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The intent of the thesis is to examine how to measure brand equity in social media. We have chosen to do this for the car brand Mini.

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Igor Pereira de Almeida,
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Resumo

Anteriormente as pessoas só podiam ligar à Internet através do computador, mas com a vinda de dos *smartphones*, agora podemos comunicar em todo o mundo através da Internet. Isto implica que podemos ler, ver e partilhar mensagens, vídeos e fotos onde e quando quisermos. E graças á mídia social como o Facebook, Twitter, LinkedIn é mais fácil do que nunca de comunicar com pessoas e marcas.

A vantagem destas novas tecnologias implica que os consumidores podem participar na partilha de notícias. Os consumidores podem partilhar as suas opiniões através de blogs, e ainda partilhar vídeos e fotos, e é mais facil a entrar em contacto com as empresas.

A partir da perspectiva de negócios, as empresas não podem mais recusar a mídia social. Muitas empresas estavam relutantes no passado por causa dos perigos que a mídia social podiam trazer, mas agora são forçados a atender a proucura dos consumidores.

Uma estratégia de mídia social bem concebida tráz enormes vantagens para as empresas, porque as empresas, podem estar mais perto do consumidor e podem assim, ligar os consumidores à marca. Um consumidor que se sente ligado a uma companhia vai promover a marca positivamente, tanto online como offline.

A passa palavra tornou-se um método comprovado. É uma técnica de marketing que ajuda a aumentar a conscientização sobre um determinado produto ou marca. A mídia social é um instrumento barato para as empresas e pode aumentar esta técnica efectiva de marketing.

A mídia social também oferece uma forma de construir uma comunidade á volta da marca. Pessoas com atitudes positivos (ou negativos) sobre uma marca podem partilhar as suas ideias e experiências uns com os outros, mas também com a marca. É importante manter a informação de forma correta, porque podem e devem melhorar a qualidade do serviço ou produto.

Hoje em dia as necessidades dos consumidores estão em função da procura. Com outras palavras, os consumidores decidem o que querem, e as empresas cumprem os desejos dos consumidores, ouvindo-os.

O investigador David Aaker criou em 1991 um modelo para as empresas gerir o valor da marca. O resultado da investigação é que o valor da marca é influenciado por quatro dimensões, ou seja, qualidade percebida, lealdade à marca, associações da marca e reconhecimento da marca.

Keller (1993), Keller e Machado (2006) e Kotler e Keller (2006) apresentaram um modelo conceitual para o valor da marca a partir de uma perspectiva do consumidor individual. O modelo conceitual é baseado em duas componentes: o conhecimento (consciência) e a imagem (imagem).

Christodoulidis e De Chernatony (2009) afirmam que Aaker (1991) e Keller (1993), têm o valor da marca conceituada, mas nunca operacionalizou uma escala de medição.

Yoo, Donthu e Lee (2000) expandiram o modelo de Aaker. Estes autores separaram o conceito de valor da marca colocando-a entre as "dimensões do valor da marca" e "valores gerados para os clientes e a empresa." Além disso, eles inseriram como antecedentes de dimensões valor da marca das atividades de marketing que em sua opinião, têm efeitos significativos sobre as dimensões do valor da marca.

Nesta dissertação, adotamos o modelo de Yoo, Donthu e Lee. Nós criamos um modelo para medir o valor da marca social. Para a realização da pesquisa foram utilizados itens do estudo de Yoo, Donthu e Lee, e acrescentamos duas variáveis ao modelo, ou seja, onde as pessoas procuram informação (searching), e qual conteúdo específico os fans querem ver na página do Facebook (fanpage). Nós experimentamos este modelo para a marca de carros Mini.

Executive summary

Previously people could only connect to the Internet with a computer, but with the high turnout of advanced smart phones, we can now communicate overall in the world through the Internet. This entails that we can read, see and share messages, videos and photos where and whenever we want. And thanks to social media like Facebook, Twitter, LinkedIn it is easier than ever to communicate with people and brands worldwide.

The advantage of social media implies that consumers can participate in sharing news. We call this *user-generated content*. Consumers can share their opinions through blogs, share videos and photos, and are more likely to come into contact with companies.

From a business perspective, companies can no longer ignore social media. Many companies were reluctant in the past because of the dangers that social media can bring, but are now forced to meet with the demand of the consumers.

A good devised social media strategy brings only advantages for businesses. Because companies can now stand closer to the consumer and can thus bind consumers to the brand. A consumer that feels connected to a brand will distribute positive information, both online and offline.

Word of mouth has become a proven method. It is a marketing technique which helps to raise awareness about a particular product or brand. Social Media is a cheap instrument for companies to increase the word of mouth communication.

Social media also offers a way to build a community around the brand. People with positive (or negative) attitudes about a brand can share their ideas and experiences with each other, but also with the brand. It is important to handle this information in a right way, because all the information can improve the quality of the service or product.

So nowadays the needs of consumers are demand driven. In other words, consumers decide what they want, and companies fulfill their needs by listening to their consumers.

The investigator David Aaker created in 1991 a model for companies to manage brand equity. His premise is that Brand Equity is influenced by four dimensions, namely; perceived quality, brand loyalty, brand associations and brand awareness.

Keller (1993), Keller and Machado (2006) and Kotler and Keller (2006) presented a conceptual model of brand equity from the perspective of the individual consumer. In the words of these authors, this is called *consumer-based brand equity*. The conceptual model of consumer-based brand equity part of the dimension of knowledge which is based on two components: knowledge (awareness), image (image).

Christodoulidis and De Chernatony (2009) claim that Aaker (1991) and Keller (1993), have conceptualized brand equity, but never operationalized a scale of measurement.

Yoo, Donthu and Lee (2000) expanded the model of Aaker. These authors separated the concept of brand equity placing it among the "dimensions of brand equity" and "values generated for customers and the company." Furthermore, they inserted as antecedents of brand equity dimensions of the marketing activities that in their opinion have significant effects on the dimensions of brand equity.

In this dissertation, we adopted the model of Yoo, Donthu and Lee. We created a model to measure *social brand equity*. For conducting the survey we used items from the study of Yoo, Donthu and Lee, and added two variables to the model, namely where people seek for information, and what specific content they want to see on the fanpage of Facebook. We tested this model for the car brand MINI.