Report On

The Effect of Advertising Awareness on Brand Equity in Social Media

By

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An internship report submitted to the BBS in partial fulfillment of the requirements for
the degree of
Bachelor of Business Administration

BRAC Business School
Brac University
May, 2020

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Date: May 20, 2020

Ms. Mahreen Mamoon

Asistant Professor,

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66 Mohakhali, Dhaka-1212

Subject: Research on "The Effect of Advertising Awareness on Brand Equity in Social Media"

Dear Sir / Madam,

This is my pleasure to display my research on "The Effect of Advertising Awareness on Brand Equity in Social Media" while doing my internship in a reputed digital marketing agency named "RainCloud Digital, which I was appointed by your direction.

I have attempted my best to finish the research with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

_____

Siddiqua Mahe Jabin

15304067

BRAC Business School

BRAC University

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between RainCloud Digital and the undersigned student at BRAC University Siddiqua Mahe Jabin

Executive Summary

Social media has become a significant platform which has drawn the attention of both the companies and consumers to interact there. It has changed the traditional marketing systems and communication style between brands and consumers and enabled the final users to make a positive as well as negative influence on the company's brand equity. In this way, it is significant for organizations to know how to manage the impact on social media seeking to build brand equity by building brand awareness and positive image for the brand. The importance of this study is to find out how a company or organization can utilize the moment of social media to create a strong brand equity and also explore its drawbacks to grab the attention of those companies who are venturing into digital media to increase their brand image and brand awareness. Nowadays, online promotion has taken new structures which have more advantages over the traditional mediums such as print media, TV and radio. Marketing communication is becoming personal, interesting, interactive and social. Awareness which include both recall and recognition become the first step for any move toward a successful marketing strategy. The main intention of this study is to showcase the function of awareness in social media on brand equity through advertising awareness, the conceptual model shows the impact of advertising awareness on brand equity and its dimensions.

To conduct our research work, we mainly used secondary data and qualitative research techniques. A structured questionnaire was created in Google docs which consists of 20 questions and that questionnaire was used to gather all the data to test the model. Sampling involved random people from social media such as Facebook and Messenger and distributed among them to allow the user for attrition rate from the sample size. Factors and regression also used to test the model. From our survey, we have found that regression suggests that elements of Brand Equity such as Brand Awareness, Brand Association have major influence in Brand loyalty which ultimately results in increasing Brand Equity. So it is important for the company to concentrate more on Brand Awareness, Brand Association and Brand Loyalty in order to increase Brand Equity.

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CHAPTER 1

Introduction:

The internet is changing the business condition, making new difficulties and openings. The internet gives the chance to organizations to contact a more extensive audience and make convincing offers at no other time conceivable. Almost 4.57 billion people were active internet users as of April 2020, encompassing 59 percent of the worldwide population. China, India and therefore the US rank before all other countries in terms of internet users.

In the course of the most recent decade, social networks have changed interchanges, moving the manner in which we devour, deliver and collaborate with data, based on explosive migration to the web. Social media has drawn a great deal of consideration both to organizations and people communicating on the networking landscape. Internet based life sites like Facebook, Twitter and YouTube, and so on have made gigantic International Journal of e-Education, e-Business, e-Management and e-Learning impulse on the correspondence stage with the end users of various products and services that was deficient in the conventional medium. The social Web is changing conventional marketing communications. Compared to social media, and traditional media, the former provides an interactive communication among customers and brands by allowing them to communicate and share via the web. Social media allows quick response to client service issues by getting the opportunity to hear positive or negative news rapidly, encouraging communications, and sharing of substance, in a quick, widespread, viral, and minimal effort way. Awareness measures are utilized broadly in exploration as a key of brand performance and marketing effectiveness. The most generally utilized are those relating to brand awareness. Advertising is an essential tool that organizations use to influence the performance of their products. Such markets are described by the consistent turnover of different, generally close substitute products. Consequently, advertising becomes crucial in making consumers aware of the existence and characteristics of new products.

In recent era, brands are the company's most valuable assets, adding both financial and strategic value to its proprietors and brands have been considered as the second most important assets for a firm after customers. The idea of brand equity has pulled in significant enthusiasm among promoting analysts and experts over the most recent two decades, the brand value idea was first presented in marketing literature in the 1980's. During the 90's this theme got critical consideration from the two researchers and showcasing practice, which

brought about countless articles and books regarding the matter. The interest in brand equity is still active until now with more articles and research. Strong brand with positive brand equity has several benefits like greater margins, brand extension possibilities, increasing marketing communication effectiveness, and great consumer loyalty. In addition, high brand equity levels are known to steer to higher consumer preferences and buy intentions.

1.1 Literature Review:

The marketing literature has recognized how advertising impacts customers, going beyond the conventional effects on their preferences. That is, a subsequent channel is significant to the extent that it changes buyer's attention to an item. This mindfulness, thus, decides purchaser's decision sets; among the enormous number of products in the market, buyers are just aware of a couple of them when they settle on their decisions. Numerous advertisers today are advertising utilizing various sorts of long range informal communication locales that are real to their present and prospective customers, Calder et al. contemplated the idea of how consumers' engagement with an online site can increase advertising adequacy.

Advertising memorability is all about tying up the consumer with compelling creative ads which are pleasing and involving. The most enjoyable ads are more likely to involve pets, nostalgia, children and well known music; and less likely to be based around real person or manufacturer endorsements. The most involving ads are more likely to involve spoofs, animals, celebrities and prominent music. While ads need to be involving or enjoyable, the most important thing is that the most engaging elements should be clearly linked to the brand.

Kotler and Keller characterize the advertising as any paid type of non-individual introduction and advancement of thoughts, products or administrations through broad communications, for example, papers, magazines, TV or radio by a recognized support. Mirriam-Webster characterizes publicizing as "to make something known to somebody". As indicated by Media-director advertising awareness characterizes as "Degree to which a brand's or item's promoting is perceived by its objective". Communication in social media can influence brand equity. Brand equity is resolved by brand information structure made in the brains of buyers. As per Kotler and Keller, brand value information isn't the realities about a brand; these are largely the thoughts, feelings, appreciation, picture and experience that are connected with the brand in the brains of purchasers. Brand awareness and brand image are the two vital segments of brand value information. The way brand information structure changes can

demonstrate the effectiveness of communication in social media. Advertisers can impact brand value in various ways. It can make familiarity with the brand and increment the likelihood that the brand is remembered for the consumer's evoked set. Social media advertising is a paid type of brand, and it drives a ton of advantages: Popularizing the image, thought or service to the target group, educating target audience about your image or service quality in the market, empowering solid rivalry in the market, making the target group to interface and keep them intact with the brand, giving social advantages to the brand.

1.2 Customer Based Brand Equity Model:

A definitive goal of a marking group is to build the brand value of an organization. This can be done in different manners, yet one of the ways is to utilize the Keller's Brand value model or CBBE model of Keller. The Keller model is a pyramid shape and tells organizations the best way to work from a solid establishment of brand personality upwards towards the sacred goal of brand equity 'resonance': where customers are in a sufficiently positive relationship with a brand to be advocates for it. The path up to the resonance level manages a brand's opportunities to recognize and capitalize from its clients' loyalties and attitudes – both positive and negative. By dividing CBBE into Keller's four levels, advertisers can comprehend what their clients need and need before they've even purchased the item, or perhaps before they realize they need it. The idea driving the Brand Equity Model is simple: so as to assemble a solid brand, marketers should shape how clients think and feel about the product. Marketers need to come up with the correct sort of encounters around the brand image, so clients have explicit, positive considerations, feelings, beliefs, opinion, and perception about it.

At the point when a company has a solid brand equity, its customers will purchase more from it, they'll recommend the company to others through positive word of mouth or social sharing, they're more loyal towards the brand, and the company is less likely to lose them among competitors.
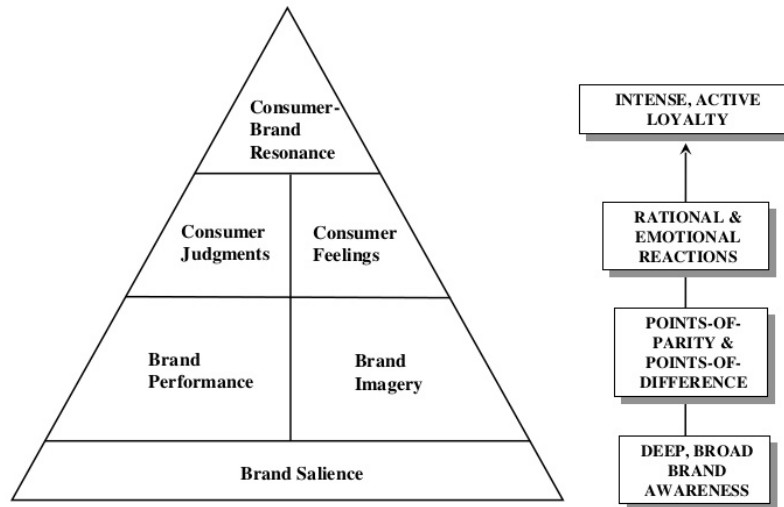
Figure 1: CBBE Model

1.3 Conceptual Framework & Hypothesis:

The research model for out topic "Measuring Customer Based Brand Equity in Social Media" is given below:
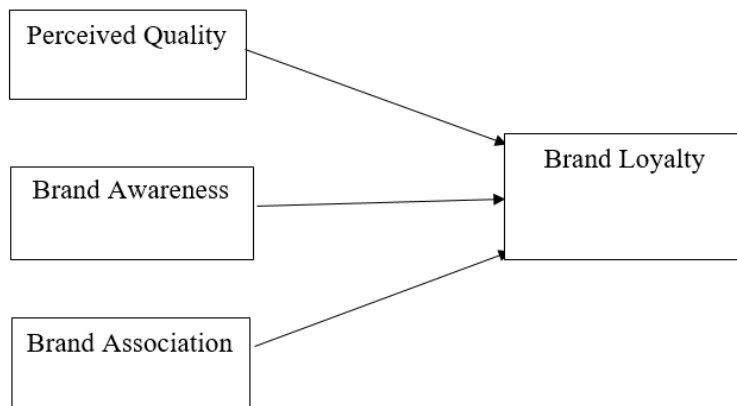

Figure 2: Dependent and Independent Variables

[14]

In this diagram, Perceived Quality, Brand Awareness, and Brand Association is utilized as the Independent Variables whereas Brand Loyalty is utilized as a Dependent variable.

1.4 Perceived Quality:

Perceived quality refers to the quality that an end user gets after using the product or service form any individual company. The perceived quality can be measured by what the brand is promising to the customers and what the customer is actually getting or feeling about it. In Brand Equity, the value derives from client's perception, Perceived quality has a significant role to build the perception of the customers for the brand. Perceive quality helps a brand to build their qualities from various perspectives. Customers will show their full enthusiasm on purchasing great items that will in the long run help a brand to contend with different brands and furthermore to separate themselves from their rivals. If consumers are fully satisfied with the quality of the product or service, it will be advantageous for a brand as customers will have their same enthusiasm on new products which lets a brand charge a premium price as well as to make distinctive brand extensions. Advertisers over all product and service classifications have progressively perceived the significance of perceived quality in brand choices (Morton, 1994).

H1. Perceived Quality has a major impact on shaping brand equity.

1.4.1 Brand Awareness:

Brand Awareness is additionally considered as the significant factor of Brand Equity. Brand Awareness for the most part helps a customer to recall the Brand Name. As indicated by Keller (1993), brand awareness comprises two sub-measurements: brand recall and recognition. Brand Recognition is the primary stage where a brand communicates their product attributes by associating their brand name. Brand awareness can be an indication of value and commitment, letting consumers become familiar with a brand and helping them think about it at the point of making purchasing decisions. (Aaker, 1991). That is the reason, advertisers constantly worry about expanding brand awareness among clients.

H2. To Increase Brand equity, marketers must create brand awareness among customers.

1.4.2 Brand Association:

Brand Association additionally has a significant role in expanding Brand Equity. It refers to the attributes of the brand which customers really have in their mindset. Brand association can be found in all structures and reflects highlights of the product or aspects independent of the product itself (Chen, 2001). Advertisers sort out a lot of relationships in a successful and important manner to create brand image. Brand associations make an incentive for the firm and its customers by assisting with preparing/recovering data, separate the brand, make uplifting perspectives or feelings, give motivation to purchase, and give a basis for extensions (Aaker, 1991). Along these lines, our hypothesis is given underneath.

H3. Brand Association works as a significant factor in increasing Brand Equity.

1.4.3 Brand Loyalty:

Brand Loyalty is used as the dependent variable in our research work. Brand loyalty is considered as the core of Brand Equity. Analysts have been challenged to define and measure brand loyalty. From a social viewpoint, it is characterized as how much a purchasing unit, for example, a family unit, focuses its purchases over time on a particular brand within a product category (Schoell and Guiltinan, 1990). The explanation of Brand Loyalty considered as heart, loyal customers are bound to remain with the brand rather than switching other brands because of perceived quality and price. Thus, it works positively for brand equity.

H4. Brand Loyalty has a direct positive impact on Brand Equity.

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CHAPTER 2

Research Design:

So as to lead my research, at the very beginning I have gone through some of the previous research work related to Customer Based Brand Equity in social media. That alludes to auxiliary wellspring of data of our examination work. The following expression of my work involves Primary Research as I need to assemble data by forming questionnaires. The greater part of my questionnaire was gathered from online by utilizing Descriptive Research Method. While setting the question for the questionnaire, the procedure empowers to break down and see all the key factors of my research model more thoroughly which was earlier derived from the hypothesis part of my research. Moreover, to conduct the primary research, I developed my questionnaire in a Google Form and shared among the members with the assistance of two well-known internet based social media Facebook and Messenger. I have additionally completed pre-testing and assessment of reactions before distributing it among the population. All the inquiries reactions adopted from the model factors were altogether checked and appropriately assessed with the goal that I can ensure and maintain accuracy towards the research work. At the end, a few inquiries were altered and replaced with appropriate words and statements to make the questionnaire more convenient and meaningful to the respondents.

2.1 Measurement:

The Questionnaire gave to the respondents empowered to examine advertising awareness on brand value in social media. It was collected with 5 focuses Likert Scale. This structure is adjusted with earlier examinations on consumer loyalty on brand equity and brand loyalty, brand association, brand awareness alongside perceived quality. Every reaction class alloted to 'Strongly Disagree', 'Disagree', 'Neutral', 'Agree' and ultimately appointed to 'Strongly Agree'. The reaction 'Strongly Disagree' managed to show refusal of the respondent for a particular statement. Then again, 'Strongly Agree' was coded for acceptance of the statement from their point of view. Other than these, 'Neutral' depicted the impression of not accepting

or rejecting the provided statement in the survey. Each and every thing put in the survey was there to quantify individuals' perception on their preferable brand equity. Likewise, the things appointed lead us to gauge the validity and reliability of the research. In addition, demographic information was additionally gathered from the respondents. For instance: age, gender, income and occupation.

2.2 Sampling:

The survey was led with the assistance of a questionnaire. My survey contained altogether 18 inquiries where respondents expected to address questions including each dependent and independent variable and demographic factors. I took the assistance of internet based social sites such as Facebook and Messenger to do my study in both an effective and efficient way. For my study, I arbitrarily picked respondents and requested that every one of my respondents fill up the questionnaire. Greater part of those respondents belong to the student background. As I had a restriction of gathering data from just 100 respondents, I figured it out that it will be compelling to gather data mostly from the students as they were more interested in purchasing from social media sites. I have additionally guaranteed to my respondents that this examination is just for academic reasons and we will keep up the anonymity of the respondents. I found online life progressively powerful and dependable to direct the survey and speak with the respondents. If I needed to go for a traditional method for getting reactions, it would be additional tedious and furthermore expensive as I had a very short span of time to conduct the survey work. In addition, it would turn out to be increasingly hard to complete the research work on time. I have figured out how to gather 100 reactions with the assistance of social media within a very short time frame. A large number of the respondents found the theme truly interesting and showed their concern to know further about the research results.

CHAPTER 3

Analysis:

I directed an interdependence technique, that is, the factor examination to characterize the underlying structure among the variables. I had attempted to figure out how to sum up the data with least loss of data utilizing the IBM SPSS Statistics 20.0 programming. For better outcomes, I took 100 examples. His demographic representation of respondents is given below:

	Frequency	Percentage (%)
Gender		
Male	54	54
Female	46	46
Age		
Under 20	3	3
20 - 25	72	72
26 - 30	16	16
Over 30	9	9
Profession		
Student	77	77
Service Holder	14	12
Businessman	6	6
Others	3	3
Salary		
Under 10,000	69	69
10,000-20,000	10	10
20,000-30,000	7	7
Over 30,000	14	14

Table – 00

Table no.1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.694
Bartlett's Test of Sphericity	Approx. Chi-Square	287.607

df		20
Sig.		.000

Table no.2

Communalities

Initial	Extraction
1.000	.901
1.000	.929
1.000	.845
1.000	.866
1.000	.686
1.000	.852
1.000	.988

Extraction Method: Principal Component Analysis.

I have done the Bartlett trial of Sphere city to check the presence of connections among the factors. My test is statistically significant as it is under 0.05 (appeared in Table no.1). The factor analysis was conducted with Varimax rotation technique as variables are known and I have utilized Principal component analysis (PCA) as no earlier hypothesis or past model exists. The Commonalities are more than 0.5 every, which is acceptable (appeared in Table no.2).

Table no.3

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.222	45.966	45.976	3.220	45.988	45.988	1.837	26.225	26.225
2	1.342	19.667	65.653	1.374	19.633	65.633	1.808	25.851	52.086
3	.899	12.834	78.488	.899	12.825	78.489	1.408	20.098	73.166
4	.569	8.111	86.599	.569	8.114	86.599	1.011	14.432	87.599
5	.495	7.036	93.634						
6	.293	4.152	97.788						
7	.156	2.223	100.000						

Extraction Method: Principal Component Analysis.

Table no.4

Rotated Component Matrix[a]

	Component			
	1	2	3	4
BL2	.882			
BL3	.928			
BA1		.877		
BA2		.908		
BAS2			.681	
BAS3			.897	
PQ4				.938

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

Table no.5

Component Transformation Matrix

Component	1	2	3	4
1	.638	.542	.423	.342
2	.188	-.752	.632	.052
3	-.692	.155	.344	.621
4	-.283	.344	.555	-.705

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

From Table no.3, we can infer that the Eigenvalue for the variable is under 1. The purpose for the fourth segment having Eigenvalue of 0.568 might be because of comparable reactions from the respondents and limitation of time, as these researches require significant amount of time that I did not have. The combined rate is 86.6% approx. It is acceptable in light of the fact that the perfect rate ought to be over 60%. The factor stacking is in perfect situation as it is over half. The accompanying tables show the Reliability coefficients and Validity, that is, relationships among the factors.

Table no.6

Reliability Statistics

Component	λ	λ2	1-
BL	.882	0.775953	0.224043
	.926	0.858657	0.141344
SUM	1.809	1.635	.366
AVG	0.816312		
Cronbach Alpha (α)	0.899311		

Component	λ	λ2	1-λ2
BA	.877	0.767371	0.232624
	.909	0.823422	0.176569
SUM	1.782	1.590693	0.409207
AVG	0.795399		
Cronbach Alpha (α)	0.886008		

Table no.6 (Continued)

Reliability Statistics

Component	λ	λ2	1-λ2
BAS	.682	0.452405	0.557555
	.894	0.802530	0.196461
SUM	1.576	1.264937	0.725055
AVG	0.632354		
Cronbach Alpha (α)	0.781603		

Component	Λ	λ2	1-λ2
PQ	.933	0.881311	0.118700
SUM	.933	0.881311	0.118700
AVG	0.882121		

[23]

	Cronbach Alpha (α)	0.881210

3.1 Reliability:

From Table no.6, can be seen that I have done an appraisal of the level of consistency inside various things of a variable. As indicated by Nunnally (1978), the alpha value should be 0.70 or higher. For each of my four variables, I can see that Brand Loyalty has an Alpha estimation of 0.8994, Brand Awareness – 0.8860, Brand Association – 0.7716 and Perceived Quality – 0.8813. This implies I have passed through the reliability test as the Cronbach Alpha values are more than 0.7, bringing about a reliable factor analysis.

Table no 7

Correlations:

		BL2	BL3	BA1	BA2	BAS2	BAS3	PQ4
BL2	Pearson Correlation	1						
BL3	Pearson Correlation	.816[**]	1					
BA1	Pearson Correlation	.354[**]	.331[**]	1				
BA2	Pearson Correlation	.424[**]	.319[**]	.722[**]	1			
BAS2	Pearson Correlation	.470[**]	.478[**]	.261[**]	.318[**]	1		
BAS3	Pearson Correlation	.340[**]	.267[**]	-.035	-.004	.427[**]	1	
PQ4	Pearson Correlation	.296[**]	.323[**]	.367[**]	.300[**]	.417[**]	.309[**]	1

**. Correlation is significant at the 0.01 level (2-tailed).

3.2 Validity:

Validity represents a single variable. Validity is utilized to show the items that confirms to its conceptual definition.

Convergent validity: In Table no-7, or conducting the convergent validity analysis, I have utilized bivariate technique. It exhibits the relationship between things that has a place with a similar variable. Intra item relation of a variable will be larger than inter item correlation of a different variable.

Regression Analysis:

Table no 8

Variables Entered

Model	Variables Entered	Method
1	PQQ, BAA, BASS[b]	Enter

a. Dependent Variable: BLL

b. All requested variables entered.

Table no. 9

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.335	.314	1.34333

a. Predictors: (Constant), PQQ, BAA, BASS

Table no. 10

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	87.041	2	29.037	16.297	.000[b]
Residual	170.968	96	1.782		
Total	258.111	98			

a. Dependent Variable: BLL

b. Predictors: (Constant), PQQ, BAA, BASS

Table No. 11

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.838	.898		2.033	.044
BAA	.333	.093	.325	3.640	.000
BASS	.435	.100	.409	4.430	.000
PQQ	.060	.144	.033	.407	.778

a. Dependent Variable: BLL

CHAPTER 4

4.1 Results:

Among the four elements, there were basically three independent variables that were utilized to run various regression analysis to measure the customer based brand equity level for the model that has been selected. The significance of the entire model has been delineated by the F-measurement (Sig $.00 \leq .05$). The regression model exhibits 30.7% of the variation in the dependent variable customer based brand equity, which is specified by the Adjusted R square value. Among three of our independent elements (brand awareness, brand association and perceived quality), two of these have critical effect on consumer loyalty on brand value which are brand awareness and brand association of the accompanying responsiveness Brand Association (b= .326, Sig= .000), Brand Awareness (b= .408, Sig=.000) and Perceived Quality (b=.037, Sig=.688). From the referenced qualities Brand Awareness and Brand Association are statistically significant since BAA (Sig = .00< .05) and BASS (Sig = .028< .05). The following results illustrate that the modified model is reasonably effective and significant that indicates the customer based brand equity on social media.

4.1 Discussion:

For the project, I have conducted my survey on 100 unique individuals and from them I have accumulated 100 distinct inputs. I have interpreted these feedback in SPSS to have exact and logical outcomes. My study was on estimating customer based brand equity on social media. From my overview, I have received sufficient reactions that support my hypothesis. Quality is the main thing that the customers focus before taking the purchasing decision. In addition, something else that they justified is the price quality relationship of the product with its cost. Clients do esteem the guarantees that the brand is promoting to them and as per that, they make an imagery thing of the item and the durability and nature of the item. At the point when the promising message from the brand at least satisfies the need or can match the imagery quality or durability of the product, at that point it makes consumer loyalty and when

it can't do any of these, it makes client disappointment. Along these lines, perceived quality majorly affects shaping brand value in client's mindset. Clients tend to buy those brands, whose promotions they see regularly. In a competitive market, different competitors are likewise selling similar types of items and it allows customers to pick their ideal items from the brands. In this way, to be the top of mind (TOM) in clients mind, it requires a nonstop and steady IMC program with the goal that the brand can effectively make the clients to pick their brands as opposed to different competitors. Promotions will assist the brand to be recalled when the buying circumstance will show up or clients can remember the brand effectively in a huge promotional clutter from different organizations. More promotion will lead the client to consider the brand during making any purchasing decision. Brand association additionally plays a vital job while picking the brand among the customers, particularly when it is a new item in the market. A solid brand association can assist the brand to stand out from the group. At the point when an item is being associated with an established brand or individual, people do believe the brand or individual thus do to the new brand. Again the brand can likewise be related with the country of origin. Bangladesh has gained a reputation for its RMG areas. People do value the quality and the materials used in those garments. So, it can also associate a value to the finished goods. Devotion towards a particular brand makes a bias towards the brand. At the point when a brand can effectively give real message of the item and the item proceeds as same as the promising promotion, it makes consumer loyalty. Something more than that will delight the customers (ie, customers care, post servicing service, attitude, durability and so on) which consequently diverts into brand loyalty from that customer. A customer can be brand loyal in two different ways. 1. Attitudinal Loyal and 2. Behavioral Loyal. An individual can be said to be attitudinal loyal when the individual and the brand make a passionate connection or the individual essentially loves the brand. Then again Behavioral loyalty is the point at which an individual does repurchase from a similar brand over and over which really makes the brand to create benefit from a particular individual for a specific time of life. So, behavioral loyalty comes after attitudinal loyalty and it has a greater impact on brand equity over a specific brand to a specific customer.

4.2 Limitation:

While the investigation was attempted, there were restrictions that I had to go through. These limitations may have caused a bit of biased data. The limitations that I faced are given below:

Preparation of the proposal – 2 weeks

Preparation of the questionnaire – 1.5 weeks

Data collection – 5 weeks

Analysis of the data – 2 weeks

Preparation of final report – 4 weeks

A ton of different variables might be engaged with this task. If all the different factors were chosen, then it could have been a different scenario altogether. Inspecting could have been one-sided despite the fact that the questionnaires were distributed randomly. The appropriate responses gained could have been distinctive as various people have alternate points of view which could have prompted various outcomes and interpretations. The huge containments of this assessment paper is that I focused around small assembling of tests as a result of time limitation. Additionally, I have amassed information by means of Google Docs and couldn't interface with the respondents really. A couple of respondents may have offered responses without knowing or understanding the announcements. In like manner, a few respondents didn't deliver proficiently to the inquiries giving all 'Neutral' or 'Agree' orders. Also, the responses generally began from the understudy establishment which implies the more prominent segment of the people response was not cultivated. At the end it is suggested that, by considering all of the limitations provided here, the future specialist can coordinate further research by attempting to keep up a vital good ways from this paper constraint.

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Appendix A.

Questionnaire

The effect of advertising awareness on brand equity in social media

1. **Gender**
   - **Female**
   - **Male**
2. **Age**
   - **Below 20**
   - **20-25**
   - **26-30**
   - **Above 30**
3. **Occupation**
   - **Student**
   - **Entrepreneur**
   - **Service holder**
   - **Others**
4. **Income**
   - **Below 10,000**
   - **11,000-20,000**
   - **21,000-30,000**
   - **Above 30,000**
5. **I trust the quality of my preferable brand on social media**
   - **Strongly Disagree**

- **Disagree**
- **Neutral**
- **Agree**
- **Strongly agree**

6. **Products from Social media pages (Facebook, Instagram etc) that I purchased from my preferable brand offer excellent features**
   - **Strongly Disagree**
   - **Disagree**
   - **Neutral**
   - **Agree**
   - **Strongly agree**

7. **Price of online product and delivery that I perceive to my specific brand fulfilled my expectation**
   - **Strongly Disagree**
   - **Disagree**
   - **Neutral**
   - **Agree**
   - **Strongly agree**

8. **Online purchase from my chosen brand which are advertised attractively came with a good quality**
   - **Strongly Disagree**
   - **Disagree**
   - **Neutral**
   - **Agree**
   - **Strongly agree**

9. **I am aware of my experience of last time I purchased something from online store from social media platform**
   - **Strongly Disagree**
   - **Disagree**
   - **Neutral**
   - **Agree**
   - **Strongly agree**

10. **I am aware about the brand that I am using**
    - **Strongly Disagree**
    - **Disagree**

- Neutral
- Agree
- Strongly agree

11. **I am influenced by others to purchase online**
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

12. **I am Brand conscious while using social media platform**
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. **I can Identify the brand logo whenever I see**
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

14. **The product is able to satisfy my need**
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

15. **The Promotion of brands attracts me to buy their products**
- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

16. **I can relate my personality with the brand that I am using**
- Strongly Disagree

- **Disagree**
- **Neutral**
- **Agree**
- **Strongly agree**

17. **I am very loyal towards my favorite brand**
- **Strongly Disagree**
- **Disagree**
- **Neutral**
- **Agree**
- **Strongly agree**

18. **I always give positive word of mouth to others about my favorite brand**
- **Strongly Disagree**
- **Disagree**
- **Neutral**
- **Agree**
- **Strongly agree**