YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF MANAGEMENT STUDIES

MBA PROGRAMME

THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON BRAND EQUITY AND PURCHASE INTENTION TOWARDS SEBAMED SKIN CARE PRODUCTS

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EMBA II - 46

EMBA 17th BATCH

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ACADEMIC YEAR (2018-2022)

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

Supervised By: **Submitted By:**

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ACCEPTANCE

This is to certify that the thesis entitled "**The Effect of Social Media Marketing Activities on Brand Equity and Purchase Intention towards Sebamed Skin Care Products**" has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

Board of Examiners

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ABSTRACT

The purpose of this research is to determine the impact of digital marketing plans on Sebamed skin care product brand equity, as well as the impact of brand equity on purchase intention. To attain the aforesaid goals, expressive and analytical research methodologies are applied. This study makes use of both primary and secondary data. A basic random sampling approach is used to pick respondents. Primary data was acquired utilizing structured questionnaires with a 5-point Likert scale from 269 Sebamed product clients out of 29,900 Sebamed Myanmar Facebook page followers. Secondary data is drawn from textbooks, prior research articles, and Sebamed reports. All digital marketing initiatives have a considerable positive effect on brand value, according to the findings. Promotion is the most important determinant of the value of the brand among those digital marketing actions. Brand equity of Sebamed skin care products is positively correlated with personalization, upgrade, and social impact. Brand value has a robust beneficial impression on consumers' purchase purpose, according to the regression results. Sebamed should maintain its existing online digital campaign and improve its page in order to reach more client segments, as well as cooperate with associate promotions. Product line could be provided in terms of Myanmar's most common skin ailments. Beauty bloggers conclusively and celebrities should be invited to participate in Sebamed's digital advertisement efforts on Telegram, Twitter and brand's own website.

ACKNOWLEDGEMENTS

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ABBREVIATION

SMMA   - Social Media Marketing Agency

EWOM   - Electronic Word-of-Mouth

CHAPTER 1

INTRODUCTION

The way individuals engage and communicate has changed as the result of social media approached by (Ebrahim, 2020). By creating a social media presence, firms can effectively enhance their reach and improve their engagement with their customers (Lim, Pham, & Heinrichs, 2020). Because of its rapid growth, social media has been reaching culturally significant due to its rapid growth and today it has developed into the most preferred domain to receive and share information and connect with people from around the globe (Lim, Pham & Heinrichs, 2020). Social media has therefore created opportunities for firms and organizations to be able to connect and manage customer needs and behaviors in a different way than before. Kim and Ko (2011) defined the term social media refers to online programs, platforms, and media that are designed to make interactions, collaborations and content-sharing easier. Social media is a great asset for companies to improve customer contact before, during and after a purchase from a specific brand.

Ghauri and Cateora (2010) defined brand equity as the incremental utility or valued added by its brand to the product. Keller (2002) distinguished two aspects of brand equity: awareness and association. Aaker (1991) stated that the equity of the brand is able to create value through five key components: awareness, loyalty, connection, observed quality, and other proprietary brand assets such as patents, trademarks, and channel relationship. The consumer's understanding of a brand, or how well a brand is understood and reconganized by customers, is defined as brand awareness by (Aaker 1996). Brand loyal, according to Hugueth (2019) is determined by the degree, which demonstrates recurring customer buying habits and how frequently consumers purchase the same brand, and it is the value of any brand. In the eyes of consumers, Aaker (1996) claimed that brand associations is a concept that is strongly embedded in their brains regarding a brand. It establishes a connection between a consumer ad a brand. Brand association is correlated to the equity of the brand as it builds a lot of awareness and understanding of the brand. Perceived value has been accepted as a customer's view of any product's strength and their expectations about a particular brand. Consumers' knowledge about the product is essential for purchase decisions (Mirabi, Akbariyeh, & Tahmasebifard 2015). A purchase intention is more easily triggered, if there is a brand equity (Macdonald & Sharp, 2003).

Social media marketing employs social marketing apps an extension to fulfil the traditional marketing. Marketing operations are carried out through online applications that permits users to collaborate in the creation of content (Kaplan & Haenlein, 2019). While most marketing plans now incorporate Youtube, Facebook, and Twitter, few marketers take a systematic approach to understanding and handling their firm's online strategy. It is also a tool for increasing brand equity.

The marketing operations of social media effectively build the equity of the value as an integrated marketing medium by giving fresh value to clients that traditional marketing media do not normally provide. The brand social media platforms offer venues for customers to engage insincere and friendly communications with the brand and other users, therefore the brand's intended actions on the social communication scene positively affect relationship equity and brand equity well (Kim & Ko, 2012).

The intention of the buying referred by (Day, 1969) that a customer's desire to purchase a brand repeatedly. Buying intention is a metric used to access a consumers behavior pattern (Fishbein & Ajzen, 1975). Purchase intention and actual purchase behavior is highly related (Oliver & Bearden, 1985). Purchase intention is like a decision a customer purchases a brand. Buying intention, in terms of the findings of Dodds and Monroe (1985), is a customer's behaviour propensity toward making a purchase.

In this Era, to discover and choose beauty products about sixty-five percent of teens rely on social media. Social media has become one of the common channels that firms have recently used for their marketing activities in terms of communications. So this study aim to understand the impact of social media marketing actions on the equity of the brand and the intention of buying towards Sebamed Skin Care Products.

1.1   Rationale of the Study

The growing use of social media by both users and products has radically altered the link to brand-audience. The online existence of a brand, predominantly its online selling presence, may be a valuable asset in terms of the equity of brand, bringing value to both the buyer and the product.

Building brand equity is more crucial than ever before, and social media is an excellent marketing tool to use. Building brand equity is rather vital than previous time and nowsaday using online marketing is a great tool to leverage from a marketing perspective.

Branding is simple and effective with social media. In comparison to traditional media, social media offers the advantage of getting the brand in front of people considerably more swiftly and simply. Additionally, it is audience looking at the brand even when customers are not thinking about the brand or product. LinkedIn, Youtube, Facebook, Twitter, Instagram, and even some of the fresh apps like TikTok accept marketers to communicate and occupy upcoming clients. Marketers can engage their audience with a solid online marketing technique and the skill to offer interesting content. In 2022, social media will keep going with a significant approach, and businesses can find the advantages to improve their selling.

There were 29.00 millions of oline buyers in Myanmar in January 2021. The online buyers' number in Myanmar increased by 7.0 million (+32%) between 2020 and 2021. The number of social media users in Myanmar was equivalent to 53.1% of the total population in January 2021. Almost all businesses develop social media marketing by creating facebook page and doing live sales. Because of Covid-19 pandemic, many people do not go shopping and order the products via online instead (www.datareportal.com, 2021).

Nowadays, Market rivalry has gotten considerably stronger, and branding is a key attractiveness component for a firm to differentiate identical products in the minds of clients and make the products more appealing. The equity of brand of Consumer-based will result in a loyal customer base, better profitability, greater acceptance of marketing communications, a robust position in the supply channel, and provide any form of trademark expansion.

There is a major medicinal skin care company in the world named Sebamed which is offering soap-free products with the same pH value as the skin — pH 5.5. All sebamed products range cleanse and nourish without disrupting the skin's natural acid mantle, and are suitable for all skin types, including troubled skin. Dermatologists and skin professionals all over the world endorse Sebamed.

The skin care products in Myanmar stays pretty aggressive with the presence of local products and worldwide brands. Domestic manufacturers are supplying precise price proposition to compete with the worldwide skin care products.

The rapid growth of the skin care industry has led marketers to question how they can grow the sales of skin care products, through the usage of brand equity to initiate customers purchase intention by social media marketing.

Sebamed marketers need to understand how social media marketing affects the the equity of the product, and it can generate the intention of Myanmar people for buying. The

marketers can formulate relevant strategies that can improve brand performance. As one of skincare brands, Sebamed skin care brand faces high competition in the market. Therefore, it needs to analyse its actions for online marketing in order to promote purchase intention and the equity of the brand. By understanding those factors, company can formulate effective social media marketing strategies in order to stay competitive and sustain its growth. Thus, this study aims to analyze the social media marketing activities affecting brand equity and purchase intention towards Sebamed skin care products.

1.2   Objectives of the Study

The main objectives of the study are:

1) To examine the effect of social media marketing activities on brand equity of Sebamed skin care products

2) To analyze the effect of brand equity on purchase intention of Sebamed skin care products

1.3   Scope and Method of the Study

This study analyses the marketing activities online on the value of the brand of Sebamed skin care products and customer purchase intention. Descriptive and analytical research methods are used to achieve the above objectives. Raosoft sample size calculator is used in this study. Both primary and secondary data are used in this study. Simple random sampling method is used to collect primary data from 269 Sebamed products users out of 29,900 followers of Sebamed Myanamer Facebook page by using structured questionnaires with 5-point Likert scale. Secondary data are collected from published books, international research papers, previous research papers, textbooks, reference books, internet and websites. Study period is from Jan 2022 to March 2022.

1.4   Organization of the Study

There are five chapters in this research. Chapter one presents introduction of the study, rationale of the study, objectives of the study, scope and method of the study and firm of the

analysis. Chapter two presents about theoretical concepts of online sales technique, the value of the brand including buying purpose, reviews on previous studies and conceptual framework of the study. In chapter three, profile and social media marketing practices of Sebamed skin care products are presented. Chapter four presents analysis on online sales methods on the equity of the product and buying purpose towards Sebamed. Finally, chapter five describes the findings and discussions, suggestions, recommendations, and the prerequisite for upcoming analysis.

CHAPTER 2

THEORETICAL BACKGROUND

This chapter presents the related literature review for this study. First, it presents brand equity. Then it contains social media marketing activities and purchase intention. Finally, it presents the previous studies including the research's conceptual framework.

2.1   Brand Equity

The brand equity, approached by Farquhar (1989), is the product's additional value due to the brand to the product. It could show up in the way of reflections of buyers, sense, and seeing respect for a brand, as well as the market share, costs, and productivity. Buyer-based brand equity is the alteration in buyers' response to a brand's marketing based on brand understanding. Brand equity refers to the value inherent in a well-known brand name. The consumer's sense of the brand's superiority, according to (Schiffman and Kanuk, 2010), the social regard that utilizing it gives, and the purchaser's belief and affiliation with the brand all contribute to its value. Brand equity, according to Aaker (1991), is a collection of brand assets and liabilities that add to or detract from the value supplied by a service or a brand. According to Yasin, Noor and Mohamad (2007), brand equity refers to a set of assets and liabilities associated with a brand, including its name and symbol, which could impose beneficial or detrimental effects on the values arising from the products or services.

Brand equity, according to Keller (1998), refers to the brand's distinct marketing effects. When it comes to the constructive side of brand equity, it occurs when clients are eager to pay more for the equal range of quality simply as the appealing name associated with the brand. If brand equity is not appropriately accomplished, though, it can be ruined. The low quality of product and customer service, for example, could harm the brand's image, resulting in lower sales.

In at least a half-dozen ways, the value of the brand has the potential to improve value to the company through making marginal cash flows. It can improve programs to acquire new buyers or re-engage existing ones firstly. Secondly, the remaining four aspects of brand value can improve brand loyalty. As for the third, bigger margins are usually possible since brand equity allows for premium pricing and less support on discounts. Fourth, brand equity can serve

a way for development through brand expansions. For the fifth, the value of the brand can be used to gain a competitive advantage in the distribution channel. Conclusively, (Aaker, 1991) added that brand value assets offer a competitive advantage that might be a important barrier to entry for entrants.

The value of the brand is a wide term, mentioned by (Keller, 1998), that may be broken down into four areas: brand faithfulness, trademark recognition, perceived quality, and brand relations.

(a)   Brand Awareness

Brand recognition, in terms of the findings of (Aaker, 1996), refers to a consumer's knowledge to remember and recall a brand in a variety of scenarios. Recalling brand and recognition are two aspects of brand awareness. Brand recall refers to the ability of consumers to recall a brand name correctly when they see a product category, whereas brand recognition refers to the ability of consumers to recognize a brand when presented with a brand cue. That is, if a consumer has ever seen or heard a brand, they can correctly identify it. In terms of the paper, researched by Hoeffler and Keller (2002), brand memorising can be classified from width and depth. Depth denotes how to persue consumers quickly recall or clearify a brand, while width denotes that when consumers buy a product, a brand name will immediately spring to mind. The client is going to keep memorise the particular product brandi f the product occupies together with brand width an depth. Brand awareness is a key and essential element of brand equity which is often overlooked (Aaker, 1996), and it is a prevalent selecting factor among customers (Cobb-Walgren, Ruble, & Donthu, 1995). The clients who adore the brand and firm the brand in mind can be mentioned as brand recoganition according to the research by Aaker (1996). As a result, (Keller, 1998) added that continued presence would increase brand recognition, improving familiarity and compelling linkages with related offers and purchase experiences. The brand memorising could impact client purchasing decisions through strong brand associations based on the further research o f Keller (1998). Brand awareness, proposed by (Shahbaz 2013), develops a strong memory association with a specific brand. One of the most important variables for brand memorising, claimed by (Ekhveh & Darvishi 2015), in generating brand added value, as well as one of the most important factors influencing consumer understanding of the brand. Many experts, (Macdonald & Sharp, 2000) explain that on the other side, believe that brand memorising has a major impact on the purpose of the

buyers. By the finding of (Wu, 2007), others have argued that intelligent customers are more likely to be loyal.

Aaker (2010) meant that there are two different ways to measure brand awareness, by recognition and recall. Both recognition and recall is about remembering a specific brand, or else said, about the strength of the presence of a brand in a consumer mind (Aaker, 2010). Two other stages of identical product memorising levels of brand awareness is top-of- mind and brand dominance, which both are a type of recall. Top-of-mind is the first brand mentioned while recalling a brand (Aaker, 1996) and brand dominance is if there is only one brand coming to mind in a specific area. Brand awareness, in all forms of recognition, recall and top-of-mind, has a positive impact on situations where customers are in the middle of choosing between brands. Aaker (1996) also brought up the importance of brand opinion, when a customer has any type of opinion of the brand, it can be considered as brand recoganition.

Keller (1996) used brand awareness to describe brand knowledge, to understand how it affects brand equity, while Aaker (1993) described brand awareness as a directly related to brand brand value in part, where brand knowledge is a part of brand awareness. Aaker (1996) and Keller (1993) described brand awareness as a way for customers to identify brands under different situations, with either brand recognition or brand recall.

Aaker (1991) suggested that brand awareness is the ability of a potential buyer to recognise or recall that a brand is a member of a certain product category and memorising of the brand is linked to the power of the brand in clarification or track down in recalling as measured by the ability of buyers to recognize the brand under various settings. The effectiveness of brand identities in serving their functions is measured by brand awareness. According to the depth and breadth brand awareness is characterized. The depth comprises of the ease of which the brand elements comes into the customer mind. The breadth of the brand retainging depends upon the organisation of the respective brand and the knowledge regarding the product in the customer memory (Keller 1998).

According to Keller (2003), brand awareness consists of both brand recognition and recall while brand awareness is in turn a part of brand knowledge. To effectively measure brand awareness, it is important to distinguish where the consumer decisions are made. In comparison to all other brand equity assets, brand awareness is the most important attribute (Panchal, Bagdadi, & Roy, 2012).

(b)   Brand Loyalty

Consumer sentiments, based on the finding of (Deighton, Henderson, & Neslin, 1994), concerning a product's brand preference are referred to as brand loyalty. A loyal customer base serves as a barrier, written by Aaker (1996), to entry, a foundation for a premium cost, ready to compete with the rivals, and a strong wall against harmful completion of cost, and that brand devotion is a key component of brand value. Oliver (1997) defined that brand loyalty as a stage of commitment held by the customers to return to a particular service or to repurchase the same brand in the future, thereby causing repetitively using same brand or same brand set purchases, despite other influences having potential impacts on customers behavior.

According to Assael (1998), when it comes to purchasing a product, assumed by (Cavero & Cebollada, 1997), brand loyalty refers to a consumer's preference for one brand over another. (Oliver, 1999) proposed that the devotion of the brand is a rebuying pledge made by consumers in the future, promising that they would keep their brand devotion in various conditions and would continue to buy their preferred brands. In terms of the paper by Jing, Pitsaphol, and Shabbir (2014), brand devotion is defined as a consumer's attachment to a brand, making it an intangible asset that represents the product or service's firm pricing.

Oliver (1999) stated that the devotion of the can be expressed through behavioural loyalty and attitudinal loyalty. Behavioural loyalty means the actual behavioural responses getting the precise data from the company cooperation; however, it cannot identify the spurious and latent customers (Dick and Basu, 1994); and attitudinal loyalty with attitude and behavior intent provides value to the company leading to the true behavior loyalty (repeat purchase) through the customers survey (Aaker, 1991). According to Panchal et al (2012), brand loyalty towards the brand often forms the principal foundation of brand value. Brand loyalty to the brand, according to Panchal et al (2012), is often the foundation of brand equity.

Pappu,Quester,& Cooksey (2006) claimed the brand devotion as a concept of behavior and attitudes. Development of attitudes and their two components explain brand loyalty. The connection between the consumers preferences and brand attributes can develop the attitudinal component and the good commitment between customers and the brand can form brand loyalty. The behavior component explained that customers former purchase, which result from the specific purchase habit, could develop the brand loyalty. Kotler (2003) also said brand loyalty also is becoming the vital stage to make a brand successful. Marketing shows that many

companies have to find new markets fantasy, and forget to create, market and profit from the new markets is much higher, due to lower marketing costs. Thus, higher fidelity of the client the enterprise to obtain higher profits.

(c)   Brand Association

Brand association as anything which links the brand to the customer, consisting of user imagery, the reputation of a company, brand personality, features and quality of service or product which bridge customers memory with brand in terms of the claim by Aakar (1991). He stated that the customer will first learn about a brand, and then later they will have a set of brand associations. Brand associations are taking place in the customer mind. Brand associations are character and portral which are linked with the product and its value. Similarly, he thought that brand attachment and brand value are inextricably linked since brand association boosts a brand's keeping in mind quality. The attachment of the brand, accoridng the research of (Aaker, 1996), serves as a technique for gathering data in order to carry out brand alternation and extension. According to James (2005), extremely successful association offers to increase brand and its value.

Strong brand attachment, according to Atilgan, Aksoy, and Akinci (2005), leads to higher brand loyalty. Furthermore, (Len, Cind & Lynn, 2007) added that because most brand attachment are tied to brand attributes, the target consumer market, and the advantages that customers require, they constitute the foundation of brand loyalty and purchasing decisions.

Foroudi (2018) stated that a high brand association will lead to brand fondness. Brand   associations,   by (Aaker, 2009), have been utilized by firms to affect consumers' thoughts and attitudes about p roducts, as well as to assist them in making purchasing decisions.

According to Aaker (1991), brand associations are the category of a brands assets and liabilities that include anything linked in memory to a brand. Due to consumer frequent experience with the brand this link becomes stronger. Brand associations provide specific reasons to purchase and use a specific brand. Keller (1998) defined brand associations, according to Keller (1998), are revealing branching linked to the brand no de in mind, which includes the brand's presentation for customers. Brand associations are important for both the companies and consumers alike. Brand associations are driven by brand identity, where the organisation requires the brand to be positioned in the customer mind

(Aaker, 2010). Strong brand associations supports competitively attractive positioning to a brand (Silverman, Sprott, Pascal, 1999). Hence, brand associations allow companies to successfully differentiate and position their products in the market against competition and gaining much required competitive advantage. Importantly brand Associations create positive attitude and feeling towards the brands and provides credibility and confidence in the brand prompting basis to buy the product. Furthermore brand Associations provides companies with a basis for brands extensions. Brand Associations aids consumers in processing, organizing and retrieving information assisting them for causing the buying settlement (Aaker, 1991). Accordingly, brand associations become important and provides unlimited value for companies since it represents the foundation for both the purchase decision and the level of brand loyalty.

(d)   Perceived Quality

One of the most important aspects of brand equity, according to Aaker (1996), is perceived quality. Perceived quality is defined by Aaker (1991), a customer's overall impression of the brilliance and quality of a product or service when compared to a competitor's offering. The product quality, noted by Erenkol and Duygun (2010), differs from perceived quality since perceived quality is the buyer's subjective assessment of the product.

The value of the quality, based on the referring of (Dodds, Monrore & Grewal, 1991), is a subjective assessment of a product's quality based on a consumer's evaluation of the product's overall benefits. Furthermore, Yee and Sidek (2008) found that product quality is the most critical thing in brand loyalty. On the other side, Jones, Mothersbaugh, and Beatty (2002) claimed that perceived quality and buy intent are connected.

When compared to other similar products, (Snoj, Pisnik & Mumel, 2004) noted that perceived quality is the consumer's opinion of superior product or service performance. The terms perceived quality and perceived value are frequently used interchangeably. Consumer assessments of goods or services are measured by perceived quality and perceived value. Consequently, their scopes are fundamentally different. Consumers' assessments of overall product and service performance based on their experiences are included in the concept of perceived value (Zeithaml, 1998). According to Grewall, Krishnan, Baker, and Borin (1998), perceived quality is the most important factor in determining the value of adoring.

Perceived quality, according to Aaker (1991), is the customer's view of a product's or service's overall quality or superiority over alternatives (Aaker and Jacobson, 1994).

Because perceived quality is a subjective construct, it is not always possible to find it out objectively.

Perceived quality is customer based superiority brand's opinion with respect to its intended function and it differs from actual quality due to number of reason, such as customers overly influence by previous quality (past experience), quality resonates in areas customers may consider important, customers lacks all information required or the time to evaluate total quality etc.

In corporate brands and other brands that range over product classes perceived quality is frequently the key positioning dimension. Customers based on their quality perception of brands allow brands to acquire differentiation or positioning. A greater success probability is seen in brands with a strong opinioin of the proudct quality made by hte clients. The judgement of the consumer for product quality generates value for a commodity and it is a pivotal reason for customers to purchase a brand (Low & Lamb, 2000).

2.2 Social Media Marketing Activities

Today, social media applications are valued as an indispensable marketing channel for every sector. The strength of social media grows as high tech and worthwhile procedure advance, and brands exploit this power to raise brand recognition and improve brand standard. It can be said that internet online marketing is not an option but a necessity in today digital world. Social media, as one of the most potent weapons of marketing (Kawasaki, 2017) was defined as "channels where the individuals who make up the society share the content they produce simultaneously and directly access the contents shared by other individuals who make up the society" (Yüksel, 2019). According to Kim and Ko (2010), online marketing has a dramatic impact on a brand's reputation. Besides, social media, which is the global voice of customers, offers its users a customer-social media engagement point of contact that allows users to interact and share their experiences with any brand or person internationally. Social media refers to apps such as WhatsApp, Twitter, YouTube, Instagram, Facebook, and etc.. which are driven by user-generated content. These applications are highly influential in consumer purchasing and selling behaviours (Kapoor, Tamilmani, Rana, Patil, Dwivedi, & Nerur, 2018).

The fact that today digital customers acquire information from search engines and make purchasing decisions in line with blogs and social media platforms where experiences are

shared shows that social media marketing activities have gained importance for brands and is also supported by studies conducted in recent years. Social media marketing has achieved wide acceptance in business, especially in e-commerce. Therefore, social media marketing activities (SMMA) have a critical role in today's business strategy. Yadav and Rahman (2017) had categorised online marketing activities as interaction, trendiness, information, customisation, and person's trust talk communication. Yadav and Rahman (2017) developed and validated five perceived social media marketing activities scales into interactivity, informativeness, personalization, trendiness, and word of mouth. Kim and Ko (2012) classified social media marketing activities characteristics into entertainment, interaction, trendiness, customization, and e-Wom.

Entertainment helps companies to create positive feelings by which they can motivate customers to continue following up with the brands by offering promotions. Social media has created innovative path for entertainment. This platform is a great example of a shift in where people go for entertainment as well as how people or businesses use storytelling to boost the brand or a commodity (Kang, 2005).

eWOM communications through online reviews serves as a type of social influence. Social influence represents a process by which customers modify their thoughts or behaviors based on interaction with others who are considered as having similar buying experiences or based on experts' opinions of a product.

Buyers who are particularly pleased or displeased through the experiences with a brand will express their comments, which will be admitted by other purchasers via eW OM interaction, in order to profit. Other consumers then read eWOM as a means of information gathering to become informed about the product, and such social interaction is associated with having empathy and is decided to be equal to close discussions by making these interactions through eWOM (Park & Lee, 2009).

(a)   Customization

Customization has become an increasingly important domain to study, as consumers can customize an ever-growing number of products. Customization was defined in as the extent to which services given are tailored to fulfil the consumers predilections. Based on the research by   (Ding   &   Keh,   2016), it varies from traditional advertising media in that it is based on engagement and connection

with clients, allowing for increased customer satisfaction by tailoring the information provided to them personally.

Furthermore, personalization allows businesses to give exclusivity to their brands while also increasing consumer preferences for them (Martin & Todorov, 2010). It also enables firms to address individual consumer issues and target advertising and services, as well as personalized messages for value creation, to a specific group of people. Responding quickly to personal questions from customers, for example, increases customer satisfaction (Chan & Guillet, 2011). Furthermore, (Filieri, 2013) noted that SMM frequently hosts raffles, design competition, and other customization options, satisfying consumers' hedonic desires.

The customization as a component is the act of creating a customer satisfaction based on the contact of the business with individual users (Ding & Keh, 2016). Through peer-to-peer communication, businesses on social media can communicate the uniqueness of their product and brand to their customers. They can also cope with their own difficulties and have an impact on product and brand choices by adding personal touches, noted by (Seo & Park, 2018), that make them feel valued.

(b)   Promotion

Concerning with liaise with existing and potential consumers in order to influence them and persuade them to purchase the product or service of an organisation (Smith & Hiam, 2006) is the object of the promotion. Promotion can therefore be defined as a form of communication, where the organisation or marketer conveys a message via a communication channel to the intended target market (Burrows, 2009). The variant of the mix of marketing is can be considered as the promotional mix where the marketer attempts to create the most favourable combination of different personal and non-personal selling elements to achieve certain marketing objectives (Kurtz, 2011). Concerning with promotion for online marketing is described as promotional information posted on social media platforms such as Facebook, Twitter, and Instagram with the goal of increasing customer knowledge and brand image, and thereby altering consumers' online buy intention (Raji, Sabrina, & Sobhi, 2018).

Social media provided new platforms for companies to advertise their products (Strarker & Wrigley, 2016). Today social media represent a main platform for companies to advertise their brands (Keller, 2009) and earned it reputation as a genuine method for

advertisements (Bruhn & Schafer., 2012) as it is proved as cost efficient and convenient. Social media advertisements, according to Raji et al. (2018), are any persuative outlines that are published through internet media for reaching targeted customers; thus, advertisements created on path mentioned as online marketing approaches including Twitter, Instagram, and YouTube, Facebook, and etc The online apps advertisements are critical in establishing and enhancing brand equity proposed by According to Yoo, Donthu, and Lee (2000), because of their importance in establishing brand recognition and memorise, and this applies to both company-owned and paid apps.

The online apps advertisements, noted by Keller (2009), are critical for relation with buyers and raising sales for a firm's products and services, and will result in increased brand value. Advertising via online, according to Okazaki and Taylor (2013), adds value to businesses and brands. Scholars have looked into the impact of online advertisements on brand equity. For example, Raji et al. (2018) discovered that social media advertising is positively and significantly related to consumer-based the value of the product.

The corporations use social media, figured out by Mangold and Faulds (2009), as a mixed aspect of their promotional campaigns. Truely, online advertising method can help you achieve a variety of marketing objectives (i.e. client occurance, acceptance, knowledge, memorising, existance, buying purpose, and actual buying).

 The efficiency and effectiveness of internet advertising efforts, according to Duffett (2015), are primarily dependent on how the client accpet and shape their views toward those actions. Comparably, Carrillat, Astous, and Grégoire (2014) stated that in order to achieve such good consumer sentiments, imtemperate parts of internet promotional efforts must be properly addressed in order to offer buyers with a more cherished and delightful occurance. Customers formed pleased sentiments toward adverts put on internet path, approached by Mir (2012), and this could influence electronic clients buying habits.

Richardson, Black, Ciais, Delbart, Friedl and Gobron, (2010) maintain that the blend of tools used has changed over time from the traditional six promotional mix elements to the inclusion of new media tools, such as mobile marketing, person's recommendatio by talk and numerous internet applications. Social media holds the interest of all promoters as it has the better influence on targeted market as compared to promoting in formal way strategies due to overwhelming advantages like effectiveness in appealing the audience, retaining the audience by virtue of no physical presence of the promoters.

(c)   **Social Influence**

The change in an individual's thoughts, feelings, communication, or conduct as a resul t of the thoughts, feelings, communication, or behavior of one or more other people is known as social influence. Social influence comes in many forms. It can be intentional, as in the case of persuasion, which concerns how individuals exercise influence on others via messages (Dillard & Pfau, 2002). Social impact, on the other hand, can be unintended or coincidental, as in the instance of social proof, when people examine the behavior of frequently oblivious others to determine how to respond in unclear situations (Cialdini, 2001). The percentage of participants who adopted the erroneous answer after hearing the confederates' inaccurate judgements was used to gauge social influence. (1951, Asch). Deutsch and Gerard (1955) proposed that social influence may be divided into two types: normative and informative. Informational social influence is defined as "an influence to accept information gained from another as proof concerning reality." Normative social influence is defined as "an influence to comply to another's favorable expectations."

Simply, normative social influence is motivated by gaining approval from others, whereas informational social influence is motivated by reducing confusion about a situation. Their social influence typology was hailed as "a cornerstone of dual motive approaches to social influence" (Prislin and Crano, 2012). According to Campbell and Fairey (1989), the effect of group size on social influence differed depending on whether normative or informational influence was present.

In particular, when the informational need is high, the first source has a bigger influence than the second and third sources, in contrast to Asch's research, which found that the second and third sources have a greater impact than the first. When the normative requirement was greater than the informative need, however, group size was more essential. It's possible that informational influence operates to the point where clues derived from others' activities can help the focal individual feel less insecure. (Cialdini & Goldstein, 2004) proposed that people agree that accepting social influence is not the same as mindlessly adhering to others.

2.3   Purchase Intention

The purpose of purchasing was defined as a plan to purchase a particular brand with a considerable attention noted by Chang and Liu (2009). In academic research, purchase intention is used to predict the purchase behavior (Steckel & Gupta, 2006).

Purchase intention means customer want to purchase the brand and purchase again and again (Day, 1969). Buying intention is a metric used to assess a consumer's buying habits (Fishbein & Ajzen, 1975). Purchase intention is similar to a customer's decision to buy a particular brand. Purchase intention, according to Dodds and Monroe (1985), is a behavioural pattern of a client who intends to buy a product. Repurchase intentions are the most often utilized indicator of consumer loyalty in company customer feedback systems, according to Habib and Aslam (2014). The purpose of buying the hidden promise to someone's self to purchase the product continuously whenever re-visit to the market (Habib & Aslam, 2014).

Dodds et al.(1991) proposed, purchase intention means the actions for customers to purchase to products. Lin and Lu (2010) stated that the clients who have a good purchasing intention toward a brand are more likely to purchase it ag ain when the same need occurs. The consumers will then be willing enough to purchase that particular brand continuously and eventually settle to retain with that particular brand in the long term. According to Dodds and Monroe (1985), willingness to buy or purchase intention is a behavioral tendency in which the consumer intends to acquire the product. In the evaluation step, (Kotler, 2000) wrote that customers form preferences among the brands in the option set, and they may also form an intention to purchase the most desired brand.

It is important for marketer to predict consumer future behavior for forecasting and conducting appropriate marketing programs. Behaviours are specific actions directed to some goal. Bearing always finds in a circumstances context or environment and a particular time (Ajzen & Fishbein, 1980).

2.4   Previous Studies

This section presents the previous studies relating to the digital marketing planm brand value, and buying behavior.

2.4.1   Relationship between Social Media Marketing Activities and Brand Equity

Numerous papers reveal the connection between digital sales and brand value with Deh (2021) finding that digital marketing plans as a whole have a considerable impact on brand value. Entertainment, customisation, interaction, and eWOM (Electronic Word-of-Mouth)

were found to have a substantial impact on brand image, whereas customization, trendiness, interaction, and EWOM had a large impact on brand knowledge.

According to the research of Oliver (1999), social media engagement has a significant impact on customer-based brand equity. People based digital online sales occupies four dimensions such as, brand awareness, brand presence, brand acceptance, and brand stickness. Karamian et al. (2015) also found that through networking, conversation, and community building, social media can assist businesses boost brand equity. According to Hollis (2012), social media has an impact on brand equity because customers are more likely to promote a brand that resonates with them and also helps the business seem more alive and relevant in today's world.

Goi (2015) noted that digital online sales projects occupy a distint relationship with brand equity in terms of social media opens a new direct communication channel between the brand and customers, and also social media concrete on relationship with customers. Zarei (2021) demonstrated that social media marketing activities have a strong favorable imp act on brand equity and customer response.

2.4.2   Literature Review on Previous Study

In a study titled the impact of social media activities on brand equity, Deh (2021) looked examined the effects of social media marketing efforts on customer satisfaction. The goal of this study was to see how Social Media Marketing Activities affected brand equity. A validated questionnaire was provided to a convenience sample of 362 participants who utilized one or more types of airline social media in a cross-sectional quantitative study. To test the assumptions, SPSS version 20 was used to do multiple regression analysis. Conceptual framework of his study is presented in Figure (2.1).

Figure (2.1) Conceptual Framework of Deh
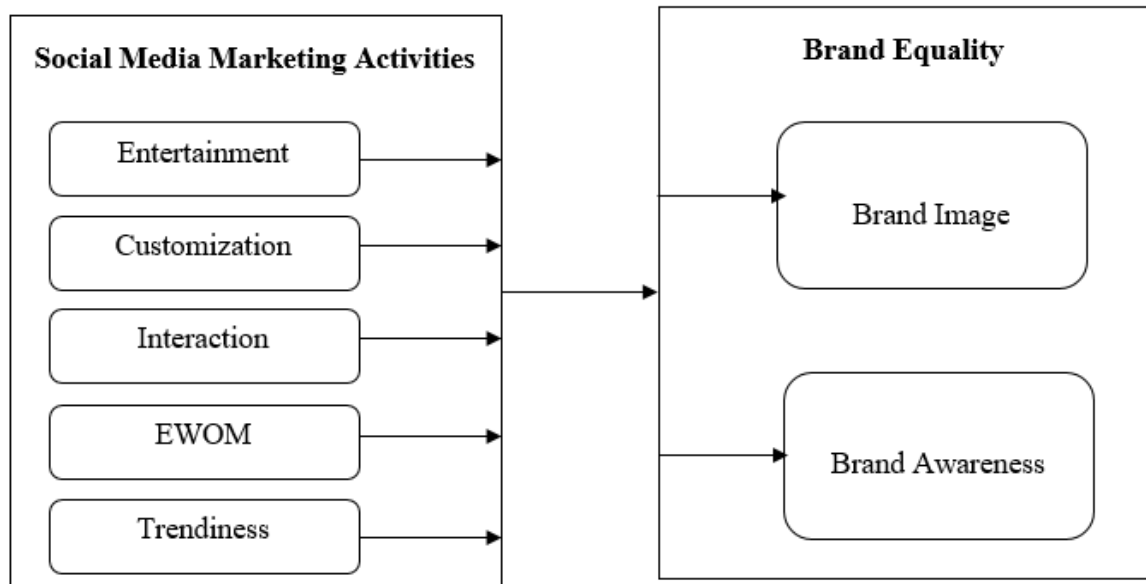
Source: Deh (2021)

According to the Figure (2.1), digital marketing plans were independent variables and brand equity was dependent variable. The findings demonstrated that social media activities as a whole had a considerable impact on brand equity. Entertainment, customisation, interaction, and EWOM were found to have a substantial impact on brand image, whereas customization, trendiness, interaction, and EWOM had a large impact on brand awareness.

2.4.3 Relationship between Brand Equity and Purchase Intention

Brand equity has a beneficial effect on purchase intention, according to Ashil and Sin ha (2004) and Chang and Liu (2009). Senthilnathan (2011) explored a positively significant linear relationship between brand equity and purchase intention. This explains that the purchase intention of a customer for purchasing branded baby soap can be predicted with the customer nature of brand equity.

Vinh and Huy (2016) found that overall brand equity had positive impact on brand preference and purchase intention. Brand preference had positive influence on purchase intention. Khan (2015) confirmed the existence of a causal association between brand equity measures and purchase intent. Purchase intention was significantly influenced by perceived quality and brand loyalty. Perceived quality had a significant effect on the creation of brand

equity, and brand equity had the greatest effect on purchase intention, according to Naeini, Azali, and Tamaddoni (2015), while perceived quality, brand association, and brand loyalty had positive effects on overall brand equity, according to Vinh and Huy (2016).

Brand awareness and brand loyalty were found to have a substantial positive relationship with purchase intent by Malik and Ghafoor (2013). Brand association, perceived quality, and brand loyalty all had a substantial impact on car owners' purchasing intentions, according to Latwal and Sharma (2012). However, brand awareness had no impact on purchase intent. Jalilvand, Samiei, and Mahdavinia (2011) used the Aaker model (1991) to investigate the effect of brand equity components on purchase intention in the automobile business. Consumers' intentions to buy cars are influenced by brand awareness, brand association, brand loyalty, and perceived quality, according to Aaker.`

Figure (2.2) Conceptual Framework of Gautam and Kathmandu

Source: Gautam and Kathmandu (2018)

Gautam and Kathmandu (2018) did the research titled the impact of brand equity on purchase intention of smart phones.

The purpose of the research was to look at the effects of brand equity factors on smart phone purchasing intentions in Kathmandu. Descriptive and causal research design was used for the study. Structured questionnaires were administered for collecting data. People who purchased and visited mobile phone outlets in these areas were approached and questionnaires were administered to collect data.

One of the researchers requests that smart phone users fill out a questionnaire after spending s even days in these places to contact consumers. 196 questionnaires were usable for analysis. Conceptual framework of Gautam and Kathmandu (2018) is shown in Figure (2.2).

According to the Figure (2.2), brand equity were independent variables, consiting brand recognition, brand reminder, apparent quality, and brand faithfulness which are all factors to consider. In their study, purchase intention was dependent variable. The research found brand loyalty and brand awareness were the influential factors for purchase intention of smart phones.

2.4.4 Conceptual Framework of the Study

The study's conceptual framework is based on theoretical notions and findings from e arlier research. Figure (2.3) depicts the research's conceptual framework.

Figure (2.3) Conceptual Framework of the Study
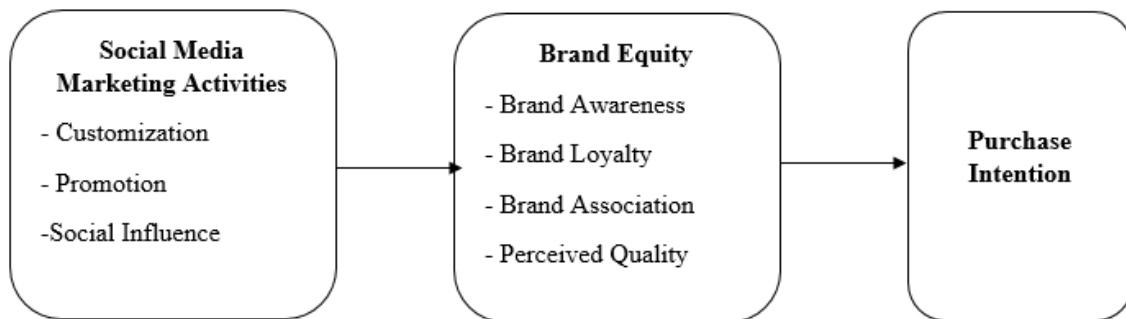
Source: Own Compilation Based on Previous Studies (2022)

According to Figure (2.3), this research focuses on social media marketing actions that can influence consumer brand equity and purchase intent. Social media marketing is a type of digital marketing that makes use of the popularity of social media networks to achieve the goal of increasing brand equity. Deh (2021) investigated the effect of social media activities on brand equity (entertainment, personalization, interaction, promotion, EWOM, and trendiness). By referring the study of Deh (2021), this study focuses social marketing activities except interaction and trendiness. Trendiness is defined as providing the most up-to-date information on a service or a product. In terms of interaction, because social media provides information in real time, it has become the most current and up-to-date source of information for customers. In this study, customization refers sharing the update information and giving feedback to enquire of customers. Thus, customization covers for both interaction and trendiness factors.

In this study, social media marketing activities include only customization, promotion and social influence.

The action of digital marketing are measured in terms of customization, promotion and social influence that can effect brand equity, the value of a brand. The key components comprising brand equity include brand knowlege, brand attachment, people acceptance, brand loyalty. This study focuses whether brand equity could attract the purchase intention of customers. Purchase intention means customer want to buy the brand and buying repeatedly. As presented in Figure (2.3), this study focuses on the social media marketing activities, brand equity and buying behavior of customers.

CHAPTER 3

PROFILE AND SOCIAL MEDIA MARKETING ACTIVITIES OF SEBAMED SKIN CARE PRODUCTS

This chapter presents profile and digital marketing plans of Sebamed skin care products. In this study, digital operations consist customization, promotion, and social influence.

3.1   Profile of Sebamed Myanmar

Sebamed is the world's leading skin care expert from Germany with more than 50 years of rich experience. Sebapharma GmbH & Co. KG has a total of more than 150 Sebamed products available not only in Germany, but in over 80 countries globally as well. KG, has earned a place as top suppliers of the highest quality products in the industry of medicinal skin and body care. Sebamed is the brand of choice in more than 85 countries worldwide. With a pH value of 5.5, Sebamed is one of the most well-known brands in medicinal skin care. All Sebamed products feature high-quality active elements that clean purely and energise the face without compromising the skin's natural acid layer.

Right Channel Co.Ltd is the Myanmar distributor for Sebamed Products. Right Channel is healthcare company offering Sebamed skin care products as Sebamed Myanmar and medical devices. Right Channel Co.Ltd is established in 2013 and started business in June, 2014.

Sebamed Myanmar offer 6 product series such as anti-aging series for age defence, baby series for baby care, classic series for sensitive skin, clear face series for acne skin , hair series for hair care and sun care series for sunburn. Sebamed 64 products are designed to be marketed and sold through pharmacies, hospitals, aesthetic clinics, baby stores and retail outlets like city mart in Myanmar and marketed and sold on online platform with Sebamed Myanmar Facebook Page.

3.2   Social Media Marketing Activities of Sebamed Skin Care Products

Digital sales is a kind of digital marketing that leverages the power of popular social media networks to achieve marketing and branding goals. As most products are pomoted at social media markeing, Sebamed also practices the plan for digital marketing projects in Myanmar. In this study, social media marketing activies refer customization, promotion, and social influence.

3.2.1 Customization

Sebamed products aim to improve the healthy skin of the customers. Thus, these products are suitable for problematic skins. Sebamed shares healthy skin tips and knowledge about the products to be used for different skin types. At Sebamed facebook page, products for hair problem are also well explained. Table (3.1) presents the Sebamed Customized Product Series.

Table (3.1) Sebamed Customized Product Series

Types of Customers	Customized Product Series
Baby skin	Baby Series (Baby facial cream, Baby lip balm, Baby Lotion, Children shampoo, Baby bubble Bath, Baby face and body wash foam, Baby Gentle wash Baby diaper rash cream, Baby skin care oil and Baby wipe)
Customers with hair problem	Hair Series (Anti-hair loss shampoo, Anti-dandruff shampoo, Repair shampoo, Color care shampoo, Everyday shampoo and Conditioner)
Customers with dry skin and sensitive skin types	Classic Series (Facial cleanser, Fresh shower, Liquid face and body wash, Feminine Wash, Moisturizing cream, Lip defense, Body Lotion, Anti-stretch mark cream, Hand cream and Roll on)
Customers for skin aging problem	Anti-aging Series (Q10 eye cream, Q10 facial cream, Q10 body lotion)
Customers with acne problem	Clear Face Series (Cleansing Bar, Cleansing Foam , Scrub, Toner, Care gel, Matifying cream, Anti-pimple and Color pimple cream)
Customers with sun sensitive skin type	Sun Care Series (Baby sun cream and lotion with SPF 30,50,50+ and Adult Sun cream and lotion with SPF 30,50,50+)

Source: Sebamed (2022)

Skincare and sun cream for problematic, baby, and sensitive skins are distributed by focusing the skin types of Myanmar people. Customers can request healthy tips based on their skin types and suitable products for them. Based on the customer skin types, Sebamed offers customized product set for individuals. In addition, Sebamed arranges payment and delivery options for the convenience of customers. Sebamed opens stores where customers can visit, take advice and buy the products. At the page, Sebamed always update product information and customer can access Sebamed information anytime and anywhere.

3.2.2 Promotion

Sebamed announces promotions at the Facebook page. It usually offers monthly promotions and live sales at the page. It also provides seasonal promotions such as New Year, Christmas, and Water festival etc. As a special program, Sebamed gives member cards to customers who buy more than 100,000 MMK. At new product promotion event, Sebamed sometimes offer 50% discount to its members. Moreover, Sebamed often offers promotions at online stores of baby store, and city mart. It also promotes its products at the celebrity page. Sebamed provides samples at the promotion events so that customers could try the products. Table (3.2) presents promotions of Sebamed.

Table (3.2) Promotions of Sebamed

Description	Promotions
On 5th May, every year (represent pH 5.5)	All series promotion up to 50% or Gift set or member card
For newborn baby	Newborn package (6 items of baby series) *Package price is 30% cheaper than individual item price
In January, every year	New Year Promotion (Buy one get one promotion)
Thingyan Festival	Up to 50% or 80% promotion
On 25th December, every year	Christmas Promotion (up to 50% off for cream and lotion)
On Mother Day	Newly mom package promotion (30% off of anti-stretch mark cream and feminine

	wash and 30% off of newborn baby package set) and anti-aging set package promotion (30% off of Q10 eye cream, facial cream and body lotion)

Source: Sebamed (2022)

At new product promotion event, Sebamed sometimes offer 50% discount to its members. Moreover, Sebamed often offers promotions at online stores of baby store, and city mart. It also promotes its products at the celebrity page. Sebamed provides samples at the promotion events so that customers could try the products.

3.2.3 Social Influence

Sebamed spreads its product information by celebrities and skincare specialists. It educates people that healthy skin needs pH level 5.5 and all items of Sebamed are matched with pH level needed for skins. It also shares its products information and healthy tips via online pages of Dermatologists and Aesthetic doctors. In addition, it posts the positive feedbacks of customers who relieved from problematic skins so that other people could be aware about problematic skin problems and treatments. Furthermore, Sebamed makes contests such as baby with Sebamed photo contest etc. It usually shares the reviews of mothers regarding Sebamed baby products. Moreover, it used to provide lucky draw with celebrities at Sebamed live sales.

3.3 Reliability Test

Reliability is a measure of the stability or consistency of the variable in the structured questionnaire. Questions are developed by using 5-point likert scale. Table (3.3) displays the result of the reliability test by Cronbach's Alpha.

Table (3.3) Reliability Test

Sr. No.	Items	N	Cronbach's Alpha	Reliability Level
1	Customization	3	.892	Reliable
2	Promotion	3	.795	Reliable
3	Social Influence	5	.758	Reliable
4	Brand Awareness	4	.860	Reliable
5	Brand Loyalty	7	.892	Reliable

Source: Survey Data, 2022

6	Brand Association	3	.760	Reliable
7	Perceived Quality	3	.918	Reliable
8	Purchase Intention	3	.728	Reliable

According to Table (3.3), Cronbach's alpha values for all variables show that all the scores are greater than 0.7. Therefore, it is said to have good reliability and the findings are valid for this study.

3.4 Profile of the Respondents

To investigate the impact of social media marketing efforts on brand equity and purchase intent, as well as customer demographics such as gender, age, education level, and income are identified first. The frequency and percentage of the profile of the participants are presented in the study based on the findings. Profile of the participants is shown in Table (3.4).

Table (3.4) Profile of the Respondents

Sr. No	Particular	No. of Respondents	Percent
	Total	269	100
1.	Gender: Male	54	20.07
	Female	215	79.93
2.	Age : Under 30	98	36.43
	31 - 45	137	50.92
	Above 46	34	12.64
3.	Education : Undergraduate	29	10.78
	Graduate	170	63.20
	Master	45	16.73
	Ph.D	25	9.29
4.	Income : 100,000 - 300,000 Kyats	9	3.35
	300,001 - 500,000 Kyats	30	11.15
	500,001 - 700,000 Kyats	55	20.45
	700,001 - 1,000,000 Kyats	70	26.02
	Above 1,000,000 Kyats	105	39.03

Source: Survey Data, 2022

According to the Table (3.4), female respondents represent 79.93 percent of the total respondents while male represents 20.07 percent. Thus, majority of Sebamed products respondent are female consumers. In addition, they are between 31and 45 years old and they represent 50.93 percent of the respondents. The second largest group is below 30 years old representing 36.43 percent of respondents. The minority of the participants are above 46 years old representing only 12.64 percent of the many respondents.

Regarding education, 63.20 percent of the total respondents are graduate representing the majority group among 269 respondents. The second largest group includes people with master degree representing 16.73 percent of total respondents while undergraduate and Ph.D people representing 10.78 percent and 9.29 percent respectively.

Among 269 respondents, highly of the participants get monthly salary above 1,000,000 MMK and they represent 39.03 percent of total respondents. Second largest group earn from 700,001 to 1,000,000 MMK. The minority group gets from 100,000 to 300,000 MMK. The study shows that most of the participants earn good salary. Therefore, they could buy Sebamed skin care products.

CHAPTER 4

ANALYSIS ON SOCIAL MEDIA MARKETING ACTIVITIES, BRAND EQUITY AND PURCHASE INTENTION TOWARDS SEBAMED SKIN CARE PRODUCTS

This chapter presents the customer perception towards social media marketing activities of Sebamed skin care products. It describes brand equity and purchase intention of customers towards Sebamed skin care products. Furthermore, it presents the effect of social media marketing activities on brand equity. Finally, it analyses the relationship between brand equity and purchase intention of customers by regression.

4.1 Social Media Marketing Activities

Social Media marketing activities of Sebamed skin care products include customization, promotion, and social influence. To find out the customer perception towards the social media marketing activities, structured questionnaire are collected from 269 Sebamed products users.

(i) Customization

Customization refers to the information needed for individuals, customized products or services and easy accessibility any time. Customer perceptions towards the customization offered by social media marketing activities of Sebamed are presented in Table (4.1).

Table (4.1) Customization

Sr.No	Customization	Mean Score	Std Dev.
1.	The required information found on Sebamed page	4.19	0.39
2.	Providing customized service	4.31	0.46
3.	Sebamed online page accessible anytime, anywhere	4.16	0.36
	Overall Mean	**4.22**	

Source: Survey Data, 2022

As shown in Table (4.1), the highest mean value 4.31 shows that most customers state that Sebamed provides customized service since customers can request relevant products and healthy tips based on their skin types. Based on the customer skin types, Sebamed offers customized product set for individuals. The second highest mean value 4.19 indicates that customers can easily get the information about Sebamed products at online as Sebamed arranges its Facebook page with autoreply message. In addition, it always updates product information and knowledge sharing post. Therefore, customers can access Sebamed information anytime and anywhere. The overall mean score 4.22 indicates that customers get well customized products and services from Sebamed.

(i)   Promotion

Promotion is the one of the marketing mix activities. Sebamed provides promotions such as discounts, lucky draw and presents during live sales. In addition, it gives seasonal promotions to customers and special gifts as well. Customer perceptions towards the customization offered by social media marketing activities of Sebamed are presented in Table (4.2).

Table (4.2) Promotion

Sr.No	Promotion	Mean Score	Std Dev.
1.	Interesting social media promotions	3.46	0.50
2.	Always waiting for Sebamed promotion	4.25	0.43
3.	Enjoy buying promotion items at stores and social media platform	4.06	0.24
	Overall Mean	**3.92**	

Source: Survey Data, 2022

As shown in Table (4.2), the highest mean value 4.25 shows that most customers state that they always waiting for Sebamed promotion since Sebamed provides attractive promotions such as New Year, Christmas, and Water festival etc. In addition, Sebamed sometimes offer 50% discount to its members at new product promotion events. The second highest mean value 4.06 indicates that customers enjoy buying promotion items at stores

and social media platform as Sebamed offers promotions not only at Facebook page but also at other retail store. Thus, customers can buy the products at stores by requesting recommendation according to the skin type. Many customers are moderately interested in Sebamed social media promotions. Sebamed regularly gives attractive promotions including lucky draw and gifts at the live sales. The overall mean score 3.92 indicates that customers are interested in social media promotions of Sebamed.

(i)   Social Influence

Social influence is the important marketing activities to attract customers. Customer perceptions towards the customization offered by social media marketing activities of Sebamed are presented in Table (4.3).

Table (4.3) Social Influence

Sr.No	Social Influence	Mean Score	Std Dev.
1.	Up to date contents shown in Sebamed social page	3.18	0.38
2.	Interesting content shared on Sebamed Facebook page	3.39	0.49
3.	Usually looking at online positive feedbacks of other users	4.07	0.37
4.	Interested in other users' share about Sebamed	3.91	0.29
5.	Attracted by advertisements of celebrities and bloggers	2.94	0.24
	Overall Mean	**3.50**	

Source: Survey Data, 2022

As shown in Table (4.3), the highest mean value 4.07 indicates that most customers used to look at positive feedbacks of other users. Sebamed does not hide comments or reviews of the customers at the Facebook. The second highest mean value 3.91 indicates that customers are interested the shares of other online users. Sebamed page is open to public, and users can share any post at the page. The lowest mean score 2.94 indicates that customers are not much attracted by advertisements of celebrities and bloggers since Sebamed do not post any new advertisements with celebrities and bloggers since Covid-19 pandemic outbreak in Myanmar. The overall mean score 3.50 indicates that customers receive moderate level of social influence.

4.2 Brand Equity and Purchase Intention

Brand equity and purchase intention are vital for business and marketers are trying to find out the relationship between brand equity and purchase intention of the customers towards their brands.

(i) Brand Equity

Brand equity is a marketing term that describes a brand value. That value is determined by consumer perception of and experiences with the brand. Brand equity of Sebamed perceived by customers are presented in Table (4.4).

Table (4.4) Brand Equity

Sr.No	Particular	Mean Score
1.	Brand Awareness	3.45
2.	Brand Loyalty	4.16
3.	Brand Association	4.21
4.	Perceived Quality	4.27
	Overall Mean	**4.02**

Source: Survey Data, 2022

According to Table (4.4), the highest mean value 4.27 indicates that most customers have the good perception about the quality of the brand as Sebamed produces the healthy products by maintaining suitable pH level to skin care products. It is found that most customer have brand association as they think of Sebamed products first when they need skin care products. In addition, the result shows that Sebamed users have brand loyalty because customers state that Sebamed is their first choice. The mean score value 3.45 of brand awareness indicates that customers can easily recognize of Sebamed brand produts among competing brands. Customers can recall the products that they usually use but they cannot know all product lines. The overall mean score 4.02 indicates that Sebamed brand has positive brand equity.

(ii)   Purchase Intention

Purchase intention is the willingness of a customer to buy a certain product or a certain service. Purchase intention of customers towards Sebamed skin care products is presented in Table (4.5).

Table (4.5) Purchase Intention

Sr.No	Purchase Intention	Mean Score	Std Dev.
1.	Intention to purchase same brand as before	4.59	0.49
2.	Sebamed online page supporting for better decisions before purchase	4.13	0.33
3.	Strong intention to buy products recommended by friend	4.32	0.47
	Overall Mean	**4.35**	

Source: Survey Data, 2022

According to Table (4.5), the highest mean value 4.59 indicates that most Sebamed customers intend to purchase the Sebamed skin cares again since it is good for their skins. The second highest mean value 4.32 indicates that customers have strong intention to buy the products recommended by friends. In addition, Sebamed online page is helpful for customers in making purchase decision. Sebamed online page posts healthy tips and characteristics of the products relevant to different skin types. The overall mean score 4.35 indicates that customers have purchase intention towards Sebamed skin care.

4.3   Analysis on the Effect of Social Media Marketing Activities on Brand Equity

This section analyses the effects of social media marketing activities on brand equity. Brand equity is regressed with three social media marketing activities: customization, promotion and social influence. In order to find out the relationship, multiple regression analysis is applied. The findings are shown in Table (4.6).

Table (4.6) Effect of Social Media Marketing Activities on Brand Equity

Variable	Unstandardized Coefficients		β	t	Sig	VIF
	B	Std Error				
(Constant)	-.428	.052		-8.216	.000	
Customization	.343***	.022	.360	15.273	.000	.210
Promotion	.539***	.027	.486	20.197	.000	.202
Social Influence	.256***	.027	.190	9.457	.000	.291
R Square	.969					
Adjusted R Square	.969					
F Value	2760.495***					

Source: Survey Data (2022)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

According to regression result, since the value of R square is 0.969, it can be concluded that this specified model can explain 96.9 percent of variation of brand equity which is predicted by social media marketing activities such as customization, promotion and social influence. The model can explain 96.9 percent about the variance of the independent variable (social media marketing activities) and dependent variable (brand equity) because adjusted R square is 0.969. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid. All the VIF values are less than 10. It shows that there is no multicollinearity problem in this case. This means that there is no correlation among independent variables.

Customization variable has the expected positive sign and significant coefficient variable at 1 percent level. The positive relationship means that the increase in customization will lead to more brand equity of Sebamed skin care products. The result shows that a unit increase in customization variable results in 0.343 increases in brand equity Sebamed skin care products.

Promotion variable has the expected positive sign and significant coefficient variable at 1 percent level. The positive relationship means that the increase in promotion will lead to more brand equity of Sebamed skin care products. The result shows that a unit increase in promotion variable results in 0.539 increases in brand equity Sebamed skin care products.

Social influence variable has the expected positive sign and significant coefficient variable at 1 percent level. The positive relationship means that the increase in social influence will lead to more brand equity of Sebamed skin care products. The result shows that a unit increase in social influence variable results in 0.256 increases in brand equity Sebamed skin care products.

Customers have different skin types and need different skin care products. Sebamed gives healthy tips and recommends products according to the skin types of individuals. In addition, customers can ask question at the Facebook page messenger. Sebamed arranges customized skin care set for customers. In addition, Sebamed offers seasonal promotions such as New Year, Christmas, and Water festival etc. Sebamed also gives member cards and gifts to customers who buy more than 100,000 MMK. It often shares its products information and healthy tips via online pages of Dermatologists and Aesthetic doctors. Therefore, most customers have good perceptions towards the social media marketing activities of Sebamed skin care products.

The standardized coefficient (Beta) of promotion has the largest value (0.486) among three explanatory variables indicating that promotion has the greatest contribution to increase the brand equity when the variance explained by other variables is controlled for. Customization and social influence are important for customers as customers need recommendations from experts.

The overall evaluation reveals that models explain the variation of the brand equity on because the estimation produced expected signs and significant coefficients for all variables. The increases in customization, promotion and social influence will have the positive effects on brand equity. To summarize, all social media marketing activities could significantly raise brand equity Sebamed skin care products.

4.4 Analysis of the Effect of Brand Equity on Purchase Intention towards Sebamed Skin Care Products

This section analyses the effects of brand equity on purchase intention. Purchase intention is regressed with brand equity. In order to find out the relationship between brand equity and purchase intention, multiple regression analysis is applied. The findings are shown in Table (4.7).

Table (4.7) Effect of Brand Equity on Purchase Intention

Variable	Unstandardized Coefficients		β	t	Sig	VIF
	B	Std Error				
(Constant)	.620	.093		6.667	.000	
Brand Equity	.926***	.023	.927	40.250	.000	1.000
R Square	.859					
Adjusted R Square	.858					
F Value	1620.073***					

Source: Survey Data (2022)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

According to regression result, since the value of R square is 0.859, it can be concluded that this specified model can explain 85.9 percent of variation of purchase intention which is predicted by brand equity. The model can explain 85.8 percent about the variance of the independent variable (brand equity) and dependent variable (purchase intention) because adjusted R square is 0.858. As overall significance of the model, F value is highly significant at 1 percent level, this model can be said valid.

Brand equity variable has the expected positive sign and significant coefficient variable at 1 percent level. The positive relationship means that the increase in brand equity will lead to more purchase intention for Sebamed skin care products. The result shows that a unit increase in brand equity variable results in 0.926 increases in purchase intention for Sebamed skin care products. Most customer think of Sebamed products first when they need skin care products. In addition, customers can recall the logo, and always say positive things. They always look for the new promotions at the page and have intention to buy Sebamed skin care products whenever they need skin cares.

CHAPTER 5

CONCLUSION

This chapter presents the findings and discussions, suggestions and recommendations and need for further research. Based on the findings, this study suggests and makes recommendations to improve digital marketing projects, the value of the brand and purpose of buying of customers for Sebamed skin care products.

5.1   Findings and Discussion

The goal of this study is to see how internet marketing effects the brand value of Sebamed skin care products. In addition, it analyzes the impact of the value of the product on buying purpose of Sebamed skin care products. Simple random sampling method is used to collect primary data from 269 Sebamed products users out of 29,900 followers of Sebamed Myanamer Facebook page by using structured questionnaires with 5-point Likert scale.

It is found that customers get well customized commodities and services from Sebamed because Sebamed shares healthy tips and offers skin care set according to the requirements and wants of individuals. Social media promotions of Sebamed are attractive to customers as Sebamed usually provides seasonal promotions, and offers lucky draw and gifts at the live sales. Sebamed promotes its skin care products with celebrities, asethetic bloggers and doctors. Therefore, customers are moderately convinced by internet sales actions of Sebamed.

The regression results of the analysis indicate the impact on internet sales actions on the value of the brand. The study reveals that all internet marketing plans occupy a big constructive effect on the value of the brand. Among those social media marketing activities, promotion is the main determinant of the value of the brand because Sebamed offers attractive promotions. It is found that promotion also has the strong practical effect on the brand value of Sebamed skin care products. Consumers like promotions offered by Sebamed skin care products as Sebamed provides attractive promotions such as New Year, Christmas, and Water festival etc. It sometimes offers 50% discount to its members at new product promotion events or live sales. Moreover, it offers promotions both at online and in stores. It is found that customers are fasinated in online promotioanl new gateway of Sebamed.

The study reveals that customization has a huge good influence on the value of the brand Sebamed skin care products since customers can request relevant products and healthy tips according to their skin conditions or skin types. Based on the customer skin types, Sebamed offers customized products or products set for individuals. The customers get the right product for their skin types and feel safe when using skin care.

The last social media marketing activity, social influence, has also the strong positive impact on brand equity of Sebamed skin care products. Sebamed educates people that healthy skin needs pH level 5.5 by sharing its products information and healthy tips via online pages of dermatologists and aesthetic doctors. In addition, Sebamed used to advertise its products by celebrities or beauty bloggers to get more client knowledges. It is found that customers receive moderate level of social media influence by Sebamed.

The survey data reveal that most consumers perceive positive brand equity of Sebamed skin care products as they are convinced by internet awareness actions of Sebamed. Therefore, most consumers state for taking the Sebamed skin care products in the future. Brand equity occupies a strong beneficial influence on consumers' buying purpose , based on the regression results. The clients say they won't pick any other skin care products even if Sebamed skin care products are out of stock or not available for a moment. As consumers always consider Sebamed skin care products first, they have purpose to purchase the products in the future.

5.2   Suggestions and Recommendations

To boost the the value of the brand equity and buying purpose of the consumers, Sebamed should pay more attention to determinant online sales plan for trying to get the brand value. Marketing department could use the research findings to adjust online promoting actions of the Sebamed.

Promotion is the most determinant factor on brand equity of Sebamed skin care products. Hence, Sebamed should pay attention to promotions first among internet sales action. Sebamed should continue providing current promotions as social media promotion could attract customers. It should boost its page to reach more customer segments and coordinates at the promotions of partners. In addition, it should analyze the behavior of customer buying behavior and enquires at Facebook and develop social media promotions accordingly. By doing so, social media promotions can attract more customers.

Regarding customization, Sebamed should try to get more product knowledge of the clients about the customized product sets that are offered by skin type of individuals. It should offer product lines based on the common skin problems in Myanmar so that it could attract many new customers and retain existing customers. In addition, it should create e-commerce site so that customers can order and make the payment via online. It should arrange to deliver the products to the exact location where customer request.

Online social media influence can attract customers. Therefore, Sebamed should extend its online maketing actions on twitter, telegram and own website. It should regularly promote its products by beauty bloggers, and celebrities. Moreover, it should arrange health talks including characteristics of the Sebamed skin care products by dermatologists and aesthetic doctors to gain more awareness of the customers and brand association from the customers.

Finally, social media marketing activities should conduct market survey regularly to find out the brand equity levels of the consumers. Social media marketing activities should be adapted according to the perceptions of the consumers so that social media marketing activities are matched the needs and wants of the consumers. By doing these suggestions, Sebamed can improve its intention of buying and the equity of the brand of customers.

5.3   Needs for Further Research

According to the time constraints and situational factors, this study focuses only on the social media marketing activities of Sebamed skin care products, and it does not cover the whole marketing strategies of the brand and neglect other brands. Further study should emphasize the social media marketing activities of other brands so that the whole cosmetic industry will be covered. In addition, the further study should also focus the personality of the consumers so that marketers can know which marketing practices are effective or not for each personality traits of the consumers. The results of these studies are expected to improve the brand equity and purchase intention of the consumers in skin care industry in Myanmar.

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QUESTIONNAIRE SURVEY

Research study on the effect of Social Media Marketing Activities on Brand Equity and Purchase Intension towards Sebamed Skin Care Products.

Dear Sir/Madam,

The purpose of this questionnaire is to collect user views on the effect of Social Media Marketing Activities on Brand Equity and Purchase Intension as part of my academic research study for the award of MBA at YIE. I appreciate your valued time in responding to the questions and assure you of confidentiality and privacy.

Section A: General Information

1. **Gender**

   ☐   Male   ☐   Female

2. What is your age?

   ☐   Under 30   ☐ 31-45   ☐ Above 46

3. Education Background

   ☐ Graduate   ☐ Under Graduate   ☐ Master   ☐ PhD

4. Income Level (Kyats)

☐   100,000 MMK to 300,000 MMK

☐   300,001 MMK to 500,000 MMK

☐   500,001 MMK to 700,000 MMK

☐   700,001 MMK to 1,000,000 MMK

☐   Above 1,000,000 MMK

Section B:

Please state level of your agreement on each statement by providing the most relevant number.

1= Strongly Disagree   2 = Disagree   3 = Neutral   4 = Agree   5 = Strongly Agree

Social Media Marketing Activities

Customization

No	Items	Scale				
1	The information that I need can be found on Sebamed Social media.	1	2	3	4	5
2	Sebamed social media provide customize service.	1	2	3	4	5
3	Sebamed social media can be used anytime, anywhere.	1	2	3	4	5

Promotion

No	Items	Scale				
1	The promotion of Sebamed on the social media is interesting.	1	2	3	4	5
2	I am always waiting for Sebamed promotion.	1	2	3	4	5
3	I prefer buying promotion items on both in stores and social media platform.	1	2	3	4	5

Social Influence

No	Items	Scale				
1	The contents shown in Sebamed's social media is up to date.	1	2	3	4	5
2	The content shared on Sebamed's social media is interesting.	1	2	3	4	5
3	I usually look at online positive feedbacks of other users.	1	2	3	4	5
4	I am interested when social media users shared Sebamed.	1	2	3	4	5
5	When celebrities and bloggers advertise Sebamed, I am attracted.	1	2	3	4	5

Brand Equity

Brand Awareness

No	Items	Scale				
1	I am automatically knowing which brands of skin care to buy.	1	2	3	4	5
2	I can recognize brand quickly among other competing brands.	1	2	3	4	5
3	I always have Sebamed in my mind when I think of skin care products.	1	2	3	4	5
4	I can quickly recall the symbol or logo of the Sebamed brand	1	2	3	4	5

Brand Loyalty

No	Items	Scale				
1	Sebamed is definitely my first choice when choosing among different skin care brand.	1	2	3	4	5
2	I would recommend Sebamed to my family and my friends.	1	2	3	4	5
3	I am still willing to buy Sebamed brand although the price tends to be higher.	1	2	3	4	5
4	I prefer to buy Sebamed although other brands have a special	1	2	3	4	5
5	I insist to buy Sebamed even though other brands are as good as Sebamed.	1	2	3	4	5
6	I would not switch to other brands even though the beauty advisor recommends me.	1	2	3	4	5
7	I consider myself to be loyal to Sebamed.	1	2	3	4	5

Brand Association

No	Items	Scale				
1	Sebamed has unique image when compared to competing brands.	1	2	3	4	5
2	Some characteristics of Sebamed come to my mind quickly.	1	2	3	4	5
3	I can quickly recall the Logo of Sebamed.	1	2	3	4	5

Perceived Quality

No	Items	Scale				
1	The skin care products of Sebamed is extremely high quality.	1	2	3	4	5
2	The brand name of Sebamed indicated a good quality.	1	2	3	4	5
3	The price of brand Sebamed would reflect to its quality.	1	2	3	4	5

Purchase Intention

No	Items	Scale				
1	I intend to purchase same brand that I have purchased before.	1	2	3	4	5
2	Interacting with this brand's social media help me make decisions better before purchasing their product.	1	2	3	4	5
3	I would like to purchase Sebamed again and again	1	2	3	4	5

APPENDIX C

Effect of Social Media Marketing Activities on Brand Equity

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.984[a]	.969	.969	.06237

a. Predictors: (Constant), Social Influence Mean, Customization Mean, Promotion Mean

b. Dependent Variable: Brand Equility Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.211	3	10.737	2760.495	.000[b]
	Residual	1.031	265	.004		
	Total	33.242	268			

a. Dependent Variable: Brand Equility Mean

b. Predictors: (Constant), Social Influence Mean, Customization Mean, Promotion Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	VIF
1	(Constant)	-.428	.052		-8.216	.000	
	Customization Mean	.343	.022	.360	15.273	.000	.210
	Promotion Mean	.539	.027	.486	20.197	.000	.202
	Social Influence Mean	.256	.027	.190	9.457	.000	.291

a. Dependent Variable: Brand Equility Mean

Effect of Brand Equity on Purchase Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.927[a]	.859	.858	.13262

a. Predictors: (Constant), Brand Equility Mean

b. Dependent Variable: Purchase Intention Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.493	1	28.493	1620.073	.000[b]
	Residual	4.696	267	.018		
	Total	33.188	268			

a. Dependent Variable: Purchase Intention Mean

b. Predictors: (Constant), Brand Equility Mean

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	VIF
1	(Constant)	.620	.093		6.667	.000	
	Brand Eqility Mean	.926	.023	.927	40.250	.000	1.000

a. Dependent Variable: Purchase Intention Mean