

Study the Impact of Social Media-Based Brand Community Indicators on Customer-Based Brand Equity

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Abstract

Given the tendency of students to use social media, they can be applied in order to create a closer communication with potential and actual customers. The aim of present investigation is to examine the effect of social media-based brand community indicators on customer-based brand equity. This research is applied in terms of purpose and descriptive-correlational in terms of method. The statistical population of the study includes the users of social media. The minimum sample size was estimated as 384 based on Cochran's formula, and finally the same number of questionnaires were collected and analyzed. In the present study, a questionnaire was used to collect the data. Reliability was examined using Cronbach's alpha coefficient, and external and content validity were also examined and confirmed according to the opinion of the supervisor and consultant and construct feasibility was also studied. Also, the obtained data has been analyzed using Smart PLS3 statistical software. The results of the software showed that common awareness, obligation to society, and common customs have a positive and significant effect on customer-based brand equity.

Keywords: Brand Community, Social Media, Social Media-Based Brand Community, Customer-Based Brand Equity

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1. Introduction

Researchers believe that customers having a deep awareness of a brand can automatically create imaginations about the brand, then stimulating and enhancing customer-based brand equity is a marketing goal for brands (Koay et al, 2020). On the other hand, as more people become accustomed with the internet, brands and companies are creating online communities to engage customers with themselves and with each other. Online communities mean groups of people who "gather together through shared emotions, lifestyles, moral beliefs, and shared consumption practices." In fact, online brand communities are a stable and selected group of consumers who accept and recognize shared membership links with brand and each other. (Sanjari et al, 2020).

Today, duo to evolution of Web 2.0 platforms, the customers' role has changed from passive in Web 1.0 to active one. As social media develops, marketing activities become much more complex than conventional marketing (Hoang et al, 2020). Recently, the term "social media-based brand community" has been frequently used to describe the brand community created on social media platforms such as Facebook (Habibi et al, 2016). The emergence of interactive digital platforms has resulted in gradually interaction among people on such platforms, prompting brands to create online communities for customers to interact with them and with each other in order to increase the brand loyalty (Islam & Rahman, 2017). Considering the fact that virtual communities have the popularity and ability to connect different people and businesses, businesses are encouraged to be present on social media and take advantage of it (Ulusu et al, 2016). A social media-based brand community provides some advantages to its members and strengthens customer relationships with the brand, product, company and other customers by facilitating information sharing and enhancing customer connections with each other. Then, many of the world's biggest brands have created brand communities in social networks to advertise, promote, and communicate with their customers as well as interact with them to build long-term customer-company relationships (Islam & Rahman, 2017). The growing popularity of online brand communities has provided consumers with a social platform for to share their experiences and enthusiasm about their favorite brands. Duo to their unprecedented communication and interactive capabilities, online brand communities guarantee organizations to increase brand awareness (Barreda et al, 2015), increase trust (Nadeem et al, 2015), create positive word of mouth and promote customer loyalty (Wang et al, 2016). Customers can participate in the brand equity creation process through social media-based brand community. Although there are different types of social media platforms, all researchers agree that shared awareness, shared custom and traditions, and commitment to community are three indicators of social media-based brand community (Habibi et al, 2016; Hoang et al., 2020). Shared awareness is related to the relationship between members of a brand community, determining the difference between its members and outsiders . Common rituals and traditions refer to the social responsibility of members towards the community and its members (Muniz et al, 2001). Moreover, the obligation to the community implies that the members think and act on the interests of the community and its members. This concept can explain the reason for tendency toward helping the members of a community (Hoang et al, 2020). However, previous research still requires a clear understanding about the role of social

media-based brand community in the marketing context (Merz et al, 2018). Many companies do not still fully comprehend the role of social media-based brand community. In addition, many customers still do not like to actively participate in these communities (Islam & Rahman, 2017; Jain et al, 2018; Hoang et al, 2020). In Iran, the report of Iran Statistics Center in 2020 indicates the increasing presence of Iranians in social networks compared to the last three years, so that 88.5% of people over 15 year old are members of social media. Meanwhile, the spread of the Covid-19 virus has accelerated this trend, because the closure of businesses, quarantine and staying people at home have made people turn to these social networks more than before. This has turn the social media into the most important virtual space platform for earning money. Statistics show that 83% of businesses use Instagram to introduce their products and services. Then, normative activity in social media will lead to success. However, brands in Iran are still at the beginning of the route and in order to gain customer-based brand equity, they need to identify the indicators of brand communities. These markers help attract customers and create brand awareness. While the lack of awareness of these indicators results in decreasing the effectiveness of marketing efforts of brands in social media-based brand communities. The main challenge is that many brands are unable to influence the target audience. Therefore, given the importance of the issue for brands and the lack of research evidence in this respect, the main question of the research is expressed as follows: How do social media-based brand community indicators affect customer-based brand equity?

2. Theoretical Principles Of Study

Brand

At first, brand seems simple word, but it is very complex and has various meanings. The American Marketing Association defines a brand as: a name, sign, symbol, design, or a combination of them, whose purpose is to identify and distinguish the goods and services of a seller or a group of sellers from their competitors. A brand can have different meanings according to the role it plays, its value, and most importantly, to whom it relates. For brand owners, the brand is considered as a means of differentiation. For brand users, the brand may establish a strong emotional relationship with them.

At a more advanced level, a brand not only shows the products and services produced by a company, but also represents the company itself and its policies. The brand doesn't only communicate the customer and the company, but it is the face of the company for both the customers and the society. (Seifollahi & Dehghani Ghahnavieh, 2022). Every brand is influenced by customers and their behavior and attitude towards the brand, which are in turn influenced by variables interacting with each other. These factors affect the brand and customer recognition, which itself indicates how the brand belongs to its values.

The brand equity is considered as an intangible asset of the company, which is finally reflected in the financial invoices of the company. Creating a brand is a method of creating a specific image recognized by the public and represents a specific organization or company. This brand can be created by many ways such as internet. A brand is a combination of image, color, logo

and font that creates the viewer's understanding of a particular organization and company (Ahmadi, 2022)

Brand Equity

The brand role and its creation has basically changed over the past two decades. Although the 1980s were accompanied by an all-out increase in brand equity initiatives, the 1990s can be considered the time of the fall of this concept. Since 1987, when the concept of brand equity was known by financial brand valuation, companies have been trying to create and maintain the original form of loyalty equity. Although more and more companies have realized the importance of developing and maintaining brand loyalty to ensure long-term profitability, today it has become very difficult to create and maintain loyal customers due to the existing competitive environment.

In the past, brand equity was measured in term of price, gross profit, profit, etc. The definition of brand equity has changed since the 1990s due to changes in international accounting standards, accounting standard reports the financial value of intellectual capital. Since then, research has focused on non-financial brand equity. The concept of brand equity has been defined in different ways and for different purposes. Brand equity is the significant value existing in a well-known brand so that consumers are willing to pay more for that product than a product with the same quality level but a different brand (Salamzadeh et al., 2022).

Customer-based brand equity

Various studies have been done in order to relate the structures of brand equity from the customer's view with the hierarchy of effects model. In 1961, the tool for measuring the effectiveness of advertising was presented by "Robert Elwidge", which includes three constructs: cognitive, emotional, and behavioral. In this model, it is assumed that potential customers are new customers who move from awareness to knowledge and from knowledge to brand preference and from brand preference to purchase intention and from purchase intention to actual purchase over time. Vakratsas and Ambler, after studying more than 250 articles and books about advertising effects, classified these effects as follows:

1. Consumer-based effects on cognition, emotions and experience;
2. Effects of consumer behavior on choice, consumption, habit and loyalty.

According to generalization number one of these investigators, experience, emotions, and cognition are mediators, and deletion of any of them can lead to the enhancement of other effects. Considering this key point, the researcher decided to consider the knowledge structures (cognitive element), attitude (emotional element) and trust (experience element) for the brand equity from the customer's point of view in his proposed model; Also, by this investigation, the use of purchase preference and repeated purchase intention as the results of brand equity structures are supported from the customer's point of view; In addition, several empirical studies confirm the theory expressing that there is a positive relationship between brand equity constructs from the customer's point of view and brand preference and purchase intention (Kim & Ko, 2012).

Chi et al. (2020) based on social identity theory, showed that three elements of brand community indicators significantly influence two aspects of customer-based brand equity. In addition, brand community commitment plays a mediating role in the relationship between

common awareness, rituals and traditions, and customer-based brand equity. Moreover, the effect of social media-based brand community indicators on customer-based brand equity for women is stronger than men. Results obtained by Ozuem et al. (2021) indicated that perceived social media marketing activities have a significant positive effect on consumer-based brand equity. In addition, brand experience mediates the relationship between perceived social media marketing activities and consumer-based brand equity. Surprisingly, it was found that co-creation behavior has no moderating effect on the relationship between perceived social media marketing activities and brand experience. Furthermore, the perceived indirect effect of social media marketing activities on consumer-based brand equity was found not to be moderated by brand experience with co-creation behavior.

Brand Loyalty

Brand loyalty means a severe commitment to repurchase or re-encourage that product/service in the future. In the brand community, consumers are acted very motivated and enthusiastic in exchanging, sharing and discussing the thoughts and help a lot promote products and services; meanwhile, they also play a significant role in increasing the brand loyalty of consumer. The social relationships created in the brand community increases the life of consumer loyalty. Generally, brand communities lead to increasing the emotional commitment to the brand, loyalty to the community and disloyalty to competing brands, word-of-mouth advertising and brand image.

The dynamics created in the community will result in value creation for the customer and the brand, then the perceived benefits of the community will lead to customer loyalty. The social ties formed in the community provide a special environment for developing the communication strategies for gaining the consumers trust and creating customer loyalty. The direct relationship between customer attachment and brand loyalty has been well documented in the previous studies (Islam & Rahman, 2017).

Brand awareness

Brands are different in term of their power and value in the market. On one hand, there are brands that are not known by most consumers, on the other hand, there are brands that buyers have relatively high awareness of them. Brand awareness shows the power of the brand's presence in the minds of the target market, and the ability of customers to identify the brand under various conditions indicates their awareness of the brand. Brand awareness is the potential buyer's ability to recognize and remember the fact that a brand is a member of a specific product class. Aaker (1996) defines brand awareness as a combination of brand recognition and brand recall, where brand recognition is the customers' ability to recognize in different situations and brand recall is the ability of customers to remember the brand when they are faced with the requirement for a product or service class.

Sometimes the brand involves customer recognition, awareness and recall of brand function. Research shows that brand awareness is the subject of many consumer-oriented branding discussions and customers pay more attention to familiar brands. Aaker (1996) describes several levels of brand awareness, ranging from mere brand recognition to brand influence.

Brand influence refers to a situation where the discussed brand is the only brand remembered by the consumer. According to Keller, brand awareness plays an important role in customer decision-making through learning advantages, attention and study advantages, and selection advantages (Nayebzadeh,2018).

Brand Community

Brand community includes a specialized and non-geographical community and is an organized collection among consumers of a particular brand with a common desire for a particular brand and are involved in group activities to achieve collective goals. Many companies have tendency toward developing their brand communities; Because membership in such communities increases brand preference and also word-of-mouth advertising and creates maximum opportunity to attract and work closely with very loyal consumers. In brand community, consumers actively exchange, share and discuss many thoughts and help a lot to promote products and services.

Meanwhile, they play an important role in increasing consumer brand loyalty. Social relationships created in the brand community increase the lifespan of consumer loyalty. The brand community literature focuses on the consumer's relationship with the product, the brand, its interaction with other titles including product, company, and other consumers and key factors in the development of loyalty. In the existing literature, these communities are called as " The Holy Grail of Brand Loyalty " and they consider it a powerful tool of marketers to strengthen the relationship between consumers and their products, as well as increase brand equity. Brand consumption experience strengthens the consumer's cognition of the brand. Similarly, the brand community can share the well-known brand with consumers and develop the relationship between the members of the brand community, expand the perception of the brand, its products and the company.

In general, brand communities lead to increasing the emotional commitment to the brand, loyalty to the community, disloyalty to competing brands, word-of-mouth advertising, and brand image.

As maintaining one-to-one relationships with customers is not always effective, brand communities are considered as a solution for customers' use. These brand communities play important roles in agency position of brand.

For instance, brand communities share information, perpetuate brand history and culture, and help the consumers. The companies do not create a brand community only to convince consumers to buy, but also to make consumers loyal to the brand. Companies also find it beneficial to join a brand community due to its various practical benefits such as obtaining unique suggestions and ideas for customers. Brand communities change consumer relationships with brands through active collaboration in order to create and share brand-related material, as well as through communicating with colleagues and other brands. The sustainability of brand communities depends on the interactive relationship between brands and consumers (members).

This interactive relationship, in turn, depends on various strategic factors such as marketing and consumer behavior. Marketing managers must be sure that the brand community has proper and meaningful content in the self-conception of consumers. (Islam & Rahman, 2017).

Social Media-Based Brand Community

The effects of Social Network Based-Brand Community on Community Commonality

Community has been one of the subjects discussed among social scientists and philosophers in the 19th and early 20th centuries. After reviewing social studies, Muniz and O'Guinn (2001) introduced three main common components in community including common awareness, common rituals and traditions, and moral responsibilities and obligations to society. In this respect, Islam and Rahman in an article (2017) studied what encourages customers to engage in online brand communities. The present study through a questionnaire survey of 430 Facebook users, examines how the unique characteristics (information quality, system quality, virtual interaction, and rewards) of online brand communities influence customer engagement. Effect of customer engagement on brand loyalty was also studied. The moderating role of gender was also investigated. Data was analyzed using structural equation modeling.

The findings show that each attribute has positive effect on customer interaction, with information quality and virtual engagement having the strongest effect. Customer engagement also has a strong positive effect on brand loyalty. These results show that the gender gap in the online environment is decreasing, since the effect of all four characteristics of online brand communities on customer interaction is equal for male and female members. Also, Ozuem et al. (2021) found that a comprehensive set of features of online brand communities, such as brand feeling, identification with the source, positive experience, considers the obvious effect from the consumers' view in the fashion sector, for this purpose, interviews were conducted to study the participation of millennials in the online communities and brand conception in fashion industry.

The main findings show four classes of customer engagement in online brand communities (bias positioners, rationalists, judges). These key categories provide a framework for future research in this area, and further contribute to the field of online brand engagement, particularly in the fashion industry. Colicev et al. (2018) found that social media damaged the customer-based brand equity of retailers dealing with high-contribution and enjoyable products. Jiao et al. (2018) revealed that consumers having collective, extroverted, and extrinsic orientation experience social value through involvement in social media. In contrast, consumers with an individual and intrinsic orientation show the content value. Moreover, Chinese and American consumers show more social value and have more content value, respectively. Accordingly, the influence of social value (content value) on brand equity is stronger for Chinese (US) consumers.

Shared Awareness

From Gow Mesfield' respective (1978), awareness is an important factor in society and a shared inner feeling among the members of society. This awareness is a type and way of thinking, and it goes beyond a common attitude with common perceptions and shows a different social sense from other members of society. Weir (1978) describes it as shared knowledge of belongings.

Muniz and O'Guinn (2001) have found that community members feel a strong tie among themselves;

Even if they haven't seen each other, that next feeling is pivotal to a brand community. Alexander et al (2020) and Muniz and O'Negin (2001) have considered some reasons about the effect of shared awareness on brand community. In the brand community, members feel a sense of belonging to a very large community having no geographical limitation. They also suggested that the role of computer communication such as the World Wide Web is very important in this area. (Shirkhodai et al, 2017).

Common Customs and Traditions

Common customs and traditions are the factor uniting the belief of a community and represent the vital social processes brought and maintained by the members of the society (Muniz and O'Guinn , 2001). Customs and traditions are a symbolic form of communications that become a systematic way through repetition over time and play an important role in building the community's identity considering the satisfaction of community members with experiences, Muniz and O'Guinn (2001) found common customs and traditions between the members of brand community and marketers in both media and face-to-face marketing environments. Community members enhance culturally the history and customs of the society through processes such as birthday celebrations, storytelling programs, advertisements, and common experiences. Also, some application of virtual communities includes creating and using common conventions and languages, maintaining social roles, creating boundaries, approved rituals, showing commitment to collective goals and following interactive norms (Shirkhodai et al, 2017).

Social Commitment

Social commitment means the feeling and class with social commitment in the position of a whole and also to that society members (Muniz and O'Guinn , 2001). Moral responsibilities have two main duties and functions in society, which are so important. First, supporting the community survival through reasoning and recognizing what is right and what is wrong in the community and causes the integration and preservation of the members of the society. Second, moral responsibility makes member help each other through information sharing. Therefore, reasoning and information sharing is very important in computer media environments having the ability to support shared information, and it is believed that the main role of social media is to connect people and facilitate the information sharing (Shirkhodai et al., 2017).

For this reason, the following assumptions of the research are considered:

- Shared awareness in social media-based brand community has a significant effect on the customer-based brand equity.

- Obligation to the community in the social media-based brand community has a significant effect on the customer-based brand equity.
- Common customs in the social media-based brand community has a significant effect on the customer-based brand equity.

3. Methodology

The upcoming research is applied in terms of purpose and descriptive and correlational in term of nature and is according to structural equation modeling based on partial least squares which was done with SmartPLS software. The aforementioned method and software were chosen because this type of modeling is considered as a powerful method when the number of samples and items is limited and the distribution of variables may be abnormal (Agheli et al., 2018). The statistical population of this research includes all social media users. According to Cochran's formula, the minimum sample size is 384 people. The questionnaire is designed in a Likert scale form.

The tool validity has been studied with the external validity method of content (by professors and other available elites) and the reliability has also been studied through Cronbach's alpha. So, after the preliminary study (pilot) in a sample of 20 people and the returning the questionnaires, the collected data were entered into Spss software and it was found that the questionnaires have acceptable reliability, because after calculating Cronbach's alpha, the numerical value of this coefficient for the average standard questionnaire in the general condition was obtained more than 0.7. The distribution of questionnaire questions and their Cronbach's alpha coefficient have been presented in Table 1.

Table.1 relationship between the variables and questionnaire questions

Row	Variable	Variable type	Scales	Alpha Cronbach	Reference
1	Common Awareness	Independent	1-4	0.868	Huang et al.(2020)
2	Obligation to Community	Independent	5-7	0.737	Huang et al.(2020)
3	Common Custom and Traditions	Independent	8-12	0.828	Huang et al.(2020)
4	Brand Awareness	Dependent	13-17	0.948	Huang et al.(2020)
5	Brand Loyalty	Dependent	18-21	0.887	Huang et al.(2020)

In order to inferentially analyze the research data and investigate the simultaneous impact of several independent variables on the dependent variable, the structural equation modeling technique has been used in Smart PLS (PLS) software. Due to the small size of the statistical sample and the up-to-date software and the complexity of the model (large number of structures), SmartPLS software has been used (Ajorlou et al, 2019).

4. Findings

Fitness of Measurement Model

In the structural equation modeling method in Smart Pls, three criteria including reliability, convergent validity and divergent validity are used to study the fit of measurement models. (Agheli et al., 2019).

According to Tajpour et al. (2022), reliability in PLS method is measured using factor loading coefficients, Cronbach's alpha coefficients and composite reliability (CR). Factor loading is a numerical value determining the intensity of the relationship between a latent variable and the related manifest variable during the process of path analysis. The higher the factor loading value of an index in relation to a specific structure, the greater the contribution of that index to the explanation of that structure. Also, if the factor loading is a negative index, it shows its negative effect on explanation of the related structure. In other words, the question related to that index has been designed in reverse. (Agheli et al, 2020).

Table (2): composite reliability, Cronbach's and convergent validity and common values

Variable	Dimensio ns	Item s	Seconda ry factor loading	t- statisti cs value	Alpha Cronba ch reliabili ty test	rho- A	Compositio nal reliability coefficients (CR)	Extracted variance mean(AV E)	R Squa re
Common awarenes s		q01	0.940	95.102	0.958	0.95	0.969	0.887	
		q02	0.962	190.36					
		q 03	.949	134.45					
		q 04	0.916	87.417					
Obligatio n to		q 05	0.908	66.357	0.902	0.90	0.939	0.836	
		q 06	0.937	102.29					
		q 07	0.898	60.849					
Common customs communi ty and traditions		q 08	0.889	59.729	0.939	0.93	0.954	0.805	
		q 09	0.906	70.068					
		q 10	0.915	73.146					
		q 11	0.907	91.276					
		q 12	0.867	97.995					
Custome r-based brand equity	Brand awareness	q 13	0.840	42.180	0.916	0.91	0.937	0.749	0.944
		q 14	0.859	33.822					
		q 15	0.895	41.879					
		q 16	0.882	35.002					
		q 17	0.850	60.707					

Brand	q 18	0.896	50.369	0.912	0.91	0.938	0.791	0.768
loyalty	q 19	0.919	57.726		3			
	q 20	0.880	44.590					
	q 21	0.861	40.410					

The criterion used for evaluating the appropriateness of factor loading coefficients is 0.7. As seen, factor loadings less than 0.7 were deleted and the model was implemented for the third time, and in the current research, as table2 shows, all the coefficients indicate that this criterion is appropriateness. All factor loadings are above 0.7 and are significant at 99% level of confidence, indicating that the indicators (indicator variables) explain the conceptual variables well. As can be seen, the investigations show that the value of Cronbach's alpha coefficient and the combined reliability and rho-A of all structures are more than the acceptable minimum, i.e. 0.7; Then, the constructs of this study have desirable reliability. Also, the examination of AVE (Average Variance Extracted) and common reliability criteria shows that all constructs have a higher value than the minimum acceptable value, i.e. 0.5, So the constructs of this study have desirable convergent validity. According to the results of the table, as all indicators have average values of AVE higher than 0.5, then convergent validity is established at the level of all indicators (Nikraftar et al., 2020).

Overall Fitness of Model

The overall model involves both parts including measurement and structural model, and by confirming its fitness, the fit study in a model will be completed. In order to study the fitness of the overall model, it is enough to measure a criterion called GOF(Salamzadeh et al., 2022)

$$GOF = \sqrt{\overline{Communalities} \times \overline{R^2}}$$

$\overline{Communalities}$ value is obtained from the average of the common values presented in Table 2.

Then, the value of the GOF criterion equals to:

According to the three values of 0.01, 0.25 and 0.36 which are introduced as weak, medium and strong values for GOF,respectively (Nikraftar et al., 2021) , obtaining a value of 0.710 for this criterion shows It has a strong fit of the general research model.

Table (3): Matrix divergent validity assessment

Variables	Common and Traditions	Custom	Brand Awareness	Common Awareness	Obligation to Community ^l	Brand Loyalty
Common and Traditions	0.897					
Brand Awareness	0.815		0.865			
Common Awareness	0.814		0.821	0.942		

Obligation to Community	0.719	0.504	0.819	0.915	
Brand Loyalty	0.798	0.758	0.796	0.795	0.889

According to the abovementioned materials and the results obtained from the output of Smart PLS software in the above tables, it can be shown that the measurement models have proper validity (convergent and divergent) and reliability (factor loading, composite reliability coefficient and Cronbach's alpha coefficient). The fitness of the structural model using T coefficients is such that in order to confirm their significance at the 95% confidence level, these coefficients must be more than 1.96. (Torkashvand et al., 2018).

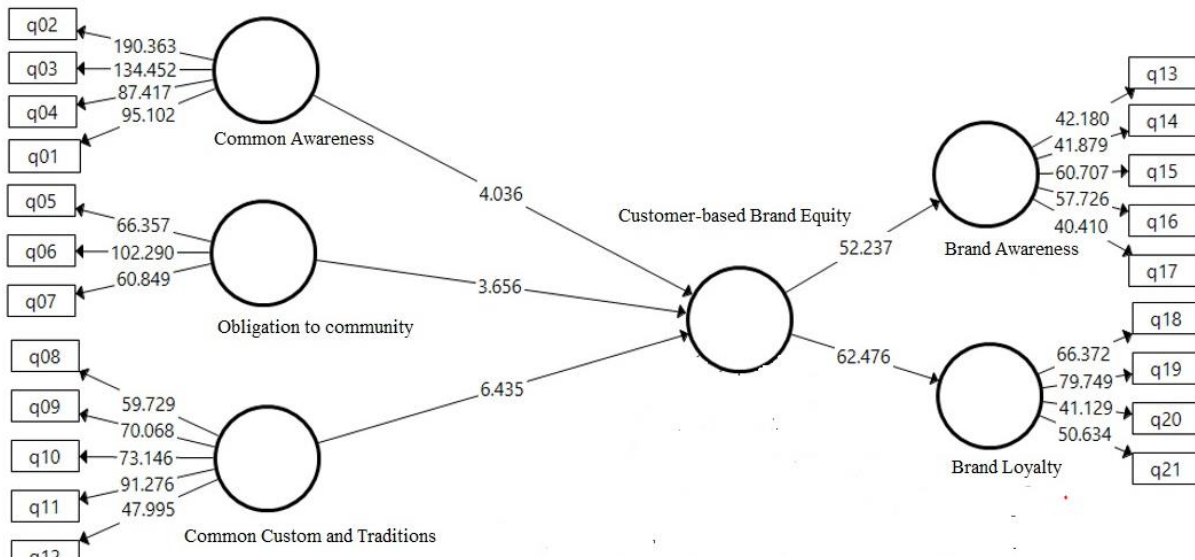


Figure2. t-statistics

Figure 2 has indicated that all paths between model variables have been confirmed and are significant. The second criterion for studying the fit of the structural model in an investigation is the R^2 coefficients related to the endogenous (dependent) hidden variables of the model. R^2 is a criterion indicating the effect of exogenous variables on an endogenous variable and three values of 0.19, 0.33 and 0.67 are considered for weak, medium and strong values of R^2 , respectively, and if in a model, an endogenous structure is affected by only one or two exogenous constructs, the R^2 value of 0.33 or higher indicates the strong relationship between that construct and the endogenous construct (Torkashvand et al, 2018).

The mentioned criteria are shown in the circles related to the structural model of the research, and for the structural model of this research, as there are two endogenous hidden variables, it is natural that the number in the other two circles equals to zero. The above figure has indicated that in this research, both criteria are higher than 0.67 (criterion of strong values), so the structural model has a good fit in term of this criterion. (Torkashvand et al., 2018)

Table 4. Regression coefficients and t-test statistics

Row	Hypothesis	Path Coefficient	T-Statistics	Test Result
1	Common awareness→ brand equity	0.294	4.036	Affirmed
2	Obligation to community→ brand equity	0.242	3.656	Affirmed
3	Common custom and traditions→ brand equity	0.419	6.435	Affirmed

5. Discussion and Conclusion

Out of 109 people who answered the questionnaire, 73 were men with the most frequent age between 31 and 40 years old, with a total of 50 people. Most of the individuals who were tested had a bachelor's degree or higher, so it can be said that the evaluated persons are mainly young forces with academic education. The first sub-hypothesis: Common awareness in social-media based brand community has a significant effect on the customer-based brand equity. Based on t-statistic equal to 4.036, which is more than 1.96, it can be concluded that it is significant at the 99% level of confidence, so it is predicted that the hypothesis will be confirmed in a larger sample of the same population if the model is repeated. As the standard coefficient is 0.294, then it has a strong positive effect.

According to the obtained t-statistics, the variable of common awareness has a positive effect on customer-based brand equity, and this hypothesis has been confirmed.

The results of this hypothesis are in line with those of Huang et al.'s (2020) studies. For explanation of this hypothesis, it can be said that one of the important factors in a collective communication is common awareness resulted from the communication between members of social media. One of the important elements in community is the awareness of shared feeling, which is the common inner relationship felt among the members of a society. It is a way of thinking that is more than shared attitudes and perceptions and reflects a collective sense of being different from other community members, so we are trying to prove that commonalities positively influence brand equity in social media-based brand communities, and we believe that the main role of social media is to create communication between people and facilitate the exchange of information and concepts. On the other hand, using social media-based brand communities promotes the shared awareness among the members and this awareness can be used in creating online brand community value creation activities including social networking and community interaction, brand usage and influence management.

The second sub-hypothesis: obligation to the community in the social media-based brand community has a significant effect on the customer-based brand equity.

According to the t-statistic equal to 3.656, which is more than 1.96, we conclude that it is significant at 99% level of confidence so it is predicted that the hypothesis will be confirmed in a larger sample of the same population if the model is repeated. Given that the standard coefficient is 0.242, then it has a strong positive effect.

The results of this hypothesis are in line with the results of Huang et al. (2020). In the explanation of this hypothesis, it can be said that in the brand community, obligation to the community means the existed value-creating activities. These activities create the interaction between brand-loving consumers. Thus, brand communities are social entities and are considered as the assets of an organization showing the structure-oriented place of brands in the daily life of consumers and expressing the way these brands relate the consumers to the brand and to other consumers. And committing to the online brand community is in the relationship between value creation in the online brand community and brand loyalty, and using

the capabilities of brand communities and social media and linking the capabilities of the two has encouraged many organizations to attend these environments.

The third sub-hypothesis: common customs and traditions in social media-based brand community have a significant effect on the customer-based brand equity.

According to the t-statistic equal to 6.435, which is more than 1.96, we conclude that it is significant at the 99% level of confidence, so it is predicted that the hypothesis will be confirmed in a larger sample of the same population if the model is repeated. Considering that the standard coefficient is 0.419, it has a strong positive effect. The results of this hypothesis are in line with the results of Huang et al.'s (2020) studies. In the explanation of this hypothesis, it can be said that these customs and traditions in the members of the community in the brand community are that create the identity of the brand community, that the members of the community strengthen the culture, history and customs of the community through processes including the celebration of the brand's birthday, storytelling, advertising, and common experiences and shared customs influence the feeling of lasting brand loyalty.

From the present study entitled "Evaluation of the influence of social media-based brand community indicators on customer-based brand equity (case study: online brand communities in Instagram media)" it can be concluded that all research hypotheses have been confirmed. It can increase the scientific and literary richness of the studied subject. Finally, the researcher has been desirably able to test the claims made in the research through the research and analysis of extracted data and reach a specific result in this respect. The results of this research can lead all organizations and achieve desirable performance goals.

Suggestions

Shared awareness in the social media-based brand community has a significant effect on the customer-based brand equity. It is suggested that: Brands should form brand communities, especially online brand communities, and focus more on developing and increasing the shared awareness in these communities. Managing the social media based brand communities is not an easy task and requires special care and attention. In these communities, customers should be more powerful than before and act like a double-edged sword. Obligation to the community in the social media-based brand community has a significant effect on the customer-based brand equity.

Brand community members should share useful tips on how to use brand products better and share their successful or unsuccessful experiences with product customization and promote activities that help build the community. Unsatisfied and unhappy consumers can also subscribe the opposing and protesting pages and communities. Social media-based brand communities have the ability to promote value-creating activities in society and brand loyalty. Marketers should exploit the privileges and opportunities of such brand communities Common customs and traditions in the social media-based brand community have a significant effect on customer based brand equity. It is suggested that:

- Social media becomes increasingly important for global marketing and advertising.
- Understanding the mechanism of the formation of relationships between users and social media-based brand communities is essential and vital.
- By strengthening trust, organizations can increase the quality of information published in brand communities and organize the activities of their offline communities.

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