

Using social media for brand equity: Restaurant & café in Hyderabad

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Abstract

Social media, a platform of electronic media which is used by marketers, agencies, entrepreneurs and firms/organizations to promote, sell, aware about the businesses, offerings. Social media comes under digital media, and is a new media and marketing tool used in and out of Pakistan. The main objective of the study is to find out the impact of using social media to build brand equity for the restaurants & cafes that are in Hyderabad. This is an exploratory research and is based on primary data and questionnaire is used as an instrument. The sample size was 100 and the sampling technique was non-probabilistic technique and the researcher used convenience & quota sampling for this research. Data was collected from the respondents who were aware of social media, have account on any social media platform (Face book, Instagram, WhatsApp etc.) and follow any restaurant & café of Hyderabad on its social media and they were used as filter questions to filter the respondents. To find out the impact of using social media on brand equity, four elements of brand equity were taken in consideration; brand awareness, brand association, perceived quality and brand loyalty. To analyze the data, the researcher used Microsoft Excel to interpret it. The result came was that 85% of respondents gets aware about the restaurant & café and its offerings, promotions through social media, and also 84% of respondents could recognize (brand recall) the restaurant & café that are in Hyderabad. This result also shows that 63 out of 100 respondents gave their opinion that social media help in building brand association. Furthermore, to analyze the other 2 elements (perceived quality & brand loyalty), researcher used Five Likert scale (strongly disagree to strongly agree) to analyze it. 44% of the respondents were neutral that social media helps in perceiving quality or not, and 37% also answered when they were asked that the quality of products & offerings are real which are shown in social media, that shows the result that perceived quality couldn't be concluded accurately that is social media helping it or not, because the average results shows neutral (neither disagree nor disagree). Considering brand loyalty, 77% refer the pages of restaurant & cafes to their friends & family but 55% of respondents said that they will still follow social media of the restaurant they follow the most if there would be a different restaurant with similar content, which holds as an evidence for establishing brand loyalty through social media. So, the research results that social media impacts brand association, brand loyalty and brand awareness (3 out of 4 elements of brand equity). Further research could be done perceived quality and on content on social media, also on different category of business or different region or large sample size.

Keywords: Restaurant, café, social media, brand equity

Introduction

Branding is the use of a name, term, symbol or design or a combination of these two identities of a product; it includes use of brand names, trademarks, and practically all other means of product identification (Rita N. Schulz 2012) quoting (Kotler P, *et al.*, 2003). There are different and various branding strategies, activities, and tools that helps a brand to deliver its message to its customers and stakeholders.

Social Media has become an important media vehicle to build brand equity. It is used to make awareness of a brand, to build associations for brand, to perceive quality of their products/services and to increase loyalty of a brand, and it is used by local and international firms. Nowadays well recognized brands make it easier for you to select a brand which is an indication of quality. A certain level of quality & satisfaction is guaranteed to the one who is familiar with a

brand and it gives the marketers an opportunity to capture its loyal customers (Rana Babac; 2011) ^[31] quoted (Keller, 2005; nor back, 2005).

There are many advantages to a brand: it gives the brand to secure a reputation of its brand, to increase its sales, also to involve its consumers in creation process of brand, awareness about brand, and also providing brand associations and increase loyalty to a brand for a consumer. The investigation of the relationship between brand equity and social media extends brand equity research to 21st century (Rana Babac; 2011) ^[31] quoting (Aaker, 1991; Keller, 1993; Yoo & Donthu, 2001). In discovering the outcomes that may achieved by using social media to build brand equity for the restaurants & cafes, this study carries the literature and knowledge of brand management and social media & its marketing in business environment. And by doing so, the objective of this research

study is to increase the knowledge between of the relationship between social media and using it for brand equity. As we are in the era of digital world, social media is a part of digital media and is widely recognized & adopted as a marketing tool in various platforms, the researcher in this study attempts to make an effort that how this communication channel (social media) that can leverage the restaurant & cafes of Hyderabad on building brand equity.

Research Objectives

- To discover the importance of social media to help in building brand equity.
- To discover the importance of social media for all the elements that are of Brand Equity. These elements include: Brand awareness, perceived quality, brand association and brand loyalty.
- To identify which particular elements gets benefits with the use of social media.
- To discover which element of brand equity gets the most benefits with the use of social media.

Research Questions

Q.1: Does Social Media benefits restaurant & cafes in Brand Awareness?

Q.2: Does Social Media supports restaurant & cafes to build positive Brand Associations?

Q.3: Does Social Media assist customer in Perceiving Quality?

Q.4: Does Social Media help building Brand Loyalty?

Significance of the Study

The significance of the study is to fill the gap in the market of Hyderabad that if social media is benefiting brands (restaurant & café) of Hyderabad or not. The domain of our study is marketing & scope is social media. As we are aware of the current market that Hyderabad is developing and new entrepreneurs are coming with different ideas of marketing which could benefit brands, the most of all is social media. In Hyderabad there was only one advertising & social media agency, but in the initial stage of 2015, another agency came up with the same service. This tells us that social media is an effective and efficient tool that is benefiting brands in Hyderabad, and restaurant & café is a good category to acquire. So, this study will tell us that if social media is benefiting restaurants & café in building brand equity or not. This study would help the marketers regarding the benefits of using social media, this study would tell them that with social media their clients (brands) would increase brand awareness, build positive/negative associations for a brand, and increase loyalty of a brand for its customers & to develop perception of its quality. This study would provide the information about how to benefit brand equity elements with the help of social media. Furthermore, the results of this study would also give meaningful information to the future restaurants & cafes that are planning to come in Hyderabad. And if it is positive, it would benefit the marketers, in terms of opening up agencies that would provide this service, create knowledge and education about it, increase job opportunities and economy of town, also the positive outcome of this study would create an interest in opening up their franchise/outlet or new restaurants in Hyderabad. There has not been done any research up till now; according to researchers knowledge, and thus study

would fill the gap of using social media as a marketing tool to build brand equity. And the researcher believes that the positive results of this study would develop the market.

Scope of the Study

The research domain is marketing and scope is social media. Basically this study is conducted to analyze that what is the importance of using social media to build equity for a brand. The study was conducted on restaurants & cafes that are in Hyderabad, and 4 restaurants & café were considered and equal proportion of respondents were chosen from the following 4 restaurants & café:

- La Moosh
- De Gravity
- BBQ Tonight
- Royal Taj

This study was conducted in the year 2015.

General Purpose: To find out the impact of using social media on brand equity

Locale of the Study: Hyderabad Restaurant & Cafes

Period of the Study: Year 2015

Limitations of the Study

Our research was focused on social media as being a new and important tool for marketing to build brand equity for the restaurants & cafes in Hyderabad. The research was carefully prepared and each and every element of brand equity was critically analyzed through questionnaire survey design, and this research draws out positive and negative conclusion both. But the researcher is still aware of its limitations. The first limitation of this research is that the research was conducted in short time, time constraint was one of the big issue and the researcher believes that 4-6 weeks are not enough to observe with full in depth impact of using social media on brand equity, it would bring more accurately constructive result if it was done in a longer time.

Secondly, the limited numbers of respondents were also a limitation, the sample size was 100.

And results can't be generalized to wider population or other restaurants in and out of Hyderabad. Third, the results may vary if this study is conducted in different city or country, because it could change depending upon the number of respondents and their demographics & behavior. Fourth limitation is that the study was limited to only one industry, which is restaurant & café, and therefore further researcher can be done on other industries which could result into different result.

Literature Review & Theoretical Framework

Mirza Ashfaq Ahmed, Zahra Zahid (2014) ^[36] in Pakistan conducted a research in order to observe the impact of using social media marketing on brand equity & customer relation management of purchase intentions. This study was conducted from the respondents living in the area of Gujranwala, Wazirabad and Gujrat. The technique was used in this research was structural equation modeling. Moreover, this survey was accompanied from users & nonusers of social networks so the results should be more intensive. Structure equation modeling was used to find out the impact of social media on purchase intentions. Findings of study revealed that the purchase intention has the most significant intention in

CRM. This research indicates that social media has a positive impact on CRM and brand equity. As far as research limitation is concerned, since the data was collected from the one particular industry in one country, there's still a room for further research before drawing the general conclusion.

Erfan Severi, Kwek Choon Ling & Amir Nasermodeli (2014) ^[4] conducted a research on E-word of mouth in terms of social media's impact on the brand equity. Emphasizing on accessing the roles of brand equity elements, i.e. brand association, brand awareness, loyalty of a brand and perceives quality in facilitating the interrelation of electronic media in context of social media of brand equity. The sample size in the study was 330 from which 300 usable questionnaires were collected. Convenience sampling technique was used to select potential respondents. To measure all constructs, five-point Likert scale was selected. And the results show that there is indirect inter-relationship between brand equity & electronic word of mouth. The findings also reveals that brand awareness is that element of brand equity which acts as a mediator between brand association & E-word of mouth, brand loyalty is that element of brand equity which acts as a mediator between the brand image and electronic word of mouth, brand association is that element of brand equity which acts as mediator between the brand loyalty and electronic word of mouth, whereas lastly, the element which acts as a mediator between perceived quality & electronic word of mouth is brand image.

Fereshteh Mansouri Moayyeda, Saeed Dehyadegarib and Alireza Bakhshizadeh (2012) ^[11] in Tehran, Iran conducted a research to identify the advertisement role to promote brand equity through social networks. This study conducted a research on the beverage industry (PepsiCo). They applied the inductive approach and implemented a questionnaire to collect data. The researcher opted for PepsiCo brand, a renowned brand in the beverage industry.

The sample size was 385 and it was calculated through simple sampling technique. To analyze the data, they were using structural equations method and also certified factor analysis. The results show that by advertisement on social network, it has a positive influence in this industry. By analyzing the results, this has been found out that there is positive relationship between social network advertisement and quality perception, brand loyalty, brand awareness and brand association (Brand Equity) when the level of significant is 1%. Monica Ramsunder (2011) ^[27] in South Africa conducted the research to identify that what is the impact of Social media marketing on purchase decisions in the tyre industry. This study is on Continental Tyre South Africa (CTSA), a local tyre manufacturer who has a digital presence whereas there is no other tyre manufacturer who has a digital presence. Basically the objective of the researcher was to identify that are the South African tyre purchasers giving the positive concern to Social media as an online research tool or not. The purpose behind it was to learn more about the Tyre brands. The targeted participants of the study were the consumers who purchase two or more tyres simultaneously for their privately owned vehicles. The research was conducted at two tyre dealership in the city of Pretoria, South Africa. The sample size of the study was 50. Among the fifty questionnaires which were distributed, only 40 of them were accurately completed that means the response rate was

80%. The results revealed that Social Media had a positive impact on purchase decisions. Moreover, CTSA will need to

get themselves engage dramatically in the traditional marketing movements in order to get people known about the Social Media pages and all other online advertisements. Based on these results, it is recommended that the most significant and appropriate platform of Social Media for CTSA to launch the marketing campaigns is Twitter and Face book.

Rana Babac (2011) ^[31] conducted a research to research for Halmstad University, Turkey. It was to examine the effect of using social media for brand equity on Turkey, which is a magazine brand. Adductive approach is employed, data was collected through 2 sources; primary sources and it includes interviews and secondary sources, which includes databases, websites. Interviews were conducted with the following:

- Vogue Turkey Editor.
- Media Executive (Mindshare) that was responsible in determining media channels for Vogue.
- Vogue Account Manager (Digital Agency).
- A specialist from Face book, basically a user specialist and his duties were to assist and help brands and agencies in executing and implementing strategies on Face book.

Questionnaire was implemented by the researcher, and 400 sample size was invited for the online questionnaire so to make sure that the respondents who fill the questionnaire were exposed in real to activities on Vogue Turkey's Face book platform, and it was sent via Face books internal messaging system. The results show that 96% would follow Vogue Turkey regardless of having the same content on another magazine, which proves that it is creating brand loyalty through social media. The results also shows that 96% would recommend it to their friends, also 93% of participant says that they like to have relationship with Vogue Turkey on Face book. Which results that the research shows that social media has opened a direct communication channel between Vogue & its audience, social media helps increasing magazine brand's occurrence and have influence on the daily lives of the audience? Result also tells that social media is facilitating audience of the magazine's to promote the brand indirectly with by using its content which helps to develop and manage relationship with audience of the brand.

Ligita Zailskaitė-Jakstė, Rita Kuvykaitė (2013) ^[18] conducted a research in Lithuania on how to build the brand equity considering the communication in social media. Basically the aim and objective of this study was to design the structural model for brand equity considering the communication in Social Media. The qualitative as well as quantitative research methods were used in this study. When it came about the questions regarding Brand associations and consumer loyalty, Five-score Likert scale was used in the questionnaire. SPSS 15.0 for windows software was used to examine the statistical data. The research findings revealed that brand awareness is strongly built and the brand image is favorable only when the communication in Social Media is managed properly, effectively and efficiently.

İrem Eren Erdoğan, MesutÇiçek (2012) ^[13] conducted a research in Turkey. It was to identify the effect on brand loyalty of the customers with the help of social media marketing. İrem Eren Erdoğan, MesutÇiçek (2012) ^[13] quoted Read (2010) that, Turkey has the 5th place with an average of 33.9 hours of the internet usage per visitor. This study was consisting on the customers who follow at least one brand in Turkey on social media. The data for this research was collected through a structured questionnaire and the

sample size of 338 people were selected through multiple regression analysis who have presence on social media and follow at least a brand. There were 2 filter questions to make sure respondents qualified the research, one question was to analyze that they use social media more than once in a week followed by a question that they follow one brand on social media. The result shows that:

- 62% male & 38% female
- Average Age: 26
- 60% undergraduate or graduate level of education, whereas 42% were students. Also the results was analyzed by using SPSS 17.0 and it showed that loyalty of a brand of the customers is affected positively when the brand:
 - Offers advantageous campaigns
 - Give relevant content
 - Also provides popular content
 - Appears on various platforms & offer applications on social media

Manfred Bruhn, Verena Schoenmueller, Daniela B. Schafer (2012) ^[20] in Switzerland conducted a research on social media that is it replacing traditional media to create brand equity. The purpose of this research was to identify the impact on brand communication on brand equity through social media as compared to other traditional media for marketing. Information or data was gathered from the three different industries, they were:

- Tourism
- Telecommunication
- Pharmaceuticals

393 data sets were generated using online survey. In this research, structural equation model was used to analyze the data from the results. The result says that social media marketing & traditional marketing have significant impact on brand equity. Whereas traditional marketing has a significant impact on one of the element of brand equity, that is 'Brand Awareness' whereas the social media marketing have strong impact on building brand image.

As'ad, H. Abu-Rumman, Anas Y. Alhadid (2014) ^[1] conducted a study to examine the relationships between the social media marketing dimensions on the brand equity.

Mobile service providers who were working in Jordanian market (Zain, Umniah, and Orange) represented the population of the study. A simple random sample was chosen. The electronic questionnaire was developed to collect the data from the sample. The number of responses was 360 and out of that, 320 responses questionnaire were accepted. Likert five scales was applied in asking the questionnaire questions. SPSS software was used. The results also showed that there are a significant impact between the accessibility, and credibility on the brand equity which means that the Accessibility and Credibility affects the brand equity. The results further indicated that the companies should focus on their social media marketing strategies.

Nowadays companies are promoting their products and services actively on social media and interacting with customer. For entrepreneurs, social media marketing is the most cost-effective and most convenient medium that must be taken advantage of. According to Hubspot, 92% of marketers agreed in 2014 that social media is important for their

business, with 80% indicating their efforts increased traffic to their websites, 72% of marketers are using social media in developing fans who are loyal, and to gain intelligence of market; 71% of marketers are using social media. 74% of marketers who spend 40+ hours using social media per week earn new business through their efforts, by spending as little as 6 hours per week, over 66% of marketers see lead generation benefits with social media (Sam Kusnitz,

2014-16 Stats That Prove Social Media Isn't Just a Fad). And according to this result, we can demonstrate that social media has potential to benefit one's business, either local or international, start up business or super successful business. Which has given a room to the marketers who excel in social media marketing, and thus there are various social media agencies who have local and multinational clients and they work on different interactive, creative, unconventional strategies to build audience on their social media accounts and interact with customers, get feedback and share content of the brand to build positive brand image and relationship with customer. With this emerging field, new emerging jobs and opportunities have developed for marketers.

Brand Equity

David A. Aaker - Managing Brand Equity (1991) says that a brand is a distinguishing name and/or symbol (such as logo, trademark, or package design) planned to recognize the goods and services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. Different scholars has defined brand equity in their perspective, but everyone concludes brand equity in one simple word, i.e. creating value. The

Arpit Srivastava, 2011 quoting Philip Kotler defines brand equity, "Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands for the firm." (Brand equity is simply the value of the brand in the market, a strong brand has high brand equity. E.g.: Nike shoes has brand value in the world, their products are available in every continent, so their brand awareness is high and also the customer loyalty, this means that they have high brand equity has compare to Tracer shoes, who are available in local market and have low brand equity.

Therefore, brand equity is the worth of a brand. A brand with strong brand equity have high competitive edge and easily extend the product line and have high customer loyalty.

Mirza Ashfaq Ahmed, Zahra Zahid (2011) quoting Babac, Andresso, (2011) the impact on brand equity through social media in four following ways:

- Social media opens a new way of direct communication between brand and its audience
- Social media increases brand presence and awareness, hence influence the daily lives of the customers
- Social media accelerates customer's involvement in promoting brand indirectly through its content sharing functionalities
- Social media helps in building relationship with its audience of a brand

Social media effects positively on user engagement/brand engagement, word of mouth, brand awareness, purchase intention and satisfaction. It guides about brands product,

services, achievements, future intentions etc., and through social media customers get information about their brands and products and through social media activities and campaigns, customers could be increased and customer loyalty could be achieved with active engagement and content sharing about the brand. Through user engagement on the Facebook (social media platform), it helps providing a substantial prospect to marketers, through user engagement tool, brands can communicate directly with them and also have interaction

with their customers, and this interaction and communication is developing brand loyalty (Brand Equity).

Brand equity is when differences in consumers responses, the difference are as a result of consumer's knowledge about a brand, it consist of feelings, thoughts, experiences, images, beliefs, and then one get associated with a brand. And to do so, brands must create unique and strong brand associations with customers, just like Apple (innovation, creative), Harley Davidson (adventure), Coke (family, happiness)

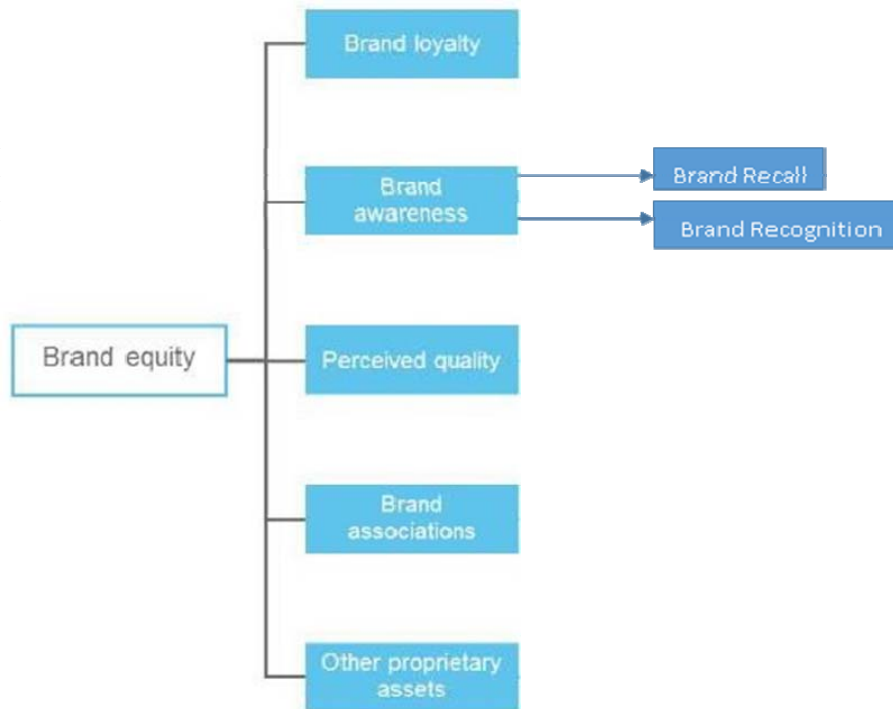


Fig 1: David A. Aaker Keller - Brand Equity

In the brand equity model by David A. Aaker, there are 5 brand equity components: Brand Awareness

1. **Perceived Quality**
2. **Brand Association**
3. **Brand Loyalty**
4. **Other Brand Assets**

This includes patents rights and intellectual rights of a brand, and it also includes relationship with trade partners. So the more the propriety rights a brand has, the higher the brand's competitive edge in the market.

Brand Awareness

Brand Awareness is the ability of consumers to recall and recognize the brand when they are exposed to identify that brand through its brand name, logo, symbol and associations of that brand in mind. RanaBabac (2011) quoting Aaker (1996), brand awareness is the brand strength in the mind of its target audience. The strength of any brand in its target audience is the brand awareness to recall the brand and recognize the brand that what it is and belongs to which product category. There are two components of Brand Awareness, recall & recognition.

- **Brand Recall:** Brand recall means that the capability of recalling a brand in any situation. Say for example, if you

are asked that what comes to your mind when we tells you healthy and pure drinking water. Answer could be Nestle, Aquafina etc. This means the ability of recalling the brand. This case could be when consumer has to recall a brand, or several brands, from memory in order to make a decision.

- **Brand Recognition:** It means that at extent to which customer is able to identify a brand by its attributes. It is most successful when the consumer can state a brand without being clearly exposed to the brand's name, but rather through visual/audio.

Perceived Quality

Rana Babac (2011) ^[31] quoting (Aaker, 1991 pg.85) defines perceived quality, "consumer's perception of the overall quality or superiority of a brand - with respect to its intended purpose- relative to its alternatives." So perceived quality is consumer's opinion of a product/service/brand's ability to fulfill his or her expectations. Further perceived quality can be divided into two parts:

- Intrinsic Attributes: Color, flavor, appearance of brand
- Extrinsic Attributes: Name, store, packaging of product & product features/information

Brand Association

Brand associations are formed on the basis of Advertisements, word of mouth publicity, price at which the brand is sold, Celebrity/big entity association and quality of the product. Brand association are not the benefits, but are images and symbols which are associated with brand.

Let's take an example of Nokia sound, Film Stars as with "Lux", signature tune Ting-ting-tading with Britannia, Blue color with Pepsi and many more, etc. Moreover Brand Association can also be created via the associations with attitudes and attributes. Associations are basically not the reason-to-buy but it provides the differentiation which is not replicable. For instance BMW is associated with sophistication, fun driving and superior engineering. Most popular brand associations are with the owners of brand, such as - Bill Gates and Microsoft. Erfan Severi & Kwek Choon Ling (2013) quoted Aaker (1991) who believes that brand association and brand equity are strongly interrelated to each other because brand association enhances the memorability of a particular brand. Furthermore, Erfan Severi & Kwek Choon Ling (2013) quoted Aaker (1996), brand association also acts as an information collecting tool (van Osselaer & Janiszewski, 2001) to execute brand extension and brand differentiation.

Brand Loyalty

Brand loyalty is extensively discussed in marketing literature because it plays a very significant role in marketing. Brand loyalty is basically the tendency of the consumers to buy the goods of the same brand rather than the competing brands. Brand loyalty is the situation when the consumer purchases the same product or acquires the same service from a same brand repeatedly rather than buying it from multiple/different companies who provide that product or service. In other words, it can be stated that it is the degree to which a consumer consistently purchases the same product of a brand. Ovidiu Ioan, MOISESCU (2006) quoting Aaker (1991) in his study considers that "brand loyalty reflects how likely a customer will be to switch to another brand, especially when that brand makes a change in price, product features, communication, or distribution programs.

Research Methodology

Research Design

The research is an exploratory research. It is conducted because the problem is not clearly defined. The researchers have an idea or have observed social media & brand equity and seek to understand more about it. It helps to gain market insights about social media and the impact of using it on brand equity. To analyze the data, the researchers use Microsoft Excel to interpret and analyze the data to draw out conclusions.

Data Collection Method

The researchers have gathered primary data for the purpose of their research. For primary data, the researchers have implemented a survey questionnaire. Questionnaires are a good way to obtain information from a large number of people who may not have the time to give an interview or take part in an experiment. They enable people to take their time and fill out the questionnaire depending upon their feeling and judgement. Respondents can state their feelings, views without worrying about the outcome or reaction of the

researcher. And through the secondary data the researcher would draw conclusions and results of the research questions.

Target Population & Sample Size

The population for this study belongs from Hyderabad, as the study is based on Hyderabad and the area & scope of study is using social media for brand equity in restaurant & café in Hyderabad. Population belongs to Hyderabad and the sample size was chosen as 100 and there were 4 restaurants that were selected, i.e. La Moosh, De Gravity, BBQ Tonight, RoyalTaj. According to Uma Sekaran in research method for business 4th edition, Roscoe (1975) proposed the rules of thumb for determining sample size where sample size larger than 30 and less than 500 are appropriate for most research. The respondents were given a question to choose a restaurant they follow the most on social media, and thus equal number of respondents were chosen from each restaurant (25 respondents from each restaurant)

Sampling Technique

The researchers implement non-probability sampling and use convenience & quota sampling in this research. By convenience sampling it means the process of including whoever happens to be available at the time & by quota sampling it means the process whereby a researcher gathers data from individuals possessing identified characteristics and quotas. This sampling technique was chosen because the study was on social media and few filter questions were in the survey through which the respondents were chosen only if they are aware of social media, if they have an account on social media and they follow any restaurant & café of Hyderabad on social media. The quota was selected as 25 respondents from each restaurant & café.

Instrument

The instrument would be a questionnaire for this research. It would be formulated and filled out from the respondents. The questionnaire will have 3 qualifying questions:

- Are they familiar with Social Media?
- Do they have any account on social media platform?
- Do they follow any restaurant & café on Social Media?

If they answer this question as "NO", then they will be asked to exit the survey. The first section of the survey will consist of the demographic questions concerning gender, age, occupation. The second section would be related to the respondents' Internet usage behavior such as how often they use the internet, how long they stay online, and their purpose for Internet usage (Routledge, 2012) [33] quoting (Cobanoglu, 2001). The third section will be consisting of questions related to their social media presence on the Facebook page of their respective favorite restaurant. The fourth section will be consisting of to find the use of social media for building brand equity of restaurants & cafes in Hyderabad. In this section the participants will be asked to rate their level of agreement with the statements using a five-point Likert scale response format (Ranging from strongly disagree to strongly agree). The final section of the questionnaire will ask respondents about the impact of Social Media when choosing the restaurant or cafe. The target population of this study are restaurant customers in selected restaurants, in Hyderabad, Pakistan. Furthermore, the researchers will use Microsoft

Excel to drive the main values so as to accept or reject the research questions.

Data Analysis

We took 100 sample size and quota was selected from each restaurant and its customer. There were 4 restaurants (La Moosh, De Gravity, Royal Taj, and BBQ Tonight) and 25 respondents were selected from each restaurant. We also gave 3 filter questions, which were:

- Are you familiar with the word social media?
- Have you any account on social media platform?
- Do you follow any restaurant & café on social media?

After giving answers to these questions, the respondents were allowed to move ahead with the questionnaire, if not then they were requested to leave the questionnaire. For our convenience, we selected 100 respondents who were filtered out from these questions positively.

To first get to know about the demographics of our respondents, the question was asked about the gender. From which, 61% of the respondents were male and 39% respondents were female. So, we could also say that from the total respondents, 61 were men and 39 were women.

Continuing the demographics of our respondents, they were asked about their occupation. From 100 respondents, we came across through our survey with the questionnaire that 60% of the respondents were students, 25% were both (students and working people, whereas 14% were the working people and the remaining 1% were none. The result revealed that the majority of the respondents were students.

Following the demographics of our users, the question about their age was taken into consideration. Based on the results we realized that 83% of the respondents were between 21-30 age group, 9% of the respondents were in the age group of 31-40 years, 6% of the respondents were between 15-20 years, while 2% of the respondents were of 40 years and above.

Moving into the next segmentation of respondents, they were asked about their internet usage in a day (24 hours)? And through this questionnaire we came across that 46% of the respondents uses 1-5 hours in a day, 21% of the respondents uses the internet around 5-10 hours in a day, 17% of the respondents uses the internet more than 10 hours in a day, and 16% of the respondents who use the internet less than one hour. On the basis of these results, majority of the respondents belongs to those who uses internet about 1-5 hours a day.

Through our convenience and quota sampling technique, all of our respondents were aware of the word social media. This was our 1st filter question, in case of any respondent who would choose **no** as their answer, they would be asked to leave the questionnaire, but all of our respondents were familiar with the word social media which means that 100% of the respondents were accustomed with the Social Media.

Followed up with our 2nd filter question, they were asked that whether they have any account on social media or not, all of our respondents gave this answer positively, this means that 100% of the respondents have the account on the social media accounts like Facebook, Twitter, Instagram etc.

This question was about the respondent's existence on social media platforms. We gave 7 most popular social media platforms, and respondents were asked to select that which

social media platform they use. This was a multiple choice question. All of our respondents (100) selected Face book, resulting it to be the widely used social media platform. We could draw out result that Face book has the highest significance when it comes to usage and to use it as a marketing tool, because of highest presence on this social media. Furthermore, 94 respondents also chose WhatsApp and that results into the 2nd most used social media tool being used from our respondents, followed up by Instagram, the world's largest photo sharing app – it was selected by 72 respondents. Twitter was selected by 38 respondents, YouTube by 35 respondents and Snapchat by 34 respondents, which is a new social media platform. MySpace was the platform on which the least respondents were having an account. i.e. 10 respondents. Others were LinkedIn, Google+, Viber etc., elected by 13 respondents. The results indicate that all of the respondents have chosen the option of Face book that means that it is the most popular social network and has an important role in building brand equity for restaurants & cafés in Hyderabad.

After analyzing the respondent's internet usage, they were asked of the usage of social media in a day. 47% of the respondents are those who spend 1-5 hours on social networking, and if we compare it to the internet usage of the respondents, it was 46% who spent 1-5 hours on internet which draws out the result that social media is one of the most widely used platform used by the respondents when they are exposed to the internet. Furthermore, in the Table 4.8 it is shown that 24% of the respondents spend 5-10 hours on social media platforms, 18% of them spend 0-1 hour while 11% of the respondents spend more than 10 hours on social media. The majority of the time spent on social media by most of the respondents is 1-5 hours.

Considering the 3rd and last filter question from our respondents that they follow any restaurant & café of Hyderabad on social media or not. Out of the 100 respondents, all of them follow the restaurant and café of Hyderabad on social media that means 100% of respondents follow restaurant and cafes on social media (e.g. Facebook pages, Instagram) that are located in Hyderabad.

This question was based on identifying brand awareness of restaurant & cafes with the help of social media. Brand awareness is one of the element of brand equity, and this research helps to understand the outcomes of using social media tool for brand equity. It (Q.11) was a multiple question was a multiple choice question and 71 respondents chooses social media as being a tool to get aware about any restaurant & café opening up in Hyderabad, which shows that social media helps in brand awareness of restaurant & café. Followed up with the results, 31 respondents out of 100 choose friends & family by getting awareness of restaurant & café opening up in Hyderabad, and 17 choose outdoor media as a tool for getting brand awareness. Further explained, it is clearly shown that 60% of respondents gets brand awareness with the help of social media which means that social media is playing a significant role in making respondents aware about the opening of new restaurants and cafés in Hyderabad. To get more accurate result about social media's impact on brand awareness of restaurant & cafes in Hyderabad, this question was to answer with yes or no that does social media platform of restaurant & cafes in Hyderabad helps you to get informed about them & their upcoming offers, promotions?

The result came with highest number in the positive side. 85% of the respondents said yes that it helps them getting informed/aware about the upcoming offers, promotions and other information about the restaurant itself, whereas 15% said no to this question. By analyzing the result of this question and comparing it with Q.11, we could state that it plays an important role in building brand awareness & awareness about offers, promotions of restaurant & cafes.

This was a prime question for the researcher as it gives them the quota for the research which was required. Total 100 respondents were selected and 25 respondents choose each of the restaurant & café, i.e. 25 respondents for La Moosh, 25 respondent for De Gravity, 25 respondent for BBQ Tonight, and 25 respondent for Royal Taj.

After analyzing brand awareness, the researcher wanted to analyze impact of using social media on brand recall. To find out, the respondents were asked to choose a restaurant & café of which they visited their social media account recently (within a month). The total respondents were 100, of which 27 of them visited La Moosh social media account recently, followed up by De Gravity which was chosen by 22 respondents, and 19 respondents selected BBQ Tonight, 15 respondents could recall Royal Taj, whereas 12% were unable to recall it, and 5% visited different restaurant & cafes, Pizza places social media platform. And if we analyze the data by comparing it with the respondents who could recall and who couldn't, we could state that:

- 83% recalls a restaurant & café (La Moosh, De Gravity, BBQ Tonight, Royal Taj) which they visited recently in a month.
- 12% couldn't recall any restaurant & café social media platform which they visited recently.
- Whereas 5% could recall other restaurant & café, Pizza place social media platform – which is also a positive result if we consider brand recall of any brand through social media.

Further finding out about brand recall, the result was ambiguous and unclear. 54 out of 100 respondents could recall any promotional update, brand based update, product update on social media account of restaurant & café which they visited recently. Considering La Moosh, the respondents could recall Lunch Deal, Steak Offer, Panini Sandwich, Mother's Day Cover, Ramadan Offer, Mexican Steak, Cine Moosh Movies Promotion etc. De Gravity respondents could recall 10% off deal, Dessert offer, New Year deal, Perfect Two etc. In the same way the respondents could recall Buffet deal, BBQ promotional update of BBQ Tonight and Lebanese food, Mother's day discount of Royal Taj. But on the other hand, there were 46% of respondents who were unable to recall it. Thus, resulting brand recall neither in positive nor in positive side because of low difference in the respondents.

The 2nd most important element of brand awareness, brand recognition was taken in account in this question. In this question the respondents were given 8 logos of restaurants & cafes that belongs to Hyderabad and out of Hyderabad. And the respondent were asked to identify the restaurants which belongs to Hyderabad.

There were few respondents which chose wrong answers, i.e. choosing restaurants & cafes which don't belong to Hyderabad. 84% of respondents gave the right answer, i.e. La Moosh, De Gravity, BBQ Tonight, Royal Taj, whereas 16% respondents choose wrong restaurant & cafes which actually

don't belong in Hyderabad, i.e. Positive Plate, Food Panda, Sultan Restaurant, IVY's. The results of this question tells us that the brand recognition of restaurant & café that are in Hyderabad is 84% positive. 84% of respondents could recognize restaurant & cafes that are in Hyderabad. But we still cannot say for sure that all these 84% correct brand recognitions are solely as a result of these brands' advertising on social media.

After brand awareness, the researcher designed a question in his questionnaire survey design to find out the impact of using social media on associations of brand. For that, respondents were first asked to share their brand associations they have about the restaurant & café they chose in Q.13. It was a multiple choice question. The result out of 100 respondents came as follows:

- 71 respondents association – Quality Food
- 50 respondents association – Ambiance
- 34 respondents association – Quality Time
- 30 respondents association – Superior Class
- 29 respondents association – Fast food place
- 28 respondents association - Fast service
- 20 respondents association – Happiness

Concluding the association of the respondent, quality food was the highest at 27% followed by ambiance at 19%, fast food place & quality time at 13% and 11% of superior class, 10% of fast service, 7% of happiness, and the remaining 2% was of atmosphere, reasonable etc.

In the previous question, the respondents were asked to identify the associations they have with the restaurant they follow the most on social media. After that question, the respondents were asked that how and which medium helps them to build these associations, as this question would answer the impact of using social media for brand association. This was a multiple choice question, and the result was as follows:

- 63 respondents choose social media as a tool for building brand association
- 40 respondents choose family & friends as a tool for building brand association
- 14 respondents choose print media as a tool for building brand association
- 2 respondents choose outdoor media as a tool for building brand association
- 2 respondents choose others (by visiting) for building brand association

This result clearly shows that social media helps in building brand association for restaurant & cafes in Hyderabad.

This question of the questionnaire survey design is to find out the impact of using social media on perceived quality of restaurant & café in Hyderabad. Is it helping the customers of these restaurants & cafes of Hyderabad in perceiving quality of their product/brand or not. By analyzing the result of this question, we are not able to draw conclusions that does social media is a tool that helps in perceiving quality of a brand or not, because 44 respondents choose neutral, either agree or disagree, whereas 30 respondents gave positive answer (agree) about social media platform in perceiving quality of products of restaurant & café. Moreover, 15% disagree to this point and 6% strongly disagree. Furthermore, 5% strongly agree on social media that it helps in perceiving quality of products of restaurant & café.

To analyze the result of social media impact on perceived quality, the researchers came across with another question, i.e. the products and offerings of any restaurant & café in one's social media accounts are similar in reality? The result of this question was almost like previous one (Q.20), which makes the situation tough to draw out conclusion that social media helps in perceiving quality or not. 37 out of 100 respondents gave neutral as their answer whereas 35 out of 100 respondents agreed that social media helps perceiving quality of a product of restaurant & café in Hyderabad. If we calculate and conclude disagree & agree of this statement by the respondents, then it would turn out to be 23 respondents who disagree on this statement of perceiving quality through social media, on the other hand 40 respondents agree on this statement of perceiving quality through social media. Thus, the result of this question would not be 100% accurate as the maximum number of respondents couldn't answer this or were unaware of it or they agree & also not agree on this point. But after that the maximum number of respondents agreed on it, so we could state that it does help in perceiving quality.

To analyze the last element of brand equity, i.e. brand loyalty. The researcher came up with 2 questions to analyze and get to know the impact of using social media to build brand loyalty. As this question in the questionnaire survey design was to get to know that does social media helps restaurant & café in building brand loyalty. And 77% of the respondents gave favorable answer to this question as they agreed on referring restaurant & cafes social media pages to their friend, family or colleagues. Whereas 23% didn't agree on referring restaurant & cafes social media platform to friends, family or colleagues.

This question was to find out the impact of using social media for brand loyalty. The respondents were asked to consider the restaurant & café they follow the most (which they chose in Q.13) on social media, and if there would be different restaurant with similar content, would they follow it or not? 55% of the respondents gave their answer that they would keep following the same brand, 38% of the respondent were confused and chose May be, whereas 7% of the loyal respondents said no to this question. This shows as an evidence for establishing brand loyalty through social media. But the 38% of the respondent couldn't decide because of few reason; one important could be content of that restaurant & café on social media.

Conclusion & Recommendation

Result

After analyzing the results from the questionnaire, the researcher came into the conclusion that using social media for brand equity is not totally beneficial to increase brand equity. The research draws the conclusion that few elements of brand equity are increasing with the help of social media. Further explaining all the elements, the research questions has been answered after analyzing the results:

Q.1: Does Social Media benefits restaurant & cafes in Brand Awareness?

Ans: Yes, social media benefits restaurant & cafes in brand awareness. According to the research, the users of social media get information regarding any upcoming restaurant & café opening up in Hyderabad and the users of social media

who follows restaurant & café on social media gets information regarding the brand (restaurant & café), its products/services, offers promotions etc. Further explaining two core components of brand awareness, brand recall & recognition. This research couldn't identify the total impact of social media on brand recall & recognition. Because, the result was of equal proportion and thus the significance of social media on brand recall couldn't be drawn from the questionnaire survey. Considering the other component, brand recognition; the results were positive in terms of recognizing the brand, as 84% of respondents recognized the brand correctly but the relationship between social media and brand recognition couldn't be identified.

Q.2: Does Social Media supports restaurant & cafes to build positive Brand Associations?

Ans: Yes, social media supports restaurant & cafes to build positive brand associations. Through our research, the findings came positive for this research questions. As 63 respondents (52%) mentioned that the brand associations of restaurant & cafes such as: Fast food place, ambiance, quality food, superior class, happiness, quality time etc. are developed through social media. This tells that social media plays a vital role in creating brand associations.

Q.3: Does Social Media assets customer in Perceiving Quality?

Ans: Through this research and the survey instrument, this result couldn't be verified in terms of yes or no. The reason is because most of the respondents selected neutral when they were asked that whether social media helps them in perceiving quality, followed up by the respondents who agreed on the point that it helps in perceiving quality. In another question in the questionnaire survey, most of the respondents opted neutral when they were asked that the products and offerings of any restaurant & cafes in their social media account are similar in reality, followed up by the respondents who agreed on it. Thus, the result couldn't be concluded neither in positive way nor in positive. The possible reasons for these results are discussed in the recommendations.

Q.4: Does Social Media helps building Brand Loyalty?

Ans: Through this research design and the survey instrument, it could be concluded that social media helps building brand loyalty. The research results that social media create a loyalty in customers and a relationship as 77% of respondents have referred the social media platforms of restaurant & cafes to their friends, family or colleagues. This tells us that social media helps creating customer relationship and loyalty. If we compare the respondents when they are told that if they came across a new restaurant with a similar content then would they still follow it or not, and 55% mentioned yes, and 38% were confused. This gives the result that it plays a vital role on brand loyalty, but it also depends upon the content of a brand which they follow and further research could be done on importance of social media on creating brand loyalty.

Conclusion

Concluding the research, this study tells us that social media impacts only 3 elements of brand equity, i.e. brand awareness, brand association & brand loyalty. Whereas, the other

element (perceived quality) has unclear and ambiguous result in this survey, the reason was that because there was only difference of 8 respondents for the perceived quality question in the instrument. This study was conducted by three like-minded people, with like-minded interest & like-minded experience, and this study proves a significance result that social media, which is a part of digital media and is one of the new emerging marketing tool; it has very high importance to promote the brand and aware their audience about their existence and promotions, which helps in creating associations for a brand (restaurant & café) through social media, and also by sharing its content, information and referring it to their friends & family creates loyalty and spread a positive word of mouth. Social media should be considered and taken as an important & cost effective marketing tool to help brand build its equity. According to the researchers knowledge, such study in this industry is done being done in Pakistan, and we are aware that social media is emerging and with its emerging trend, it is being applied as a marketing tool for all the brands of all the categories, thus social media could help restaurants & cafes to build its awareness, and through social media they would get to know about the brand, about its products/services, promotional deals etc. Other than that, social media also helps in building brand loyalty with the help of active engagement & sharing page & referring it to their friends and families. Thus, the researcher would highly suggest the restaurants & cafes to use this tool to build brand equity, and also the researcher would like to invite the future marketeers to open up social media agency in Hyderabad, which would give a prime reason to the current & upcoming restaurants to use social media as their marketing tool. The researchers concludes this study as a study which not helped the researchers themselves to increase their knowledge about it, but also fill the gap that by using these untraditional, unconventional marketing tools in a town like, Hyderabad, it does benefits the brand on a bigger picture by increasing its brand equity. And because of this, the marketeers and students would be fascinated with this unconventional & creative marketing tool and which would result into bringing different job opportunities in this field and also create in house marketing department in restaurants & cafes.

Recommendations

Concluding the research with recommendations, the researcher would like to first recommend the future researches in this scope and area to conduct an extensive research by giving more time on this research. The researcher suggests the future researcher to use online survey or contact with the restaurant & café and then analyze the data through online questionnaire by putting the questionnaire survey link on restaurant & café's official social media platform, E.g. Face book Page, Twitter Page etc. By using this, the results would be more accurate the audience will be filtered automatically by getting the audience who are exposed to social media and also are following restaurant & café, they would then analyze the responses of the users of social media and followers of restaurant & café that is it helping to build brand equity or not. As in this research, perceived quality result couldn't be identified accurately because of equal proportion of data (positive side & negative side). The advertisements in today's world are demonstrated in a 2-d dimension. Whereas if the same advertisement was

demonstrated in 3-d dimension (might be in future), so it could alter or change the customers perception about the brands' quality. Moreover we also think that it can be a double edged sword as the perception or expectations will get raised to an enormous extent after visualizing the product in 3D, giving a possible negative affect on the customer's actual experience with that particular brand. Hence, there's an ample space for research in this field.

The researcher would like to recommend them to conduct this research by considering a large sample size and of all the restaurants & cafes in and out of town, also it can be conducted in other categories, e.g. FMCG, Automobile, Telecommunication etc. This research would benefit them to help them to draw more accurate conclusions.

Talking about the significance of this research, this would help the current & future

Marketing & social media agencies in Hyderabad; because it gives the knowledge & shows the importance of using social media as a marketing tool for building brand equity. So the researcher would recommend the marketeers to use this tool as a primary and most important marketing tool and provide the services of social media marketing to restaurant & café in Hyderabad. This would not only help increasing marketing agencies, but it would also help

Hyderabad to develop and bring up different job opportunities and decrease unemployment. Furthermore, the researcher would like to recommend the restaurant & café to use this tool, as it is cost effective and helps clearly in brand awareness and building brand associations. So, in the end, the researcher would like to recommend social media to use in marketing your product or service so it could create brand awareness, brand recall and build brand associations, also the researches believes that after future research in this scope and are is done, brand loyalty and perceived quality would also be benefited from social media, and thus; brand equity.

We have also come across some potential research areas in which we could've conducted our research on. These areas are beneficial for the upcoming researchers to know and grow familiarity with. They are:

1. Importance of quality content/content management on social media for building brand equity
2. Customer Relationship management on social media and its impact.
3. The scope of different industries in social media.
4. Forecasting the digital world as per 3-d and 4-d world of advertising.
5. Social Media as a tool of building brand equity in Pakistan on different industries

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