



A Study on Impact of Social Media on Luxury Brand with Special Reference to Adidas at Trichy Region.

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ABSTRACT

The rapid growth of social media has significantly transformed the way luxury brands interact with their consumers. This study examines the impact of social media on the perception, consumer behavior, and brand loyalty of luxury brands, with a special focus on Adidas in the Trichy region. The research explores how Adidas uses social media platforms to build its brand image, promote products, and foster customer relationships. By analyzing primary data generated through direct surveys and secondary data from selected literature, this paper examines whether social media can indeed act as the vehicle through which purchase intentions and brand image are better enhanced in a consumer populace, like Trichy.

This conclusion is generated after comparing whether social media plays a strategic role between Adidas and consumers, even though younger target audience groups. It points out that social media campaigns are effective in boosting brand awareness, aspirational value, and consumer engagement. However, it also underlines that authenticity is not maintained in digital space and how the brand is expected to respond to consumers' concerns. The paper ends with suggestions for Adidas on how to further leverage its social media strategies for a more significant lead as a luxury sportswear brand in Trichy market.

Keywords: Social media, luxury brands, Adidas, consumer behavior, Trichy region, brand loyalty, digital marketing.

1. INTRODUCTION

In today's digital world, social media has emerged as a strong force in shaping consumer behaviour and shaping perceptions of brands across industries. Luxury brands that are often associated with heritage and exclusivity are now leveraging social media to reach a wider audience and remain relevant in a competitive market. Today, social media networks like Instagram and Facebook have evolved into channels which form lively markets for brands to express identity, engage consumers, and foster brand loyalty.

Adidas, being a global sport lifestyle brand, has well positioned itself with new marketing techniques and social media networking as a premium brand. As its product has the ability to associate with luxury, performance, and style, it connected perfectly with various consumer markets. The consumers in a town like Trichy, who embrace increasing digital trends, need social media exposure highly for building engagement with brands and finally deciding to buy.

The current research attempts to find the influence of social media on luxury branding with special focus on Adidas in the Trichy region. This paper explores the brand image created by Adidas via social media and its subsequent effect on the perceptions of the consumers as well as how it is leading towards increasing sales. Analysis of consumer behaviour, strategies, and dynamics of the market will allow an insight into how the medium is an effective tool for marketing a luxury brand in the regional scenario.

2. LITERATURE REVIEW

2.1. Social Media Marketing (SMM)

Social media plays a role as a company's marketing activity in building individual relationships with customers and giving companies an advantage in accessing customers (Adriana & Widodo, 2019; Sari & Widodo, 2022). Social Media Marketing is a marketing strategy that uses social media platforms to promote brands, products, or services. SMM involves using a variety of tactics and techniques, including creating engaging content, sharing content consistently, interacting with users, and using paid advertising on social media platforms. Social media refers to "a group of internetbased applications that are built on the ideology and technological foundations of Web 2.0 and that enable the creation and exchange of user-generated content" (Kaplan &

Haenlein, 2010). It is recognized as one of the most important communication platforms for brand information because its interactive features enable participatory, collaborative activities and knowledge sharing (Knoll, 2016; Kusumasondjaja, 2018; Valos, Maplestone, Polonsky, & Ewing, 2017), with a greater capacity to reach communities than traditional media, such as print, TV and radio (Bowen, 2015). Social media includes consumer review sites, content community sites, Wikis, Internet forums (Zeng & Gerritsen, 2014).

2.2. Entertainment Entertainment is one of the important elements in SMM. This includes creating interesting and entertaining content to attract the attention of social media users. Entertainment can be in the form of funny videos, memes, interesting stories, or content that provokes laughter and joy in users. Through entertainment, brands can create an emotional bond with Adzhani et.al | Quantitative Economics and Management Studies (QEMS), 2023, 4(6): 1169–1182 1172 their audience and build positive engagement. Entertainment in the context of SMM can help brands stand out among the competition and increase brand appeal and popularity on social media platforms. As an element in SMM, entertainment occurs when marketers create experiences that customers find enjoyable and entertaining when using social media platforms (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008). Entertainment activities, such as games, sharing videos, and participating in contests, can make consumers enjoy their experiences on social media and motivate their participation in social media-based brand communities (Ashley & Tuten, 2015).

2.3. Customisation Customization is one of the important elements in SMM. This involves personalizing content, products, or experiences to meet consumers' individual preferences and needs. In the context of SMM, customization may include the use of usernames, personalized displays, tailored product recommendations, or content relevant to the user's interests. Through customization, brands can build closer relationships with consumers, increase their engagement, and increase customer satisfaction. Customization can also increase perceived brand value and differentiate a brand from competitors on social media. By providing personalized experiences, brands can strengthen consumer loyalty and increase their brand influence within social media communities. Customization refers to the degree to which services, marketing efforts, and messages are tailored to meet consumers' personal preferences (Godey et al., 2016).

2.4. Interaction Interaction is one of the important elements in SMM. This involves active engagement between brands and consumers, as well as between consumers and each other, via social media platforms. Interaction can occur in various forms, such as comments, likes, shares and responses to brand content, participation in discussions, polls or quizzes, as well as sharing experiences and recommendations between social media users. Interaction refers to the extent to which a social media platform provides opportunities for two-way exchange of opinions and sharing of information (Dessart et al., 2015; Kim & Ko, 2012).

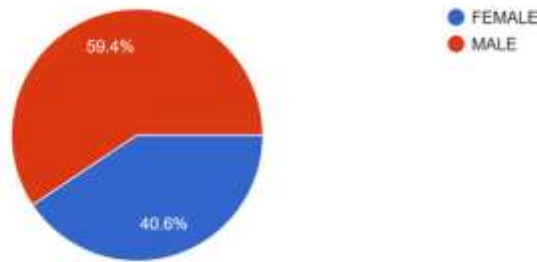
2.5. EWOM EWOM (Electronic Word of Mouth) is a term used to describe the process when consumers use social media platforms or other online channels to share their experiences, opinions and recommendations about products or services with others. EWOM can take the form of product reviews, testimonials, comments, or social media posts that provide a personal view of a consumer's experience with a brand or product. EWOM has a significant influence in shaping consumer perceptions about brands and purchasing decisions. Consumers tend to rely on EWOM because they believe that recommendations and opinions from independent fellow consumers can provide more objective and trustworthy information than direct marketing messages from brands. In the digital and social media era, EWOM is becoming increasingly important because users can easily share their experiences with a wider reach. This influences brand perception, reputation, and consumer purchasing decisions. Brands that receive positive EWOM can utilize it to strengthen brand image, increase consumer trust, and influence purchase intentions. Conversely, negative EWOM can harm a brand's reputation and reduce consumer trust

2.6. Trendiness Trendiness can be described as providing the latest information about products or services (Marhantara & Widodo, 2021). This reflects the perceived connectedness and relevance to emerging needs and preferences in society. Trendiness is often associated with a modern appearance, current styles, and the desire to stay up-to-date with changes and developments in a particular social, cultural, or industrial environment. In the context of social media, trendiness can be reflected in the use of popular keywords, adapting content to ongoing trends, and adapting to styles and norms that are currently popular on social media platforms

DATA ANALYSIS INTERPRETATION :

Demographic		No. of Respondent	Percentage
Gender	Male	133	59.4%
	Female	91	40.6%

GENDER
224 responses



INTERPRACTION

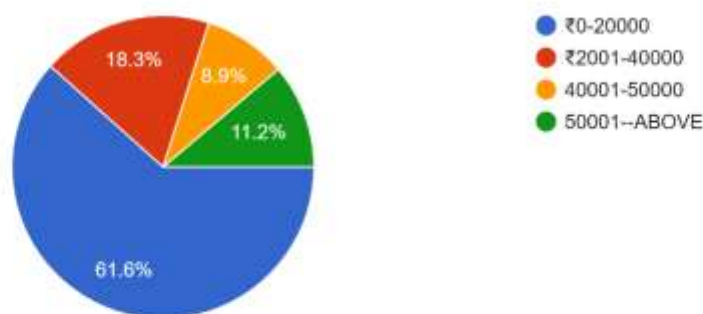
The sample is more male-dominated, but there is still a considerable proportion of female respondents (about 40%).

Depending on the context of the survey or study, this gender distribution may affect the interpretation of results. If gender-related factors are relevant, such as in market research, social studies, or behavior analysis, this could influence trends or outcomes.

Income level?

Demographic	No. of Respondent	Percentage
Income level	0-20000	138
	20001-40000	41
	40001-50000	20
	50001andabove	25
		61.6%
		18.3%
		8.9%
		11.2%

INCOME LEVEL
224 responses



Interpretation

The **majority** of respondents earn below 20,000, which may reflect a lower-income population overall. This is important when considering how income might influence responses or opinions.

With only **11.2%** earning above 50,000, this indicates that higher-income earners are underrepresented in your sample.

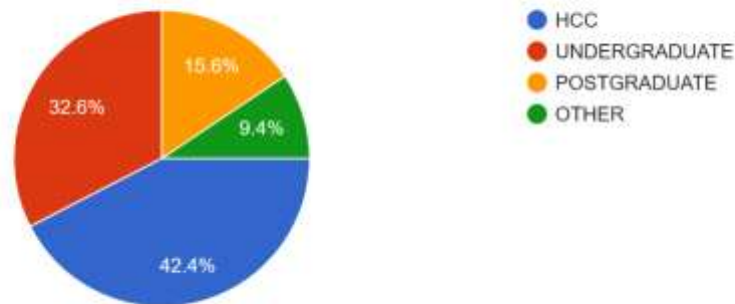
If the study is related to spending behaviour, financial products, or economic decision-making, the overwhelming majority with lower income could skew results toward the preferences and behaviours of lower-income groups.

Education qualification?

Demographic		No. of Respondent	Percentage
Education qualification	HCC	95	42.4%
	Undergraduate	73	32.6%
	Postgraduate	35	15.6%
	other	21	9.4%

EDUCATION QULIFICATION

224 responses



INTERPRATION

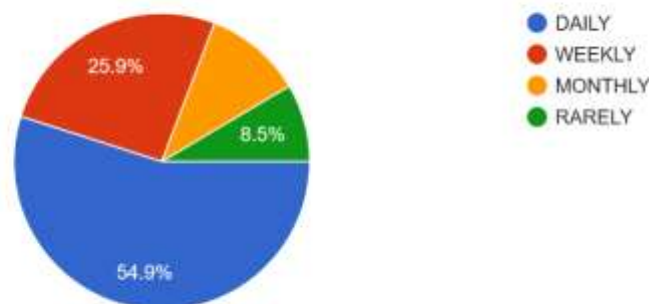
individuals at the high school and undergraduate levels. There seems to be a smaller representation of postgraduates, indicating that a high proportion of the respondents may not pursue advanced degrees or are at a stage where postgraduate education hasn't yet been achieved. The "other" category indicates a small number of respondents who may have pursued non-traditional forms of education or training.

How often do you use social media to stay update above adidas?

S.NO	Particulars	No. of respondents	Percentage
1	Daily	123	54.9%
2	Weekly	58	25.9%
3	Monthly	24	10.7%
4	rarely	19	8.5%

HOW OFTEN DO YOU USE SOCIAL MEDIA TO STAY UPDATE ABOVE ADIDAS?

224 responses



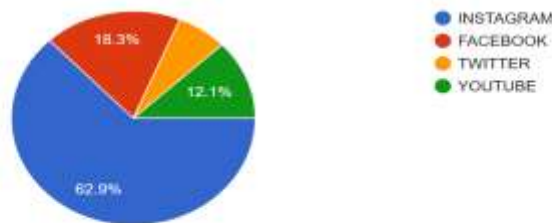
INTERPRATATION

The data reveals that the activity or behavior in question is most commonly done **weekly** (40%), suggesting that it's part of a regular routine for a significant portion of the respondents. There is also a notable group who participate in it **monthly** (26.7%) and a smaller group who do it **rarely** (19.2%). Only a small fraction of the respondents (14.2%) engage in the activity **daily**, indicating that it's not a daily habit for most people. The overall trend suggests that the activity occurs with varying frequency, but it tends to be done more regularly (either weekly or monthly) rather than on a daily or infrequent basis.

Which social media platform do use to follow adidas?

S.NO	Particulars	No. of respondents	Percentage
1	Instagram	141	62.9%
2	Facebook	41	18.3%
3	Twitter	25	6.7%
4	Youtube	27	12.1%

WHICH SOCIAL MEDIA PLATFORM DO USE TO FOLLOW ADIDAS
224 responses



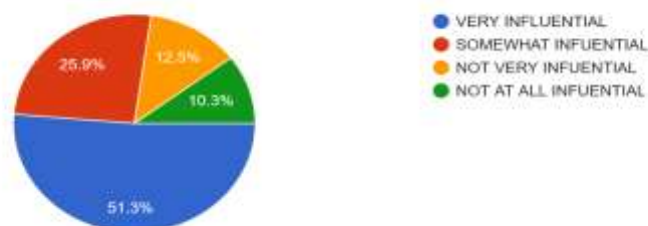
INTERPRATATION

The data suggests that **Instagram** is the ultimate platform for Adidas followers, with a significant 62.9% engagement rate. Other platforms like **Facebook**, **YouTube**, and **Twitter** are less important for following the brand, with Facebook being the second most popular platform. This insight could be valuable for Adidas in focusing their digital marketing efforts on Instagram, where their audience is most active.

How influential is cial media in your purchasing decision related to adidas?

S.NO	Particulars	No. of respondents	Percentage
1	Very influential	115	51.3%
2	Somewhat influential	58	25.9%
3	Not Very influential	28	12,5%
4	Not at all influential	23	10.3%

HOW INFLUENTIAL IS CIAL MEDIA IN YOUR PURCHASING DECISION RELATED TO ADIDAS?
224 responses



INTERPRATATION

A **strong majority** (51.3%) find social media to be **very influential**, highlighting the power of digital marketing and social platforms in shaping consumer behaviour.

Over three-quarters of respondents (77.2%) report that social media has some degree of influence (**very or somewhat influential**) on their purchasing decisions, underscoring its importance in Adidas' marketing strategy.

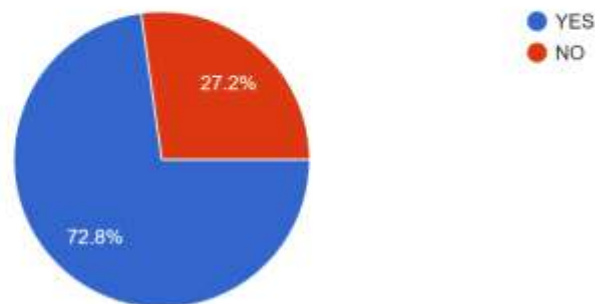
A smaller portion (22.8%) indicates social media is either **not very** or **not at all** influential, suggesting that traditional or offline factors still play a role for some consumers.

Have you ever bought adidas product after seeing an ad or on social media?

S.NO	Particulars	No. of respondents	Percentage
1	Yes	163	72.8%
2	no	61	27.2%

HAVE YOU EVER BOUGHT ADIDAS PRODUCTS AFTER SEENING AN AD OR POST ON SOCIAL MEDIA?

224 responses



INTERPRATATION

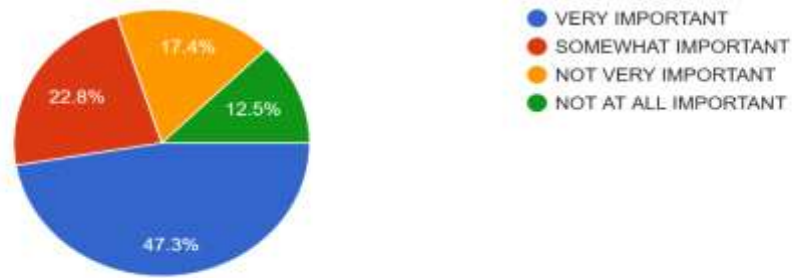
The data reveals that Adidas' advertising and social media campaigns are **highly effective**, with **72.8%** of respondents purchasing products after seeing related content. This demonstrates the power of digital marketing and brand presence on platforms like Instagram, Facebook, and others. However, the 27.2% who did not make a purchase presents an opportunity for Adidas to optimize their marketing tactics further, whether by enhancing the appeal of ads, refining targeting, or offering more compelling calls to action to increase conversion rates.

How important is social media in your perception of adidas brand image?

S.NO	Particulars	No. of respondents	Percentage
1	Very important	106	47.3%
2	Somewhat important	51	22.8%
3	Not very important	39	17.4%
4	Not at all important	28	12.5%

HOW IMPORTANT IS SOCIAL MEDIA IN YOUR PERCEPTION OF ADIDAS' BRAND IMAGE?

224 responses



INTERPRATATION

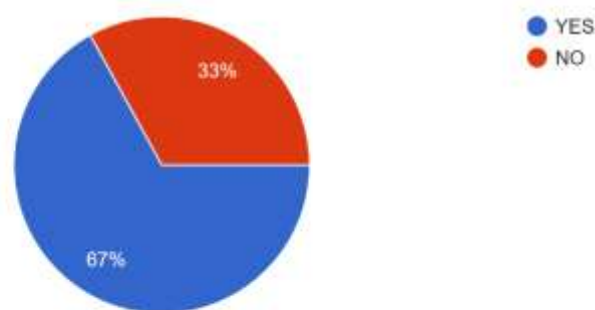
The majority of respondents perceive social media as a key influencer of Adidas' brand image, reinforcing the importance of maintaining an active and engaging presence across social media platforms. However, the brand should not overlook the minority who may not place as much importance on digital media, ensuring that traditional methods of branding and communication are still valued.

Do you engage with adidas contens on social media?

S.NO	Particulars	No. of respondents	Percentage
1	YES	150	67%
2	No	74	33%

DO YOU ENGAGE WUTH ADIDAS CONTENS ON SOCIAL MEDIA

224 responses



INTERPRETATION

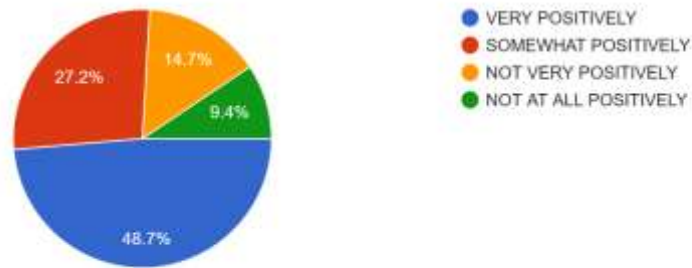
The results show that Adidas has a strong presence on social media, with the majority of respondents actively engaging with the brand's content. However, with one-third of respondents not engaging, there may be opportunities for Adidas to expand its reach or re-engage those who have yet to connect with the brand online. The brand should continue to fine-tune its digital strategy to further increase engagement across various social media platforms.

How does social media impact you brand loyalty towards adidas?

S.NO	Particulars	No. of respondents	Percentage
1	Very positively	109	48.7%
2	Somewhat positively	61	27.2%
3	Not very positively	33	14.7%
4	Not at all positively	21	9.4%

HOW DOES SOCIAL MEDIA IMPACT YOU BRAND LOYALTY TOWARDS ADIDAS?

224 responses



INTERPRATION

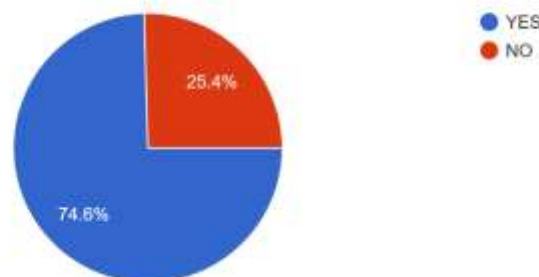
Social media has a largely positive impact on brand loyalty towards Adidas, with the majority of respondents reporting that it strengthens their connection with the brand. However, there's still a group that does not feel strongly influenced by social media, indicating potential for Adidas to improve engagement with these consumers. Continuing to evolve its social media strategy to create more meaningful, personalized experiences could help boost brand loyalty even further.

Do you use social media to research adidas before making a purchase?

S.NO	Particulars	No. of respondents	Percentage
1	Yes	167	74.6%
2	No	57	25.45

DO YOU USE SOCIAL MEDIA TO RESEARCH ADIDAS PRODUCT BEFORE MAKEING A PURCHASE?

224 responses



INTERPRETATION

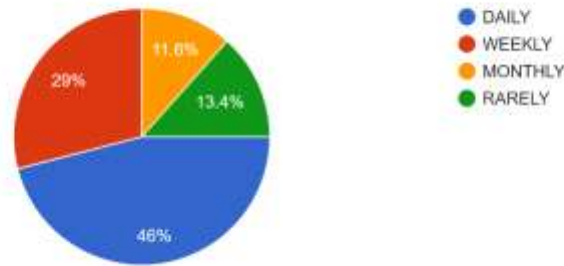
Social media plays a **crucial role** in consumers' decision-making process for Adidas, with a significant portion of respondents using it as a research tool before making a purchase. This underscores the importance for Adidas to maintain a **strong, informative, and engaging social media presence** that provides potential customers with easy access to the information they need to make informed decisions.

How often do you share adidas-relate content on your social media?

S.NO	Particulars	No. of respondents	Percentage
1	Daily	103	46%
2	Weekly	65	29%
3	Monthly	26	11.6%
4	Rarely	30	13.4%

HOW OFTEN DO YOU SHARE ADIDAS -RELATE CONTENT ON YOUR SOCIAL MEDIA?

224 responses



INTERPRATATION

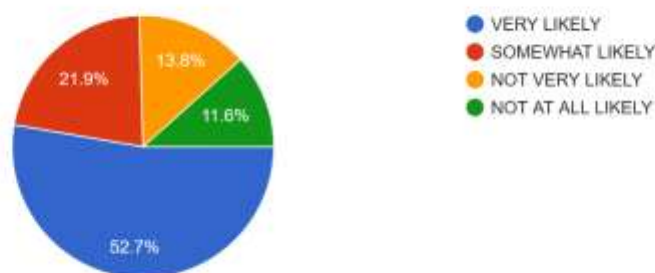
The results show that a **large portion of respondents (75%)** shares Adidas-related content regularly, indicating **strong engagement and brand advocacy**. This frequent sharing contributes to organic visibility and helps amplify Adidas' social media presence. However, there is still an opportunity to increase engagement with the smaller group who shares less often. By creating more **compelling, shareable content**, Adidas can encourage more of its followers to

How likely re you continue followings adidas on social media?

S.NO	Particulars	No. of respondents	Percentage
1	Very likely	118	52.7%
2	Somewhat likely	49	21.9%
3	Not very likely	31	13.8%
4	Not at all likely	26	11.6%

HOW LIKELY RE YOU TO CONTINUE FOLLOWING ADIDAS ON SOCIAL MEDIA?

224 responses



INTERPRETATION

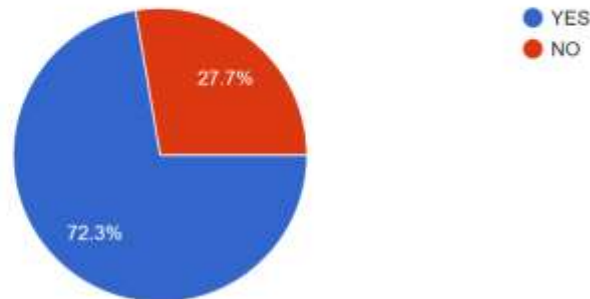
A large proportion of respondents are **very likely or somewhat likely** to continue following Adidas on social media, reflecting a high level of **engagement and brand loyalty**. However, there is a segment of respondents who are **less likely** to remain connected, which suggests an opportunity for Adidas to refine its content strategy to ensure continued interest. By focusing on creating **engaging, personalized, and relevant content**, Adidas can further strengthen its relationship with its social media audience and maintain long-term follower loyalty.

Do you think adidas social media presence is effective in creating brand awareness?

S.NO	Particulars	No. of respondents	Percentage
1	Yes	162	72.3%
2	no	57	27.7 %

DO YOU THINK ADIDAS SOCIAL MEDIA PRESENCE IS EFFECTIVE IN CREATING BRAND AWARENESS?

224 responses



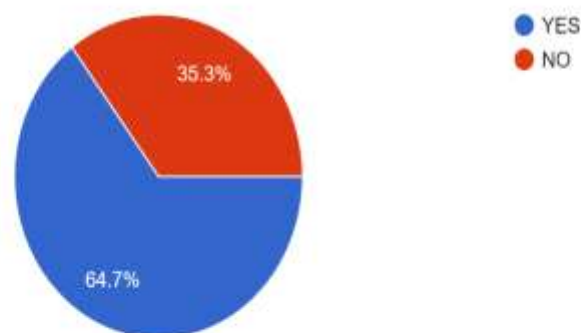
INTERPRETATION

A **strong majority (72.3%)** of respondents believe that Adidas' social media presence is **effective in raising brand awareness**, reflecting the success of the brand's digital marketing efforts. However, there is still **27.7%** of the audience who feels the brand's presence isn't as effective. Adidas can leverage this feedback to optimize its social media strategy, ensure broader engagement, and improve its brand awareness initiatives to ensure it resonates with all customer segments.

S.NO	Particulars	No. of respondents	Percentage
1	Yes	145	64.7%
2	no	79	35.3%

DO USE FOLLOW ADIDAS INFLUENCERS OR BRAND AMBASSADORE ON SOCIAL MEDIA

224 responses



INTERPRETATION

The fact that **64.7%** of respondents follow Adidas influencers or brand ambassadors on social media reflects the **strong effectiveness** of Adidas' influencer marketing strategy. The brand is clearly leveraging the power of social media personalities to engage with a broad audience. However, there is still a **significant portion (35.3%)** of respondents who do not follow influencers, which presents an opportunity for Adidas to diversify its approach and engage this group with content that resonates outside of influencer-driven campaigns.

CHI-SQUARE ANALYSIS:

Table Name:

Gender and How often do you social media to stay update above adidas?

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.6	3	.006
Likelihood Ratio	0.8727	5	.006
Linear-by-Linear Association	223.00	1	.083
N of Valid Cases	102		

7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.

Chi-square value= 59.6

Degree of freedom=3

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between Gender and How often do you social media to stay update above adidas?

FINDING:

A majority (64.7%) of respondents follow Adidas influencers or brand ambassadors on social media. This indicates that a significant portion of Adidas' audience is engaged with the personalities and ambassadors representing the brand. Influencer marketing is clearly an effective strategy for Adidas, as these brand ambassadors help amplify the brand's message, increase visibility, and create a more personal, relatable connection with consumers. This suggests that Adidas' influencer collaborations are resonating well with the audience and contributing to its overall social media presence and engagement.

A strong majority (72.3%) of respondents believe that Adidas' social media presence is effective in creating brand awareness. This suggests that most consumers recognize the value and impact of Adidas' digital marketing efforts in reaching a broad audience. Adidas appears to be succeeding in using social media platforms to boost its visibility, increase its reach, and engage with a large number of potential customers. This is a positive indicator that the brand's social media strategy is resonating well with its target audience and is playing a key role in maintaining a strong presence in the market.

A minority of respondents (12.5%) believe that social media is not at all important in shaping Adidas' brand image. These individuals may prefer other forms of marketing or might not engage with social media platforms at all, making their perception of the brand more dependent on factors other than online interactions or campaigns.

A majority of respondents (67%) engage with Adidas content on social media. This suggests that two-thirds of the audience is actively interacting with the brand's posts, advertisements, campaigns, or other content on platforms like Instagram, Twitter, Facebook, TikTok, or others. This high engagement rate highlights Adidas' strong presence on social media and the effectiveness of its digital marketing strategies in capturing the attention of its audience.

CONCLUSION:

The impact of social media on luxury brands with special reference to Adidas in the Trichy region, which is done here, points out that social media plays a very important role in shaping the perception of consumers, the engagement of a brand, and purchasing decisions. The main findings from the study are:

1. Increased Brand Visibility and Awareness: Social media, such as Instagram, Facebook, and Twitter, has greatly increased the visibility of Adidas among the consumers in Trichy. Updates, influencer collaborations, and targeted ads have increased brand awareness.
2. Consumer Engagement: Through social media, Adidas can better connect with its audience. With features like polls, stories, and direct messaging, Adidas can engage with its customers in real time, creating a more robust bond with its customers.
3. Impact on Buying Behaviour: Social media reviews and testimonials have a strong impact on consumer's buying decision. The consumers from the Trichy region are quite sensitive to influencer endorsement and promotional campaign on Instagram.
4. Brand Loyalty: Engaging content and personalized marketing strategies have been successfully utilised by Adidas to build customer loyalty across the region. Campaigns focusing on sustainability and innovation as a corporate value are well received by the target audiences.

5. Challenges and Opportunities: While social media offers immense potential for growth, challenges like maintaining authenticity, managing negative feedback, and staying ahead in a competitive digital landscape remain. However, these challenges also present opportunities for Adidas to innovate and enhance its social media strategies.

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