodoulides and Chernatony [42] define the brand equity as "a set of perceptions, attitudes, knowledge, and behaviors on the part of consumer that results in increased utility and allows a brand to earn greater volume or greater margins than it could without the brand".

It is apparent that customer based brand equity has multiple dimensions, Keller's [8] model of brand equity focuses on brand knowledge and its components – brand awareness and brand image. on the other hand Aaker [7] suggested that brand equity have five dimensions brand loyalty, brand awareness, brand association, perceived quality and other brand proprietary assets , also Lasser *et al.* [9] focuses on five dimensions performance, social image, value, trustworthiness and attachment. Rūta and Juozas [14] focuses on five dimensions brand image, brand loyalty, perceived quality, brand awareness and price. This study follows Keller's [8] model of brand equity.

3. Methodology

A research framework was designed to test the above hypothesized relationships, for the purpose, the mobile market in Syria was targeted; the target population of interest was defined as the students of a local university.

3.1. The Pretest

Since subject for this study were students, who we believe that they are the higher consumer involvement in social media, it was important to select product classes that relatively well-known to the subject population. A pretest was conducted to choose appropriate product of the study. Well-known index similar to the one used by d'Astous and Landreville [43] was calculated. The well-known index was obtained through a seven-point semantic differential scale. The adjectives were: useless/useful; familiar/unfamiliar; meaningful/meaningless. The second purpose of the pretest was to choose product category with good

advertising awareness by asking this question (I have seen adverting for this product in the social media recently) obtained through five-point Likert scale. Three product categories, that is, Mobiles, Athletic shoes and Laptops, were selected as product pretest. The pretest was carried out with a 50 students. The pretest's results led to selecting the Mobile as the well-known product (mean = 6.40) and also the highest advertising awareness (mean = 4.22), when compared with the rest of products.

3.2. The Model

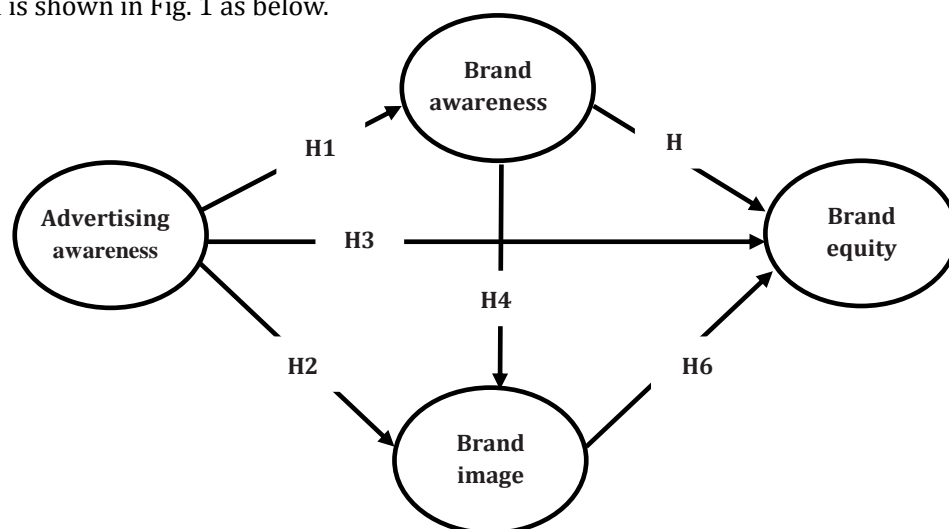The model is shown in Fig. 1 as below.

Fig. 1. The research.

3.3. Sample's Definition

In order to test the proposed model we select a sample of university students who has activities in social media channels, like Facebook, twitter and YouTube, at the same time, they are one of the most important customers of mobiles. A total of 280 business students from the higher institute of business administration (HIBA) participated in the study. Because of missing data, 7 questionnaires had to be excluded from further analysis. Table 1 provides a detailed description of the sample.

Table 1. Sample Information

		N	%
Gender	Male	170	62.3
	Female	103	37.7
	Total	**273**	**100**
Age	<20	130	47.4
	20 - 25	135	49.5
	>25	8	2.9
	Total	**273**	**100**
Education level	Under graduate	261	95.6
	Post graduate	12	4.4
	Total	**273**	**100**

3.4. Method of Data Obtainment

The questionnaire was designed as a survey instrument including all constructs of the proposed model to investigate the hypotheses of interest. The questions in the questionnaire are based on a review of the literature and researches (Appendix). The survey questionnaire consists of five sections. The first section is designed to obtain sample characterization. The second section is designed to measuring the advertising awareness with two items using five-point Likert-type scale similar to the one used by Estelami [37]. The third section deals with the measurement of brand awareness with three items using a five-point Likert-type scale following Yoo *et al.* [31]. The forth section is designed to measuring the brand image with a five

items using five-point Likert-type scale adapted from Montaner and Pina [44]. The fifth section is designed to measuring brand equity with four items using a five-point Likert-type scale following Yoo *et al.* [31]. Respondents are asked to indicate their agreement level of each item of the sections on the five-point Likert scale anchored by "strongly disagree (=1)" to "strongly agree (=5).".

3.5. Analysis of Result

In this section we will evaluate the measurements scales used in the research and then we will use the regression analysis to proceed an estimation of the structural model (supplied by the AMOS). Fig. 3 shows the estimation model with standardized regression weights.

A confirmatory factor analysis (CFA) was conducted, as shown in Fig. 2, to empirically test the measurement model. Multiple tests on construct validity and reliability were performed. Model fit was evaluated using the maximum likelihood (ML) method.

Construct reliability was assessed using Cronbach's α, and composite reliability (CR) using CFA. As the α-values (Table 2) for all the constructs are greater than the guideline of 0.60, it can be concluded that the scales can be applied for the analysis with acceptable reliability [45]. CR and AVE were calculated from model estimates using the CR formula and AVE formula given by Fornell and Larcker [46]. In the measurement model, all constructs had a CR over the cut-off of 0.70 [48]. Based on these assessments, measures used within this study were within the acceptable levels supporting the reliability of the constructs (Table 2).

Construct validity. Construct validation includes content, convergent, and discriminate validities. Content validity was verified by expert judgment and by a careful literature review. Convergent validity can be evaluated by examining the factor loadings and average variance extracted (AVE). All estimated standard loadings (Table 2) were higher than 0.70, and the AVE for all exceeded the recommended level of 0.50, suggesting good convergent validity [47]. To assess the discriminant validity, Fornell and Larcker's [46] criterion, that square root of the AVE for each construct should be greater than the correlation between constructs, was used. Table 3 shows the values of the square root of the AVE are all greater than the inter-construct correlations.

Table 2. Results for the Measurement Model

Construct	Items	Factor loading	AVE	CR	Cronbach's α
Brand image	BI11	0.953	0.800	0.952	0.951
	BI12	0.920			
	BI13	0.863			
	BI14	0.888			
	BI15	0.844			
Advertising awareness	ADA6	0.912	0.774	0.875	0.870
	ADA7	0.851			
Brand awareness	BA8	0.954	0.846	0.943	0.930
	BA9	0.892			
	BA10	0.868			
Brand equity	BE16	0.996	0.978	0.994	0.996
	BE17	0.999			
	BE18	0.996			
	BE19	0.980			

Table 3. Correlations and Square Root of the AVE

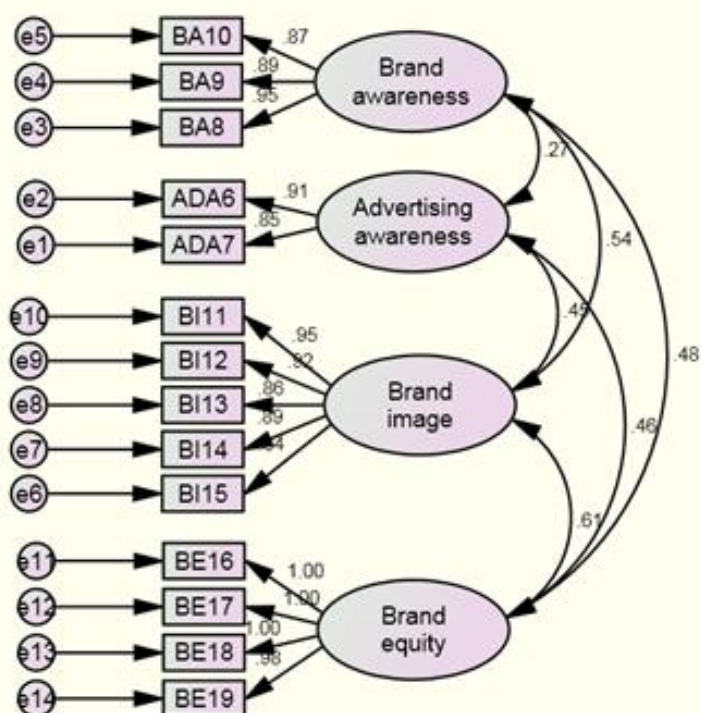|	Brand image	Advertising awareness	Brand awareness	Brand equity
Brand image	**0.894**			
Advertising awareness	0.454	**0.882**		
Brand awareness	0.547	0.289	**0.920**	
Brand equity	0.605	0.464	0.492	**0.989**

Fig. 2. Confirmatory factor analysis – CFA.

Fit indices calculated for the measurement model indicated a good fit between the structural model and data. The Chi-Square value is the traditional measure for evaluating overall model fit, Carmine and McIver [48] recommend relative chi-square (X^2/df) of 2:1 or 3:1. The root mean square error of approximation (RMSEA) value below 0.08 indicates a reasonable error of approximation [49]. As suggested for an acceptable model goodness of fit index (GFI) value is above 0.90 [50]. The other fit measures like Normed Fit Index (NFI), and Comparative Fit Index (CFI) are more than 0.95 which showed a well-fitting model [51]. Also Relative Fit Index (RFI) and Incremental Index of Fit (IFI) and Tucker-Lewis Index (TLI) are above 0.95 which showed good fit [51]. Table 4 provides the value of the fit indices of the model.

Table 4. Measurement Model Fit Indices

Fit indices	Recommended value	value Indices
X^2 / (df)	≤ 3.00	**2.675**
GFI	≥ 0.90	**0.909**
NFI	≥ 0.95	**0.970**
CFI	≥ 0.95	**0.981**
IFI	≥ 0.95	**0.981**
RFI	≥ 0.95	**0.961**
TLI	≥ 0.95	**0.975**
RMSEA	0.05 to 0.08	**0.78**

Regarding the hypothesis tests (supplied by the AMOS), as shown in Table 5, all the hypothesized relationships are supported in the estimated structural model. As shown in Fig. 3, advertising awareness has significant positive effects on brand awareness (β = 0.27, t-value = 4.179) and brand image (β= 0.33, t-value = 5.656) and brand equity (β= 0.23, t-value = 4.043). Hence, H1, H2 and H3 are supported. Furthermore, brand awareness also has significant positive effects on brand image (β = 0.45, t-value =7.943) as well as brand equity (β = 0.20, t-value =3.555), indicating that H4 and H5 are supported. Finally, a significant positive effect of brand image on brand equity (β = 0.39, t-value = 6.093) is also found, and thus

H6 is supported.

Table 5. Result of the Structural Model

| Structural equations		Coefficients (β)	t-values	P	Result
Advertising awareness ⟶	Brand awareness	0.27	4.179	***	Supported
Advertising awareness ⟶	Brand image	0.33	5.656	***	Supported
Advertising awareness ⟶	Brand equity	0.23	4.043	***	Supported
Brand awareness ⟶	Brand image	0.45	7.943	***	Supported
Brand awareness ⟶	Brand equity	0.20	3.555	***	Supported
Brand image ⟶	Brand equity	0.39	6.083	***	Supported
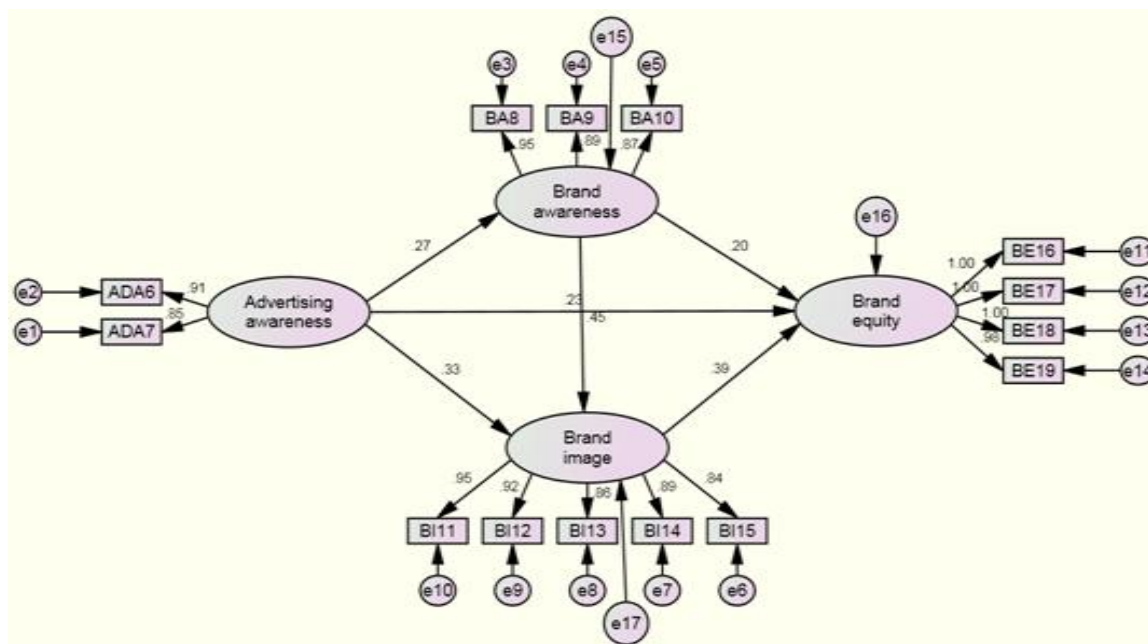
Fig. 3. Structural model.

4. Conclusions and Implications

The research results indicate that advertising awareness has significant positive effects on brand awareness, brand image and brand equity. Also, brand awareness has significant positive effects on brand image. Finally, both of brand awareness and brand image are found to have a significant positive effect on brand equity. The model indicates that brand image has the bigger effect on brand equity when compared with both advertising awareness and brand awareness. Also advertising awareness can enhance and create both of brand awareness and brand image.

The results indicate that advertising awareness plays as a good source of meaning and identity for a brand by enhance brand awareness and brand image. Therefore we can consider advertising awareness as important and integral to a brand's equity as any other dimensions.

Marketing and brand managers can create brand equity at social media by focusing on the creation of awareness on advertising. This implies that mobile companies eager to increase its brand equity should focus on efforts to build awareness to their advertising by focusing on the components which create this awareness. It is important to offer various types of social media content (links, videos, audio files, photo, etc.) to create this awareness, the importance of using photos and info-graphics should not be underestimated. People recall and recognize these highly visual posts better than other posts and are more likely to share them with others, making them a highly effective advertising technique. They can create advertising awareness by increasing the ability of buyer to recognize and recall the advertising elements in social media

under different conditions. In other world, we can create advertising awareness by creating memorable advertising by engaging the consumer with compelling enjoyable and involving ads elements which clearly linked to the brand and which the customers will share and enjoy it with their friend on social media. The customers should be always constantly surprised instead of bored when it comes to the content on the social media, so they have to feel that the work is continuous and that something is happening all the time.

Summing up the results, the study goals were reached and the study provides a model to enhance the brand equity by using social media and gives several important implications for strategic brand management.

5. Research Limitation and Future Research

However, there are some limitations of the study. First, this study does not consider all the dimensions of brand equity. Therefore, future research should follow study the effect more dimensions like brand loyalty, perceived quality, brand image and other dimensions. Second, the subject of this study is student. It is suggested that future research can expand its participants to general consumers. Third, other variable needs to be studied, such as promotion awareness. Finally, we should try to replacing this study with more product categories.

Appendix

Variable Items:

1-Advertising awareness:
- I recall seeing an advertisement for this type of brand at social media.
- The social media is full of advertising for this type of brand.

2-Brand awareness:
- I am aware of this brand.
- I can recognize this brand among competing brands.
- I know what this brand looks like.

3- Brand image:
- The products have characteristics that other brands don't.
- The brand is nice.
- The brand has a personality that distinguish itself from competitor's brands.
- It's a brand that doesn't disappoint its customers.
- It's one of the best brands in the sector.

5- Brand equity:
- It makes sense to buy this brand instead of any other brand, even if they are same.
- Even if another brand has same features as this brand, I would prefer to buy this brand.
- If there is another brand as good as x I prefer to buy this brand.
- If another brand is not different from this brand in any way, it seems smarter to purchase this brand.

References

[1] Carlsson, L. (2010). *Marketing and Communications in Social Media: Fruitful Dialogue, Stronger Brand, Increased Sales* (1st ed.). Gothenburg: Kreafon.
[2] Brown, C. H. (2010). 101 ways to promote your brand with social media marketing. Retrieved from

http://webmarketing-coach.com

[3]   Palmer, A., & Lewis, K. N. (2009). An experiential, social network-based approach to direct marketing. *International Journal of Direct Marketing, 3(3)*, 162-176.

[4]   Miller, K. D., Fabian, F., & Lin, S. J. (2009). Strategies for online communities. *Strategic Management Journal, 30(3)*, 305-322.

[5]   Barroso, A., & Llobet, G. (2012). Advertising and consumer awareness of new, differentiated products. *Journal of Marketing Research*, 773–792.

[6]   Farquhar, P. H. (1989). Managing brand equity. *Marketing Research*, *1*, 24-33.

[7]   Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. New York: The Free Press.

[8]   Keller, K. L. (1993). Conceptualizing measuring and managing customer-based brand equity. *Journal of Marketing*, *57*, 1-22.

[9]   Lasser, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing, 12(4)*, 11–19.

[10] Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*.

[11] Kapferer, J. (2008). *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term* (4th ed.). London, UK.

[12] Keller, K. L. (1998). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.

[13] Mishra, P., & Datta, B. (2011). Perpetual asset management of customer-based brand equity-The PAM evaluator. C*urrent Research Journal of Social Sciences*, *3(1)*, 34-43.

[14] Rūta, R., & Juozas, R. (2010). Brand equity integrated evaluation model: consumer-based approach. *Economics and Management*, 719-725.

[15] Juntunen, M., Juntunen, J., & Juga, J. (2009). Corporate brand equity and loyalty in B2B markets: A study among logistics service purchasers. *Journal of Brand Management, 18(4-5)*, 300–311.

[16] Cobb-Walgren, C. J., Ruble, C. A., & Donthu, N. (1995). Brand equity, brand preference, and purchase intent. *Journal of Advertising, 24(3)*, 25-40.

[17] Calder, B. J., Malthouse, E. C., & Schaedel, U. (2009). An experimental study of the relationship between online engagement and advertising effectiveness. *Interactive Marketing Journal*, *23(4)*, 321-331.

[18] Brown, M. (2006). What makes a great TV ad? Retrieved from http://www.millwardbrown.com

[19] Kotler, P., & Keller, K. L. (2009). *Marketing Management* (13th ed.). Pearson International Edition, Middle East.

[20] Romaniuk, J., & Sharp, B. (2003). Measuring brand perceptions: Testing quantity and quality. *Journal of Targeting, Measurement and Analysis for Marketing*, *11(3)*, 218–229.

[21] Jothi, P. S., Neelamalar, M., & Prasad, R. S. (2011). Analysis of social networking sites: A study on effective communication strategy in developing brand communication. *Journal of Media and Communication Studies, 3(7)*, 234-242.

[22] Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, *13*, 411-454.

[23] Ross, S. D. (2006). A conceptual framework for understanding spectator-based brand equity. *Journal of Sport Management*, 22-38.

[24] Rossiter, J. R., & Percy, L. (1987). *Advertising and Promotion Management*. McGraw-Hill, New York, NY.

[25] Tong, X., & Hawley, J. M. (2009). Creating brand equity in the Chinese clothing market, the effect of selected marketing activities on brand equity dimensions. *Journal of Fashion Marketing and*

Management, 13(4), 566-581.

[26] Gil, R. B., Andre´s, E. F., & Salinas, E. M. (2007). Family as a source of consumer-based brand equity. *Journal of Product and Brand Management, 16(3)*, 188-199.

[27] Ramos, A. F., & Franco, S. J. (2005). The impact of marketing communication and price promotion on brand equity. *Brand Management, 12(6)*, 431-444.

[28] Ming, T. T., Ismail, H. B., & Rasiah, D. (2011). Hierarchical chain of consumer-based brand equity: Review from the fast food industry. *International Business & Economics Research Journal*, *10(9),* 67–80.

[29] Chen, C. & Tseng, W., (2010). *Exploring Customer based Airline Brand Equity: Evidence from Taiwan* (pp. 24-34). Taiwan: National Science Council (NSC).

[30] Yasin, N. M., Noor, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product and Brand Management*, *16(1)*, 38-48.

[31] Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science, 28(2)*, 195-211.

[32] Dib, H., & Alhaddad, A. (2014). The hierarchical relationship between brand equity dimensions. *European Scientific Journal*, *10(28)*, 183-193.

[33] Chen, Y. S. (2010). The drivers of green brand equity: green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, *93,* 307-319.

[34] Rio, A. B., Vazquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing, 18(5)*, 410-425.

[35] Kotler, P., & Armstrong, G. (1996). *Principles of Marketing. Upper Saddle River*, N.J.: Prentice Hall.

[36] Chen, Y. H., & Barnes, S. (2007). Initial trust and online buyer behavior. *Industrial Management and Data*, *107*, 4-8.

[37] Estelami, H. (2005). A cross-category examination of consumer price awareness in financial and non-financial services. *Journal of Financial Services Marketing*, *10*, 125–139.

[38] Romaniuk, J., & Sharp, B. (2003). Measuring brand perceptions: Testing quantity and quality. *Journal of Targeting, Measurement and Analysis for Marketing, 11(3)*, 218–229.

[39] Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, *9(3)*, 61–75.

[40] Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, *29(12)*, 1687-1706.

[41] Alhaddad, A. (2014). The effect of brand image and brand loyalty on brand equity. *International Journal of Business and Management Invention, 3(5)*, 28-32.

[42] Christodoulides, G., & Chernatony, L. (2010). Consumer based brand equity conceptualization and measurement. *International Journal of Market Research, 52*, 43-66.

[43] d'Astous, A., & Landreville, V. (2003). An experimental investigation of factors affecting consumer's perceptions of sales promotions. *European Journal of Marketing, 37(11/12)*, 1746-1761.

[44] Montaner, T., & Pina, J. M. (2008). The effect of promotion type and benefit congruency on brand image. *The Journal of Applied Business Research, 24(3)*, 15-28.

[45] Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation* (6th ed.). Prentice Hall.

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

[47] Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a Silver Bullet. *Journal of Marketing Theory and Practice, 19(2)*, 139–151.

[48] Carmines, E. G., & McIver, J. P. (1981). Analyzing Models with Unobserved Variables. In Steffel R. V., & Ellis, R. S. (Eds.). *Structural and Social Bond of Commitment in Inter-Firm Relationsships. Journal of*

Applied Business and Economics, 10(1), 1-18.

[49] Browne, M. W., & Cudeck, R. (1993). Alternative ways of assessing model fit. In Byrne, B. M. (Ed.). *Structural equation modeling with AMOS: Basic Concepts, Applications, and Programming*. (2th ed.)

[50] Jaccard, J., & Wan, C. K. (1996). *Lisrel Approaches to Interaction Effect in Multiple Regression.* California, USA: Sage Publications Inc.

[51] Hu, L.-T., & Bentler, P. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling, 6*, 1–55.

Abdullah Awad Alhaddad was born in Damascus, Syria, in September 1983. He has a bachelor of economic from Damascus University, Damascus, Syria in 2007, and also he has a master of science degree in marketing from Higher Institute of Business Administration (HIBA), Damascus, Syria, 2011. Now he is a Ph.D. student in marketing at the Marketing and International Trade Department, Higher Institute of Business Administration (HIBA), Damascus, Syria.

His major research interests are focused on brand management and Abdullah is the author of many research articles in this domain.