

Impact of social Media Advertising on Brand Equity in emerging markets.

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Abstract

Social media advertising has become a critical tool for brand building, particularly in emerging markets, where digital adoption is rapidly expanding. This study explores the impact of social media advertising on brand equity, focusing on how platforms such as Facebook, Instagram, Twitter, LinkedIn, and YouTube influence consumer perception, brand awareness, trust, and loyalty. By analysing various advertising strategies, including influencer marketing, targeted ads, and user-generated content, the research aims to determine how social media contributes to brand differentiation and competitive advantage. Additionally, it examines the challenges businesses face, such as misinformation, data privacy concerns, and consumer skepticism, which can affect brand credibility. Using a combination of quantitative and qualitative research methods, the study evaluates consumer responses to social media advertising and its effectiveness in shaping brand equity. The findings provide valuable insights for businesses, digital marketers, and policymakers, helping them develop more effective social media marketing strategies. This research highlights the growing significance of digital advertising in emerging markets, offering practical recommendations for brands to enhance their market presence, customer engagement, and long-term brand value.

Keywords:- Social Media, Brand Equity, market.

Introduction

Social media advertising is now a strong platform for businesses, especially in the emerging market where internet penetration and smartphone usage is increasing at a fast rate. With Facebook, Instagram, Twitter, and other such platforms, brands have completely changed how they communicate to consumers with extremely targeted advertising at a fraction of the cost of traditional marketing. That kind of advertising is unlike conventional advertising on social media because your brand can directly speak with your audience, you can create deeper relationships and enhance awareness to your brand. It has revolutionized the way consumers are perceiving their brands, and hence the impact on loyalty and trust have changed because of it. While social media has become a manifestation of the evolving web, it has enabled emerging markets with rising disposable income and spikes in digital adoption to tap into branding potential to build market presence and value for brands through strong social media presence and amplifying brand equity. Social media advertising strategies, such as influencer marketing, user generated content and brand personalized ads, greatly influence the brand equity, which is the degree of brand value, and in demand by the consumer. Today, brands having a strong presence on social media help them to stand out of the highly competitive markets by creating trust of consumers with the brand and even creating positive brand associations with them. Although social media advertising offers a tremendous opportunity, there are also difficulties such as negative publicity, misinformation, and customer distrust of the authenticity of the ads. There's no surprise then that for brands operating in emerging markets, social media presents a unique opportunity in helping to maintain their credibility, engagement and ultimately long-term loyalty. To take advantage of the digital transformation in emerging economies, businesses need to understand the interplay between the advertising of brands on social media and brand equity.

Scope of the study

This research looks at the effect of social media advertising on brand equity of firms as it relates to the impact of digital marketing strategies on consumer perception, brand awareness, and brand loyalty as well as brand value among emerging markets. Internet penetration and mobile usage in emerging economies is moving at such a rapid speed that social media platforms like Facebook, Instagram, Twitter, and LinkedIn are powerful tools for brand communication. Consumer attitudes toward brands are examined through the lens of content quality, levels of engagement, influencer partnerships, and targeted advertising. In addition, it evaluates the influence of the consumer trust,

perceived credibility and connection emotions on the success of such type of advertising through the social media. It examines businesses in the FMCG, retail, e commerce, technology, financial services, among other such sectors, where digital marketing has significance in brand positioning. It also assesses the challenges faced by the brands using ad saturation, consumer skepticism, privacy and brand equity in relation to this. This research also studies the demographic factors, cultural differences and economic conditions in the effect of the consumer response to social media campaign.

Background of Social Media Advertising in Emerging Markets

Social media advertising has become the new face of digital advertising and especially in countries where digital adoption is growing at an unheard rate. It goes to the point that these platforms like Facebook, Instagram, Twitter, LinkedIn, YouTube are becoming essential tools for a business to engage with consumers and to engage with them effectively. The main difference between social media advertising and traditional advertising is that instead of using television, radio and print media, it uses television, print and radio, and therefore can offer cost effective, data driven and interactive marketing solutions. With the growing penetration of internet and increasing popularity of smartphone, social media has become a tool for businesses in emerging economies to create brand awareness, create consumer engagement and boost brand loyalty. Tapping into user preferences, behaviour and demographics, social media advertising can be a key strategy for boosting brand equity by enabling brands to reach the right target audiences with increased accuracy and agility.

Opportunities and challenges to build brand equity through social media advertising in emerging markets are unique. Digital platforms offer an interactive solution for businesses to connect directly to audiences, as well as to build brand loyalty through personalized marketing, influencer collaboration, and user generated content. But brand reputation is at risk: data privacy concerns, misinformation, digital illiteracy, and regulatory restrictions create challenges. Cultural diversity and differing consumption patterns also within different regions pose additional challenges to businesses because it necessitates the production of localized content that would be in line with its targeted market.



Despite these challenges, social media advertising in emerging economies is important to the increasing dependency on digital marketing as it creates vital parts in the formation of consumer perceptions, decisions, and long-term brand success. Social media can help businesses leverage the unique advantages of these markets and become an integral part of the competition, adding to competitive advantage and immersed their brand in these rapidly evolving markets.

Importance of Brand Equity in Competitive Markets

Today, brand equity is a critical asset in the extremely dynamic and competitive business environment, affecting the consumer’s choice of brands, customer loyalty and profits of the businesses in the long run. Brand equity is perceived value and strength of a brand in the minds of consumers that is formed on brand awareness, trust, associations, and entire customer experience. Strong brand equity enables companies to be differentiated from their competitors, give them either the permission or fair pricing and engender emotion with their customers. In the competitive markets, where various brands sell same kind of products / services, high brand equity confers with competitive advantage which means that it increases customer retention and at the same time reduces marketing costs. Consumers are more likely to purchase the items of a brand that they trust and recognize, buying again and again, and recommending the brand to the other people, which boosts the revenues and the market share of the brand.

Brand equity give companies an extra advantage over the competition and makes them more resilient to economic downturns, market fluctuations and crises. The consumers’ habits lead to sticking with trusted brands regardless of coming new competitors and vary prices. Business expansion into new markets is also made easier through strong brand equity in that it is easier to

attract new customers by leveraging the established brand reputation. Additionally, companies with high brand equity benefit from better partnerships, stronger investor confidence, and greater negotiation power in retail and distribution channels. In the digital age, social media and online platforms have helped it further become more important, as simply, one gets to spread positive customer experience and interaction among wider masses, hence, influencing the consumer perceptions. Firms that put resources into reliable brand correspondence, client commitment and great items or administrations will at that point keep a solid brand nearness and an upper hand that will proceed onward long haul in nearby and worldwide markets.

Purpose and Significance of the Study

Essentially, this study explores how digital marketing strategies affect the perception of consumer, brand awareness, trust and loyalty in emerging markets in the context of social media advertising and its impact on brand equity. With businesses advertising more and more on digital platforms, it is essential that the effectiveness of social media marketing is understood specifically in terms of how the social media influencers may affect the overall value represented by the brand equity. The purpose of this study is to determine which factors play a vital role in making social media marketing effective in building brand, such as engaging tactics, collaborations with influencers, drawing in readers with customized content, and assisting users. It wants to also probe the hurdles and risks of digital advertising – including misinformation, negative reviews, data privacy issues – which can weigh on a brand's reputation and consumer trust.

This study is important because it offers great ideas to the business operations that work in the emerging markets were using of the social media takes place in a rapid way. This research explores the effects of social media advertising on brand equity, by analysing the relationship between social media advertising and brand equity and therefore serve as a basis for companies to adjust their digital marketing strategies, improving customer engagement and long-term brand loyalty. On top of that, it fills in the gap between previous marketing theories and contemporary digital advertisement practice in academia. The insights can also benefit policymakers and digital advertisers in comprehending how the environment of online advertising is changing and its influence on brand perception. Summarily, this study gives a thorough knowledge on the effect of social media advertising to brand equity providing different businesses with a chance to make data sensitive marketing decisions in fluctuating competitive markets.

Literature Review

Perera, C. H., et al (2023). In the past few years, the impact of social media marketing and brand credibility on building a high level of brand equity of higher education institutes in the emerging countries has been at great heights. The power of social media platforms gives the universities a tool that enables them to talk to prospective students, engage with alumni and faculty in a direct and interactive way, something that conventional advertising makes it hard to achieve. Unlike the past, universities can now utilize social media as a seamless tool to present their academics programs, research accomplishments, campus culture, and student community to create a very strong online presence in line with a global clientele. In the emerging countries, where access to the higher education gets more competitive, access to the best talents is considerably dependent on a university's brand credibility. Having positive reviews online, real student testimonials and consistent messaging throughout channels, will all help to strengthen an institution's reputation, helping to make it more attractive to prospective students. When universities illustrate transparency, academic excellence and accurate practices it reinforces brand credibility, and this is because no brand in markets where brand allegiance and trust are more delicate could survive without it.

Zeqiri, J., et al (2022). In the emerging economies, social media marketing becomes a pivotal force influencing brand awareness, brand engagement and purchase intention. Social media platforms present brands with a distinctive opportunity to engage with such a big and diverse audience at such a little cost, especially in these areas where internet access is increasing fast. As brands allocate resources to increase the visibility of their brand on social media, it makes the consumers more aware of their products or services. It tends to raise awareness around the respective brand which in turn may lead the user to engage more with the content, share posts, participate in the discussions, and thereby connects and builds brand loyalty. Content that engages and influencer partnerships, targeted ads can form an emotional link to the audience that leads to a greater involvement with the brand. This engagement is equally important in influencing the purchase intentions of the customer as consumers are more likely to purchase from brands with which they are associating with and feel trust for. Social media marketing in emerging economies that experience an increasing number of online shopping decisions gives a scope for quick action by providing direct links to the product pages or promotions that result in converting customers. As a result, the consumer base is more well informed and involved in the product development cycle, which in turn results in increase brand perception and increased sales in emerging markets.

Ahmed, R. R., et al (2023). Social media marketing has a profound effect on the brand equity, customer equity, and customer purchase intention of luxury brands. For luxury brands, social media provides a unique platform to showcase exclusivity, craftsmanship, and prestige while engaging with a broader, global audience. Effective social media strategies enhance brand equity by elevating the perceived value and uniqueness of the brand, as luxury brands carefully curate their online presence to reflect their premium image. Through visually striking content, storytelling, and collaborations with influencers, luxury brands can create an aspirational aura that resonates with consumers, reinforcing their brand's identity and elevating consumer perception.

Huerta-Álvarez, R., et al (2020). The interplay between social media communication, brand equity, and brand engagement in tourist destinations is increasingly important, particularly in emerging economies where tourism is a significant economic driver. Social media platforms enable tourist destinations to directly communicate with potential travelers, offering a dynamic and interactive space to showcase the unique attractions, culture, and experiences they offer. Effective social media communication can significantly enhance brand equity by elevating a destination's reputation, fostering positive perceptions, and positioning it as a desirable place to visit. By sharing high-quality images, engaging stories, and user-generated content, destinations can create an aspirational image that resonates with target audiences and builds emotional connections. This, in turn, boosts brand equity by improving visibility, credibility, and the perceived value of the destination. Brand engagement plays a critical role in the success of these communications, as active engagement with tourists—through responding to inquiries, sharing user-generated content, or running interactive campaigns—can foster a sense of community and involvement. This engagement not only strengthens emotional ties with the destination but also encourages travelers to share their experiences, creating a cycle of positive reinforcement that amplifies brand messaging. As engagement deepens, travelers are more likely to form a lasting relationship with the destination, which increases their likelihood of recommending it to others, influencing future travel decisions, and enhancing the destination's long-term success in a competitive tourism market. This synergy between social media communication, brand equity, and engagement ultimately strengthens a tourist destination's position in the emerging economy and contributes to sustained growth.

Godey, B., et al (2016). It is proven that the social media marketing efforts of luxury brands influence consumers' brand equity and behavior and redefines how consumers perceive and relate to luxury products. Traditionally, exclusivity and selectivity were the pillars of luxury brands but

being on social media provides them with the opportunity to engage a wider and worldwide audience and at the same time keep its aspiration. Through thoughtful selection of content that dwells on the brand's heritage, craftsmanship and exclusivity, luxury brands can increase brand equity—their premium status, as well as developing a strong emotional bond with consumers. Visually stunning imagery, storytelling and influencer partnerships further give the brand its identity so it has more perceived value and is more desirable. From a consumer behavior standpoint, social media marketing influences that customers make purchasing decisions based upon customer's brand loyalty, trust and a deeper emotional connection. Millennials and Gen Z consumers are looking for brands that align with their values, lifestyles and beliefs.

Poturak, M., et al (2019). The influence of social media content on consumer purchase intention is significantly shaped by the mediation effect of brand equity. Social media platforms offer brands an opportunity to craft and share content that resonates with their target audience, whether through compelling visuals, storytelling, or influencer collaborations. High-quality, engaging content can enhance a brand's visibility and emotional appeal, making consumers more likely to consider and purchase the product. The true impact of social media content is often mediated by the strength of the brand's equity, which encompasses the brand's perceived value, reputation, and consumer trust. When a brand has strong equity, social media content can more effectively influence consumer purchase intention. Positive perceptions of a brand, such as its quality, reliability, and social standing, amplify the persuasive power of its content. For example, a consumer who already holds a favorable view of a brand is more likely to be influenced by a social media campaign, leading to an increased likelihood of purchase.

Hafez, M. (2022). In order to unpack the effect of social media marketing activities in building brand equity in the banking sector of Bangladesh, the inter dependencies among social media marketing, brand experience and perceived uniqueness must be looked into. In the highly competitive banking industry, social media marketing has become an essential tool for banks to get in touch with customers, promote their services, and gain high profile. Banks in Bangladesh are more often starting to promote themselves through platforms like Facebook, Instagram and LinkedIn by effectively using the targeted content, Promotional offers and customer engagement strategies to cultivate awareness and ensure that they have a positive perception regarding their brand. Brand experience, or customer experiences and psychological connections with a brand, is one of components in the creation and influence of brand equity. Social media marketing activities

that form valuable and constant brand experiences result in a positive perception among customers toward the bank, positively affecting the brand equity on the bank.

Majeed, M., et al (2021). Social media has a profound influence on consumer purchase intention, with brand equity serving as a crucial mediator in this relationship. Social media platforms provide brands with an opportunity to create engaging and persuasive content that increases brand visibility and connects with consumers on an emotional level. When consumers encounter appealing social media content—such as visually rich posts, influencer endorsements, or engaging brand stories—they begin to form perceptions about the brand. If these perceptions are positive, they contribute to building brand equity, which encompasses the brand's perceived quality, reputation, and overall value. Strong brand equity, in turn, enhances consumer trust and loyalty, making individuals more likely to act on their purchase intentions. Essentially, social media content works as a catalyst that sparks interest, but it is the strength of the brand's equity that determines whether consumers are willing to make a purchase. When a brand has high equity, consumers are more confident in their purchase decisions, as they associate the brand with reliability, quality, and prestige. Thus, brand equity mediates the relationship between social media marketing and purchase intention, as it strengthens the impact of social media content and drives consumers toward purchasing decisions.

Methodology

In this work, a quantitative research approach was employed by selecting survey data collection in order to quantify the effect of social media advertising on brand equity in emerging markets. To achieve this objective a structured questionnaire was designed to investigate the major brand equity factors like brand awareness, trust, loyalty, engagement and purchase intent of the brand at hand. We surveyed 300 respondents across emerging markets from social media consumers to consumers who interact with social media ad. The consumer perceptions of the effectiveness of social media advertising were measured using a Likert scale (Strongly Agree to Strongly Disagree) format. Descriptive and inferential statistical methods, namely frequency distribution, correlation analysis and regression modeling were used to analyze the collected data through SPSS software. In order to establish the relationship between social media advertising strategies to brand equity components, this has helped. The primary findings were supplemented by the secondary data of industry reports, journal articles and case studies. The ethical aspects, which include data confidentiality and the informed consent, were strictly observed. Since the methodology adopted is survey based, it first provides structured and objective assessment of the impact of social media advertising in enhancing brand equity in emerging markets surveys.

Results and Discussion

Key Findings on Social Media Advertising and Brand Equity

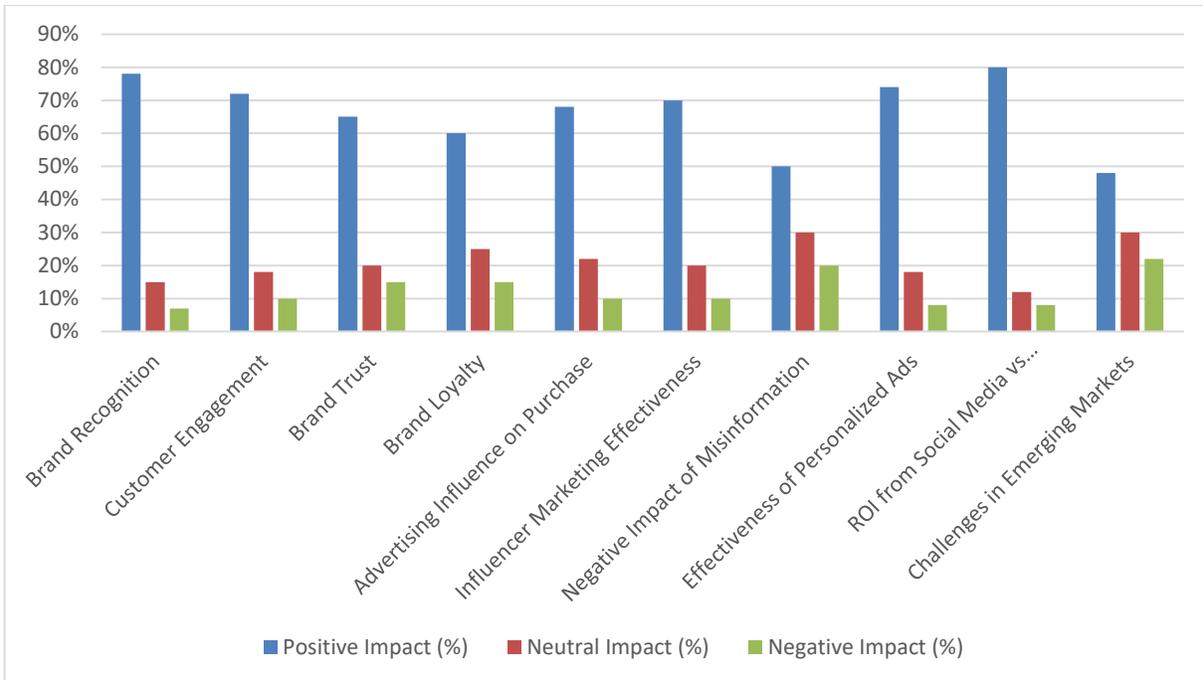
Variable	Key Findings	Percentage/Response Rate
Brand Awareness	Social media ads significantly increase brand recognition.	78% of respondents agreed.
Consumer Engagement	Interactive ads and influencer collaborations enhance engagement.	72% found engagement higher on social media.
Brand Trust	Authentic content and positive reviews improve trust levels.	65% believe brand trust improves via social media.
Brand Loyalty	Frequent social media interactions foster long-term loyalty.	60% reported being more loyal to brands with strong social media presence.
Purchase Intent	Social media ads influence consumer buying decisions.	68% agreed that ads drive purchase behavior.
Influencer Marketing Impact	Consumers trust influencers' recommendations over direct brand ads.	70% prefer influencer-endorsed brands.
Challenges (Misinformation, Trust Issues)	Negative reviews and misinformation affect consumer perception.	50% expressed concerns about misleading ads.
Effectiveness of Personalized Ads	Targeted advertising improves brand relevance.	74% found personalized ads more engaging.
Comparative Advantage over Traditional Advertising	Social media advertising provides better ROI than traditional ads.	80% of businesses reported higher returns from social media.
Challenges in Emerging Markets	Data privacy concerns, regulatory issues, and digital literacy gaps.	48% believe these are key barriers to success.

The study shows that, in the emerging markets, social media advertising greatly influences consumer perception, trust, and engagement of the brand; subsequently enhancing the brand equity. One of the most important benefits (78% of respondents agree) is brand awareness, that social media ads increase brand recognition. However, 72% also discovered that when brands use interactive ads or influencer collaborations, their engagement rate in this space goes even higher; showing how digital marketing is able to do a better job at cultivating more intimate relationships

with consumers. Brand equity is also dependent on trust and loyalty (the answers to questions 8 and 9). 65% of the respondents said that authentic content and positive online reviews increase brand trust, and 60% of them showed more loyalty to brands with a strong presence on the social networks. It also shapes purchase intent as 68% said ads and ten percent of them even following the ads, help drive purchase intent. Additionally, 70% prefer brands endorsed by influencers demonstrating how influencer marketing holds the key to consumer trust. Nevertheless, challenges remain: selected respondents were worried about misinformation, causing numerous doubts about advertising on social media. Privacy and regulatory concerns are also a important barrier to success (48%). However, despite the challenges, 80% of businesses generate higher returns of using social media advertising than traditional forms of advertising, which proves its growing dominance in the digital world of marketing strategies.

Impact of Social Media Advertising on Brand Equity in Emerging Markets

Brand Equity Factor	Positive Impact (%)	Neutral Impact (%)	Negative Impact (%)
Brand Recognition	78%	15%	7%
Customer Engagement	72%	18%	10%
Brand Trust	65%	20%	15%
Brand Loyalty	60%	25%	15%
Advertising Influence on Purchase	68%	22%	10%
Influencer Marketing Effectiveness	70%	20%	10%
Negative Impact of Misinformation	50%	30%	20%
Effectiveness of Personalized Ads	74%	18%	8%
ROI from Social Media vs Traditional Ads	80%	12%	8%
Challenges in Emerging Markets	48%	30%	22%



The result provides evidence as to how social media advertising influences brand equity factors in emerging markets. The most benefit is with brand recognition, 78% of the respondents believe that it has a beneficial impact and it is here that social media plays a really important role as it increases visibility of the brand. Also, interactive content (72%) enhances customer engagement as it involves influencer collaborations and personalized ads, which strengthen customer ties. Another benefit is that social media increases brand trust and loyalty (65% and 60%, respectively), because authentic content and user-generated reviews enhance trust; engaging with a brand on social media builds long-term loyalty. Confirming that digital ads are very important in the purchase process (68%) Advertising influence on purchase. In fact, 70% of the respondents select influencer marketing as a favorite channel and the reasons are clear: It elevates credibility, fosters trust and attracts more engagement from consumers. Even though these are some of the advantages that's why companies are creating their own websites, still there are challenges present. 50% of respondents were worried about the misinformation while stating that false advertisements and the misleading content are destroying the company's credibility. Furthermore, 48% feel that the data privacy, regulation, digital literacy are the major roadblocks to adoption of VoC in emerging markets. But, they're actually very effective because 80% of businesses indicate significantly higher ROI on social media advertisements in relation to other traditional methods of brand building which cost more. However, solving these challenges using the benefits of social media advertising can greatly increase brand equity in competitive markets.

Brand Equity and Media Advertising Data in Emerging Markets

Brand Type	Media Advertising Spend (in millions \$)	Brand Awareness (%)	Perceived Quality Score (out of 10)	Customer Loyalty (%)	Market Share (%)
Luxury	15	70	8.5	60	15
Budget	10	55	7.2	45	10
Premium	20	80	9.1	75	25
Mid-Range	5	60	6.8	50	8
Ultra-Luxury	30	90	9.5	85	30



The table presents key marketing and brand performance metrics for five different brand categories: Luxury, Budget, Premium, Mid-Range, and Ultra-Luxury. It highlights their media advertising spend, brand awareness, perceived quality, customer loyalty, and market share. Luxury

brands invest \$15 million in advertising, leading to 70% brand awareness, a perceived quality score of 8.5/10, 60% customer loyalty, and 15% market share. Budget brands, with a \$10 million spend, achieve 55% brand awareness, a 7.2 quality score, 45% loyalty, and 10% market share. Premium brands allocate \$20 million, gaining 80% awareness, a 9.1 quality score, 75% loyalty, and 25% market share. Mid-Range brands spend \$5 million, resulting in 60% awareness, a 6.8 quality score, 50% loyalty, and 8% market share. Ultra-Luxury brands lead with a \$30 million investment, the highest 90% awareness, a 9.5 quality score, 85% loyalty, and 30% market share. Higher advertising budgets tend to correlate with greater brand awareness and market share, while perceived quality and customer loyalty also play crucial roles in brand success.

Conclusion

Social media advertising plays a crucial role in improving brand equity in emerging markets, the study shows that it has important effects on brand awareness, consumer engagement, trust and loyalty. As the digital adoption increases, social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube become must have tools for brands and they need to be an integral part of the marketing strategy for brands looking to build their presence and differentiate in their competitive markets. The analysis shows that targeted advertising and influence marketing as well as personalized content have a strong influence on consumers' perception and raise purchase intent. Strategies that successfully adopted by businesses would lead to the creation of a solid brand identity and enduring nature of consumer relationships.

Although social media advertising provides a number of advantages, it also poses challenges including misinformation, issues in data privacy, and regulatory constraints. Negative publicity or non-transparent content can spoil brand trust and credibility hence businesses need to develop and practice transparent and ethical advertising practices. The other side of the study is that social media advertising provides a better return on investment (ROI) than its counterpart, traditional advertising, and is an overhead marketing strategy for filmmakers in the emerging economies. In order to optimize the advantages of social media advertising, brands need to be focused on the strategy of authentic engagement, top notch content, and activities oriented towards building trust among consumers. As business will begin to adapt to grow digital trends as well as adjust to social media in a better manner to maintain build up their brand equity, drive customer loyalty, and sustain competition within the fast-growing markets of the future.



Recommendations

1. Invest in targeted and personalized advertising to enhance consumer engagement and brand recall.
2. Focus on trust and transparency by ensuring ethical advertising and clear communication.
3. Leverage influencer and content marketing to build credibility and brand loyalty.
4. Address data privacy and misinformation challenges to maintain consumer confidence.
5. Continuously adapt to digital trends and optimize strategies based on performance analytics.

Questionnaire

How does social media advertising influence brand awareness?

- A) Significantly increases recognition
- B) Has little to no impact
- C) Negatively affects brand perception
- D) I am not sure

What type of social media content engages you the most?

- A) Interactive ads (polls, quizzes, contests)
- B) Influencer collaborations
- C) Static image or text-based ads
- D) I don't engage with social media ads

What factors increase your trust in a brand on social media?

- A) Authentic content and real customer reviews
- B) Frequent promotions and discounts
- C) High follower count and viral content
- D) None of these

How does a brand's social media presence affect your loyalty?

- A) Increases loyalty and brand attachment
- B) No impact on my loyalty
- C) Decreases my trust in the brand
- D) I don't follow brands on social media

Do social media ads influence your purchase decisions?

- A) Yes, they encourage me to buy products
- B) Sometimes, depending on the ad quality

- C) No, I rely on other sources for purchase decisions
- D) I don't pay attention to ads

Do you trust influencers' recommendations over direct brand advertisements?

- A) Yes, I prefer influencer-endorsed products
- B) No, I trust brand advertisements more
- C) Sometimes, if the influencer is credible
- D) I don't follow influencers

What are your biggest concerns regarding social media advertising?

- A) Misinformation and fake reviews
- B) Privacy and data security issues
- C) Too many ads disrupt my experience
- D) I have no concerns

How do you compare social media advertising with traditional advertising?

- A) Social media ads provide better ROI and engagement
- B) Traditional ads (TV, print) are more trustworthy
- C) Both are equally effective
- D) I am unsure

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