

# 1.Introduction

“Social media marketing is one of the fastest growing specialties within the online marketing landscape and has many benefits for marketers. Social networking sites have low overheads and aggregate large quantities of valuable information through user profiles, ranging from their favorite books to movies, and such information can be targeted for very specific advertising.” (Murch, Breslin & Decker, 2004)<sup>1</sup>

An important aspect by this new way off communication and search for information is that companies are forced to change their *branding efforts*. Digital advertising has become a core component in successful online and branding strategies. It has become increasingly important for brand managers to measure the efficiency of online branding programs.

This paper offers an approach for *measuring and analyzing brand equity in social media*. The research proposes a brand equity measurement method on social media, based on a quantitative content analysis.

This investigation studies several social media definitions based on the vision of Lon Safsko (Social Media Bible, 2009). We used his thoughts about social media, to make a cross research with brand equity. So, we studied the dimensions of brand equity (Aaker, 1991): brand awareness, brand loyalty, brand associations and perceived quality with the content that a brand puts on their Fanpage of Facebook, and created in this way a method for analyzing *social brand equity*.

In the quantitive content analysis we decided to add two variables to the brand equity model of Aaker (1991). The first variable that we thought is very important to build brand equity efforts using social networking are which content fans want to see on the *Fanpage* (on Facebook) of a brand. The second variable is where people nowadays purchase their infromation, trough traditional media or social media. We called this variable *Searching*.

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<sup>1</sup> Online social and business networking communities, paragraph 2.3  
<http://www.deri.ie/fileadmin/documents/DERI-TR-2004-08-11.pdf>

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Because there is only one known study about social brand equity (Daniel Baur, 2010)<sup>2</sup>, we tried to give a new dimension to this research. The research of Daniel Baur is based on a qualitative study, where the author investigates the content on the social media sites.

In our study we decided to create a model for a quantitative analysis, what is more objective. We used the multidimensional scale of brand equity by Yoo Donthu and Lee (2001) to make the survey. With the addition of the two variables (Fanpage and Searching) we gave a new insight for marketers to study social brand equity.

To give a good recommendation we also decided to do a little qualitative research on the Fanpage of a brand, to see if the results of the survey match with what the brand is doing on their Fanpage wall on Facebook. The brand that we have chosen to analyze their social brand value is MINI.

To have a good perception on all the facets of brand equity this research gives several insights about brand equity of the authors Aaker (1991), Yoo Donthu and Lee (2001), Keller, Kotler and Machado (2006) and finally Christodoulidis and De Chernatony (2009).

## 1.1 Automotive Industry and Social media

This thesis examines the elements of social media as a background to create brand equity in the automotive industry. In this chapter we give examples to understand how a car manufacturer can use his social media channel to enhance engagement with their potential buyers.

The wisdom of trying to sell on social media sites by posting inventory, prices, or payments is an ongoing debate, but the fact remains that many brands are engaged in this activity in some form. Social media applications such as blogs, social networking, and video sharing have soared in popularity, so it's important that car manufacturers control the information that's coming out of their business and create engagement with their consumers.

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<sup>2</sup>Daniel Baur, Masterthesis social brand value, 2010 <http://www.scribd.com/doc/50291548/Master-Thesis-Daniel-Baur-Social-Brand-Value>

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For example<sup>3</sup>: On 14 February 2011 BMW first to shared a preview with fans and then with the mass. BMW had a platform to facilitate, as a Facebook Fan Page. This showed pictures and videos of the new model. Car enthusiasts slowly build an online community, so they could engage with the brand.

Another great example of engagement with customers was the launch of the new Fiat 500.<sup>4</sup> Months before the car launch, Fiat introduced the slogan “Fiat 500 want you” where everyone was directly invited to be part of this ‘new iconic movement’. To try and nurture a meaningful relationship with potential consumers the whole product launch was in people’s hands. The audience was asked to:

- Help with the design
- Submit ideas for the advertising launch campaign
- Create the official Fiat500 mascot and logo
- Customize their own models during the UK launch party
- During the Italian launch, the audience was using touch screen technologies to create their own models to then have a chance to see it displayed in 3D.
- To attract new families they launched a competition in Italy aimed at pregnant mums.

The outcome of this marketing events was:

- 70.000 cars sold in Italy in the first month with Fiat500 awarded “Car of the Year 2008”
- 8.000 were the accessories ideas submitted by the general public. More than 100 accessories are now available to choose from and 500.000 ways to customise your Fiat 500!
- 3.300 advertising ideas One chosen from a professional panel, the other voted by the 500 online community.
- More than 600 mascots and 1.000 logos were submitted.
- Nearly 4.000 mums applied from all over the world for the chance to win the Fiat500
- In Italy the launch of the 500 was huge, so huge that this iconic Italian car grabbed the headlines of every newspaper and dominated TV motoring shows for so long that conventional advertising buying simply wasn’t needed. More was spent in online

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<sup>3</sup> <http://www.coopr.nl/blog/automotive-en-Social-media-onnodig-moeizaam-huwelijk/>

<sup>4</sup> <http://vinceon.wordpress.com/2009/02/19/327/>

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media in markets outside the core market than would have ever been considered at home.

So what really is important for carmanufactures by finding a good social media strategy is to:

- Keep your audience involved from the start
- Be experiential with your creative ideas and don't be scared by risky PR stunts. Using innovating technology will only get people talking about your brand!
- Spot the difference: Adjust your marketing mix to fit the market needs.
- Have something for every customer
- Keep your communication alive: The official Fiat500 website (500 wants you) is a place where users are always invited to do more and be engaged with the brand. Every so often a new initiative is launched (locally or globally) to always keep the communication fresh with the different clusters of their audience (youngsters, artists, mums, young-professional).

In the next paragraph we will give a little introduction about the car brand MINI. This little historical information is important for further research, because the community feeling of MINI is something that already exists some decades.

## 1.2 The succes of MINI

The MINI is a small car that was made by the British Motor Corporation (BMC) and its successors from 1959 until 2000. The original is considered a British icon of the 1960s, and its space-saving front-wheel-drive layout.<sup>5</sup>

Throughout the 1980s and 1990s the British market enjoyed numerous "special editions" of the MINI, which shifted the car from a mass-market item into a fashionable icon. It was this image that perhaps helped the MINI become such an asset for BMW,

The MINI was a cultural icon and shows up in movies such as *The Italian Job* (1969), *The Bourne Identity* (2002), *Lara Croft: Tomb Raider* (2001). In the 1960s and 1970s, the MINI also became a "fashion statement", as nowadays.

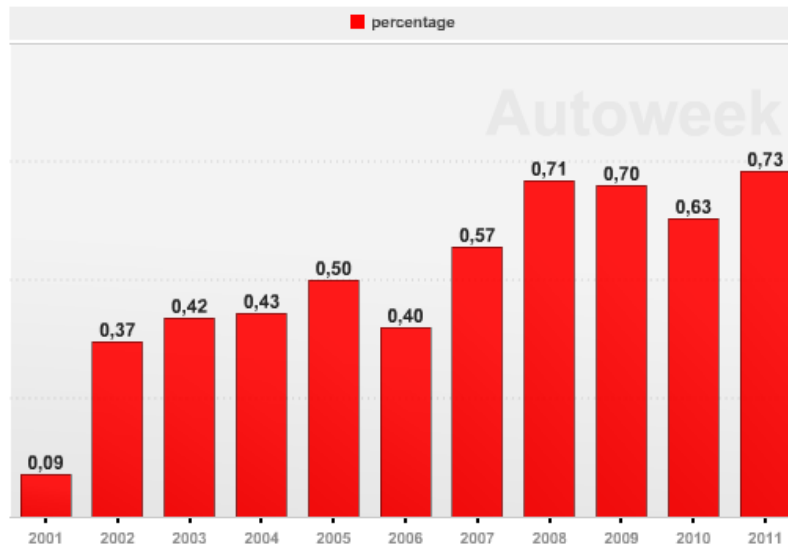
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<sup>5</sup> [http://en.wikipedia.org/wiki/MINI#End\\_of\\_production](http://en.wikipedia.org/wiki/MINI#End_of_production)

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When production of the classic MINI ceased in 2000, BMW announced the successor to the MINI. The brand name for the new car is MINI (written in capital letters), and it is commonly called the "BMW MINI" or the "New MINI". On 3 April 2007, the one millionth MINI rolled out of the Oxford Plant after six years of production.



**Figure 1:** Market share MINI

In a time when most brands are losing loyalty, MINI is one of the brands that are up in brand loyalty. MINI is succeeding in loyalty because of a combined result of attractive redesigns and additional models within their respective lineups, as well as aggressive marketing campaigns.<sup>6</sup>

MINI tries to promote communication and interaction between their users online. The greater the sense of *community*, the better. This is critical to both retaining active users and having users virally market our sites through word of mouth. MINI Cooper is unusually adept at this, and have both regional and international meetups on a regular basis that are based on online social networks.<sup>7</sup>

All this is possible because MINI combined an exceptional product with a brilliant, unconventional (guerilla) marketing plan. BMW made sure MINI benefitted from their

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<sup>6</sup> <http://www.consumeraffairs.com/news04/2011/07/hyundai-no-1-in-brand-loyalty-survey.html>

<sup>7</sup> <http://chris.pirillo.com/what-is-brand-loyalty/>

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decades of experience by producing an excellent product and by working to raise Brand awareness as quickly and effectively as possible.

Furthermore, the MINI represented an opportunity to sell to a new market segment and to introduce people to the BMW experience. The company set out to accomplish this by marrying the values and aspirations of a younger, hipper demographic to the experience promised by owning a MINI. <sup>8</sup>

## 1.3 Problem definition

This investigation has the pretention to give an outcome for measuring the social brand equity of MINI on their Fanpage of Facebook. To have a lead or goal in this dissertation we defined a problem definition, to be answered in the conclusion of this thesis, namely chapter 6. The problem definition of this dissertation can be defined as follows:

1. What is the most important (brand equity) dimension that influences the brand value of MINI?
2. What is the relationship between the Fan Page of Facebook and the brand equity of MINI?
3. What kind of content has the best engagement (ratio) on the Fan Page of MINI?
4. What should MINI do to optimize their social brand value?

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<sup>8</sup> [http://www.brandchannel.com/papers\\_review.asp?sp\\_id=359](http://www.brandchannel.com/papers_review.asp?sp_id=359)

# 2. Theoretical framework: Social media

## 2.1 Introduction

This chapter will explain and discuss a number of definitions that affect this investigation. It explains several definitions regarding to the shift of media, traditional and social media, and other important social media definitions like social media marketing, social networks, (micro) blogging, photo sharing, video sharing, etc. This information is gathered from books, academic articles and the Internet.

## 2.2 Changing media in a changing society

“The world is rapidly evolving. Advertising, messaging, and communication behaviours are changing more quickly than how we tell our story. Messaging is competing more and more with the noise that overwhelms customers every day/hour/minute/second of their lives. Customers are tuning out old messages while social media and the Internet connect them with information that bypasses expensive marketing communications strategies.” (The Social Media Bible, Lon Safko, 2009, pag. 43)

Worldwide we see that the sales of newspapers are falling for several years. This is because we now can obtain information for free through the Internet. An important advantage is that it allows us to participate, to give our opinions about a column, for example through blogs like Twitter. The sale of newspapers in Portugal dropped with 13% compared with a year earlier (2008).<sup>9</sup>

“New technologies are said to be having a profound impact on the structure and activities of the traditional mass mediums of television and radio, the press and publishing. Rapid innovation in technology is thought to fundamentally change the structures, services and the funding of the media as new methods of finance, delivery and consumer services arise result

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<sup>9</sup> [http://www.dn.pt/galerias/infografias/?content\\_id=1458647&seccao=TV%20e%20Media](http://www.dn.pt/galerias/infografias/?content_id=1458647&seccao=TV%20e%20Media)

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of the possibility to package and distribute media content in a variety of different ways.”  
(Trends in communication, David Ward, 2003, pag. 99).

To understand how social media influences our daily lives, we observe how an average Portuguese boy, let's call him Mario, uses the new digital communication channels.

*Mario spends twenty hours on the Internet every week. He is a student with a part-time job, and has 24 hours a day access to the Internet with his I-phone. He uses his phone to read and send e-mails, to show YouTube-movies at his friends, to listen and download music, to buy clothes, etc.*

*Mario also has a Facebook account, where he communicates with friends. He sends messages to his friends, shares photos with them and creates events for the weekend. Mario has a passion for cars. He also shares movies on his Facebook profile when he has some time over at night. When he goes from the University to his work by metro, he reads news about cars on digital newspapers like <http://www.carrosblog.com/>*

*Mario recently opened an account on Twitter, a service that lets people exchange messages no longer than 140 characters. Mario communicates and informs himself with this Social network tool. Using twitter he follows car brands, he makes part of a community that allows him to share his opinion with other car enthusiasts.*

*Every week Mario does test-drive from a different car brand. He has his own website where he shows his photos, shares his experience and tries to find new friends that have this same hobby. He uses his site also as a blog; he creates a portfolio for himself and for others. With the video sharing service YouTube he can find movies about cars. On his blog he links information to his website.*

Digital channels are a crucial part of our life. It is important to understand the impact of these channels, because it is changing the society, it is changing the way how we search and share information and how we communicate with each other.



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### 2.3 Traditional media vs Social media

This chapter discusses the shift of media, which had in television, radio, magazines and newspapers. Whether it is sports, finance, fashion, or international politics, traditional media has something to offer you. Enter the people who advertise their products and services via commercials and print ads that accompany your favourite source of news. These advertisers use print, audio, video, and photographs in an attempt to influence our behaviour.

Words, pictures, video, and audio can inform and inspire, just as they can influence and incite. Humans like to know about the good, the bad and the ugly side of people, places, and situations, as well as to share this information with others, often as quickly as possible.

“Modern technology has greatly increased the amount of information available to share. Most importantly, technology has allowed everyone to participate in creating and delivering information to family, friends, and colleagues. Everyone has the ability to function as citizen journalists or market mavens.” (Lon Safko, 2009, pag. 4).

“From a business perspective, social media is about enabling conversation. It is also about the ways that this conversation can be *prompted*, *promoted*, and *monetized*. People are talking about brands and products. There are thousands of social media tools and more on the way that enable conversation among the masses of humanity with Internet access.” (Lon Safko, 2009, pag. 4)

If a company has got a great product or service in search of more customers, they need people to talk about it. There is nothing like *word-of-mouth* to take a business to the next level.

“Traditional marketing is about having a *monologue* with your customers and prospects. Social media, on the other hand, is about having a *dialogue*. When you have a dialogue with a customer or prospect, the communication is much more fulfilling and more profitable.” (How to make money with Social media, Jamie Turner, Dr. Reshma Shan, 2011, pag. 13)

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In the old days, marketing was handled out of a single location where a central authority analyzed customer research, sales trends, and demographic information to arrive at a *unique selling proposition* (USP). For most of the twentieth century, traditional marketing was pretty simple: Figure out your USP, get the creative people at your agency to come up with a good TV commercial, and run the heck out of it during prime time.”<sup>10</sup>

Traditionally, advertising was considered non-personal, paid a one-way communication with target audience through mass media with the intention to inform, persuade or remind products, services or ideas. The rise of *user-generated content* and social media has cause to question this conceptualization in. While traditional media, advertisers pay for time and space, many interactive media essentially 'free'.

Where traditional media was about 'broadcasting', transmitting or disseminating information to a public, social media can be seen as a process where two-way communication is central. (Mayfield, 2008).

According to Mayfield (2008)<sup>11</sup>, social media is best understood as “a group of new kinds of online media”, which share most or all of the following characteristics:

1. Participation and engagement: Social media is a means of making everybody interested provide contributions and feedback. Thus the border between media and audience seems to disappear.
2. Openness: participation imposes some freedom that the audience enjoys through voting, comments or sharing information.
3. Conversation: unlike traditional media which is focused on one-way communication, Social media provides a two-way conversation, thus communication is instantaneous.
4. Community: the most important outcome of Social media is forming communities. The backbone of these communities is a sharing of common interests.
5. Connectedness: social media creates a sort of chain effect, making use of links to different sites, resources and persons.

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<sup>10</sup> <http://blastoffpr.com/seo-internet-marketing/Social-media-marketing/>, viewed on 17 May 2011

<sup>11</sup> Mayfield A.; What is Social media, an e-book by Antony Mayfield from i-Crossing, viewed on 1 September 2011, [http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What\\_is\\_Social\\_Media\\_iCrossing\\_ebook.pdf](http://www.icrossing.co.uk/fileadmin/uploads/eBooks/What_is_Social_Media_iCrossing_ebook.pdf)

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So the old *command-and-conquer*,<sup>12</sup> and top-down delivery of the message is no longer an option. The days of advertising as an attempt by one-way for large organizations to influence the masses through mass media are also counted. Advertising is a fragmented engagement between businesses, brands and consumers.

Consumers now choose for themselves whether they accept or reject messages based on whether they are useful, interesting or relevant. As social media as an easily accessible forum for almost anyone who has an opinion and wants to share, consumers who feel that their voice is heard no other channels also look to share their opinions and to express frustrations. This expansion of information choices can be seen as the driving force of social media activity. (Livingston and Solis, 2007).

Social media is also characterized by '*micro consumption*' consumers should choose what, where, how much and how often they eat, unlike the pre-defined media experience of traditional media. While this two-way symmetrical model of public relations it would be ideal, it appears the practice is often different. Public relations practitioners want control over the message they send, and Web 1.0 showed this increase. Web 2.0, however, led to the collapse of all these. (Cooke and Buckley, 2008)<sup>13</sup>

### 2.4 Web 2.0

The concepts of Web 2.0 facilitate a new type of communication that becomes increasingly important. Web 2.0 is the popular term for advanced Internet technology and applications, including blogs, wikis, podcasting, RSS, and Social networks (Lai and Turban, 2008).<sup>14</sup>

“Web 2.0 is a collection of open-source, interactive and user controlled online applications expanding the experiences, knowledge and market power of the users as participants in

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<sup>12</sup> <http://id.nielsen.com/site/documents/NielsenTrustAdvertisingGlobalReportJuly09.pdf>, viewed on 13 July 2011

<sup>13</sup> Cooke M and Buckley N, Web 2.0 Social networks and the future of marketresearch, International Journal off Market Research, viewed on 10 May 2011 <http://wejderot.se/uppsats/Cooke%20Buckley%202008.pdf>

<sup>14</sup> Grabner-Krauter S, 2009 “ Web 2.0 Social Networks: The Role of Trust,” Journal of Business Ethics viewed on 18 March 2011. <http://www.springerlink.com/content/98r61x4073415005/fulltext.pdf>

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business and social networks facilitation the flow of ideas and knowledge by allowing the efficient generation, dissemination, sharing and editing/refining of informational content. (Constantinides and Fountain, 2008).”<sup>15</sup>

According to O’Reilly (2006) Web 2.0 is the business revolution in the computer industry caused by the move to the internet as platform, and an attempt to understand the rules for success on those new platforms. Chief among those rules is this: build applications that harness network effects to get better the more people use them (Journal of Interactive Advertising, March 2011).

“The essential difference between Web 2.0 and the traditional Web is that content is *user-generated*, and there is considerably more collaboration amongst Internet users. The most interesting Web 2.0 application in recent years is the emergence of online Social networks or virtual communities which have opened up possibilities for rich, online human-to human interaction unprecedented in the history of Internet communication. Online Social networks like Facebook, MySpace, Friendster, are a new form of self-representation and communication, and they imply a social behavior that is different from the real world (Bonhard and Sasse, 2006).”<sup>16</sup>

“Since their introduction, these online social networks have attracted millions of users, from all continents and from all age groups, although the younger generation is more prominent. Online Social networks have become an essential part in the everyday activities of their users, a parallel universe for many, satisfying in the virtual world the human need for sociability (Ganley and Lampe, 2009).”

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<sup>15</sup> Master thesis: Reputation 2.0 : The role of Social mediain corporate reputation – case Nokia, viewed on 12 July 2011. [http://hsepubl.lib.hse.fi/EN/ethesis/pdf/12502/hse\\_ethesis\\_12502.pdf](http://hsepubl.lib.hse.fi/EN/ethesis/pdf/12502/hse_ethesis_12502.pdf)

<sup>16</sup> Cooke M and Buckley N, Web 2.0 Social networks and the future of marketresearch, International Journal off Market Research, <http://www.springerlink.com/content/98r61x4073415005/fulltext.pdf>

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### 2.5 Difference between Web 1.0 vs Web 2.0

“An important difference between Web 1.0 and Web 2.0 is that Web 1.0 from a strategic communication perspective was basically adding a technological capability to existing techniques ideally suited to public relations or marketing (Jim Macnamara, 2007).”<sup>17</sup>

According to Livingston and Solis was after the bursting of the "dotcom bubble" Web 1.0 created a new architecture underlying the Web in a much more interactive and portable media transformed. Web 2.0 would be a step further than Web 1.0 because it is not just a technology enabler of existing methods, but led to the breaking down of barriers.

Christian Fuchs writes in his book “Internet and society: Social theory in the information age” that: “Web 1.0 was predominantly a system of cognition. Since the millennium, the character of the web has been successively changing. With the rise of new heavily frequented platforms such as MySpace, YouTube, Facebook, Wikipedia, Friendster, etc., communication and cooperation have become more important features of the web.”

Huang and Behara (2008) argues that the term Web 2.0 refers to: "Participation, information contribution and sharing, Social networking, user collaboration and creation, all relying on improved web technologies.”<sup>18</sup>

The main distinguishing characteristic, according to Kean (2008) therefore is not the change in technology, but their application. It's about connecting people, not just with each other, but by a common interest.<sup>19</sup>

So what actually changed between the emergence of Web 1.0 and Web 2.0? The term Web 1.0 refers to the first phase (1995-2000) of the Internet. This is the period when the Web

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<sup>17</sup> Macnamara J, 2006 ‘The fork in the road of media and communications theory and practice’, 4<sup>th</sup> Annual Summit on Measurement: 2006, viewed 23 March 2011.

[http://www.instituteforpr.org/files/uploads/MacnamaraPaper\\_b.pdf](http://www.instituteforpr.org/files/uploads/MacnamaraPaper_b.pdf)

<sup>18</sup> [http://www.insites.eu/02/documents/whitepapers/02\\_Join%20the%20research.pdf](http://www.insites.eu/02/documents/whitepapers/02_Join%20the%20research.pdf), viewed on 12 July 2011

<sup>19</sup> Kean, A 2008, Social media: Become part of the online community, Interactive Advertising Bureau, pp. 1-82, viewed 8 January 2011, [http://iabuk.net/media/images/IABSocialMediaHandbook\\_3557.pdf](http://iabuk.net/media/images/IABSocialMediaHandbook_3557.pdf)

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gained his reputation because more consumers made a connection to the Internet. The big difference between Web 1.0 and Web 2.0 is no longer only the owner decides the content. Now the users of the sites determine the contents of a page.

### 2.6 Social media

In a traditional sense media includes things such as newspapers, magazines and television. Social media are distinct from traditional media; they are accessible to anyone and are relatively inexpensive for anyone. According to Wikipedia (2011) *social media* is:

*“Social media refers to activities, practices, and behaviours among communities of people who gather online to share information, knowledge, and opinions using conversational media. Conversational media are Web-based applications that make it possible to create and easily transmit content in the form of words, pictures, videos, and audios”*

*“Social media can take many different forms, including Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking.”*

*“Technologies include: blogs, picture-sharing, vlogs, wall-postings, e-mail, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few, to name a few. Many of these social media services can be integrated via social network aggregation platforms.” (Wikipedia, 22 March 2011)*

“Social media can be seen as a part of the social Web, with the main focus on the exchange of information, creation of new networks, and maintenance of relationships, communication and collaboration. Social media excludes data creation, data storage, and the interpersonal connections established by any application (Kaplan/Hänlein 2010).”<sup>20</sup>

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<sup>20</sup> Kaplan, Andreas M.; Hanlein, Michael (2010): Users of the world, unite! The challenges and opportunities of Social media, viewed on 13 March 2011

<http://www.slideshare.net/studente1000/kaplan-andreas-m-haenlein-michael-2010-users-of-the-world-unite-the-challenges-and-opportunities-of-Social-media-business-horizons-vol-53-issue-1-p-5968>

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### 2.7 Social media marketing

Social media marketing is defined as marketing that uses social networks, virtual worlds, user-generated product reviews, blogs, RSS feeds, podcasts, games and advertising generated by consumers. Social media marketing is also creating and maximizing of *earned media*, so a brand will have a clear (positive) will impression in the various forms of social media. Earned media are media where the consumer determines the content of a particular brand or topic. This may in the form of (electronic ) word of mouth or social media (D. Evans, Social mediamarketing: An hour a day, 2008)

The use of social media marketing means, applying or making part of a marketing campaign or activity in social media. These could include a member, friend or fan of a brand within a social networking site, playing a game or placing a gadget of a brand on a profile of a social networking site and possibly send to friends, a follow a brand on a (micro) blog, watching videos of a brand on a video platform (like YouTube) or post a comment about a brand through a discussion forum. Advertisers run the types of marketing campaigns on social media and users decide whether to use them or not (D. Evans, 2008).

### 2.8 Social media Channels

#### 2.8.1 Social networks

A social network is: “A trusted network, virtual community, e-community, or online community is a group of people who interact through newsletters blogs, comments, telephone, e-mail, and instant messages, and who use text, audio, photographs, and video for social, professional, and education purposes. The social networks goal is to build trust in a given community. Every social network has different levels of interaction and participation among members. This can range from adding comments or tags to a blog or message board posts to competing against other people in online video games.” (Lon Safko, 2009, pag. 46)

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There are many reasons that people want to contribute to social and knowledge-sharing networks like blogs and wikis. In fact, the number of individuals who spend a great deal of time contributing to such web sites is pretty amazing. People usually become motivated to contribute valuable information to the group with the expectation that one will receive useful help or information and recognition in return. This kind of reciprocation is particularly important to many online contributors. Some individuals may also freely contribute valuable information because they get a sense of contribution and a feeling of having some influence over their environment.

Social psychology dictates that people are social beings who are gratified by the fact that they receive direct responses to their input. Blogs are a good example of this kind of immediate acknowledgment, whereby readers can instantly comment on and participate in live content.

### 2.8.2 (Micro)blogging

One of the fastest growing blogging sites is Twitter. Twitter is a platform that allows you to share, in real time, thoughts, information, links, and so forth with the Web at-large and to be able to communicate directly, privately or publicly, with other Twitter users. The main difference, however, is that each Twitter communication cannot exceed 140 total characters.

Twitter has given the public unprecedented direct access to companies, celebrities, and power figures in a way that hasn't previously been seen. The most successful people and brands using Twitter are the ones who treat Twitter as an ongoing, open, and thought-provoking conversation rather than just a broadcast medium.<sup>21</sup>

For companies Twitter is a place for research, for customer service, for product promotion, to distribute news, to build customer loyalty, and to get ideas. In fact, the use of Twitter for marketing is constantly evolving, where almost weekly one can read about a unique strategy or application of Twitter for marketing

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<sup>21</sup> <http://www.bench3.com/2011/08/twitter-is-different-from-other-social.html>



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Because Twitter is mobile, tweets that are first on the scene of breaking news are able to get the word out quickly and efficiently. Smart phones not only let people tweet; they can also *take and upload photos*, enriching the value of a tweet.

### 2.8.3 Video sharing

Video hosting services<sup>22</sup> refers to websites or software where users can distribute their video clips. One of the most famous video sharing sites is YouTube. YouTube is a video hosting service that features user generated content or in other words, it is a site where registered users can upload files containing video and unregistered users (i.e., anyone with a connection to the Internet) can view the videos.

Companies can use this site to collect data because there are scores of videos on YouTube. Many of these clips are also associated with other videos. If a company has a Facebook fanpage and a YouTube-account they can cross these two social mediachannels. They can put the [link](#) of the video on their Facebook wall. An interested viewer is so linked to the YouTube page of the brand.

### 2.8.4 Photo sharing

Photo sharing<sup>23</sup> is the publishing or transfer of a user's digital photos online, thus enabling the user to share them with others (publicly or privately). This function is provided through both websites and applications that facilitate the upload and display of images. The term can also be loosely applied to the use of online photo galleries that are set up and managed by individual users, including photo blogs.

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<sup>22</sup> YouTube as a Qualitative Research Asset: Reviewing User Generated Videos as Learning Resources , Ronald J. Chenail, viewed on 17 July 2011 <http://www.nova.edu/ssss/QR/QR16-1/YouTube.pdf>

<sup>23</sup> <http://Socialnetworking.swsi.wikispaces.net/Photosharing?responseToken=5c482053ace0ef0caf665b956c280ae7#Anchor1>, viewed on 17 July 2011.

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The first photo sharing sites originated during the mid to late 1990s primarily from services providing online ordering of prints (photo finishing), but many more came into being during the early 2000s with the goal of providing permanent and centralized access to a user's photos, and in some cases video clips too. Webshots, SmugMug, Yahoo! Photos and Flickr were among the first. This has resulted in different approaches to revenue generation and functionality among providers. There are lots of different photosharing sites available on the Internet, each with their own unique tools. However, most photosharing sites allow you to:

- Backup images
- Make images searchable
- Share Images
- Publish images in private or share them either publicly or to selected users (friends), so you can control who sees the photos.

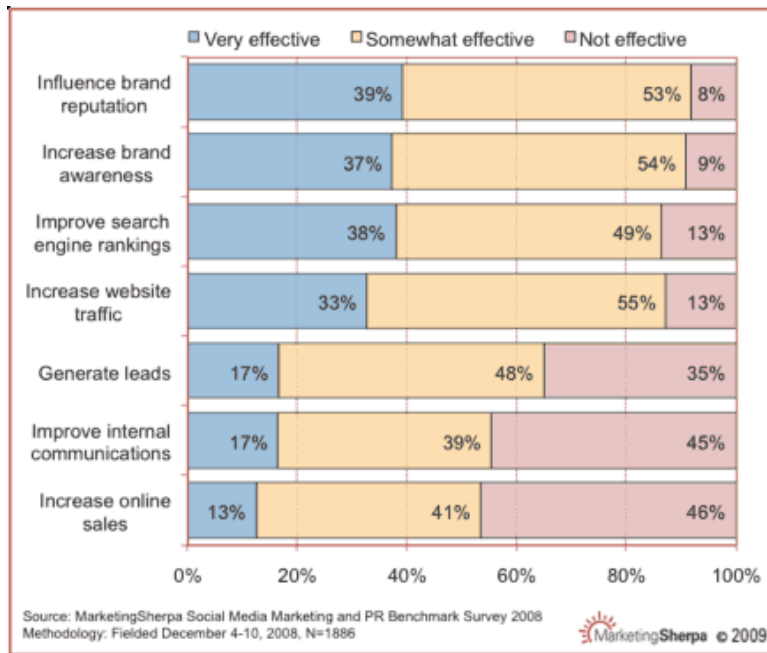
### 2.9 Conclusion

Of the first part of the theoretical framework we can conclude that there are several ways to participate on Social media. Social media is changing the world (think about the revolution in North-Africa), it is changing the way we communicate, and it is even changing the way how we live from day to day. Traditional media is losing field, and Social media is rapidly increasing.

From a business perspective social media has a lot of advantages (of course it has also disadvantages). This thesis focuses on how social media can increase the brand equity. We can give it the definition *social brand equity*.

The next part of the theoretical framework will show several definitions and models about brand equity measurement. The information is based on studies of the authors Aaker, Keller and Machado, and Yoo, Donthu and Lee.

## 2. Social media



**Figure 2:** Influence social media marketing

# 3. Theoretical framework: Brand equity

## 3.1 Introduction

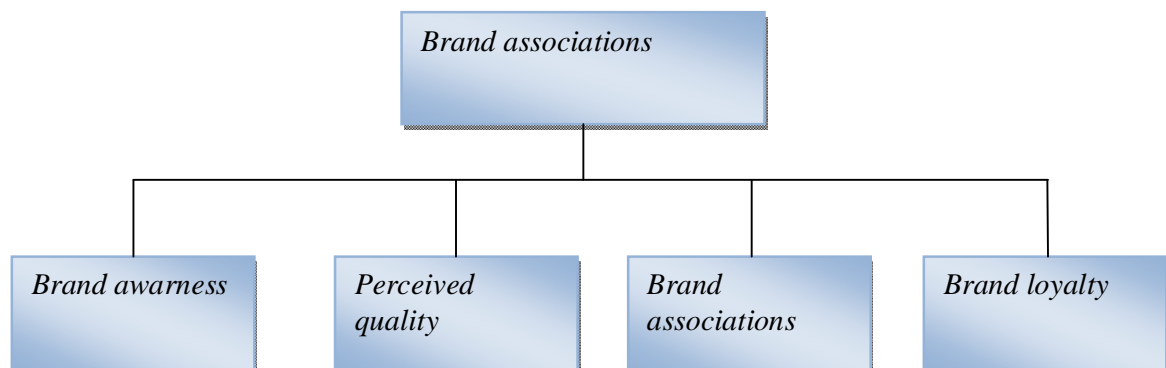
In this chapter several definitions about brand equity will be explained. The 4 dimensions from Aaker will be described, but also other important definitions with reference to brand equity in social media, like social brand equity.

Brand equity is a concept born in 1980s. It has aroused intense interest among business strategists from a wide variety of industries as brand equity is closely related with *brand loyalty* and *brand extensions*. Besides, successful brands provide competitive advantages that are critical to the success of companies.

Aaker (1991) defines brand equity<sup>24</sup> as: “The set of brand assets and liabilities linked to the brand – its name and symbols – that add value to, or subtract value from, a product or service.

The assets include:

- Brand loyalty,
- Brand awareness,
- Perceived quality
- Brand associations in addition to perceived quality



**Figure 3:** Aaker (1991), brand equity dimensions.

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<sup>24</sup> [http://www.studymarketing.org/articles/Home/Key\\_Elements\\_of\\_Brand\\_Equity.html](http://www.studymarketing.org/articles/Home/Key_Elements_of_Brand_Equity.html)

## 3. Brand equity

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### 3.2 What is a brand?

Kotler (1991) defines a brand as “a name, term, sign, symbol or design, or (color) combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors.”

In this definition a brand has a numerous branding variations. It is complex to define them in a theoretical framework, because all brands can be seen equal, they have a symbol, name and design, but in the structure they are all different.

A legal term for brand is *trademark*. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is *trade name*.

Brands represent enormously valuable pieces of legal property, capable of influencing consumer behavior, being bought and sold, and providing the security of sustained future revenues to their owner. The value directly or indirectly accrued by these various benefits is often called *brand equity* (Keller, 2003).<sup>25</sup>

### 3.3 Brand equity

There are two principal and distinct perspectives that have been taken by academics to study brand equity – financial and customer based. In this dissertation we will concentrate on customer-based brand equity (chapter 3.4), what is evaluating the consumer’s response to a brand name (Keller 1993, Shocker et al. 1994)

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<sup>25</sup> Keller, Kevin K. Measuring Brand equity, viewed on 15 March 2011

[http://www.terry.uga.edu/~rgrover/chapter\\_26.pdf](http://www.terry.uga.edu/~rgrover/chapter_26.pdf)

### 3. Brand equity

There are a lot of brand equity definitions and dimensions of the same. The following table illustrates the diversity of existing definitions and concept of brand equity.<sup>26</sup>

Study	Definition Brand Equity
The Marketing Science Institute (Leuthesser 1988)	The set of associations and behaviours on the part of the brand's consumers, channel members, and parent corporation that permits the brand to earn greater volume or greater margins than it would without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors.
Aaker (1991)	The value consumers associate with a brand, as reflected in the dimensions of brand awareness, brand associations, perceived quality, brand loyalty and other proprietary brand asset.
Swait et al (1993)	The consumer's implicit valuation of the brand in a market with differentiated brands relative to a market with no brand differentiation. Brands act as a signal or cue regarding the nature of product and service quality and reliability and image/status.
Kamakura & Russell 1993 (Lassar et al.1995)	Customer-based brand equity occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory.
Keller 1993	The differential effect of brand knowledge on consumer response to the marketing of the brand. Brand knowledge is the full set of brand associations linked to the brand in long-term consumer memory
Lassar et al.(1995)	The consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachment.
Aaker (1996)	Brand equity is: (1) Loyalty (brand's real or potential price premium), (2) loyalty (customer satisfaction based), (3) perceived comparative quality, (4) perceived brand leadership, (5) perceived brand value (brand's functional benefits), (6) brand personality, (7) consumers perception of organization (trusted, admired or credible), (8) perceived differentiation to competing brands, (9) brand awareness (recognition & recall), (10) market position (market share), prices and distribution coverage.

**Table 1:** Different concepts brand equity.

<sup>26</sup> Chieng Fayrene Y.L, Goi Chai Lee, Customer-Based Brand Equity: A literature review, Journal of arts science and Commerce, 2011 [http://www.researchersworld.com/vol2/PAPER\\_04.pdf](http://www.researchersworld.com/vol2/PAPER_04.pdf)

### 3. Brand equity

#### 3.3.1 The model of David A. Aaker

Aaker's Brand equity Model (1991)<sup>27</sup> can be used to get to grips with brand's equity and gain insight into the relation between the different brand equity components and future performance of the brand.

The model also reflects indicators and/or consequences of the pursued branding policy. It goes without saying that brand equity will rise as brand loyalty increases, brand name awareness increases, perceived quality increases and brand associations become stronger (and more positive). The model also provides insight into the criteria that indicate to what degree actual value is created with both consumer and company due the pursued branding policy (European Institute Brand Management).

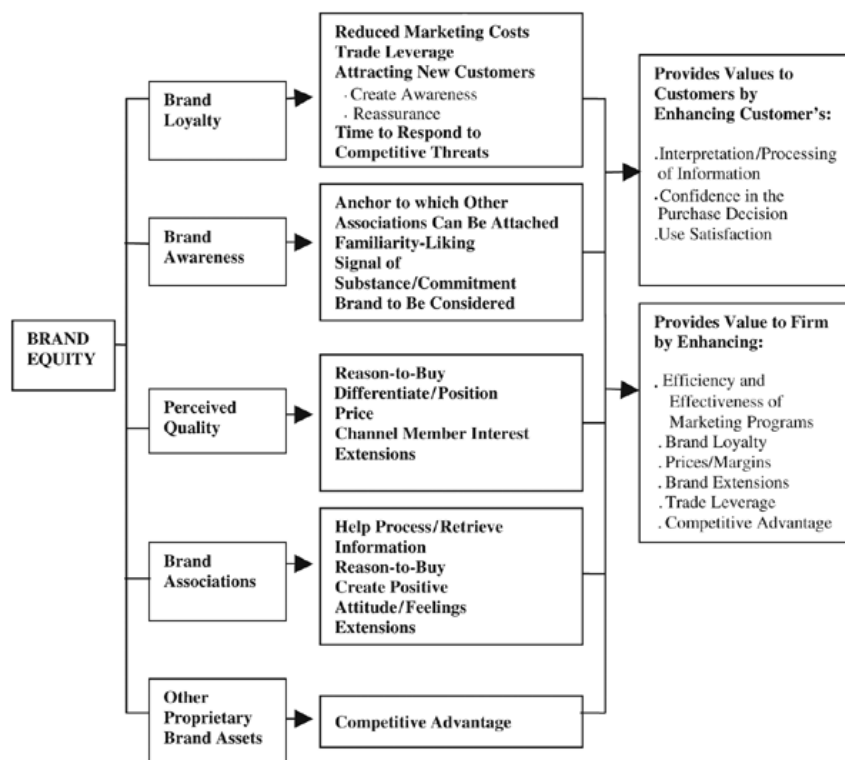


Figure 4: Aaker's Brand equity Model (1991).

<sup>27</sup> European Institute Brand Management, viewed on 1 July 2011

[http://www.eurib.org/fileadmin/user\\_upload/Documents/PDF/Merkmeerwaarde\\_ENGELS/Aaker-Brand\\_equity\\_model-EN.pdf](http://www.eurib.org/fileadmin/user_upload/Documents/PDF/Merkmeerwaarde_ENGELS/Aaker-Brand_equity_model-EN.pdf)

### 3. Brand equity

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A basic principle of brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time.

Brand equity can be seen as the "added value" endowed to a product in the thoughts, words, and actions of consumers. There are many different ways that this added value can be created for a brand. Similarly, there are also many different ways the value of a brand can be manifested or exploited to benefit the firm (in terms of greater revenue and/or lower costs).

To give a useful strategic function and guide to marketing decisions it is important for marketers to fully understand the sources of brand equity, how they affect outcomes of interest (sales), and how these sources and outcomes change. Understanding the sources and outcomes of brand equity provides a common denominator for interpreting marketing strategies and assessing the value of a brand: "The sources of brand equity help managers to understand and focus on what drives their brand equity; the outcomes of brand equity help managers understand exactly how and where brands add value."

The value of a brand is ultimately derived in the marketplace from the words and actions of consumers. Consumers decide with their purchases, based on whatever factors they find important, which brands have more equity than other brands. Although the details of different approaches to conceptualize brand equity differ, they tend to share a common core: "All definitions typically either implicitly or explicitly rely on brand knowledge structures in the minds of consumers as the source or foundation of brand equity."

In other words, the real power of a brand is in the thoughts, feelings, images, beliefs, attitudes, experiences and so on that exist in the minds of consumers. Some people distinguish the psychological aspect, brand associations that become linked to the brand, of a brand from the experiential aspect. The experiential aspect consists of the sum of all points of contact with the brand and is known as the *brand experience*. The psychological aspect, sometimes referred to as the *brand image*, is a symbolic construct created within the minds of people, consisting of all the information and expectations associated with a product, service or the companies providing them.



### 3. Brand equity

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#### **Brand loyalty**

Aaker (1991) considers that brand loyalty is the primary/most important dimension of brand equity. If the customer continue to purchase one particular brand even in the face of competitors with superior features, price and convenience where we can find the brand loyalty. It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change, either in price or in product features. It is one indicator of brand equity which is demonstrably linked to future profits.

Brand loyalty is qualitatively different from the other major dimensions of brand equity in that it is tied more closely to the use of experience. Brand loyalty cannot exist without prior purchase and use experience. It is a basis of brand equity that is created by many factors, chief among them being the use experience.

According to Aaker (1991) brand loyalty is: “A basis of brand equity that is created by many factors, chief among them being the use experience. Loyalty begins with the customer’s becoming aware of the product.”<sup>28</sup>

Brand loyalty will be considered as repeated purchasing behavior under conditions of strong sensitivity. Loyal customers are less likely to switch to a competitor solely because of price, and loyal customers also make more frequent purchases than comparable non-loyal customers (Bowen and Shoemaker, 1998).

An example of a communication activity that can create loyalty is when a firm notifies its best customers about a potential sold-out situation and reminds these customers that, should they wish to purchase the service, they should make their reservation immediately. In their study of luxury hotel users, Bowen and Shoemaker (1998) found that such a communication strategy would definitely make customers more loyal.<sup>29</sup>

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<sup>28</sup> Ruçhan Kayaman and Huseyin Arasli, Customer Based Brand Equity: evidence from the hotel industry, 2007 [http://www.iseg.utl.pt/aula/cad1849/cbbe\\_evidence\\_hotel\\_industry.pdf](http://www.iseg.utl.pt/aula/cad1849/cbbe_evidence_hotel_industry.pdf)

<sup>29</sup> Shoemaker S. Future of revenue management: The future of pricing in services, viewed on 5 July 2011. [http://www.stoweshoemaker.com/images/future\\_of\\_pricing.pdf](http://www.stoweshoemaker.com/images/future_of_pricing.pdf), viewed on 15 May 2011.

### 3. Brand equity

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There are three main reasons why brand loyalty is important:<sup>30</sup>

- *Higher Sales Volume*: Reducing customer loss can dramatically improve business growth and Brand loyalty, which leads to consistent and even greater sales since the same brand is purchased repeatedly
- *Premium Pricing Ability*: Studies show that as brand loyalty increases, consumers are less sensitive to price changes. Generally, they are willing to pay more for their preferred brand because they perceive some unique value in the brand that other alternatives do not provide. Additionally, brand loyalists buy less frequently on cents-off deals; these promotions only subsidize planned purchases.
- *Retain Rather than Seek*: Brand loyalists are willing to search for their favorite brand and are less sensitive to competitive promotions. The result is lower costs for advertising, marketing and distribution. Specifically, it costs four to six times as much to attract a new customer as it does to retain an old one.

#### **Brand awareness**

Brand awareness refers to: “The ability for a buyer to recognize or recall a brand is a member of a certain product category. Brand awareness involves a continuum ranging from an uncertain feeling that the brand is recognised to a belief that it is the only one in the product category (Aaker, Managing Brand Equity, 1991, pag. 61-62).

Brand awareness is related to the strength of the brand in memory, as reflected by consumer’s ability to identify various brand elements (the brand name, logo, symbol, character, packaging, and slogan) under different conditions. Brand awareness relates to the likelihood that a brand will come to mind and the ease with which it does so given different type of cues. Brand awareness is an important first step in building brand equity, but usually not sufficient. For most customers in most situations, other considerations, such as the meaning or image of the brand, also come into play. One vitally important aspect of the brand is its *image*, as reflected by the associations that consumers hold toward the brand. Brand associations come in many different forms and can be classified along many different dimensions. Consistent

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<sup>30</sup> Brand Loyalty, <http://www.extension.iastate.edu/agdm/wholefarm/pdf/c5-54.pdf>, viewed on 17 May 2011.

### 3. Brand equity

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with the laddering concept described above, it is useful to make a distinction between more "lower level" considerations related to consumer perceptions of specific attributes and benefits versus more "higher-level" considerations related to consumer responses and their judgments and feelings toward the brand. There is an obvious relationship between the two levels as consumers' responses typically are a result of perceptions of specific attributes and benefits about the brand.

#### **Brand association**

A brand association is any mental linkage to the brand. Brand associations may include, product attributes, customer benefits, uses, life-styles, product classes, competitors and countries of origins. The association not only exists but also has a level of strength. The brand position is based upon associations and how they differ from the competition. An association can affect the processing and recall of information, provide a point of differentiation, provide a reason to buy, create positive attitudes and feelings and serve as the basis of extensions. The associations that a well-established brand name provides can influence purchase behavior and affect user satisfaction. Even when the associations are not important to brand choices, they can reassure, reducing the incentive to try other brands (Aaker, 1991, pag. 272)

According to Aaker (1991) there are at least *nine brand associations*. The associations convey either the concept, or the meaning of the product in terms of how it fulfils a customer's need. In today's highly competitive environment a distinctive product image is most important. As products become more complex and the market place more crowded, consumers rely more on the products image than its actual attributes in making purchase decisions.

Brand associations are useful to marketers. Marketers use brand associations to differentiate, position, and extend brands, to create positive attitudes and feelings towards brands, and to suggest attributes or benefits of purchasing or using a specific brand (Aaker, 1991). However, brand associations are of more use to the customer than the marketer. The way a brand association creates value to the customer will depend on the customer's perception of value. For each individual, reality is a totally personal phenomenon, based on that person's needs, wants, and personal experiences. Customers everywhere respond to images, myths, and metaphors that help them define their personal identities. Thus, different customers will perceive reality differently.

### 3. Brand equity

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The underlying value of a brand name often is its set of associations (it's meaning to people). Associations, according to Aaker (1991) represent the bases for purchase decisions and for brand loyalty. There are a host of possible associations and a variety of ways they can provide value. He identifies the following as the possible ways in which associations create value to the customer: helping to process / retrieve information about a brand; generating a reason to buy, and creating positive attitudes / feelings.

Brand associations help consumers judge the value of a product. For example, country of origin influences consumers in making judgments as to whether a product is of value or not. Consumers tend to have broad but somewhat vague stereotypes about specific countries and specific brands that they judge "best". About the automotive industry there are a lot of people that find that the best cars are fabricated in Germany.

#### **Perceived quality**

Perceived quality can be defined as the customer's perception of the overall quality or superiority of a product or service relative to alternatives. Perceived quality cannot necessarily be objectively determined, because perceived quality itself is a summary construct (Aaker, 1991, pag. 85-86).

Perceived quality is, a first perception by customers. Perceived quality is defined relative to an intended purpose and a set of alternatives. Perceived quality is an intangible, overall feeling about a brand. However, it usually will be based on underlying dimensions which included characteristics of the products to which the brand is attached such as reliability and performance. To understand perceived quality, the identification and measurement of the underlying dimension will be useful. Perceived quality is a major determinant of brand strength. Quality helps to increase market share, which results in lower unit costs through scale economies. So it provides a competitive edge over the rivals in securing potential market area by inspiring the customers.<sup>31</sup>

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<sup>31</sup> Krishnakumar, K.; Customer based Brand equity, a pragmatic approach, viewed on 31 August 2011. <http://www.articlesbase.com/marketing-articles/customer-based-brand-equity-a-pragmatic-approach-868384.html#ixzz1U5rDPjtM>

### 3. Brand equity

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Perceived quality provides value to customers by providing them a reason to buy, and by differentiating the brand from competing brands. It is envisaged that customer's perception of quality will be associated with their brand loyalty. A customer is likely to perceive the brand as offering superior quality will become more brand loyal.

For example, if consumers form negative beliefs about a brand's quality based on opinions from friends or family, or from high-profile incidents in the press, they are more likely to believe that all models in that brand have poor quality. In contrast, some brands with strong emotional appeal, such as Volkswagen, have established a strong perception of quality for all their models even though manufacturing quality continues to significantly lag leading brands based on actual quality surveys.<sup>32</sup>

#### 3.3.2 The model of Keller<sup>33</sup>

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, *consumer-based brand equity* is defined as: "The differential effect of brand knowledge on consumer response to marketing efforts." In this context the effects on the brand are said to be positive (negative) due to customer-based brand equity when consumers react more (or less) favorably to an element of the marketing mix, by comparison with the analogous situation of a product without brand.

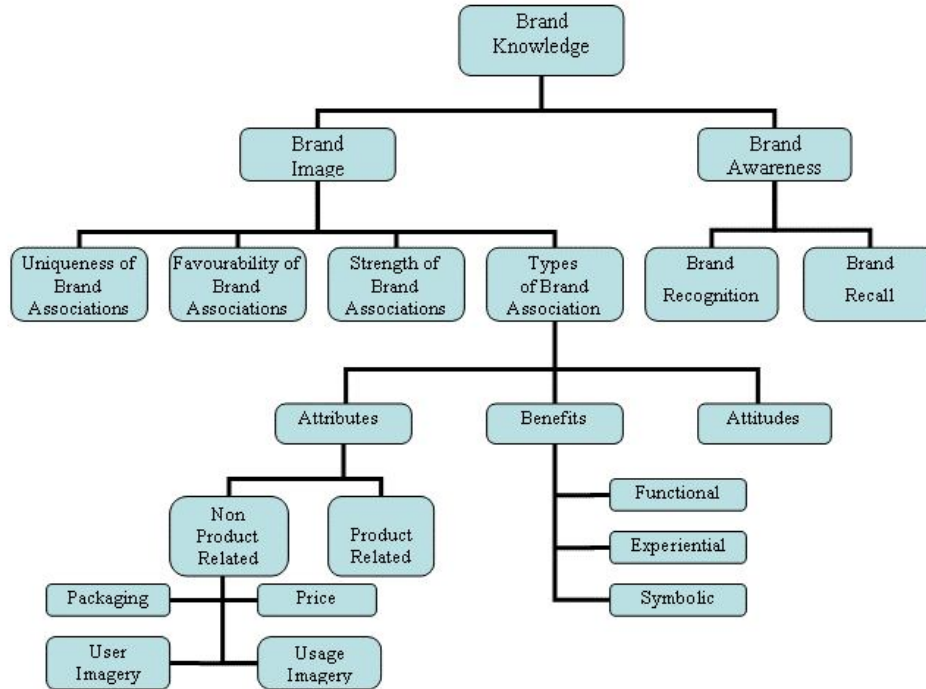
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<sup>32</sup> [https://www.alg.com/pdf/perceived\\_quality\\_study.pdf](https://www.alg.com/pdf/perceived_quality_study.pdf)

<sup>33</sup> Kevin Lane Keller, Conceptualizing, Measuring, and Managing Customer Based Brand Equity, 1993: <http://faculty.bus.olemiss.edu/cnoble/650readings/Keller%20Brand%20equity%201993.pdf>

### 3. Brand equity

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**Figure 6:** Dimensions of Brand Knowledge, Keller (1993).

The conceptual model of consumer-based brand equity part of the dimension of brandknowledge which is based on two components: awareness and image of the brand. In this conceptual framework brand awareness is expressed according to a model of an associative network of memory in terms of two components: Brand awareness and brand image. That is, the consumer-based brand equity occurs when consumers are familiar with the brand and has positive associations, strong, and only in memory with the brand (Keller 1993, 2003, Keller and Machado, 2006; Kotler and Keller, 2006) .

Keller (1993) and Keller and Machado (2006) describe that brand awareness can be likened to a node that is connected with various associations. In other words, represents the brand awareness and favorability, and uniqueness and strength of these associations to the brand in consumer memory.

#### **Brand knowledge**

The brand knowledge affects how consumers respond to products, prices, communications, channels and other marketing activity – increasing or decreasing brand value in the process. Along these lines, formally, *customer-based brand equity* has been defined as: “The

### 3. Brand equity

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differential effect that consumer brand knowledge has on their response to brand marketing activity (Keller, 2003).”<sup>34</sup>

Brand knowledge is not the facts about the brand – it is all the thoughts, feelings, perceptions, images, experiences, and so on that becomes linked to the brand in the minds of consumers. All of these types of information can be thought of in terms of a set of (brand) associations to the brand in consumer memory.

#### **Brand awareness**

For Keller (1993) and Keller and Machado (2006) the first dimension that distinguishes brand awareness are *brand recognition* and *brand recall*. This two components are important in dimensions of brand knowledge because it requires that consumers can correctly discriminate the brand and requires that consumers correctly maintain the brand in memory.

The brand awareness is extremely important because it directly affects the buying decision-making, especially for low-involvement products, where the first brand that comes to mind of the consumer makes a difference. The consumer should consider when thinking about the brand in the category of product, increase brand awareness also increases the likelihood that a brand is considered in the process of purchase decision.

#### **Brand image**

Brand image is defined here as "perceptions about a brand reflected by the associations held in consumer memory". Brand associations are the other information we keep in memory about a brand and contain the meaning of the brand to consumers. The favorability, strength and uniqueness of brand associations are dimensions of brand awareness which play an important role to determine the differential response that makes up brand equity, especially in contexts of decision making and high involvement.

In the opinion of the authors Keller (1993) and Keller and Machado (2006), before considering these dimensions, it is useful to examine the different types of brand associations that may be present in the minds of consumers. The brand associations take different forms. One way to distinguish between associations to the brand is its level of abstraction - that is, by

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<sup>34</sup> [http://www.terry.uga.edu/~rgrover/chapter\\_26.pdf](http://www.terry.uga.edu/~rgrover/chapter_26.pdf)

### 3. Brand equity

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how much information is summarized or subsumed in the association. Along this dimension, the brand associations can be classified into three main categories of scope: attributes, benefits and attitudes. Several additional distinctions can be made in these categories, according to the qualitative nature of the association, namely:

#### **Types of brand associations**

##### Attributes:

- Attributes are those descriptive features that characterize a product or service, what a consumer thinks what product or service is or has and what is involved with the purchase or consumption. They features are:
  - Attributes related to product - are defined as the ingredients needed to perform the function of the product or service sought by consumers.
    - Physical composition of a product;
    - Requirements or a service.
  - Attributes not related to the product are defined as external aspects of the product or service that relate to purchase or consumption.

The four main types of non-product related attributes are:

- Information on price;
- Appearance of the product or packaging;
- Image user - What kind of person uses the product or service and images associated with it;
- Picture of Use - Where and in what types of situations the product or service is used.

##### Benefits:

- Benefits are the values linked to personal attributes of the products or services or those who think consumers what the product or service can do for them. Additional benefits can be distinguished into three categories, according to the underlying motivations to which they refer, namely:
  - Functional benefits are the intrinsic advantages over consumer product or service. These benefits are often linked to very basic motivations such as physiological needs and security;



### 3. Brand equity

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- Experimental benefits are related to what it feels like to use the product or service. These benefits meet needs such as sensory pleasure, variety and cognitive stimulation;
- Symbolic benefits are the more extrinsic advantages of the consumption of the product or service.

#### Attitudes:

- Attitudes toward the brand are defined as global assessments of a consumer brand. Although different models of attitudes towards brands have been proposed, the most widely accepted approach is based on a formulation in which the multi assignments of brand attitudes are in function of the associated attributes and benefits that are important for a brand.

This value model is seen from the most prominent believe that consumers have a trial evaluation on the attributes, attitudes and benefits of a product or service. These components make the path of perceived quality.

The consumer attitudes about the brand may be related to beliefs about attributes not related to symbolic profits, according to the functional theory of attitudes which holds that attitudes may serve as a function of "significant value", allowing individuals to express their concept. Because it is difficult to correctly specify all attributes and benefits researchers build models of consumer preferences that include a component of general attitude toward the brand that is not captured by the attribute value or benefits of the brand.

Thus, the different types of brand associations that make up the brand image attributes include product-related and unrelated to the product, benefits, symbolic, functional, experiences in general. These associations may vary according to their favorability, strength and exclusivity.

#### **Favorability of brand associations**

According to Keller (1993) and Keller and Machado (2006) brand associations differ favorably according to how they are evaluated. The success of a marketing program is reflected in the creation of favorable brand associations. The brand has attributes and benefits that satisfy consumer needs, what will lead to the formation of a positive attitude to the brand in global.

### 3. Brand equity

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However, not all associations to a brand will be relevant and valued in a decision to purchase or consumption. Consumers often have associations in the memory of a brand that reduce the color of the product or packaging. Although this association can facilitate recognition of the brand or of his conscience or lead to inference about product quality, it may not always be considered as a significant factor in a purchase decision. Moreover, evaluations of brand associations can vary depending on the context and according to the specific goals of consumers in their decisions to purchase or consume. An association can be valued in one situation but not in another.

#### **Strength of the associations to the brand**

For authors Keller (1993) and Keller and Machado (2006) associations can also be characterized by the strength of the connection with the node of the brand. The strength of the associations depends on how the information enters the memory of consumers and how it is maintained as part of brand image. The strength of brand associations are based on the amount or quantity of information processed and encoded (when a person thinks about the information) and the nature or quality (how a person thinks about the information). The greater the depth-of-processing of the meaning of information to be encoded, the stronger will be the new associations in memory. So when a consumer actively think about the meaning of the information of a product or service, the strongest associations are created in memory. This force increases the likelihood that information is accessible and gifts facilitating and enabling the memory.

Cognitive psychologists for the memory is extremely durable, so that once information is stored (in memory) the force of association decreases very slowly. However, although the information is available and recoverable in memory, can not be easily retrieved without cues or reminders. Thus, howt the associations come to mind depends on the context in which the brand is considered. The greater the number of tracks attached to a piece of information, the greater the likelihood that the information can help restore the memory.

#### **Uniqueness of brand associations**

Keller (1993), Keller and Machado (2006) and Kotler and Keller (2006), find that a strong brand presence, and associations will have favorable ratings that translate into unique

### 3. Brand equity

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superiority over other brands, and this is fundamental to its success. However, unless the brand has no competitors, it will probably share some associations with other brands.

Associations can help establish shared membership in the category and define the scope of competition with other products and services. Research suggests that brands are not comparable, it does not face direct competition in its product category, and do not share attributes with other brands. Associations may nevertheless share the more abstract and indirect competition with the face in a product category. For example; a railroad can not compete directly with another railroad, but the brand still competes indirectly with other forms of transport such as airlines, cars and buses.

It is important to combine the scores of unique and significant differences to provide a competitive advantage and a "reason to buy." However, the situation of some associations to the brand, seems for consumers as favorable as those of competitors.

Keller (1993) says that not all trade associations are important and viewed as favorably by consumers. The associations need to be evaluated in the consumers mind, for the purchase or consumption decision. Evaluations of brand associations may depend on the situation or context and vary according to the goals of consumers when they take the decision to purchase the good or service.

#### **3.3.3 The multidimensional scale of brand equity by Yoo, Donthu and Lee**

Christodoulidis and De Chernatony (2009) claim that although Aaker (1991) and Keller (1993), among others, have conceptualized brand equity, but never operationalized a scale of measurement. A serie of methodologies for measuring brand equity was created from complex statistical procedures (Leuthesser, 1995),<sup>35</sup> making them difficult to understand and of little use among marketers.

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<sup>35</sup> Lance Leuthesser, Brand Equity: The Halo Effect Measure

### 3. Brand equity

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In the opinion of the authors Christodoulidis and De Chernatony (2009) operationalization of measures of consumer-based brand equity can be classified based on direct and indirect approach. The direct approach focuses on how consumer preferences. The indirect approach of brand equity is demonstrated by means of indicators (eg Yoo and Donthu, 2001; Pappu et al., 2005).

Christodoulidis and De Chernatony measures of brand equity based on the consumer, was developed on the concepts defined by Aaker (1991, 1996) and Keller (1993).

The study by Yoo and Donthu (2001)<sup>36</sup> used three categories of products, different, for example films for cameras, tennis shoes and televisions. The choice of these products was based on different characteristics of each category, as listed below:

- Films for cameras: low cost of purchase, repurchase cycle / exchange of experience and time with the product;
- Tennis shoes: purchase cost average repurchase cycle / exchange medium and long experience with the average product;
- TV: high cost of purchase, repurchase cycle / exchange of experience and time along with the product.

The study by Yoo and Donthu (2001) was performed simultaneously in two countries: South Korea and the United States. Collection instruments were applied in Korean and English, respectively, in three different samples (633 Koreans, 320 Americans and 577 Korean-Americans), seeking to validate the proposed scale in a *multicultural environment*.

For the construction of the scale MBE Yoo and Donthu (2001) tested 48 items of measurement. After the purification process of MBE scale through a pilot test and after its implementation, it was composed of 10 items of measurement.

The authors did not identify the four dimensions expected to brand equity. The dimensions of brand awareness and brand associations presented themselves as a single dimension. Thus,

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<sup>36</sup> Yoo and Donthu, Developing and validating a multidimensional consumer-based brand equity scale, 2001, [http://people.hofstra.edu/Boonghee\\_Yoo/papers/2001\\_JBR\\_Brand\\_Equity\\_Scale.pdf](http://people.hofstra.edu/Boonghee_Yoo/papers/2001_JBR_Brand_Equity_Scale.pdf)

### 3. Brand equity

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Yoo and Donthu (2001) identified only three dimensions as components of brand equity.

#### 3.4 Customer- based Brand equity

*Customer- Based Brand equity* is defined as “a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm’s consumers (Aaker, 1991).”

On the other hand, some researcher related the customer based brand equity with other construct, e.g. Farquhar and Ijiri (1991) proposed a model by judging the corporation’s marketing efforts on its brand directly. While Lassar et al (1995) focused on relationship between customer based and financial/ market based brand equity measurement. Customer-based brand equity in this respect, is the driving force for incremental financial gains to the firm. In the following table we listed the several definitions of CBBE.<sup>37</sup>

Study	Definitions Customer-based Brand Equity
Mahajan Rao (1991)	Measure customer based brand equity by the level of customer’s perception
Keller (1994)	Adopted two basic approaches (direct and indirect) to measure customer- based brand equity emphasizing two constructs: brand awareness and brand image. The indirect approach to identify potential sources of <i>customer- based brand equities</i> . The direct approach focuses on consumer response to different elements of firm’s marketing program.
Farquhar & Ijiri (1991)	Judging the corporation’s marketing efforts on its brand directly.
Lassar et al, 1995	Relationship between customer based and financial / market based brand equity measurement. Customer-based brand equity in this respect is the driving force for incremental financial gains to the firm.

**Table 2:** Different concepts of Customer-based Brand Equity

Within the marketing literature, operationalization of Customer-Based Brand Equity usually falls into two groups (Cobb-Walgren et al. (1995); Yoo & Donthu (2001)):

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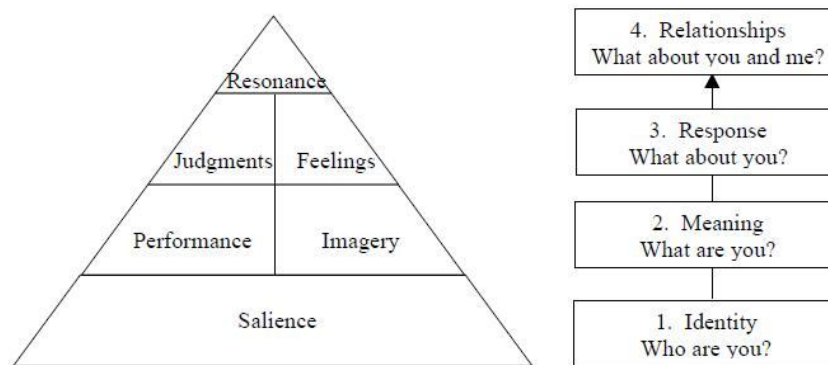
<sup>37</sup> [www.academic-papers.org/ocs2/session/.../G4/500-1703-1-DR.doc](http://www.academic-papers.org/ocs2/session/.../G4/500-1703-1-DR.doc)

### 3. Brand equity

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- Consumer perception (Brand awareness, Brand associations, Perceived quality)
- Consumer behaviour (Brand loyalty).

Keller (2004) defines CBBE as: “ The differential effect that brand knowledge has on consumer response to the marketing of that brand. A brand is said to have positive customer-based brand equity when consumers react more favourably to a product and the way it is marketed when the brand is identified than when it is not.”<sup>38</sup>



**Figure 7:** Customer-Based Brand equity

So a brand with positive CBBE might result in the consumers acceptance of a new brand extension, less sensitiveness to price increases and withdrawal of advertising support, or willingness to seek the brand in a new distribution channel. On the other hand, a brand is said to have negative customer-based brand equity if consumers react less favourably to marketing activity for the brand compared with an unnamed or fictitiously named version of the product. The main ingredients of consumer based brand equity are differential effect, brand knowledge, consumer response in marketing.

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<sup>38</sup> Kevin Lane Keller, Conceptualizing, Measuring, and Managing Customer Based Brand Equity, 1993: <http://faculty.bus.olemiss.edu/cnoble/650readings/Keller%20Brand%20equity%201993.pdf>

### 3. Brand equity

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#### **3.5 Relationship between Expenditure on Advertising and Brand equity**

Advertising expenditure<sup>39</sup>, as the main marketing communications tool in the consumer market, should be considered when determining the effects of marketing communications on consumers, and the perceptions that the messages are provoking among different target individuals (Angel and Manuel, 2005).

Keller (2003) notes that the firm's marketing communications contribute to brand equity. That is, effective communication enables the formations of brand awareness and a positive brand image. When consumers perceive high spending on advertising, this contributes to their perception of the level of confidence that marketing managers have in the product. Advertising spending has positive effects, not only on brand equity as a whole, but also on each of the elements it is made up of: brand loyalty, brand awareness, perceived quality and brand associations (Cobb-Walgren, Ruble and Donthu, 1995).

The relationship between perceived quality and spending on marketing communications was justified by different studies (Milgrom and Roberts, 1986; Kirmani and Wright, 1989; Aaker and Jacobson, 1994; Archibald, Haulman and Moody, 1983).<sup>40</sup>

The work shows the favorable relationship between marketing communications spending and the firm's investment in the brand, which involves a higher perception of quality. The relationship between the investment in marketing communications and quality affects not only the perceived brand quality, but also supports the purchase decision by increasing the product value, as shown by Archibald et al. (1983). The recipient of the advertising considers the perceived advertising spending on the brand as reaffirming the purchase decision.

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<sup>39</sup> <http://www.academic-papers.org/ocs2/session/Papers/G2/236.doc>, viewed on 11 September 2011.

<sup>40</sup> A.F. Villarejo-Ramos & M.J. Sanchez-Franco, The impact of marketing communication and price promotion on brand equity, 2005: <http://www.cob.unt.edu/slides/Paswan/Mktg5250/subaru/price%20promotion.pdf>

### 3. Brand equity

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#### 3.6 Social Brand equity

*Social brand equity*, or *social brand value*, is a key marketing asset, accrued by marketing effects or outcomes in social media channels, which can engender a unique relationship between the firm and its stakeholders. The concept of social brand equity is derived from the traditional brand equity doctrine, but focuses on brand equity production through social interaction on digital networks.<sup>41</sup>

According to Vivaldi and Partners<sup>42</sup> social brand value (for a user) is the perceived value that results from the exchange and interactions among and between brand users within a community.

For the brand it's the percentage of its equity resulting from those interactions. Vivaldi insists that at least 15 percent of customer loyalty and 30 percent of brand perception is driven by social interaction within a community.

Their argument is built around five dimensions:

- **Affiliation Value:** Social interaction creates feeling and assurance, as well as emotional ties among users
- **Brand Evangelism:** Community members both promote and defend brands
- **Conversational Value:** News and information spreads faster among an active community
- **Identity Value:** Connecting with the right community (think Harley Davidson owners and Apple users) makes users feel better about themselves
- **Informational Value:** Relevant knowledge and support solve user problems and perpetuate loyalty.

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<sup>41</sup> [http://en.wikipedia.org/wiki/Social\\_brand\\_equity](http://en.wikipedia.org/wiki/Social_brand_equity), viewed on 3 August 2011.

<sup>42</sup> <http://www.vivaldipartners.com/>



### 3. Brand equity

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Edward Boches says that: “It’s important to note that social brand value, or social currency, is not the same as social media. Generating awareness with a gimmick, collecting fans and followers, being present in social media does not necessarily add to a brand’s value. It’s what we do once we get them there. How we add value, contribute to the conversation, introduce customers to each other, allow them to participate, give them a role based on their personal preferences, and foster overall connections to our brand and others in the community is what matters.”<sup>43</sup>

A research from Dutch Brand Management Institute in Utrecht (NIBAA) has shown that a good social media strategy can increase the social brand value of a company significantly. One condition is that the social media strategy must be brought into line with the existing business strategy. Social media is a long term vision and approach to be structurally embedded in all business.<sup>44</sup>

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<sup>43</sup> <http://edwardboches.com/building-Social-brand-value#ixzz1W3S8KcAr>, viewed on 19 July 2011.

<sup>44</sup> <http://www.nibaa.nl/branding/Social-media-verhoogt-merkwaarde>, viewed on 13 March 2011.

# 4.Method

### 4.1 Introduction

The purpose of this chapter is to present the conceptual framework and methodology to infer the theoretical model. In this sense, we developed the conceptual framework on the Facebook Fan Page, the dimensions of brand equity, and individual variables, as the graphical representation of the theoretical model. The methodology in this chapter, presents a paradigm from which a problem is identified and deduced a set of hypotheses that are tested in this dissertation. In this way the conceptual framework is presented, as the methodology that was adopted to achieve the objective.

### 4.2 Conceptual Framework

The authors Yoo, Donthu and Lee (2000) developed a conceptual framework of brand equity from the model of Aaker (1991). The proposition Aaker (1991) suggests brand equity creates value for both business and for the client. At first the company guarantees a right value proposition to the customer. Secondly, customer satisfaction and customer loyalty produce value for the brand and the company.

Yoo, Donthu and Lee (2000) expanded the model of Aaker. They separated the concept of brand equity placing it among the "dimensions of brand equity" and "values generated for customers and the company." This separation shows that the concept of brand equity is related with individual dimensions of brand equity. This model shows how dimensions contribute to brand equity of the company's value. Additionally Yoo, Donthu and Lee (2000) inserted as antecedents of brand equity dimensions of the marketing activities that in their opinion have significant effects on the dimensions of brand equity.

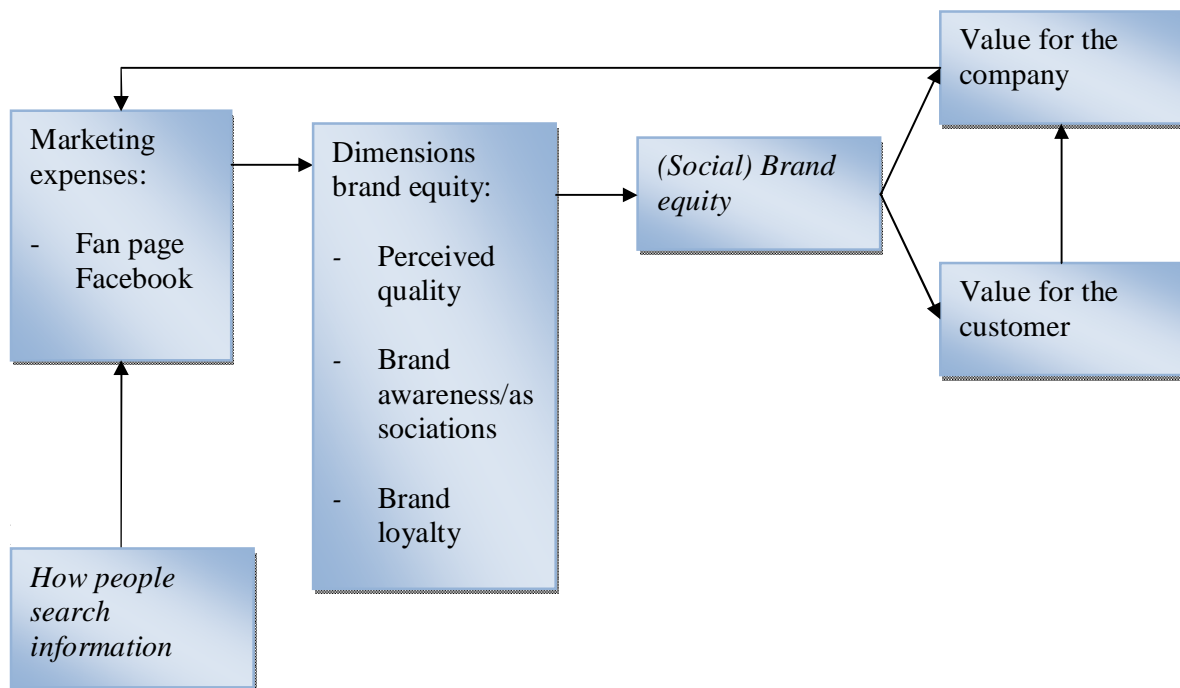
One of the elements of the marketing program is the *expenditure on advertising*. Although this variable does not meet the full domain of marketing, it makes part of the company's

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strategy with great impact on brand image. Knowing that this marketing activity contribute to brand equity, its management in a creative and refined enables the development of more effective marketing plans. Marketing managers need to promote activities that help build and strengthen brand equity. With social media they know can promote their product, build a community, with reduced marketing costs.

This thesis proposes to add the individual variables *Searching* and *Fan Page of Facebook*, to the model suggested by Yoo, Donthu and Lee (2000), which have a clear relationship with brand equity.



**Figure 8:** Conceptual framework brand equity, Yoo, Donthu and Lee (2000), adapted.

## 4. Method

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### 4.3 Specific objective of the investigation

The central objective of this dissertation, is investigate the effectiveness of the Social media strategy of MINI on their Fan Page of Facebook. Thereby we analyze the impact of the content on the Facebook Fan Page on the brand equity of MINI.

1. Study which content fans like to see the most on the Facebook wall of MINI using the results of the survey.
2. Study where people search for information about the automotive industry (compare traditional media with social media)
3. Study the relation between the dimensions brand loyalty, brand awareness/associations and perceived quality with the (social) brand equity of MINI.
4. Make a Fan Page analysis of the brand MINI on Facebook (engagement).

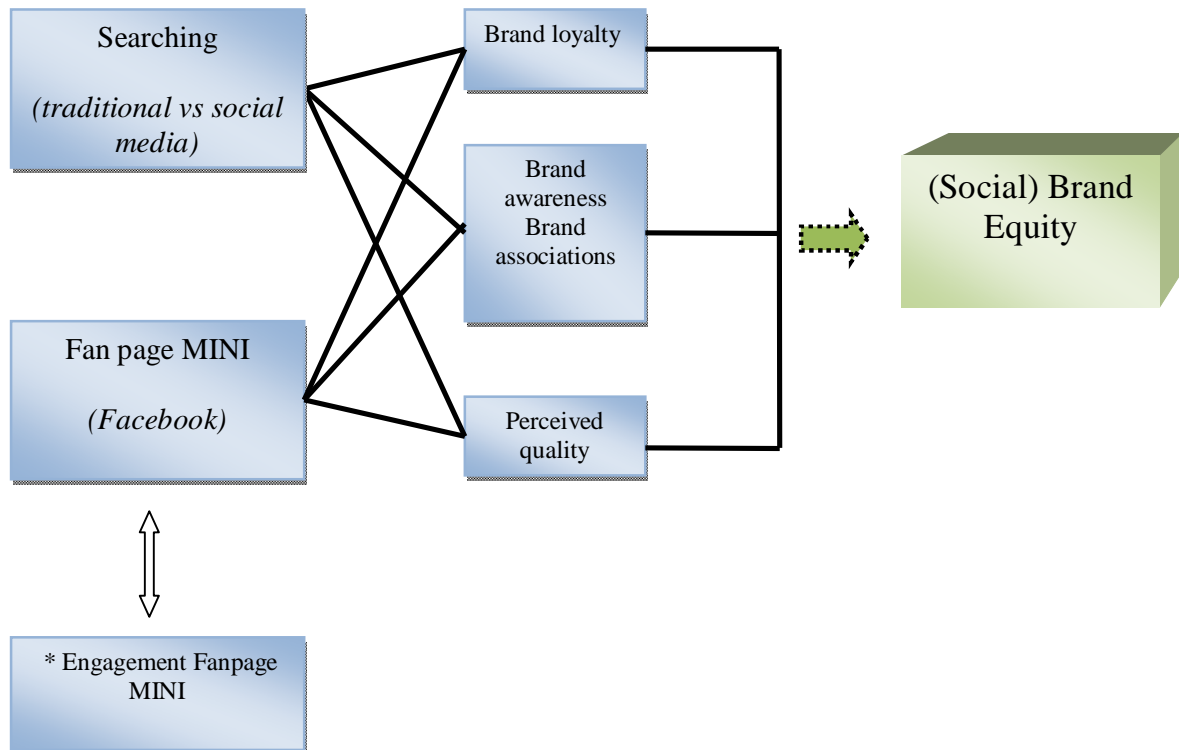
### 4.4 Research model and hypothesis

The proposed research model is developed and adapted from the studies realized by Aaker (1991) and Yoo, Dothu and Lee (2000). At the research model we added the variables *Searching* and *Fan Page on Facebook*.

The variable *Engagement* is analyzed on a qualitative basis. This is chosen to give a better recommendation to the brand MINI. We categorized the content that the MINI puts on the Facebook fan page wall, and looked at how consumers engage with this information. So, the result of this item is taken directly from the Fan Page of MINI, and is not included in the quantitative analysis.

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**Figure 9:** Research Model: Brand Equity Model Aaker (1991), adopted.

\* engagement fanpage MINI doesn't make part of the quantitative research model

## 4. Method

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### 4.4.1 Hypotheses in relation with Searching, Fanpage and the dimensions of brand equity

Keller (2003) notes that the firm's marketing communications contribute to brand equity. When consumers perceive high spending on advertising, this contributes to their perception of the level of confidence that marketing managers have in the product. The theoretical framework shows that there is a favorable relationship between marketing communications spending and the firm's investment in the brand, which involves a higher perception of quality (perceived quality). So we will see if the two variables that we add, have statistical influence on this dimension.

Brand associations can help establish shared membership in the category and define the scope of competition with other products and services, which depends on how the information enters the memory of consumers and how it is maintained as part of brand image. In this sense, the content that a brand puts on their Facebook wall, will make the associations/awareness increase in the memory of the consumers.

Brand loyalty is qualitatively different from the other major dimensions of brand equity in that it is tied more closely to the use of experience. Brand loyalty cannot exist without prior purchase and use experience. In this way, we assumed that the variables searching and fanpage won't affect the brand loyalty of MINI.

To test the *social brand equity of MINI* we added two variables (searching and fanpage) to see if those variables have influence on the dimensions of brand equity. We assumed the following three hypotheses:

**H1:** The way how consumers search for information (searching), and which content they want to see on the fanpage of the MINI (fanpage), has a negative affect *brand loyalty of MINI*

**H2:** The way how consumers search for information (searching), and which content they want to see on the fanpage of MINI (fanpage), positively affects the *perceived quality of this brand*

**H3:** The way how consumers search for information (searching), and which content they want to see on the fanpage of MINI (fanpage), positively affects the *brand awareness/associations of this brand*.

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### 4.4.2 Hypotheses in relation with the brand equity dimensions; brand loyalty, brand awareness & associations and perceived quality

Increasing the strength of the dimensions of brand equity, will naturally increase the brand value. A correct understanding of the phenomenon of brand equity involves understanding the dimensions of their loyalty, perceived quality, knowledge and associations to the brand (Aaker, 1991). These are the dimensions of brand equity that will be considered in this dissertation.

Personal experience with products, the specific needs and situations of consumption may influence the consumer's subjective judgments about quality. High *perceived quality* means that, through long-term experience with the brand, consumers recognize a brand differentiation and superiority.

*Brand loyalty* makes consumers buy a brand on a routine basis and that it is resistant to change to another brand. Thus, to the extent that consumers are loyal to a brand will lead to an increase of the brand equity (Datta, 2003).

The *brand associations* are stronger when they are based on many experiences and exposures in the media (Aaker, 1991). Brand associations that result in high *brand awareness* are positively related to brand equity. They can be a sign of quality and commitment and help a buyer to consider the brand at the point of purchase, which leads to a favorable performance for the brand.

These three dimensions, supported by the studies of Yoo, Donthu and Lee (2000), and supported by Aaker (1991), will lead to higher brand equity. This brings us to the following hypothesis:

**H4:** Brand loyalty, brand associations/awareness and perceived quality, positively affects the brand equity of MINI.

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### 4.4.3 Hypotheses in relation with the Searching, Fan Page and dimensions of brand equity

There aren't many studies about the influence of a Fan Page on Facebook on the brand value. It's known that Social media is a good medium to promote your brand or product, to build a community, and to have a conversation with your customers.

The study of Daniel Baur (2010), Social Brand Value, is the only study known about social brand equity. The goal of this study was to find an algorithm which is quantifiable for the investigated brands and applicable to every market segment. It focuses on evaluating the most popular brands in Social media and measures how a brand is perceived within the Social web. Our research is based on a quantitative basis, where we first seek the brand equity of the brand MINI, and then look at the Fan Page items.

The items that are related to the Fan Page of MINI, lead to the following hypothesis:

**H5:** The three dimensions of brand equity (brand loyalty, brand associations/awareness and perceived quality), the way how consumers search for information (searching), and which content they want to see on the fanpage of the MINI (fanpage), positively affects the (social) brand equity of MINI.

## 4.5 Research methodology

### PART 1: Quantitative analysis

In the mind of Malhotra (Marketing research: An applied orientation, 2004) the development of multiple-item scales by the researcher requires considerable technical expertise. This begins with understanding the underlying theory that will determine how the scales should be developed, what will result in their measurable characteristics.

In this investigation we adopted a model based on measures multi items scales. The scales were taken as the origin of the proposed model, which are brand equity dimensions, (social) brand equity, Searching and Fan Page of Facebook.



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The development of scales will be presented taking into account the items that comprise the variables with the concepts and their respective authors, as well as their sources of origin. The measurement of perceptions will be done using a *Likert scale*, where each scale has five points of response, ranging from "strongly disagree" to "strongly agree" or from "never" to "always" to a series of statements about brand equity and social media.

### **Scales for perceived quality**

As presented in section 3.3.2 there are three recognized dimensions of brand equity: perceived quality, brand loyalty and brand associations / brand awareness.

Items that permit evaluation of the perceived quality of a brand it is a subjective concept by consumers about the overall excellence or superiority. Yoo, Donthu and Lee (2000) have developed six items to measure perceived quality of a brand. We have chosen five items.

#### **Perceived quality**

Definition: perceived quality is a subjective measure measured from the consumer's perception of the excellence or superiority of one brand (Yoo, Donthu and Lee 2000).

Items relating to MINI:

1. MINI is of very good quality
2. It's likely that the quality of the MINI is extremely high
3. The likelihood that MINI will function well is very high
4. The likelihood that MINI is reliable is very high
5. Products or services of MINI are good in quality

Source: These items were developed based on the article by Yoo, Donthu and Lee (2000).

Measure: Likert scale of five points composed of five statements trying to capture a consumer's general feeling about the quality of in this case the car brand MINI.

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### **Scales for brand awareness and brand associations**

Yoo, Donthu and Lee (2000) proposed 10 items to measure knowledge and associations to a brand, incorporating the brand recognition based on the authors Srull (1984) and Rossiter and Percy (1987). Associations to the brand are a much richer concept than knowledge.

The proposed scale is a mix of brand awareness and brand associations. For example, recalling the characteristics of a particular brand, symbol, logo and image, etc.

### **Brand awareness and brand associations**

Definition: Remember specific characteristics of a brand. (for example, symbols, logo, image) (Yoo, Donthu and Lee 2000).

Items relating to MINI:

1. I Identify myself with the brand MINI
2. Some characteristics about MINI come fast to my mind
3. I can quickly recall the symbol or logo of MINI
4. I have difficulty in imagine MINI in my mind
5. I find that MINI has a good image

Source: These items were developed based on the article by Yoo, Donthu and Lee (2000).

Measure: Likert scale of five points composed of five statements trying to capture a consumer's general feeling about the quality of the car brand MINI.

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### **Scales for brand loyalty**

To capture consumer loyalty of a specific brand, Yoo, Donthu and Lee (2000) developed five items to construct the Brand loyalty, based on studies of Beatty and Kahle (1988). For this dimension were given three items.

#### **Brand loyalty**

Definition: The commitment to be faithful to a particular brand (Yoo, Donthu and Lee 2000).

Items relating to MINI:

1. I consider myself to be loyal to MINI
2. MINI will always be my first choice
3. I don't buy another car than MINI, even if there is another option at the stand

Source: These items were developed based on the article by Yoo, Donthu and Lee (2000).

Measure: Likert scale of five points, made three statements trying to capture the loyalty of the car brand MINI

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### **Scales for brand equity**

Yoo, Donthu and Lee (2000) developed a full range of consumer-based brand equity items. Eighteen items were candidates to integrate the full range of brand equity based on two considerations consistent with the definition. I have chosen 4 items to measure the brand equity of MINI.

### **Brand equity**

Definition: The difference in consumer choice between a product of a specific brand and another product with the same characteristics.

Items relating to MINI:

1. It makes sense to buy a MINI instead of any another brand, even if they are the same
2. Even if there is another car brand with the same characteristics as MINI, I prefer to buy a MINI
3. If there is a other brand as good as MINI, I prefer to buy a MINI
4. If another car brand is not different from MINI in any way, it seems smarter to buy a MINI

Source: These items were developed based on the article by Yoo, Donthu and Lee (2000).

Measure: Likert scale of five points, consisting of four statements that measure the relative value of the car brand MINI to a consumer, as compared to competing brands, due to its name, quality and characteristics.

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### **Scales for Fan Page on Facebook**

Brand managers need a reliable approach to measure their marketing efforts, and the possibility to justify marketing expenditures in digital channels. Customers increasingly ignore advertising, dismiss cold calls and use spam filters to keep out promotional emails. Customers' understanding of value is increasingly being driven by knowledge and their involvement with the brand.

To begin to capture and unlock more customer value, brand must explore how they identify, create, deliver and communicate customer value more effectively. Brands must find new ways to support word-of-mouth and other customer-carried forms of promotion.

The items that are chosen for the measurement of the Fan Page of MINI, are a compilation of what different experts write about what a Fan Page should consist.

#### **Fan Page Facebook**

Statements relating to the Fan Page on Facebook:

1. I like to read Twitter updates on the Fan Page of MINI
2. I like to read company news on the Fan Page of MINI
3. I like to participate to a contest through the Fan Page of MINI to win a reward
4. I like to see new product information on the Fan Page of MINI
5. I like to see the special offers that MINI has
6. I like to see photos of MINIs on the Fan Page
7. I like to see videos of MINI on the Fan Page
8. I like to play a game on the fanpage of MINI
9. I like to see the prices of the models of MINI
10. I like to see promotional discounts of MINI
11. I like to interact with other fans and the brand MINI on Facebook

Source: Lon Safko & David K. Brake (2009): The Social mediaBible, 2nd edition  
Mantesh; 500 ways to make money on Facebook

Measure: Likert scale of five points, consisting of ten statements that measure what kind of information the respondents like to read on the Fan Page of MINI.

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### **Scales for Searching**

As indicated in Section 1.2, the digital world is changing very fast. The way humanity obtains reads news is changing rapidly. Internet has ensured that all people have access to lots of information, and social media allows people to filter it.

The following questions relate to how and where consumers use their information to take with respect to cars. Finally, we decided to ask to the gender and age, to see if this has influence on all the variables of this brand.

#### **Searching (How consumers purchase information)**

Questions relating to where the respondents search for their information about cars:

1. How often do you buy car magazines?
2. How often do you participate on a car blog?
3. How often do you search for video's about cars on YouTube?
4. How often do you look at Fan Pages of car brands on Facebook?
5. How often do you share on your Facebook wall information about car brands?

Measure: Likert scale of five points, from never to always, consisting five questions relative to where the respondents search their information about cars.

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### **Scales for personal/demographic information**

The scales chosen for demographic information of the respondents are:

#### **Personal/ demographic information**

Questions relating to personal information of the respondents:

1. What is your gender?
2. What is your age?

Measure: Multiple-choice

Malhotra (2006) recommends that after the development of the theory that conceptualizes and defines the constructs and the scales once chosen to be adopted in a survey, it should be the same as to assess its reliability and validity.

### **PART 2: Qualitative research**

Content analysis is a method of studying and analyzing communications in a systematic, objective, and quantitative manner to measure variables as a method of observing people's behavior.

To analyze the engagement on the Fan Page of the car brand MINI, we analyze which content has to most affection to get interaction. As mentioned in paragraph 3.6 generating social brand equity not necessarily add value to a brand by, collecting fans and followers, or being present in social media. It's what a brand does with all the information and interactions on their fanpage. It's about how a brand contributes to a conversation, if they introduce customers to each other, allow them to participate, etc.

To see if MINI does this proper, we decided to analyze for 1,5 months the content that MINI puts on their Facebook wall. We categorize the type of content, the interaction ratio, the

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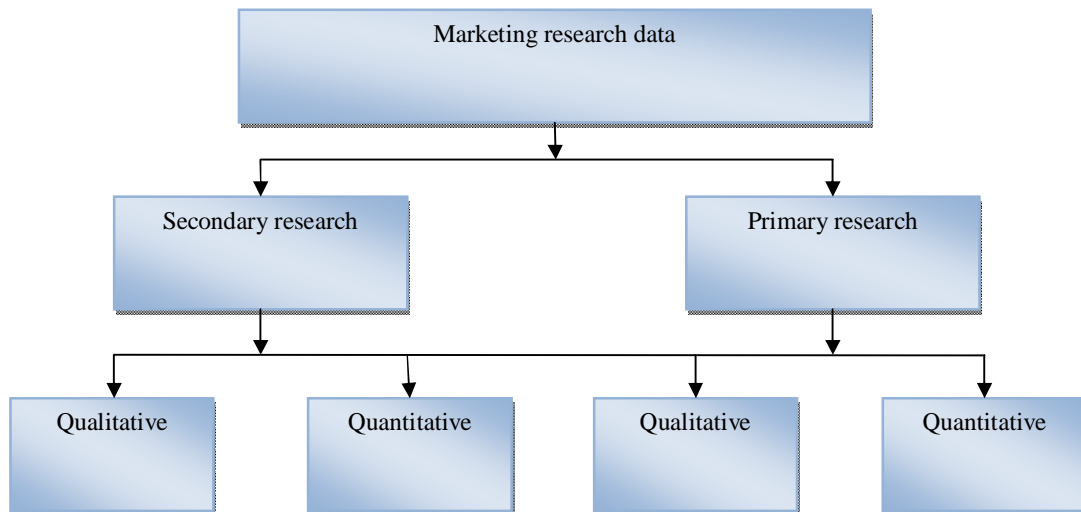
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contribution to the conversation, and several other measurable items that will give us a back up for the recommendation.

### 4.5.1 Structured technique for data collection

Data can be classified as either secondary or primary, and may also be either quantitative as qualitative. Secondary data comprise information that has already collected, assembled and interpreted at least once for some or other specific situation. Primary data, on the other hand, refer to first-hand information, facts or estimates that are derived through a formalized research process for specific current problem or opportunity situation (Hair, 2000).

According to Steyn (1999), there are two types of primary and secondary data, namely quantitative and qualitative data. Quantitative data refer to studies that use mathematical analysis which can reveal statistically significant differences, whereas qualitative data are research data that are not subject to quantification or quantitative analysis (McDaniel & Gates, 2001).<sup>45</sup>



According to Malhotra (2006) the survey and observation are two basic methods for obtaining quantitative data on primary descriptive. Both methods require some form of standardization of the process of collecting data, so that data is internally consistent and uniform.

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<sup>45</sup> Chapter 5: Research Methodology, <http://uir.unisa.ac.za/bitstream/handle/10500/1831/06chapter5.pdf>



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In this sense, the development of a standardized questionnaire is necessary to facilitate the processing of data. The questions that a respondent must respond are an important technique for structured data collection.

Malhotra (2006) states that the main weakness of the preparation of a questionnaire is often the lack of theory, because there are no scientific principles to ensure an optimal or ideal questionnaire.<sup>46</sup>

Malhotra (2006) also recommends that the questions in each part of the questionnaire should be numbered for ease of coding the responses. So the questions are structured and pre-coded to all variables.

Thus, the dimensions of perceived quality were composed of 5 questions, the brand awareness/associations with 5 questions, brand loyalty with 3 questions, brand equity with 5 questions, the Fan Page on Facebook with 11 questions, searching with 5 questions, all using the Likert scales of 5 points. The demographic segmentation has 2 questions with the response format of multiple choices.

(Appendix 7.1 – Questionnaire social brand equity MINI).

The original questionnaire that I used as an example was from a study about brand equity (Yoo, Donthu and Lee, 2000) and Nike.<sup>47</sup>

The survey was conducted among 100 respondents through the social media site Facebook. We used the Statistical Package for the Social Sciences - SPSS, version 16.0 for the descriptive analysis in this dissertation.

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<sup>46</sup> [http://www.terry.uga.edu/~rgrover/chapter\\_5.pdf](http://www.terry.uga.edu/~rgrover/chapter_5.pdf)

<sup>47</sup> Survey Brand Equity, Nike: [http://people.hofstra.edu/Boonghee\\_Yoo/mbeobe.pdf](http://people.hofstra.edu/Boonghee_Yoo/mbeobe.pdf), viewed on 9 September 2011.

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### **4.5.2 Reliability Analysis of the observed variables of the conceptual model.**

This step will analyze the multi-items scales used to measure the constructs of the research model, developed from the underlying theories.

Malhotra (2004) recommends that after the qualitative study of scales, the researcher should examine the reliability and validity of the scales ultimately to select the items to be included in the final set.

To analyze the internal consistency of items in this research were adopted measures of item-total correlation where practical standards recommend that the item-total correlations should outweigh above the 0.50 (Hair et al., 2005, pag. 102).<sup>48</sup>

We also adopted as a measure of internal consistency the Cronbach's alpha, a measure used to check the internal consistency of a group of items, can be defined as the correlation is expected to get between the scale and other scales used the same hypothetical universe, with an equal number of items that measure the same trait. The alpha values higher than 0.9 are considered as very good, 0.8 to 0.9 as good, 0.7 and 0.8 as reasonable, from 0.6 to 0.7 as acceptable and less than 0.6 as unacceptable (Pestana and Gageiro, 2008, pag. 2353).

### **4.5.3 Reliability Analysis of the Observed variables**

Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the "underlying construct." Construct is the hypothetical variable that is being measured (Hatcher, 1994).<sup>49</sup>

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<sup>48</sup> Chapter 4, construct validity and reliability: <http://wallaby.vu.edu.au/adt-VVUT/uploads/approved/adt-VVUT20080416.115505/public/05Chapter4.pdf>

<sup>49</sup> <http://www.joe.org/joe/1999april/tt3.php>

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Regarding internal consistency, the constructs perceived quality, brand loyalty, brand equity and Fan Page Facebook relating to MINI are presented with Cronbach's alphas good, 0.8 to 0.9. The variable brand associations&awareness is classified as acceptable.

Construct	Alpha Cronbach
PerceivedQuality	0,844
Loyalty	0,894
Associations& Awareness	0,686
Brand equity	0,843
FanPage Facebook	0,859
Searching	0,862

**Table 2:** Cronbach's Alpha item test correlations - for MINI

### 4.6 Exploratory Factor Analysis

The goal of this step is to provide a set of statistical techniques to explain the observed correlation between the variables in the conceptual model of this thesis and to present the results of the dimensionality of each construct to serve as input for the confirmatory factor analysis.

For authors Aaker, Kumar and Day (Marketing Research, 7<sup>th</sup> edition, 2001) factor analysis is: “a technique used to identify basic dimensions or constructs in the data and reduce the number of variables by eliminating redundancy.”

In this sense, the most significant assumption is that there are factors that support and that these variables fully and adequately represent these factors. For this premise is true, the list of

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variables must be complete, because if for some reason, the list of variables is weak since its inception, it will take a big dose of luck for something beneficial may arise from the process.

Aaker, Kumar and Day (2001) warn of the limitations of factor analysis, because it is a very subjective process. The determination of the number of factors, their interpretation and selection of the type of rotation does not satisfy the investigator, may be renewed up to go to reach a desirable outcome.

Malhotra (2006) recommends that, the investigator first formulates the problem of factor analysis and identify the variables to be analyzed (and exclude those that don't have importance for the research). Then the investigator constructs a correlation matrix of these variables and chooses the method of analysis, deciding at that time the number of factors to be extracted for the conformatory analysis. To summarize the information contained in the original variables, i.e. extract the smallest number of factors have been compiled with the use of criteria based on the percentage of variance; these tools are available in SPSS version 16.0.

Tables 3, 4 and 5 show the constructs of perceived quality, brand association & awareness and Fan Page Facebook, which could be rotated by the orthogonal method with the *varimax* procedure that minimizes the number of variables with high loading on one factor, thus enhancing the interpretability of factors.

Items	Component 1
Q1: Mini is of very good quality	<b>0,849</b>
Q2: It's likely that the quality of the Mini is extremely high	<b>0,834</b>
Q3: The likelihood that Mini will function well is very high	<b>0,820</b>
Q4: The likelihood that Mini is reliable is very high	-0,062
Q5: Products or services of Mini are good in quality	<b>0,799</b>

**Table 3:** Exploratory factor analysis: Perceived quality MINI.

## 4. Method

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It can be seen in Table 3 that the concept of perceived quality is explained by the variables in Q1, Q2, Q3 and Q5. We excluded the item Q4 for the confirmatory factor analysis, because it doesn't show correlation with the other items.

<b>Items</b>	<b>Component 1</b>	<b>Component 2</b>
Q6: I Identify myself with the brand Mini	<b>0,759</b>	<b>0,412</b>
Q7: Some characteristics about Mini come fast to my mind	<b>0,620</b>	<b>-0,077</b>
Q8: I can quickly recall the symbol or logo of Mini	<b>0,738</b>	<b>-0,247</b>
Q9: I have difficulty in imagine Mini in my mind	-0,158	0,913
Q10: I find that Mini has a good image	<b>0,774</b>	<b>-0,340</b>

**Table 4:** Exploratory factor analysis: Brand associations & Awareness, MINI.

It can be seen in Table 4 that the concept of brand associations & awareness is explained by the variables in Q6, Q7, Q8 and Q10. We excluded the item Q9 for the confirmatory factor analysis because it doesn't show correlation with the other items.

## 4. Method

Items	Component 1	Component 2
Q11: I like to read Twitter updates on the fan page of Mini	0,074	0,940
Q12: I like to read company news on the fan page of Mini	<b>0,588</b>	<b>0,689</b>
Q13: I like to participate to a contest trough the fan page of Mini to win a reward	<b>0,743</b>	<b>0,324</b>
Q14: I like to see new product information on the fan page of Mini	<b>0,816</b>	<b>0,419</b>
Q15: I like to see the special offers that Mini has	<b>0,872</b>	<b>0,218</b>
Q16: I like to see photos of Minis on the fan page	<b>0,886</b>	<b>0,291</b>
Q17: I like to see videos of Mini on the fan page	<b>0,369</b>	<b>0,366</b>
Q18: I like to play a game on the fanpage of Mini	<b>0,762</b>	<b>0,325</b>
Q19: I like to see the prices of the models of Mini	<b>0,898</b>	<b>0,126</b>
Q20: I like to see promotional discounts of Mini	<b>0,879</b>	<b>0,166</b>
Q21: I like to interact with other fans and the brand Mini on Facebook	<b>0,652</b>	<b>0,355</b>

**Table 5:** Exploratory factor analysis: Fan Page Facebook, MINI.

In the factor analysis of this variable we decided to exclude the variable of Q11 for the confirmatory factor analysis.

The factor analysis is a subjective process and therefore the interpretation of results and selection of methodologies rotation leaves a great deal of latitude to the researcher. Summarized, we decided to exclude the items Q4, Q9 and Q11 for the confirmatory factor analysis. All the other questions from all the variables we maintained.

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### **Kaiser-Meyer-Olkin (KMO)**

Malhotra (2006) also suggests the use of the measure of sampling adequacy of *Kaiser-Meyer-Olkin (KMO)* for the purpose of comparing the magnitudes of the observed correlation coefficients with the magnitudes of partial correlation coefficients. If the values found in the KMO statistic is less than 0.5 the factor analysis may be inappropriate.

### **Bartlett's test of sphericity**

The dimensions selected for the factor analysis were chosen based on the conceptual framework. To test the suitability of the factorial model of brand equity of MINI, Malhotra (2006) suggests the application of *Bartlett's test of sphericity* to test the null hypothesis, the case in which the variables are not correlated with the population. The sphericity test is based on a chi-square transformation of the determinant of the correlation matrix. A high value of this statistical test supports the rejection of the null.

Construct	Kaiser Meyer Okin	Bartlett test	% Variance
PerceivedQuality	0,782	0,000	68,25
Brand loyalty	0,656	0,000	82,64
Associations& Awareness	0,717	0,000	53,22
Brand equity	0,747	0,000	68,49
FacebookTotal	0,899	0,000	68,37
Searching	0,753	0,000	57,59

**Table 6:** KMO Measures of adequacy, and Bartlett's sphericity test, % Variance, MINI.

Gageiro and Pestana (2008) claim that Kaiser-Meyer-Olkin (KMO)<sup>50</sup> is a statistic that varies between zero and one, with values between 0.9 and 1.0 are considered very good, values

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<sup>50</sup> <http://evolumedia.com/cgi-bin/wiki.cgi?StatisticalMethods,template.html>

## 4. Method

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between 0.8 and 0.9 are considered good, 0.7 and 0.8 are classified as average values, 0.6 and 0.7 are charged as reasonable, and the range from 0.5 to 0.6 was as bad adjective and lower values than 0.5 are unacceptable to the factor analysis.

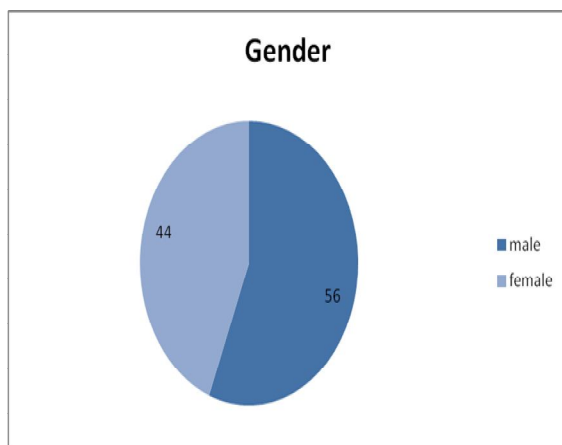
The observed significance level is 0,000. It is small enough to reject the hypothesis. It is concluded that the strength of the relationship among variables is strong. It is a good to proceed with the confirmatory factor analysis.

### 4.7 Analysis of the sample population

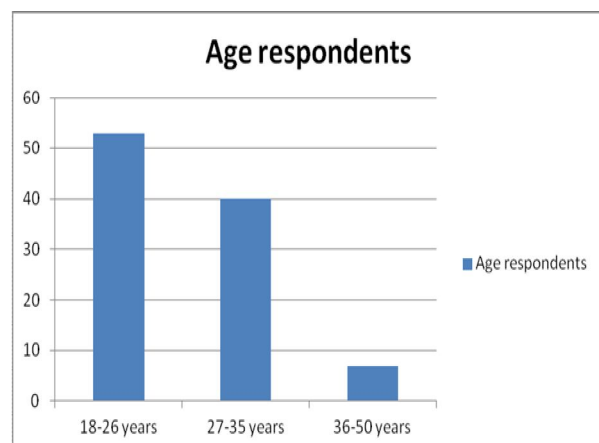
In this chapter we present a descriptive analysis of demographics variables. Then we present results from measurements of the structural model and also the relations of the hypotheses. We used the regression analysis as a technique for modeling and analyzing several variables.

Following are the order of the sample demographics with regard to gender and age of respondents. With regard to the gender of the 100 respondents interviewed, 44% were female and 56% male.

With regard to the age of the 100 interviewed respondents 53% was between 18-26 years, 40% between 27-35 years and 7% between 36-50 years.



**Figure 11:** Gender respondents



**Figure 12:** Age respondents



### 4.8 Conclusion

The chapter describes the conceptual framework of the thesis. It was based on the primary source performed by Yoo, Donthu and Lee (2000) and Aaker (1991), respectively, which served as inspiration and basis for the definition of the proposed model.

From the study of Yoo, Donthu and Lee (2000) we removed the concepts and elements of the marketing mix that are related to the brand equity dimensions that are perceived quality, brand loyalty and brand awareness/associations. We added to this initial concept work statements about the Fan Page of MINI, and Searching to see if we can find a form to measure *social brand equity*.

The technique of data collection for this thesis followed the recommendations of Malhotra (2006).

We precede to the elimination of the offending variables by analyzing the variance extracted and composite the reliability. The elimination of the offending variables enabled a new measurement.

## 5. Analysis of results

### 5.1 Descriptive analysis of brand equity and dimensions

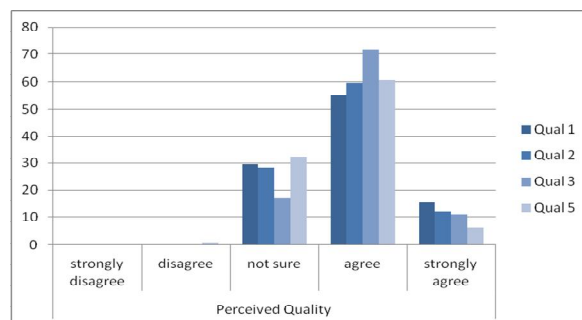
In the following paragraph we analyzed by descriptive statistics the brand equity and the 3 dimensions; perceived quality, brand loyalty and brand associations/awareness of the questionnaire of this research. In table 7 and figure 13 follows the descriptive analysis perceived quality:

Perceived quality					
1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	1	2	3	4	5
Q1. MINI is of very good quality	0,0%	0,0%	30,0%	55,0%	15,0%
Q2. It's likely that the quality of the MINI is extremely high	0,0%	0,0%	28,0%	60,0%	12,0%
Q3. The likelihood that MINI will function well is very high	0,0%	0,0%	17,0%	72,0%	11,0%
Q4. The likelihood that MINI is reliable is very high	<i>excluded</i>	<i>excluded</i>	<i>excluded</i>	<i>excluded</i>	<i>excluded</i>
Q5. Products or services of MINI are good in quality	0,0%	1,0%	32,0%	60,0%	7,0%

**Table 7:** Descriptive analysis perceived quality

Perceived quality is a first perception about a product or a brand. The descriptive analysis shows that the 100 respondents have positive feelings about MINI. It is clear that they perceive MINI to be of high quality.

Perceived quality provides value to customers by providing them a reason to buy, and by differentiating the brand from competing brands. Quality helps to increase market share, what confirms the sales of MINI.



**Figure 13:** Perceived quality

## 5. Results

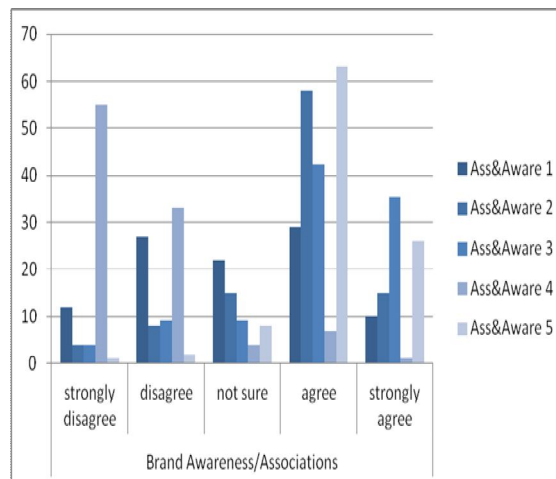
In table 8 and figure 14 follows the descriptive analysis brand associations/awareness:

<b>Brand associations/Awareness</b>					
1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Q6. I Identify myself with the brand MINI	12,0%	27,0%	22,0%	29,0%	10,0%
Q7. Some characteristics about MINI come fast to my mind	4,0%	8,0%	15,0%	58,0%	15,0%
Q8. I can quickly recall the symbol or logo of MINI	4,0%	9,0%	9,0%	42,0%	35,0%
Q9. I have difficulty in imagine MINI in my mind	55,0%	33,0%	4,0%	7,0%	1,0%
Q10. I find that MINI has a good image	1,0%	2,0%	8,0%	63,0%	26,0%

**Table 8:** Descriptive analysis brand associations/awareness

For Keller (1993) and Keller and Machado (2006) the first dimension that distinguishes brand awareness are *brand recognition* and *brand recall*. The responses responded to this questions (Q7. and Q8.) are in the categories average agree and strongly agree.

The image is that MINI is a good car brand in the mind of the consumer is probably more important to its ultimate success than its actual characteristics, and also here MINI scores good (89% answered agree/strongly agree). At Q6. the respondents answered from strongly disagree until strongly agree. That can be explained by the concept that brand identity usually starts to grow after purchasing a product.



**Figure 14:** Brand associations/awareness

## 5. Results

Brand associations that result in high *brand awareness* are positively related to brand equity. They can be a sign of quality and commitment and help a buyer to consider the brand at the point of purchase, which leads to a favorable performance for the brand.

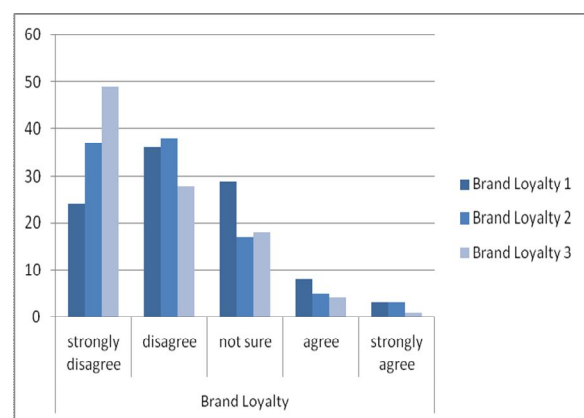
In table 9 and figure 15 follows the descriptive analysis of brand loyalty:

<b>Brandloyalty</b>					
1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Q11. I consider myself to be loyal to MINI	24,0%	36,0%	29,0%	8,0%	3,0%
Q12. MINI will always be my first choice	37,0%	38,0%	17,0%	5,0%	3,0%
Q 13. I don't buy another car than MINI, even if there is another option at the stand	49,0%	28,0%	18,0%	4,0%	1,0%

**Table 9:** Descriptive analysis brand loyalty

Brand loyalty is qualitatively different from the other major dimensions of brand equity in that it is tied more closely to the use of experience. It reflects how likely a customer will be to switch to another brand, especially when that brand makes a change. Brand loyalty cannot exist without prior purchase and use experience. It is a basis of brand equity that is created by many factors, chief among them being the use experience.

The more the customer is aware of the product, the greater the possibility that she/he will purchase the product. High levels of Brand awareness and positive brand image should increase the probability of brand choice, as well as produce greater customer loyalty and decrease vulnerability to competitive marketing actions (Keller, 1993).



**Figure 15:** Brandloyalty

## 5. Results

We can see that the respondents aren't very loyal to MINI. The literature explains us that customers only can be loyal after experience the product. So when a customer experience the product, and is very satisfied about the product (and experience), and decide that the next car will be from the same brand, she/he is loyal to the brand. In this case, there are 2 or 3 respondents that have a MINI, and they consider themselves to be loyal to this brand. The others aren't sure or disagree with the statements.

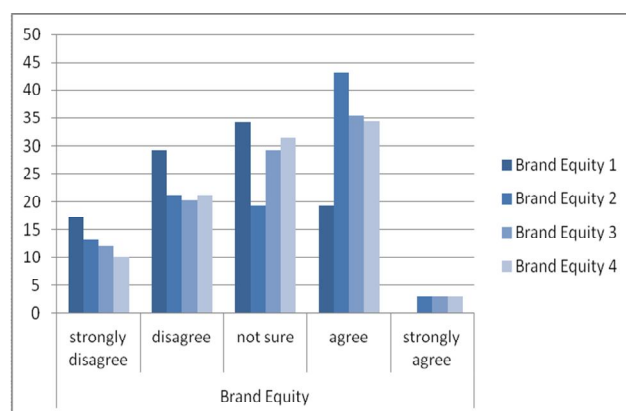
In table 10 and figure 16 follows the descriptive analysis of brand equity:

<b>Brand equity</b>					
1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Q14. It makes sense to buy a MINI instead of any another brand, even if they are the same	17,0%	29,0%	35,0%	19,0%	0,0%
Q15. Even if there is another car brand with the same characteristics as MINI, I prefer to buy a MINI	13,0%	21,0%	19,0%	44,0%	3,0%
Q16. If there is a other brand as good as MINI, I prefer to buy a MINI	12,0%	20,0%	29,0%	36,0%	3,0%
Q17. If another car brand is not different from MINI in any way, it seems smarter to buy a MINI	10,0%	21,0%	31,0%	35,0%	3,0%

**Table 10:** Descriptive analysis brand equity

Brand equity provides insight into the power of a brand. The model of Aaker (1991) provides insight into the criteria that indicate to what degree the actual value is created with both consumer and company due the pursued branding policy.

Keller (1993), Keller and Machado (2006) and Kotler and Keller (2006), find that a strong brand presence, and associations will have favorable ratings that translate into unique superiority over other brands, and this is fundamental to its success.



**Figure 16:** Brand equity

## 5. Results

In a market with so much concurrence, so many brands and models, MINI has a high brand equity. The respondents, like the car brand, and more than 33% would like a MINI instead of a other car brand, even if there are other products with the same characteristics. We could say that MINI has a good perceived quality and a good brand awareness and brand associations. We can conclude that BMW did a satisfactory job by increasing (brand) value to the brand MINI.

### 5.2 Descriptive analysis Fan Page Facebook MINI

In table 11 follows the descriptive analysis of the Fan Page on Facebook of MINI:

<b>Fan Page Facebook</b>					
1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Q18. I like to read Twitter updates on the Fan Page of MINI	<i>excluded</i>	<i>excluded</i>	<i>excluded</i>	<i>excluded</i>	<i>excluded</i>
Q19. I like to read company news on the Fan Page of MINI	38,0%	32,0%	10,0%	20,0%	0,0%
Q20. I like to participate to a contest through the Fan Page of MINI to win a reward	29,0%	24,0%	23,0%	20,0%	5,0%
Q21. I like to see new product information on the Fan Page of MINI	33,0%	23,0%	14,0%	25,0%	5,0%
Q22. I like to see the special offers that MINI has	24,0%	19,0%	16,0%	39,0%	2,0%
Q23. I like to see photos of MINIs on the Fan Page	27,0%	19,0%	14,0%	36,0%	4,0%
Q24. I like to see videos of MINI on the Fan Page	28,0%	20,0%	17,0%	30,0%	5,0%
Q25. I like to play a game on the fanpage of MINI	28,0%	32,0%	26,0%	11,0%	3,0%
Q26. I like to see the prices of the models of MINI	24,0%	16,0%	15,0%	33,0%	12,0%
Q27. I like to see promotional discounts of MINI	25,0%	16,0%	18,0%	31,0%	10,0%
Q28. I like to interact with other fans and the brand MINI on Facebook	35,0%	30,0%	15,0%	14,0%	5,0%

**Table 11:** Descriptive analysis Fanpage Facebook

## 5. Results

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By analyzing the descriptive analysis of the Fan Page of MINI the intention was to know what people want to see on the Fan Page.

Also the questionnaire is not very representative (100 respondents), people seems to like to see *special offers, photos, videos, prices of the models* and *promotional discounts* on the Fan Page of MINI. In Chapter 5.5 we will analyze the Fan Page of MINI, and we will conclude if their strategy matches with the answers of the respondents.

### 5.3 Descriptive analysis variable Searching

In table 12 follows the descriptive analysis of the Fan Page on Facebook of MINI:

<b>Searching</b>					
1 Never , 2 Rarely, 3 Sometimes, 4 Very Often, 5 Always					
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
Q29. How often do you buy car magazines?	55,0%	28,0%	10,0%	7,0%	0,0%
Q30. How often do you participate on a car blog?	59,0%	22,0%	15,0%	1,0%	1,0%
Q31. How often do you search for video´s about cars on YouTube?	36,0%	24,0%	24,0%	9,0%	7,0%
Q32. How often do you look at Fan Pages of car brands on Facebook?	59,0%	20,0%	14,0%	5,0%	2,0%
Q33. How often do you share on your Facebook wall information about car brands?	54,0%	22,0%	22,0%	17,0%	5,0%

**Table 12:** Descriptive analysis Searching

The social networks goal is to build trust in a given community. The use of social media marketing means, applying or making part of a marketing campaign or activity in social media. These could include a fan of a brand within a social networking site, playing a game or placing a gadget of a brand on a profile of a social networking site and possibly send to friends, follow a brand on a (micro) blog, watching videos of a brand on a video platform or post a comment about a brand through a discussion forum.

## 5. Results

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We created these questions, mentioned in table 12, to see how people nowadays look for information about car brands. If we analyze the descriptive analysis of the variable Searching, we can conclude that YouTube continues to be a good medium to let consumers get involved with a car brand. People like to see movies about cars. With smart phones people are 24 hours a day connected to the Internet, and can share easily movies with friends. Car manufactures realized this trend, and opened their own channel on YouTube for their fans. (Volkswagen in 2005, MINI 2009, Mercedes-Benz 2008, BMW 2009).

Facebook is a good medium to link video content of YouTube to you Fan Page. In this way a brand can promote their YouTube channel, using their Facebook account. We see that these are the best two mediums to create involvement with your audience. The outcomes of the survey also show us that the traditional media is loosing field.

### 5.4 Fanpage analysis MINI

Parallel to the survey, we conducted a small qualitative research into which we as marketers are the measuring instrument (Appendix 7.2. Fan Page analysis MINI).

For a period of 1.5 months we looked at the content on the Fan Page of MINI<sup>51</sup>, and how the fans interact with the content. We have applied the formula (*“Like” + comment*) / fans = *interaction ratio*. We multiplied the outcome with 1000, to have readable numbers.

Furthermore, we categorized the content by type. So we have for example events, photosharing, videosharing, etc.

By analyzing the content we see that MINI regularly uses the video sharing site YouTube. They link the videos that they post on YouTube to their Fan Page. Per video, there are approximately 2000 interactions.

The content that is repeated regularly has the most interaction ratio. For example, photo albums that are repeated with new pictures are the most “liked” or commented. This has a

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<sup>51</sup> <http://www.Facebook.com/MINI>



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snowball effect, because we social media users tend to go along with the masses. The more “likes” and comments, the easier we will “like” the content. So, repeating the same content works effectively. MINI uses the Fan Page to introduce their new models to their fans. Furthermore, they use applications and they show their events. Additionally MINI has several other pages on Facebook.<sup>52</sup>

The purpose of this analysis is to give in the conclusion a recommendation on how MINI can maximize the interactions with their fans. We will compare the results from the survey with their actually content on their Fan Page.

### 5.5 Regression Analysis

In statistics, the regression analysis includes techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables. More specifically, the regression analysis helps understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held fixed. Most commonly, regression analysis estimates the conditional expectation of the dependent variable given the independent variables.

#### Confidence interval

A confidence interval gives an estimated range of values which is likely to include an unknown population parameter, the estimated range being calculated from a given set of sample data.

If independent samples are taken repeatedly from the same population, and a confidence interval calculated for each sample, then a certain percentage (confidence level) of the intervals will include the unknown population parameter. The confidence intervals in this thesis are calculated with a percentage of 95%, for the unknown parameter.

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<sup>52</sup> <http://www.Facebook.com/MINIspace>

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The width of the confidence interval gives us some idea about how uncertain we are about the unknown parameter (see precision). A very wide interval may indicate that more data should be collected before anything very definite can be said about the parameter.

### Stepwise

One of the main issues with *stepwise regression* is that it searches a large space of possible models. Hence it is open for overfitting the data. In other words, stepwise regression will often fit much better in a sample than it does on new output of sample data. In all the models we applied this method to exclude variables that don't have statistical significance.

### Beta ( $\beta$ )

In a simple regression *beta* is equal to the correlation coefficient. Beta usually ranges between -1 and 1. When there are strong indirect effects, beta can assume a value greater than 1 (or less than -1). The amount of beta can be interpreted in a similar way as the correlation coefficient.<sup>53</sup>

### Standard Error

The standard error of a statistic is the standard deviation of the sampling distribution of that statistic. Standard errors are important because they reflect how much sampling fluctuation a statistic will show. The inferential statistics involved in the construction of *confidence intervals* and *significance testing* are based on standard errors.<sup>54</sup>

### T-test

We use this test for comparing the means of two samples (or treatments), even if they have different numbers of replicates. In simple terms, the *t*-test compares the actual difference between two means in relation to the variation in the data (expressed as the standard deviation of the difference between the means).

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<sup>53</sup> <http://www.let.leidenuniv.nl/history/RES/VStat/html/les6.html>, University of Leiden, Holland, viewed on 30 September 2011.

<sup>54</sup> <http://davidmlane.com/hyperstat/A103397.html>

## 5. Results

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### **$r^2$ -value**

$r^2$ , is called the coefficient of determination. It's the fraction of the variation in the values of y that is explained by the least-squares regression of y on x.

- Measures the percentage (proportion) of the variations of the dependent variable by variation of the independent variable (or the line of regression).
- The values that the coefficient of determination can take are between 0 and 1.
- $r^2 = 1$  indicates a perfect adjustment.

### **P-value (sig.)**

The p-value represents the value of the minimum level of significance (probability) for the null hypothesis is rejected.

If the p-value assumes a *small value* (less than 10% or 5% or 1%) there is sufficient evidence to reject the null hypothesis (in favor of the alternative) at a level of 10% or 5% or 1%, respectively. So when the P-value is small, we can reject the null hypothesis (bilateral test).

If the p-value assumes a *big value* (bigger than 10% or 5% or 1%) there is sufficient evidence to not reject the null hypothesis at a level of 10% or 5% or 1%, respectively.

### **VIF**

Some authors use the *variance inflation factor* (VIF) to infer whether there exists multicollinearity. Usually it is considered that a  $VIF > 10$  can be an indicator of high multicollinearity.

### **5.5.1 Relationship between Searching, Fanpage and brand loyalty**

The first model that we considered for the first proposed hypothesis will test the statistic relation between *Searching*, *Fanpage* and *brand loyalty*. In this model we have tested three variables (dependent: brand loyalty, independent: Searching, Fanpage), what is called in the literature a multivariate regression. We applied the stepwise method to exclude variables that don't present statistical significance.

## 5. Results

<b>Dependent variable</b>
---------------------------

Brand loyalty

<b>Excluded variable</b>
--------------------------

Searching

Independent variable	Coef. Stand Bèta	Std error	t	r <sup>2</sup>	r <sup>2</sup> A	sig	VIF
Fan page	0,113	0,055	2,048	0,041	0,031	0,043	1,00
N= 100    F = 4,195							

**Table 13:** Linear Regression Fan page, Searching – Brand loyalty

This model was tested at a level by examining the F-statistic with 100 degrees of freedom (N =100) and a critical value 3,07, what is lower than the value F = 4,195, implying the rejection of the null hypothesis

The independent variable (fan page) is said to be useful in predicting the dependent variable (brand loyalty) when the level of significance (P-value labeled with *Sig.* in the Output) is below 0,05. The p-value is 0,043 and the coefficient Bèta ( $\beta = 0,113$ ) is positive, what means that the the fan page of MINI leads to a higher brand loyalty.

The adjusted  $r^2$  is 3.1%, standing for the variation of the independent variable fan page. It explains 3.1% of the variation of the dependent variable brand loyalty. The model has a very low explanatory capacity. The value VIF is 1,000, what means that there is no multicollinearity between the variables. The proposed hypothesis was:

**H1:** The way how consumers search for information (searching), and which content they want to see on the fanpage of the MINI (fanpage), has a negative effect on brand loyalty of MINI.

This hypothesis is partially validated. The content that fans want to see on the fanpage of MINI, has good statistical significance on the brand loyalty of MINI. But we need to understand that the significance is very low. The theory tells us that brand loyalty starts when a consumer purchases a product or service. There was only a little minority of the respondents

## 5. Results

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that owned a MINI, what likely leads to these results. Finally, we need to keep in consideration that the  $r^2$  is also very low.

### 5.5.2 Relationship between Searching, Fanpage and brand awareness/ associations

The second model that we considered for the second proposed hypothesis will test the statistic relation between *Searching*, *Fanpage* and *brand awareness/associations*. In this model we have tested three variables (dependent: brand awareness/associations, independent: Searching, Fanpage), what is called in the literature a multivariate regression. We applied the stepwise method to exclude variables that don't present statistical significance.

<b>Dependent variable</b>
Brand awareness/associations

<b>Excluded variables</b>
Searching

Independent variable	Coef. Stand Bèta	Std error	t	$r^2$	$r^2A$	sig	VIF
Fan page	0,271	0,056	4,849	0,193	0,185	0,000	1,244
N= 100    F = 23,512							

**Table 14:** Linear Regression Fan page, Searching – Brand awareness/ associations

This model was tested at a level by examining the F-statistic with 100 degrees of freedom (N =100) and a critical value 3,07, what is lower than the value  $F = 23,512$ , implying the rejection of the null hypothesis

The independent variable (fan page) is said to be useful in predicting the dependent variable (brand awareness/ associations) when the level of significance (P-value) is below 0,05. The p-value is 0,000 and the coefficient Bèta ( $\beta = 0,271$ ) is positive, what means that the the fan page of MINI leads to a higher brand awareness/ associations.

## 5. Results

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The adjusted  $r^2$  is 18,5%, standing for the variation of the independent variable fan page. It explains 18,5% of the variation of the dependent variable brand awareness/ associations. The model has a low, but satisfactory explanatory capacity. The value VIF is 1,244, what means that there isn't multicollinearity between the variables. The proposed hypothesis was:

**H2:** The way how consumers search for information (searching), and which content they want to see on the fanpage of MINI (fanpage), positively affects the perceived quality of this brand.

This hypothesis is partially validated. There is good statistical significance on what people want to see on the fanpage of MINI, with regarding to the brand awareness/ associations. However, we need to keep in consideration that the  $r^2$  is very low.

Brand awareness relates to the likelihood that a brand will easily come to mind of a (potential) customer. The strength of the brand associations depends on how the information enters the memory of consumers and how it is maintained as part of brand image. So, what the consumers want to see on the fanpage of MINI, is related to the awareness. The more a consumer are confronted with photos, videos and events, the more dimension of brand equity will increase. There are a lot of possible associations that can provide value. Helping to process and retrieve information about a brand; generating a reason to buy, and creating positive attitudes/ feelings influence the brand awareness and this can be realized with a fanpage on Facebook.

### 5.5.3 Relationship between Searching, Fanpage and perceived quality

The third model that we considered for the second proposed hypothesis will test the statistic relation between *Searching*, *Fanpage* and *perceived quality*. In this model we have tested the three variables (dependent: perceived quality, independent: Searching, Fanpage), what is called in the literature a multivariate regression. We applied the stepwise method to exclude variables that don't present statistical significance.

## 5. Results

---

<b>Dependent variable</b>
---------------------------

Perceived quality

<b>Excluded variable</b>
--------------------------

Searching

Independent variable	Coef. Stand Bèta	Std error	t	r <sup>2</sup>	r <sup>2</sup> A	sig	VIF
Fan page	0,85	0,041	2,048	0,41	0,31	0,043	1,224
N= 100    F = 4,195							

**Table 15:** Linear Regression Fan page, Searching – Perceived Quality

This model was tested at a level by examining the F-statistic with 100 degrees of freedom (N =100) and a critical value 3,07, what is lower than the value F = 4,195, implying the rejection of the null hypothesis

The independent variable (fan page) is said to be useful in predicting the dependent variable (perceived quality) when the level of significance (P-value) is below 0,05. The p-value is 0.043 and the coefficient Bèta ( $\beta= 0,85$ ) is positive, what means that the the fan page of MINI leads to a higher perceived quality.

The adjusted  $r^2$  is 31,0%, standing for the variation of the independent variable fan page. It explains 31,0% of the variation of the dependent variable perceived quality. The model has a low explanatory capacity. The value VIF is 1,224, what means that there isn't multicollinearity between the variables. The proposed hypothesis was:

**H3:** The way how consumers search for information (searching), and which content they want to see on the fanpage of MINI (fanpage), positively affects the perceived quality of this brand.

This hypothesis is partially validated. There is good statistical significance on what people want to see on the fanpage of MINI, with regard to the perceived quality of the brand, but we need to keep in consideration that the  $r^2$  is very low.

## 5. Results

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Perceived quality is, a first perception by customers. Perceived quality is defined relative to an intended purpose and a set of alternatives. Perceived quality is an intangible, overall feeling about a brand. However, it usually will be based on underlying dimensions which included characteristics of the products to which the brand is attached such as reliability and performance.

Using the fanpage of Facebook a brand can let the perceived quality increase. A fanpage can be used to get more positive feelings about a brand, by showing for example promotional videos. But we also can think about the word of mouth, interaction between consumers, and the community-feeling. A brand with a clear social media strategy can influence these feelings, by interacting with their fans on Facebook. Finally, brands need to keep in consideration that a fanpage can also be used for spreading negative feelings or attitudes towards the brand. An example are the Kryptonite-locks<sup>55</sup>, that suffered a lot of brand damage because people started to upload videos on YouTube showing how you can easily open this locks with a writing pen.

### **5.5.4 Relationship between perceived quality, brand loyalty, brand association/awareness and the brand equity of MINI.**

The fourth model that we considered for the proposed hypothesis will test the statistic relation between *perceived quality*, *brand loyalty*, *brand associations/awareness* and the *brand equity* of MINI. In this model we have tested the four variables (dependent: brand equity, independent: perceived quality, brand loyalty and brand associations/awareness). We call this a multivariable regression analysis.

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<sup>55</sup> How to open a Kryptonite lock with a Bic pen: <http://www.youtube.com/watch?v=LahDQ2ZQ3e0>



## 5. Results

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### Dependent variable

Brand equity

### Excluded variables

Brand loyalty

Perceived quality

Independent variable	Coef. Stand Bèta	Std error	t	r <sup>2</sup>	r <sup>2</sup> A	sig	VIF
Brand Association/Awareness	0,398	0,111	4,296	0.159	0.15	0,00	1,216
N = 100    F = 18,459							

**Table 16:** Linear Regression Perceived quality, Brand loyalty and Brand associations/Awareness – Brand equity

This model was tested at a level by examining the F-statistic with 100 degrees of freedom (and a critical value 2,45), what is lower than the value  $F = 18,459$ , implying the rejection of the null hypothesis

The independent variable (*brand associations/awareness*) is said to be useful in predicting the dependent variable (*brand equity*) when the level of significance (P-value is below 0,05). The P-value is 0,00 and the coefficient Bèta ( $\beta = 0,398$ ) is positive, what means that brand associations/awareness lead to a higher brand equity.

The adjusted  $r^2$  is 15%, standing for the variation of the independent variable perceived quality. It explains 15% of the variation of the dependent variable brand equity. The model has explanatory capacity. The value VIF is 1,000, what means that there is no multicollinearity between the variables. The proposed hypothesis was:

**H4:** Brand loyalty, brand associations/awareness and perceived quality, positively affects the brand equity of MINI.

This hypothesis is partially validated. We need to keep in consideration that the  $r^2$  was low. The regression analysis shows that brand associations/awareness has the most statistical

## 5. Results

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significance on the brand equity of MINI, so the dimensions brand loyalty and perceived quality were excluded from the model. Assuming the theory, brand loyalty starts after purchasing a product. Perceived quality is an intangible, overall feeling about a brand, where people still have doubts if MINI is a high quality product.

The strength of MINI is that it is a unique product/concept. Consumers pay a lot for the positive feelings, the experience, the design, the uniqueness. So it is logical that the brand associations/awareness has the most relation with brand equity.

Finally, we want to mention that the model of Aaker (1991) probably isn't up-to-date for nowadays marketing research, or for social brand equity measurement. With the advent of social media, companies need(ed) to change their branding policy and strategy. The change from traditional media to social media must lead to further research, new marketing models, new ways of communication, production, distribution, etc.

### **5.5.5 Relationship between brand loyalty, brand associations/awareness, perceived quality, Fanpage, Searching and the (social) brand equity of MINI (all the variables)**

The last model that we considered for the proposed hypothesis will test the statistical relation between all the variables. In this model we have tested the six variables (dependent: (social) brand equity, independent: perceived quality, brand loyalty, brand associations, Fanpage and Searching). In literature we call this a multivariable regression analysis. We applied the stepwise method to exclude variables that don't present statistical significance.

## 5. Results

### Dependent variable

Brand equity

	<b>Independent variable</b>	Coef. Stand Bèta	Std error	t	r <sup>2</sup>	r <sup>2</sup> A	sig	VIF	<b>Excluded variables</b>
<b>1</b>	<b>Fanpage Facebook</b>	0.453	0.067	5.036	0.206	0.197	0.000	1.000	Searching Perc. Quality Loyalty Associations
<b>2</b>	<b>Brand associations/ awareness</b>	0,246	0.117	2.524	0.239	0.225	0.013	1.240	Searching Perc. Quality Loyalty
N= 100 Fan Page F = 25,361 Brand associations F = 16,559									

**Table 17:** Linear Regression: all the independent variables – Brand equity

The model was tested at a level of its statistical significance, by examining the F-statistic with 100 degrees of freedom and a critical value 2,25, what is lower than the value  $F = 25,361$  and  $F = 16,559$  implying the rejection of the null hypothesis

The independent variables *Fanpage* and *brand associations/awareness* have a significant influence on the variable *brand equity*.

This means that what people want to see on the Fan Page of MINI has statistical significance on the brand equity of MINI. The level of significance (P-value) is below 0,05. The p-value is 0,000 and the coefficient Bèta ( $\beta = 0,453$ ) is positive, which means that the Fan Page on Facebook leads to higher brand equity.

Further we see that the brand associations/awareness of MINI also has statistical significance on the brand equity of MINI. The p-value is 0,013, and the coefficient Beta is 0,246, which means that the brand associations/awareness leads to a higher brand value.

The adjusted  $r^2$  of the variable Fan Page is 19,7% and from brand associations/awareness is 22,5%, standing for the variation of the independent variables. These percentages explain the variation of the dependent variable brand equity. The model has an explanatory capacity. The

## 5. Results

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value VIF is 1,240 means that there isn't multicollinearity between the variables. The proposed hypothesis was:

**H5:** The three dimensions of brand equity (brand loyalty, brand associations/awareness and perceived quality), the way how consumers search for information (searching), and which content they want to see on the fanpage of the MINI (fanpage), positively affects the (social) brand equity of MINI.

This hypothesis is partially validated, because we need to keep in consideration that the  $r^2$  was low. In the first model the variables, brand loyalty, perceived quality, brand associations/awareness and searching were excluded. In the second model brand loyalty, perceived quality, searching and Fanpage were excluded. Using the regression analysis we tested all the variables, to see which variable has the most influence on the (social) brand equity of MINI.

In this model we can conclude that the Fanpage of Facebook has the most statistical significance on the (social) brand equity. A fanpage is a communication tool, where a brand can promote their product, and so influence the dimensions of brand equity. Depending of the content that a brand puts on his wall, they can influence the perceived quality and brand associations/awareness. For example: if MINI shows a newsarticle on their fan page where MINI won a price for the safest car in the segment, this will lead to a higher perception of quality, and a higher brand association.

This model completes our conclusion of the past hypothesis. If we look to the theory we should expect that the three dimensions of brand equity would have the most statistical significance on the brand equity. In this model we added the variables *searching* and *fanpage* to the brand equity model of Aaker (1991). In this research it led that the fanpage has the most statistical significance to the (social) brand equity of MINI. Only in the second model, brand association has the most relation with brand equity. Further research, and further development of the internet (web 3.0) and social media, will lead to new branding models. This research shows that the theory is outdated, and that social media can have high contribution to the brand value.

# 6. Conclusion

Social media have attracted millions of users. They become an essential part in the daily activities of people and it is changing the way how we search for information. Social media is about having a *dialogue*, while traditional media is about having a *monologue*. So, social media is about enabling conversation.

The use of social media marketing means, applying or making part of a marketing campaign or activity in social media. These could include a member, friend or fan of a brand within a social networking site, playing a game or placing a gadget of a brand on a profile of a social networking site and possibly send to friends, follow a brand on a blog, watching videos on YouTube or post a comment about a brand through a blog.

Social media can increase the brand equity of a brand. Brand equity, or brand value is a set of brand assets and liabilities linked to the brand that add value to, or subtract value from, a product or service. The assets include: *brand loyalty, brand awareness, perceived quality and brand associations*.

Social brand equity, or social brand value, is a key marketing asset, accrued by marketing effects or outcomes in social media channels, which can engender a unique relationship between the firm and its stakeholders. Social brand equity focuses on brand equity production through social interaction on digital networks.

In this thesis, we tested the brand equity of the car brand MINI. We used a measuring technique of Yoo, Donthu and Lee. We adopted their model by adding the two variables Fanpage Facebook and Searching. We conducted an online survey among 100 respondents.

To create brand equity, it is important that the brand have strong, favorable and unique brand associations. The outcome of the survey shows that the respondents find that MINI has unique brand associations, and that people can easily recognize the brand. Further they find that the brand is high quality, which is considered a primary facet across customer-based brand equity

## 6. Conclusion

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frameworks. The outcome of the survey showed us that the respondents were not very loyal to this brand, but the theory tells us that this only starts by the purchasing of the product.

With the use of SPSS we tested the variables. We made five models to look if there is any correlation between the variables. In the latest model we tested all the variables and we concluded that the Fan Page of Facebook had the most influence on the brand equity of MINI. This is very valuable information for the brand. This investigation shows us that MINI certainly can add value with social media, but the company needs to know how to add value. Adding social brand value starts when a company contributes to the conversation, introduce customers to each other, allows them to participate, give them a role based on their personal preferences, and foster overall connections to our brand and others in the community.

This is where our qualitative research about the engagement on Facebook comes a part. We see on their Fan Page that they have a lot of fans, but a very low engagement ratio. This means that on their Fanpage, MINI still have a one way communication, from brand to consumer, while the objective of a good social media strategy is to create a two way communication, from the brand to the consumer, and from the consumer to the brand.

To create this MINI needs to invest time on their Fan Page. It's not only about placing an event, a video or some photos, but it is about enabling a conversation and creating a community with their fans. This is very difficult, and has also a lot off pitfalls, but it's where companies will go to in the near future.

We think that MINI is satisfied with their branding strategy, because the sales grown really fast in the past 10 years. MINI expended their assortment by introducing new models, from a four doors car till a coupé version that will be introduced this year.

In general we know that a good social media strategy helps companies to be more visible on the internet, it helps to increase the brand value, and it even can help increase the sales. In comparison with other car brands, MINI has a good branding policy, where they understood the demand-driven marketing strategy. Facebook is not their primary source to communicate with their customers, but we are sure that MINI is optimizing this way of communication, and are trying to filter the information that is important for the brand.

## 6. Conclusion

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For further scientific research, we recommend to add more variables to our research model, like the 7 p's. In this research we can conclude that social media has an high contribution for adding brand value, and that the shift from traditional media to social media, will lead to new communication models. Further, we can conclude that with the rize of social media companies need to change the way how they interact with their customers. The time that the consumer is central, and that companies try to fullfill their needs, has changed to a demand-driven vieww, where the consumers themselves, participate in how they want to have their products.

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<http://www.extension.iastate.edu/agdm/wholefarm/pdf/c5-54.pdf>  
[https://www.alg.com/pdf/perceived\\_quality\\_study.pdf](https://www.alg.com/pdf/perceived_quality_study.pdf)  
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## 8. Appendixes

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### 8.1 Questionnaire Social Brand equity MINI

This survey is taken for a study about brand equity on Facebook of the car brand MINI. The questions are related to how you think about the brand, and what kind of information you would like to see the most about car brands in general on the Internet. This is the link of the survey: <http://www.surveymonkey.com/s/LKRMZJK>

The survey takes about 5 minutes. Thank you for your cooperation.

#### Perceived quality

**1. The following statements are related to the car brand MINI. Using the following scale, please fill in your response to each statement below.**

1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	1	2	3	4	5
Q1. MINI is of very good quality					
Q2. It's likely that the quality of the MINI is extremely high					
Q3. The likelihood that MINI will function well is very high					
Q4. The likelihood that MINI is reliable is very high					
Q5. Products or services of MINI are good in quality					

## 8. Appendixes

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### Brand awareness & Brand associations

2. The following statements are related to MINI. Using the following scale, please fill in your response to each statement below.

1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	1	2	3	4	5
Q6. I Identify myself with the brand MINI					
Q7. Some characteristics about MINI come fast to my mind					
Q8. I can quickly recall the symbol or logo of MINI					
Q9. I have difficulty in imagine MINI in my mind					
Q10. I find that MINI has a good image					

### Brand loyalty

3. The following statements are related to MINI. Using the following scale, please fill in your response to each statement below.

1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	1	2	3	4	5
Q11. I consider myself to be loyal to MINI					
Q13. MINI will always be my first choice					
Q14. I don't buy another car than MINI, even if there is another option at the stand					

## 8. Appendixes

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### Brand equity

4. The following statements are related to MINI. Using the following scale, please fill in your response to each statement below.

1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	1	2	3	4	5
Q15. It makes sense to buy a MINI instead of any another brand, even if they are the same					
Q16. Even if there is another car brand with the same characteristics as MINI, I prefer to buy a MINI					
Q17. If there is a other brand as good as MINI, I prefer to buy a MINI					
Q18. If another car brand is not different from MINI in any way, it seems smarter to buy a MINI					

### Fanpage Facebook

5. The following statements are related to the *Fan Page of MINI on Facebook* . Please indicate the extent you agree with the following statements.

1 strongly disagree, 2 disagree, 3 not sure, 4 agree, 5 strongly agree					
	1	2	3	4	5
Q19. I like to read Twitter updates on the Fan Page of MINI					
Q20. I like to read company news on the Fan Page of MINI					
Q21. I like to participate to a contest trough the Fan Page of MINI to win a reward					
Q22. I like to see new product information on the Fan Page of MINI					
Q23. I like to see the special offers that MINI has					
Q24. I like to see photos of MINIs on the Fan Page					
Q25. I like to see videos of MINI on the Fan Page					
Q26. I like to play a game on the fanpage of MINI					
Q27. I like to see the prices of the models of MINI					
Q28. I like to see promotional discounts of MINI					

## 8. Appendixes

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Q29. I like to interact with other fans and the brand MINI on Facebook					
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### Searching

**Q6. The following statements are related to how you receive / search information about cars. Please answer the following questions using the indicate scale.**

1 Never , 2 Rarely, 3 Sometimes, 4 Very Often, 5 Always					
	1	2	3	4	5
Q30. How often do you buy car magazines?					
Q31. How often do you participate on a car blog?					
Q32. How often do you search for video´s about cars on YouTube?					
Q33. How often do you look at Fan Pages of car brands on Facebook?					
Q34. How often do you share on your Facebook wall information about car brands?					

### Personal/Demographic information

**7. What is your gender?**

- Male
- Female

**8. What is your age?**

- 18-26
- 27-35
- 36-50
- 50 <



## 8. Appendixes

### 8.2 Fan Page analysis MINI

Fans MINI on Facebook: 2.359.946

$$\text{Interaction ratio} = \frac{\text{Likes + comments}}{\text{MINI Fans on Facebook}} \times 1000$$

 		Content created by MINI (From brand to consumer)				
Facebook link	Category	Information	Video	Photo	Comments + likes	Interaction ratio
<a href="#">31 August at 12:21</a>	New model	Good things come to those who wait. The 2 Millionth MINI is HERE and it's waiting in Oxford for its new owner. The mystery might be closed, but your chance to win the MINI isn't! Jump on the MINI Wall of Fans and enter for your shot. <a href="http://bit.ly/2MillionMINI">http://bit.ly/2MillionMINI</a>	No	Yes 27 photos	982 likes, 115 comments	0,465
<a href="#">30 August at 18:21</a>	Application	Join MINI and Vice on an adventure of an entirely different sort. WIN 1 of 5 Co-Pilot seats, star in a webisode and carry out extraordinary missions in jaw-dropping locations across the globe. And look awesome in the new MINI Coupé while you do it			1792 likes, 37 comments	0,775
<a href="#">30 August at 10:37</a>	Video sharing	<a href="http://www.YouTube.com/watch?v=wSnrfZy5Dys">http://www.YouTube.com/watch?v=wSnrfZy5Dys</a>	Yes		1534 likes, 44 comments	0,668

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<a href="#">29 August at 17:45</a>		It's been an awesome day. But tomorrow is Another Day. Another Adventure. The floodgates are opening to reveal a story that we can't wait to share with you. Especially because it may very well involve you. See you tomorrow...			1658 likes, 44 comments	0,721
<a href="#">29 August at 16:43</a>	Video sharing	<a href="http://www.YouTube.com/watch?v=9Igm7cZpKl0">http://www.YouTube.com/watch?v=9Igm7cZpKl0</a> This Icelandic mystery remains unsolved. Jump in the comments and tell us what you would do if you were this MINI Coupé driver. Maybe there's something you missed...	Yes		1755 likes, 64 comments	0,770
<a href="#">29 August at 14:57</a>	Video sharing	<a href="http://www.YouTube.com/watch?v=il4SLZ2kPvg">http://www.YouTube.com/watch?v=il4SLZ2kPvg</a> With its sense of courage and cunning, there's no place the MINI Coupé can't take you. Watch as our helmeted hero encounters a rogue and running-late Carnival reveler in need of last minute delivery. Who's the wildest co-pilot ever to ride shotgun in your 2nd seat?	Yes		1857 likes, 64 comments	0,813
<a href="#">29 August at 12:32</a>	Video sharing	<a href="http://www.YouTube.com/watch?v=T5R9iHtB9rw">http://www.YouTube.com/watch?v=T5R9iHtB9rw</a> From the blue-hued landscape of Iceland, we're traveling to the dynamic, bright expanses of China. The MINI Coupé has found itself in Hong Kong and up to new tricks in a romantic tug-of-war. After these two adventures on opposite ends of the spectrum, where do you think the MINI Coupé is headed next?	Yes		2501 likes, 114 comments	1,108
<a href="#">29 August at 10:19</a>	Video sharing	<a href="http://www.YouTube.com/watch?v=OP0zMHMnMeo">http://www.YouTube.com/watch?v=OP0zMHMnMeo</a> Strange things certainly happen in places like this...watch the new film and tell us how you think the story ends. Join us throughout the day as the MINI Coupé traverses to ever more curious locations...	Yes		1665 likes, 52 comments	0,727
<a href="#">26 August at 12:46</a>	Birthday MINI	<b><a href="#">Happy 52nd Birthday, MINI!</a></b> Here's to 52 years and counting. Happy birthday, MINI! May yours always be young at heart.			10043 likes, 553 comments	4,489
<a href="#">25 August at 18:03</a>	Application, consumer to brand	We spy, with our little eye, the wheel of the 2 Millionth MINI! The car itself is finally being revealed and one lucky entrant will take the car home for keeps. Add your photo to the MINI Wall of Fans now. (APPLICATION)			1975 likes, 77 comments	0,869

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<a href="#">23 August at 16:47</a>	Guerilla Marketing, Turkey	<a href="#">MINI Tram - Guerilla Marketing Competition 2011</a> Each day, 4 million people visit the historical Istiklal Avenue in Istanbul, Turkey. To show off the roominess of the MINI Countryman, MINI Turkey sneakily replaced the street's famed 100-year-old tram with a string of them, redesigned to emulate the iconic mode of transport. More news from MINI Türkiye @ <a href="https://www.Facebook.com/MINITurkey">https://www.Facebook.com/MINITurkey</a>			3310 likes, 80 comments	1,436
<a href="#">22 August at 17:51</a>	MINI WRC sport	In only their third outing of the season, Dani Sordo and co-driver Carlos del Barrio (both from Spain) claimed the maiden podium for the MINI WRC Team and came in third overall in Germany. <a href="#">MINI Motorsport</a> has photos and the full report.		Yes, 50 photos	2770 likes, 79 comments	1,207
<a href="#">22 August at 15:22</a>	Customer paint	It's Music Monday and we're bringing you the new video for Travis Barker's smash-hit "Let's Go" featuring Busta Rhymes, Lil Jon, Twista, YelaWolf and a MINI-customized artwork that embodies movement and decibel-breaking sound. Watch here: <a href="http://bit.ly/TravisBarkerLetsGo">http://bit.ly/TravisBarkerLetsGo</a>			3640 likes, 186 comments	1,621
<a href="#">19 August at 12:32</a>	MINI WRC sport	This weekend is MINI WRC Rally Germany! 3 full days of stories will be brought to you live from this 19-stage event held in the south-west region of Trier, Germany. Follow along on MINI Motorsport's Twitter Channel (@MINIMotorsport) and stay tuned for news, standings and photo updates on the Facebook page linked below.			1968 likes, comments	0,833
<a href="#">18 August at 21:58</a>	Campaign	The Burton New Zealand Open Presented by MINI took the Southern Hemisphere by storm. Ryo Aono and Kelly Clark went home champions. Look to <a href="#">MINI Space</a> for future coverage and more of the best from the BGOS.		Yes, 81 photos	1813 likes, 43 comments	0,786
<a href="#">18 August at 12:02</a>	Video sharing	"Everybody's starry eyed, and everybody knows" that Ellie Goulding is a breakthrough act to look out for on the London music scene. But if you hadn't heard, check out Ellie's shooting star of a video here, featuring a very special appearance from a black-as-night MINI. <a href="http://vimeo.com/25562643">http://vimeo.com/25562643</a>			2155 likes, 76 comments	0,945

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<a href="#">17 August at 17:23</a>	MINI UK	MINI around the world have racked up enough mileage to take 33,000 round-trip journeys to the moon, so isn't it time you made the trip? Submit your MINI details to the virtual space <a href="#">MINI UK</a> is calling "MINI Lunatics" to take off and dock at the MINI space station. 3, 2, 1, blast off!			2891 likes, 59 comments	1,25
<a href="#">17 August at 14:59</a>	MINI Space	Super-human strength, plants with facial features, merging of the 2nd and 3rd dimensions...the "Optical Illusions in Real Life!" background design competition has turned <a href="#">MINI Space</a> into a bizarre and wondrous place. Contribute your strange and original findings or creations and be in the running to win some great prizes.			1149 likes, 16 comments	0,493
<a href="#">16 August at 15:15</a>	MINI Red Bull	We'd like to congratulate the talented Arttu Pihlainen, three-time successive winner of the <a href="#">Red Bull</a> Crashed Ice World Champion, as he hops in the driver's seat of his new <a href="#">MINI Countryman</a> ! "In the Autumn," he says, "starts work again and of course the training for the upcoming 2012 Red Bull Crashed Ice Season!" That's the spirit, Arttu.		Yes, 6 photos	1848 likes, 42 comments	0,801
<a href="#">12 August at 13:20</a>	Event	More @ <a href="https://www.Facebook.com/BurtonSnowboards">https://www.Facebook.com/BurtonSnowboards</a>		Yes, 12 new photos	4878 likes, 128 comments	2,12
<a href="#">09 August at 19:01</a>	MINI Space	During our Wanderlust background competition on <a href="#">MINI Space</a> we asked for images that best captured the spirit of freedom and adventure that the movement was all about. Those who met the task were handsomely rewarded. See their winning designs here.			1250 likes, 15 comments	0,536
<a href="#">08 August at 17:30</a>	Event	The beautiful and snowy partnership between MINI and <a href="#">Burton Snowboards</a> continues, and this time, we're heading to New Zealand! From North Cape to the Bluff, snowboarding's superstars are set to shred the Southern Hemisphere. Stay tuned for coverage, coming soon, from the Burton Global Open Series. Competition begins today, live webcast at link below this weekend!			1658 likes, 39 comments	0,719

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<a href="#">04 August at 18:06</a>	MINI Space	For 33 years, MINI owners have been getting together to trade stories and show off their rides, both new and classic. If you missed IMM (The International MINI Meeting) in Switzerland this year, you can catch it next time around in Hungary, May 2012 or just dive into this on-location story with <a href="#">MINI Space</a> .			2387 likes, 68 comments	1,040
<a href="#">29 July at 20:53</a>	MINI Space	The dream is to have a premium vehicle when we need it, and ditch it when it's an inconvenience. When will such a thing exist? The answer is Now. Launched in Munich, DriveNow is the new Car Sharing Service from MINI, <a href="#">BMW i</a> and <a href="#">Sixt Autovermietung</a> . And over the coming years, you can expect an international rollout. <a href="http://www.MINISpace.com/en_us/article/DriveNow/585/?utm_source=Facebook_statu_DriveNow">http://www.MINISpace.com/en_us/article/DriveNow/585/?utm_source=Facebook_statu_DriveNow</a>			2445 likes, 86 comments	1,072
<a href="#">28 July at 14:07</a>	Event Red Bull	A new <a href="#">Red Bull</a> event series is underway, "Red Bull Art of Motion 2011". Featuring "free runners" from all over the world, this traveling performance is hitting 6 iconic cities in 2011. Get your first taste of this eye-candy of an art form, which draws from parkour and adds an urban acrobatic spin.			1405 likes, 38 comments	0,611
<a href="#">27 July at 16:46</a>	MINI Space	Tread lightly: though the latest adventure story on <a href="#">MINI Space</a> didn't involve a flying, fire-breathing beast, it did involve an 11-mile stretch of U.S. highway with 318 steep curves – The Tail of the Dragon. Learn what takes place as MINI fans meet in Great Smoky Mountain National Park to show this legendary road which car is boss.			2029 likes, 58 comments	0,884
<a href="#">26 July at 17:44</a>	MINI Space	The <a href="#">MINI Space</a> Team was on hand last week as Pavillon 21 played host to its climactic Fashion Theater event. Exclusive photos and story inside...			1039 likes, 14 comments	0,446
<a href="#">26 July at 14:51</a>	Video Sharing	Last week designer <a href="#">patrick mohr</a> took his team of models to a catwalk inside the Pavillon 21 MINI Opera Space. Check film footage of the fabulous show here. <a href="http://www.YouTube.com/watch?v=ldcGU0INuV8&amp;feature=youtu.be">http://www.YouTube.com/watch?v=ldcGU0INuV8&amp;feature=youtu.be</a>	Yes		957 likes, 15 comments	0,411

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<a href="#">25 July at 17:40</a>	MINI Space	There's only one week left of the Patterns & Places Background Design Competition. Every day, found and captured motifs like this one of Brussels's Atomium by <a href="#">MINI Space</a> user yusmanizam are being uploaded. Needless to say, the competition is getting fierce. So submit your work before it all ends!			1578 likes, 32 comments	0,682
<a href="#">22 July at 14:38</a>	Video Sharing	Joining the ranks of fresh faces on the music scene who love MINI is Cover Drive. The light Barbadian sound in their new video for "Lick Ya Down," combined with a MINI touch of the urban, makes for a perfect party to welcome your weekend. Take a look! <a href="http://www.YouTube.com/watch?v=pARzV_3I-o">http://www.YouTube.com/watch?v=pARzV_3I-o</a>	Yes		1287 likes, 38 comments	0,561
<a href="#">20 July at 12:29</a>	Video Sharing	New film from the unveiling of THE MINI INSPIRED BY GOODWOOD at the Pavillon 21 MINI Opera Space. See the new ride – just one of 1,000 – up close and personal here. <a href="http://www.YouTube.com/watch?v=YdlAUBt9aA">http://www.YouTube.com/watch?v=YdlAUBt9aA</a>	Yes		2365 likes, 76 comments	1,034
<a href="#">19 July at 17:55</a>	Event, MINI Cookies	<a href="#">The MINIron at Melbourne Macaron</a> Melbourne has gone mad for macarons! And what goes best with a macaron? We never...		Yes, 10 new photos	7115 likes, 268 comments	3,128