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透過行銷溝通瞭解 Z 世代對化妝品品牌權益之行為

Understanding Generation Z Behavior Towards Cosmetic

Brand Equity Through Social Media Marketing

Communication

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Understanding Generation Z Behavior Towards Cosmetic Brand Equity
Through Social Media Marketing Communication

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MBA RECOMMENDATION LETTER

準碩士推薦函

本校企業管理學系管理科學碩士班研究生__莎雷娜____君在本系修業_年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

1、在修業課程方面：莎雷娜_____君已修滿__39__學分，其中必修科目：_電子商務專題___、_企業倫理專題___、_策略管理專題___、_研究方法____等科目，成績及格(請查閱碩士班歷年成績)。

2、在論文研究方面：___莎雷娜___君在學期間已完成下列論文：

    (1)碩士論文：透過行銷溝通暸解Z世代對化妝品品牌權益之行為

    (2)學術期刊：2019 第十八屆北商大學術論壇 國際經營與管理實務研

本人認為___莎雷娜___君已完成南華大學企業管理學系管理科學碩討自 論文集.

士班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申

請資格，特向碩士資格審查小組推薦其初稿，名稱：_透過行銷溝通暸解Z

世代對化妝品品牌權益的行為____，以參加碩士論文口試。

指導教授 吳萬益 簽章

中華民國108年12月2日

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南華大學管理學院企業管理學系管理科學碩士班

108 學年度第 1 學期碩士論文摘要

論文題目：透過行銷溝通瞭解 Z 世代對化妝品品牌權益之行為

研究生：莎雷娜　　　　　　　　　　　指導教授：吳萬益 博士

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論文摘要內容：

　　由於 Z 世代客戶在柬埔寨全人口中佔有的重要比例，因此 Z 世代客戶在當前的潛在客戶中佔有很大的比例。本研究旨在檢驗在社交媒體行銷傳播之情境（企業創建之社群媒體及使用者自創之社交媒體）下，Z 世代對化妝品品牌之影響為何？本研究採用量化研究法，以柬埔寨化妝品消費者為樣本資料，進行網路調查來驗證假設。本研究共蒐集了 371 名受訪者的樣本，透過探索性因素分析、共同方法變異、smart-PLS 和 Sobel 檢驗進行數據分析。結果顯示 Z 世代更喜歡兩種社交媒體行銷傳播方式來接觸品牌。社交媒體營行銷傳播因素的兩個主要構面對品牌資產、品牌信任和品牌滿意度有重大影響。品牌資產和品牌信任已成為可以協調公司創建的社交媒體傳播的媒介和用戶自創的社交媒體傳播對品牌滿意度影響的媒介。品牌體驗之干擾變數可以加強品牌資產和品牌信任對品牌滿意度的影響。再者，大多數以前的研究並未全面性地整合到關於 Z 世代行為對品牌資產之影響，此研究結果可為在未來進行品牌資產研究的研究者在進行實證檢驗提供重要參考。這些結果也有助於專業人士確定營銷策略和品牌管理，以提高品牌資產和公司的盈利能力。

關鍵字：社交媒體行銷傳播、CBBE 模型、品牌資產、品牌信任度、品牌滿意度、購買後行為、品牌體驗

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Name of Student: Sam Leakna Advisor: Wann-Yih Wu, Ph.D.

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ABSTRACT

Generation Z customers indicated a significant share of the current potential customer today due to its significance portion of the entire population. This study aimed to investigate the effect of generation Z behavior toward cosmetic brands through social media marketing communication (firm created social media communication and user-generated social media communication). The study adopted the quantitative approach to collect the data from cosmetic consumers and to test hypotheses through an online survey in Cambodia. Exploratory factor analysis, common method variance, smart-PLS, and Sobel's test were used for data analysis by utilizing the sample of 371 respondents. The results indicated that Generation Z preferred both types of social marketing communication to access the brand. The two major dimensions of social media marketing communication factors have significant influences on brand equity, brand trust, and brand satisfaction. Brand equity and brand trust have served as two mediators that can mediate the impacts of the firm created social media communication and user-generated social media communication on brand satisfaction. Brand experience can moderate the influences of brand equity and brand trust on brand satisfaction. Subsequently, most of the previous studies do not integrate into a more comprehensive generation Z behavior on brand equity;

the results of this study have provided as an essential reference for academicians to conduct further empirical validations on the research of brand equity. The effects are also beneficial for professionals to identify the marketing strategy and brand management to boost brand equity and the profitability of the firm.

Keywords: Social Media Marketing Communication, CBBE, Brand Equity, Brand Trust, Brand Satisfaction, Post Purchase Behavior, Brand Experience

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CHAPTER ONE
INTRODUCTION

In this chapter, research background and research motivation, research objective, research scope, procedure and research structure are discussed.

1.1 Research Background and Research Motivation

One of the most important factors of doing good business is to understand consumer trends and needs. Generation Z consumers are emerging potential market after millennials. Hence, the impact of the behaviors, usage, and buying intention of generation Z consumers are outcomes that will impact on purchase behavior. William and Page (2011) mentioned that each generation (e.g., generation X, Y, or Z) had a unique expectation, experiences, generational history, lifestyle, value, and demographics. Thus market researcher has to understand the consumption behavior, especially purchasing behavior in the market.

According to IBM (2017), generation Z expected that brands should be transparent and authentic. However, Generation Z's proportion of the total population is the second-largest generation (31.6%) after Generation Y (Millionaire Generation), from approximately 16 million of the total population in Cambodia (United Nations Population Division, 2019). Cambodia Development Resource Institute (2017) argued that the new generation statistic is 52% between 0 to 24 years old. This generation has become a forcing of consumption trends in the Cambodia market. Consequently, this was a very vital factor to examine on what consumers' attitude toward consumer-based brand equity (CBBE), how they translate the alues of CBEE into the consumer decision making and the purchase behavior (Cobb-Walgren, Ruble & Donthu, 2013), and what marketing communication (including advanced technology

and social media) can be influenced on CBBE, therefore, it is critical to understand what types of marketing communication can influence on the Gen Z, and how a marketer should create and maintain an excellent relationship with Gen Z.

Schivinski and Dabrowski (2014) claimed that social media has changed the traditional marketing communication system, and building a brand through social media is an effective instrument in the last decade. Wasib, Aminul, and Idris (2014) argued that marketing communication is one of the most essential tools of building brand equity such as increasing and delivering brand image, position, unique of the brand, and value to customers. According to Schivinski & Dabrowski (2015), social media communication basically can divide into two types, first type is the firm controls one, another type is dependent of the user's control (user-generated content). Very few studies including Schivinski & Dabrowski (2014), Berthon et al. (2008), and Grubor, Djokic, and Milovanov (2017), and Kim and Song (2018) argued that addressing to the modern changes in marketing communication is better to understand the effects of firm created and user-generated marketing communications through the most popular social network services (SNS). Because companies likely rely on social media as communication where its brand-consumer exchange and share their thought, words, feelings, and information (Park and Cho, 2012; Oyza and Edwin, 2015; Keller, 2009). Berthon et al. (2008) also investigated that the growth of social media has arisen the issues even it controlled by the firm, and the firm can reach the consumers based on the level of engagement with positive or negative attitudes (Baruah, 2012). Therefore, it is necessary to know the influence factors of social media marketing communication to enhance brand equity.

In social media environment, it is lack of investigation on the impact of social media marketing communication on CBBE dimensions between the relationship between CBBE and consumer behavior (Grubor et al., 2017;

Gensler, 2013), satisfaction (Xie and Lee, 2015), repurchase intention (Schivinski & Dabrowski, 2014), brand trust (Sadek et al., 2017), brand experience (Khana & Fama, 2017; Beig & Khan 2018), and consumer-brand engagement relationship (Labrecque, 2014). Grubor, Djokic, and Milovanov (2017) also argued that brand equity has no longer valued only by money in terms of challenges and opportunities in the process of brand management; it is the matter of word-of-mouth in online communication (Severi, Ling and Nasermoadeli, 2014). Foux (2006) suggested that the effects of online user-generated and firm created content need to implement in the process as much as a reliable source of information when compared to social media with traditional communication.

Aaker (1996) argued that companies had to offer a positive experience to customers, to generate satisfaction, to give the brand trust, and loyalty to in order to create a strong brand. The brand experience occurred whenever the brand has interaction. Furthermore, positive experiences had a relationship from all brand essentials such as brand image, perceived quality, and the personality of the product (Yuliatni and Tung, 2013). Therefore, these are very important for marketers to understand their customer experience about their brands in order to develop marketing strategies. Brand experience became paramount and more powerful to build brand equity with the customer's actual experiences. Keller's (2001) brand-building through the CBBE model established breadth and depth of brand awareness, creating a strong favorable and unique brand association, high brand quality, creating an excellent brand image, and building brand trust.

Finally, there is lacking empirical study of investigating on generation Z behavior towards brand equity through marketing communication. This topic is very new and highly contributes to Cambodia market. Scarce research has focused on the trend of Cambodian millionaire consumers (Generation Y),

which is under the authority of Kantar TNS Cambodia in 2017. Therefore, the study tries to examine the effect of social media marketing communication related to CBBE factors to build brand equity, base one the Cambodian cosmetic market. Henceforth, this study expects that contribute the businesses which intent to build up the brands successfully in the Cambodia. Notably, the attention focused on how businesses use the social medias to communicate with its target consumers and establish brand equity.

1.2 Research Objective

Based on the above research background, research motivation, and theoretical foundation of consumer-based brand equity (CBBE), the study aims to examine the relationship between social media marketing communication, brand equity, brand trust, brand satisfaction, and post purchase behavior under the setting of generation Z. Therefore, the objectives of this study created as follows:

1. To identify the effects of brand communication through different types of social media marketing communication, including firm created social media communication and user-created social media communication on brand equity and brand trust.

2. To identify the effects of brand equity and brand trust on brand satisfaction.

3. To investigate the effects of brand satisfaction on post purchase behavior including repurchase intention and word-of-mouth (WOM)

4. To investigate the mediation role of brand equity and brand trust on brand satisfaction.

5. To examine the moderating effect of brand experience on the relationship between brand equity, brand trust, and brand satisfaction.

1.3 Research Contribution

The current study significantly contributes to the benefit of brand management consideration that the young generation potentially played a dynamic role in the market today, the generation Z has more specific behaviors in consuming, different with the past consumer behaviors. Nowadays, social media communication is become a useful and vital tools to communicate with generation Z customers in exchanging and receiving information, products, feedback, etc. Thus, the two types of social media communication are emphasizing by firm created and user-generated contents. Secondly, the study aimed to examine the two types of social media communication effect on brand equity dimensions under the theory of consumer-based brand equity. Consequently, marketers/firms can build strong brand equity through social media sites (e.g., Facebook, LinkedIn, Instagram, Line, YouTube, etc.). Additionally, the research framework is developed based on the theory of Social Adaptation (SA), Generational Theory, Theory of Consumer-Based Brand Equity (CBBE), and Theory of Trust which provided the reliable information and valuable comments to relevant stakeholder related to brand management and young consumer behavioral intention in the modern digital age. Finally, the empirical validations of this study could provide critical references for scholars and practitioners in the brand management context.

1.4 Subject and Research Scope

Based on above discussion, the scope of study developed as presented in the table below as detail:

Table 1-1 The Scope of the Study

Items	Scope of The Study
Types of research	The nature of the study is quantitative research. A literature view was conducted to review the theoretical research included approach, research framework, and hypotheses. Research methodology was designed to collect data and to analyze data to test the hypotheses and to find the result.
Key Issue	Examine the generation Z behavior towards cosmetic brand equity through marketing communication.
Independent Variables	Firm created social media communication, User-generated social media communication
Dependent Variables	Repurchase intention, and WOM
Moderating variable	Brand experience
Mediating variable	Brand equity and Brand trust
Underlying theory (s)	Theory of Consumer-based brand equity (CBBE), Generation, Social adaptation, and Brand trust
Research Study Location	Phnom Penh City, Cambodia
Analyzed Unit	Individual generation Z customers
Research Method and Data analysis =	Quantitative approach questionnaire survey, using SPSS version 25 to analyze the data, Smart PLS to test the hypothesis

Source: This study

1.5 Procedure and Research Structure

This study initially reviewed the previous literature, in terms of generation Z behavior, CBBE, brand equity, and types of social media marketing communication. Generation Z reviewed their attitude towards the product in the market, personality, emotional, and demographics. Additionally, marketing communication examined the two types of social media communication (firm created social media communication and user-generated social media communication) and the process to establish a superior relationship with customer. CBBE model and asset of brand equity (brand awareness, brand association, perceived quality, and brand loyalty) are also reviewed. However, brand trust, brand experience, and brand satisfaction, and post purchased behaviors elements also reviewed accordance with previous studies. These theories presented along with all relevant research variables.

Under substantial literature reviews, the hypotheses have been proposed. The questionnaire survey was an important research tool to obtain the results of the study. The questionnaire items have developed by employing a reliability test to validate the research items and their inter-correlations. The questionnaire is used to survey the target respondent who is Gen Z, in Cambodia. The questionnaire survey was distributed through online platforms by sending them the link to fill out the survey.

SPSS version 25 was employed in the data analysis. Factor loading and reliability test, ANOVA and independent t-test, Exploratory factor analysis (EFA), smart partial linear square (Smart PLS) were adopted to explain the results. The final step is has given a conclusion on the whole study. The research process is described in Figure 1-1.

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│   Research background, research motivation, and Objective │
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│                 Theoretical fundamentals                 │
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│              1.  Develop research Framework              │
│              2.  Develop research hypotheses             │
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│              Questionnaire design and pretest            │
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│              1.  Reliability test                        │
│              2.  Questionnaire finalized                 │
│              3.  Data collection survey                  │
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│   1.  Data analysis: descriptive analysis, EFA, ANOVA   │
│   2.  Smart-PLS and hypothesis testing                  │
│   3.  Research finding and discussion                   │
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│               Conclusion and Implication                 │
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Figure 1-1 Flow of Chart of the Research Process.

Source: This study

The study has divided content into five chapters which described as below:

Chapter one explained the background of research and motivations, research aim and objectives, and research scope, procedure, and structure.

Chapter two presented the literature review including the evaluation of the theoretical foundation, definition of research variables, and the development of the research hypothesis.

Chapter three presented the research methodology and research design. The research model was introduced. The research design and research questionnaire were developed. Particularly, the study employed the measurement scales, sampling plan, data collection, and data analysis procedure were presented within the chapter to ensure comprehensiveness the research model and the completion of the survey questionnaire items.

Chapter four presented the results of this current study. The results are presented running the analysis. The results indicate factor loading, reliability test and validity of the measurement scales, ANOVA and T-test, Partial Linear Square Regression (Smart PLS), SEM, and CFA. Moreover, the hypothesis testing was also presented.

The last chapter presented the conclusion and suggestions of the study. After, the research implications, contributions, and the limitations were also described.

CHAPTER TWO
LITERATURE REVIEW

In this chapter, related constructs including attitude, habits, and consumer's expectation towards cosmetic products to illustrate brand equity, satisfaction, repurchase intention, and WOM are presented. Social marketing communication, brand experience, and brand trust are also presented.

2.1 Theoretical Background

2.1.1 Generational Theory

Codrington (2008) mentioned that understanding the gap and the difference between generations contained many applications of life areas such as interacting parents with children, selling to young or older customers, and working as a team with a diversity of ages. Meaningfully, the generational theory has defined the era of a person who born in the same period of history and effects on the development of their view to the world (McCrindle and Wolfinger, 2010). In another words, the generation referred to the group of individuals who shared everyday life experiences through certainly formative years to the values of the individual of each generation cohort (Hansen and Leuty, 2012). The generational theory pointed out the idea of intergenerational differences that has demonstrated by the traits, values, and belief systems of the different generations. Traits of generation used to draw the construct of the common patterns such as political behaviors, attitudes toward work, consumer patterns, family orientation, and qualities in the workplace (Pendergast, 2009). Particularly in the marketing context, generational marketing is profiled the audience based on their age group, attitudes, behaviors, and preferences (Moores, 2017).

Adapting into generational marketing was not that easy. Marketers conducted extensive study in order to identify the influence factors on making purchase decisions of each age group, and what type of social media preferences used to profile each generation. Moores (2018) categorized that generations were not based on the only age but their digital habits as well (e.g., using mobile technology and social media, no matter how old they are). Hence, marketers had a selection method to profile and to categorize the dissimilar age groups followed by uniqueness in business needs. Rationally, this research focused on how generation Z behaves towards cosmetic brand equity through the types of social media marketing communication (SMMC).

2.1.2 Theory of Social Adaptation

Among the most famous models, the study adapted Social adaptation theory. The social adaptation theory has majorly used in social psychology (Bromley, 1978). It has been described as the social psychology of attitudes, values and other social cognition to adapt in their environment (Fall, 2000; Jayawardhena, 2004). Kahle, Beatty, and Homer (1986) and Kahle and Homer (1985) also implied that cognitions function facilitates the adaptation of individual within their environment. Social adaptation theory has been first applied in the market research Kahle et al. (1986).

Hence, the study examined the effect of social media marketing communication on Gen z's post purchase behavior on brand equity. Based on social adaptation (SA) theory, Kahle & Homer (1985) and Kamins' (1990) argued that in the case of an effect new source of information (social media communication), which would lead to significant adaptation with the existing brand on matching personality trait. Eventually, this adaptive significance of the information would lead to a positively evaluation of the new source of information by the integration of the latest information source. A few scholars,

including Homer & Kahle (1988), and Cai & Shannon (2012) proposed that an extension of the social adaptation theory explained the relationship between value and behavior. Value has direct influence on behavior through attitude to specific behaviors (Homer and Kahle, 1988; Hayley, Zinkiewicz, and Hardiman, 2014).

Additionally, several scholars such as Fall (2000), Florenthal and Shoham (2000), and Kahle (1996) stated that individual adaptation differentiated through value development and fulfillment of value. Value development and fulfillment were generated by previous experiences, which provided an effective approach to manage new choices (Fall; 2000, Kahle, 1996). Then, consumers achieved value fulfillment through products or services that were unable to deliver attributes and consequences such as valuing fun, enjoyment, quality, and expectation (De Klerk, 2016).

Social adaptation theory is further explained the individuals 'value system through life experiences (Florenthal and Shoham, 2000; Fall, 2000). Life experience has interacted with the environment (Kahle, 1996; Kahle, Beatty, and Homer, 1986; Shoham & Kahle, 1996). The external information absorbed and converted that information to facilitate adaption in their situation/environment. Information assessable is based on its adaptive significance (Homer & Kahle, 1986). Principally, Social adaptation theory is played a significant part in understanding how attitudes affect consumer behavior (Fall, 2000). This study therefore applied the social adaptation theory to determine the effect of personal value and attitudes toward cosmetic brand equity in the Cambodia context.

2.1.3 Brand Trust Theory

Trust happened when the consumer had confidence in their preference by meeting another brand (Delgado-Ballester & Munuere-Aleman, 2005).

Brand trust is referred to the expectancy based on consumer belief on the specific brand qualities with consistent, competent, honest, and responsible. If the customer had confidence in the brand, they would have high expectations and beliefs from the brand (Kim, Kim, Kim, Kim. & Kang, 2008). Wang and Guo (2017) indicated the levels of brand trust can impact on corporation value of brand recognition, brand image, also a significant influence on consumer's purchasing behaviors. According to Delgado- Ballester & Munuere-Aleman (2005) brand trust is consider to divide into two majors' dimensional ideas of trust. Reliability is the first dimensional idea of trust. It is consisting of the capability and the willingness to maintain the firm's promises and customer satisfaction on desires. The second dimensional idea of trust is intention, which compromised the attribution of good intentions with brand concerning consumers' interest and welfare. On the other hand, Mackinny, Crichton, Britton, McAdam, and Arizepe (2013) cited in Lalif, Mohamad, Islam, & Ahmed (2016) indicated the tree factors of brand trust: 1) credibility is underlined in promises to increase the level of trust; 2) caring indicated the empathy that came from feeling; and 3) congruency. All of these components focused on the customers feeling with high belief.

Therefore, Wang, Kao, and Ngam Siriudom (2017) argued that consumers were very concern about core quality, price, firm management strength, and brand publicity. Serval studies (Delgado- Ballester & Munuere-Aleman 2005); Deari & Bella, 2013; Chaudhuri & Holbrook, 2001) demonstrated that brand trust can reduced consumer's uncertainty. Then, the brand must be offered a reliable, safe, and honest consumption scenario of brand trust

2.2 Conceptualization of Research Construct

2.2.1 Generation Z "Digital Native"

Generation Z (Gen Z) is born after millennia generation (Gen Y). Currently, they were in college or entry positions of the workforce (Anderson & Caumont, 2014). Generation Z and millennia are considered to be the same, yet these two generations were completely different groupings. Many marketers have given the name to the generation born after the 2000s, such as post- millennia, net generation (Thomas, Kavy, & Monica, 2018). Generation Z was born late in the 1995s and early 2000s (Bulik, 2010; Adecco, 2015; Francis & Hoefel, 2018). This generation was born in the modern digital world "Natives," and surrounded by technology which had powerfully influenced on their lifestyle (Linnes, 2017; Bassiouni & Hackley, 2014; Fister-Gale, 2015). Additionally, Gen Z is known as the youth market to be considered social media addiction in modern society. Gen Z's attention heavily used in technology (Van den Bergh & Behrer, 2016; Priporas, Stylos, & Fotiadis, 2017). Hence, technology has become the primary need for Gen Z.

Schlossberg (2016) argued that Gen Z is known for having self-awareness, being self-reliant, problem solver, innovation, and goal-orientated in the fast pace environments. Growing up in the digital era, this generation educated through online resources, accessing web-based, and information from social media platforms. In the market, Gen Z made purchasing products online and smartphone, especially interaction with friends and facilities in selecting product opinions and expectations. In comparison to generation Y, Gen Z has strongly experienced in technology, which had an impact on their entire life. (Wright, 2017; Thomas et al., 2018). Hence, Gen Z had intent toward more brand conscious than earlier generations. According to Wood (2013) generation Z is consists of four primary characteristics: focus on innovation, an insistence convenience, underlying desire for security, and tendency towards escapism.

Internet, since they have been born in the technology device (Such as Cellphone, Tablet, Laptops, Streaming video, and Other social networks). This generation is willing to spend money on design-based innovation and technology. Technology and globalization have brought Gen Z to connect global, celebrities, movies, and music. Exclusively, various trends had an impact on lifestyles such as fashion, food, place, internet influencers, spoken language, and the expressions crossing diversity of social networks (McCrindle & Wolfinger, 2010; Artemova, 2018).

The second characteristic is insistence inconvenience, while consumption increased pressure at a young age. At young ages, it is likely to increase the accessibility in product attributes (Such as time-saving devices), product delivery, product experiences (e.g., easy to consume, set-up), and product messaging (e.g., ads delivered in time, or shorten form).

The third characteristic is the desire for security on their spending. This generation might be felt carefully about where the money goes. It has similar to generation X, who is very brand-sensitive and less brand loyalty. Gen Z cared about their future financial (Artemova, 2018), and seeking financial stability and security as well (Sparks and Honey, 2015). Hence, this generation is very cautious in paying money to purchase products and services (Claveria, 2019).

Escapism is a potential market for goods that catered to escapism. Generation Z increased motivation highly to seek or to create a "Virtual" or "Produce" world where they experienced approximately an imagined ideal. Finch (2015); Perlstein (2017) argued that any uccessful marketing or organizations had to understand the potential of Generation Z and dynamic perception actively. Figure 2-1 identifies the consumer profile of Generation Z.

Demographic profile
- Age years:1996-ealy 2000
- Education: Colleague or under-graduation
- Occupation: students, employee, and part-time online entrepreneurs
- Income: parental income, irregular income and personal savings
- Household: living with parents

Behavior profile

- Consumer behavior influencers: family and friends, online community, online influencers, celebrities
- Information sources for buying decisions: social media, websites, review sites,
- Buying patterns: high street, online shopping
- Technology influences: smartphone, TV, laptop, tech-devices
- Social media landscape
- Caring and purposeful

Psychographics profle
- Interests: technology (using social media, videos, blogging and gaming),
- Social issues (human rights, equality and climate change), media and culture, lifestyle, health consciousness, and social responsibility
- Values: community, innovation, sustainability, authenticity, diversity, freedom
- Price-sensitive
- Prioritize quality and practicality

Figure 2-1 Generation Z Consumer Profile

Source: This study

2.2.2 Social Media Marketing Communication

The two types of social media marketing communication are firm created and user-generated social media communications (Godes & Mayzlin, 2009). Companies manage firm created social media communication, whereas user-generated social media communication was independently out of the firm's controll (Vanden, Lee, Quiliam, & Hove, 2011).

2.2.2.1 Firm Created Social Media Communication

According to Schivinski and Dabrowski (2014) argued that technologies are interactively changed the lifestyle patterns in modern society. Firm, marketer, and customer have been considerate the importance of the internet, both exciting, and involvement in online communities (Berthon, Pitt, and Plangger, 2012). Nawaz, Ali, Ishfaq, and Nawaz (2018) suggested that brand performance played a vital role in brand awareness and marketing place to expose brands with a high degree of knowledge and recall. Whereas, consumers have preference on those brands regarding remarkable in consumer's minds and satisfaction at the optimum level (Pappu, Quester, & Cooksey, 2006). Brand communication is trigger influenced by consumers toward the brand. It measured the evaluation of brand awareness, brand association, and brand preferences in the memory of the consumer.

Şahin, Zehir, Kitap, & Özşahin (2011) also argued that brand communication is primarily bond to build and to manage the relationship between brand and all relevant stakeholders. In marketing, the brands depended on all consumer-brand associations and knowledge building. Regarding brand knowledge, marketers are offered customers about the brand through marketing communication programs within different pictures and convenient (Rehman & Kausar, 2016). While succeeding in launching a new product brand name, marketing communication is created valuable attachment in terms of favorable purchase behavior (Low & Lamb, 2000; Zehir et al., 2011). Otherwise, several scholars including Wigley, Moore, and Birtwistle (2005); Zehir et al., (2011); and Pappu et al., (2006) argued that one of the useful avenue of firm communication is the ability to evoke consumers such as feeling, confidence, trust, and liking (Grace & O'cass, 2005). Schivinski and Dabrowski (2014) contended that social media is one of the components in changing traditional

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marketing communication. Brand communication is obviously controlled and administered by firms or marketers, which is received by an internet user. It diversified in connection, yet to address changing in modern marketing communication (Berthon et al., 2008). This is the best way to understand the effect of two types of social media communication through the most popular social network services is essential. Thus, both firm and consumer have been engaged through social media channels. Importantly, firms can be involved in consumer loyalty. The engagement of the firm had influenced consumer's perception of product/service, spreading information, and returning consumer information (Brodie, Ilic, Juric, and Hollebeek, 2013)

Academic studies related to the subject of firm created social media marketing communication primarily focused on word of mouth and e-word of mouth (Chu & Kim, 2011; Vanden et al., 2011, Balasubramanian & Mahajan, 2001). Firm's WOM probably received as a synthesis between consumer word of mouth and old-style advertising (Gode et al., 2009). word of mouth compromised online communication to provide a powerful source of the information dissemination (Dellarocas et al., 2007). Furthermore, Firm had increased the effective and alternative method to access consumer-to-consumer communication in the modern marketing environment (Nielsen, 2013).

2.2.2.2 User-Generated Social Media Communication

Following growth of online brand communities and social network services (SNS), user-generated social media communication has effectively enlarged the popularity in marketing (Gangadharbatla, 2008). Regarding the user-generated branding in the process of content is created by various reasons such as enjoyment, self- advertising, entertainment, and changing public views (Berthon et al., 2008). Since, social media has been established the widest demographic as mass phenomena (Kaplan and Haenlein, 2010; Kaplan &

Haenlein, 2012). Several scholars including Karakaya and Barnes, (2010); Smith, Fischer, and Yongjian (2012) figured out that consumer is indeed considered social media as the reliable source of information rather than the traditional communication tools. Therefore, brand communication could be increased through user-generated social media communication (Smith et al., 2012). Particularly, user-generated content is associated to the brand on social media sites (e.g., Facebook) that can create an impact on brand equity.

User-generated all kinds of contents that created in order to share some consumers to promote other consumers' consumption (Schivinski, 2011). Therefore, consumers become a co-authors of the brand communication, because social media provides the chance to users to create the content to publish and to share self-generated contents between followers and friends (Zailskaite & Kuvykaite, 2013). Social media is one of the marketing communication channels that has effectively created spaces customers' expressions regarding to their opinions of the brands. Consumers can express their unreliable feedbacks, judgements, views, and sensitivity of a brand (Gensler, Volckner, Liu-Thompkins, and Wiertz 2013). Consumers' comments can be either consumers' complaints or consumers' homage. Either negative or positive feedbacks had the implications on the brand image (Gensler et al., 2013).

Additionally, the engagement of consumer on social media activities are frequently in the form of likes, comments, posts, tweets, shares, and allowing consumers to form some unlimited discussion about a product brand, where is the free space to release their thoughts and point of view of a brand (Raji, Sahid, and Ishak, 2018). These interactivity and engagement forms served as a sources of accessing the information to other consumers. The form of interactivity allowed the brand owners to gather the feedbacks, and ultimately getting exposed consumers' mindsets and perception of the brand (Kabadayi and Price,

2014; Raji et al., 2018). The review of previous studies (Chen, Fay, and Wang, 2011; Smith et al., 2012) revealed that word-of-mouth (WOM) is one of the strong critical issues to discuss about user-generated content, between others, which included online brand discussion and blogging, etc.

Consequently, the current study examines the social media marketing communication from two significant elements (firm created social media communication and user-generated social media communication). These two elements are considered as the independent variables to predict CBBE positively.

2.2.3 Consumer-Based Brand Equity Theory Model (CBBE)

Several studies have shown empirical evidence on brand equity. Among other, CBBE model is an approach understudied from the perspective of consumers (Keller, 1993). Therefore, CBBE defines as the differential effects on brand knowledge and consumer response to the brand in the market. In a broader objective, the CBBE model is related to brand knowledge such as learning, felt, sense, thoughts, images, perceptions, beliefs, attitude, and experiences over time (Keller, 2003; Keller, 2001). Keller (2003) stated that building brand equity based on the CBBE perspective required to create responsiveness of the brand s, and to link the strong favorable with uniqueness of brands in consumer's memory.

According to Huang and Shih (2017), when consumers are aware of the brand and association a brand, CBBE happened. According to Cobb-Walgren, Ruble, and Donthu (1995) discussed that CBBE is measured based on conceptual and cognitive factors that influenced purchases. However, brand equity has been discussed the different purposes in different aspects of its assets. Christodouledes (2009) argued that brand equity reviewed from two major perspectives: the financial perspective and customer-based perspectives.

The financial perspective is focused on firm based brand equity (FBBE), which had been discussed on outcomes of customer response to the brand name. In contrast, later increasing the strong forces of market share and brand profitability, it considered as consumer-based brand equity (Cobb-Walgren et al., 1995; Crimmins 1992). Aaker (1996) divided CBBE into two groups. The first group is consumer perception (CP) including the brand awareness, brand association, and perceived quality. The second group is consumer behavior (CB) including brand loyalty and willingness to pay a premium price. CBBE is provided beneficial for the manager or managerial perspectives. Brand equity provided a robust platform to introduce new products and toward competing attacks (Djerv & Malla, 2012). Krishnan and Hartline (2001) reviewed that CBBE occurred at two levels: first level is brand and second level is product category. These two levels were relatively influenced by the brand equity with a specific product, product category knowledge, which are associated with all brands in the product categories.

2.2.4 Brand Equity

Brand equity has crucially become a key objective to achieve for every business. Brand equity had been discussed in consumer perception (Andéhn, Kazeminia, Lucarelli, & Sevin, 2014). Thus, the firm had to engage satisfactory association, feeling, and behavior amongst targeting and managing a strong brand and well-knownto the customers (Christodoulides, 2009). The brand offered the unique advantages that could not acquire with another brand (Kuvykaite & Asta, 2015); thus, brand equity will increase the likelihood of brand preference, led to consumer loyalty, and protected from competitive threats.

In this study, brand equity is referred as the value added to a product or service by the brand name (Farquhar, 1989). In other words, brand equity

deliberated as a set of assets and liabilities linking to brand, which adds value to deduct value a brand concerning fromcustomer (Villarejo-Ramos & Samchez-Franco, 2005); Krishnan & Harline (2001). Aaker (1991) had listed basic of brand equity into 5 categories: brand awareness, brand association, perceived quality, brand loyalty, and other proprietary brand assert-patents such as trademarks, and channel relationship. These five categories created value for both consumer and firm (Yoo, Donthu, and Lee, 2000). The role of creating value for the customer, brand equity increases the information process, making a decision with strong confident, reinforcement of buying, and contribution of self-esteem. Particularly, brand equity has created value for firms through increasing marketing effectiveness and efficiency. Enhancing brand loyalty was helped to increase profit margin, to gain leverage over retailers, and to achieve uniqueness over the competitor (Keller 2003).

Several scholars included Aaker (1991); Rust, Zeithaml, & Lemon (2000); Keller (1993); Yoshida and Gordon (2012) identified 3 kinds of brand equity: value equity, psychological equity, and relationship equity. Consumer assessed their perceptions on product consuming, is adding value equity. Consumer's perception talked about money, time, and efforts (such a what given up) for what is received (such as quality, worth, or benefits) (Rust, Lemon, & Zwithaml, 2004; Nakazawa, Yoshida and Gordon, 2016; Rust et al., 2000). Psychological equity defined as the value-added of the product by the brand name and the differential effect of brand knowledge on consumers' responses in the market (Keller, 1993). Relationship equity defined as the trending of the customer to stick with the brand, above and beyond objectives and subjective assessments of the brand (Lemon et al., 2001). According to above discussions, this study defines "brand equity" form CBBE, based on Aaker (1991).

2.2.4.1 Brand Awareness and Brand Association

Brand awareness is positively related to brand equity due to a signal of quality and commitment to foster consumers considering brand at the step of purchase, which lead to desirable behavior for the brand. In relation to strength of the consumer's ability to identify the brand under different conditions and troice memory, it had different levels of brand awareness from lowest to highest levels (Aaker, 1991). The lowest level of brand recognition is consisting of reflecting familiarity. Brand awareness is strongly associated with a specific form of brand image. Furthermore, the brand association is a meaningful way and stronger associated with the many experiences or exposure to communication.

Zavattaro, Daspit, and Adams (2015) argued that the way of consumer speaking is about indicating brand awareness. According to Satvati, Rabie, and Rasoli (2016), brand awareness affected on consumer behavior toward the product in the market, when the relationship with a specific image of the product in mind are strong (Huang & Liping, 2015). Customers achieved brand knowledge through direct experiences (e.g., prior usage of product/service; and indirect experiences from marketing advertisement (Lua, Gursoyb, & Lud, 2015). Satvati et al., (2016) contented that value of the brand is based on the association to a positive attitude or feeling about brand attribution.

Brand association is defined as the capability to identify the brand as associated through the product category. The previous studies Aaker (1991); Yoo et al (2000) defined brand associations as anything that linked to the memory of a brand. Huang and Shih (2017) suggested that brand association is one of the brand knowledge components, which is hugely interrelated to consumer's capacity. The consumer has intended for brand recall, brand recognition, and brand image, which linked to the brand retaining in consumer

memories. In the consumer's minds, content and structure in understanding of brand knowledge are exceedingly necessary to facilitate brand recall. Specifically, once the consumer thinks about a product or service, the consumer quickly retrieved something store in their memories. Hence, according to Keller (1993) defined that brand awareness is the likelihood that a brand name will come to mind and the ease with which it does so. New level of brand recall was consisting of awareness about brand when product has been mentioned the most influential position to the mind of consumer in unaided recall "top-in-mind" or "top-of-mind awareness" has influenced by experience of brand including past purchasing presence in different communication (e.g., advertising, social media, press) (Irmak, Vallen, Sen, 2010).

According to Conradie, Roberts-Lombard, and Klopper (2016), Asker's brand association categories can be divided into three: attribution refers to the trustworthiness of vehicles, benefits, and perceived quality to evaluate service or products, and attitude on how customer's loyalty towards the brand. Huang and Sarigöllü (2014) suggested that customer mindset is generally measured on the customers 'attitude toward a brand that consisted of 2 major elements: brand awareness and brand association. Laurent, Lambert-Pandraud, Mullet, and Yoon (2016) argued that consumer is likely considered as a brand that they recognize when the brand presented in the market. Aaker (1991) and Keller (1993) was categorized brand associations into several types. However, the common types of brand associations were attributes, customer benefits, usage and user imagery, personality, celebrity/endorser of product/service, and geographic area. There are attributes with customer benefits deeply embedded in brand associations that characterized the brand with a reason to buy the product (Aaker, 1991).

2.2.4.2 Perceived Quality

According to Yoo et al (2000) and Sativati et al (2016) contented that perceived quality is referred to subjective judgment of consumer about the product. Consumer's subjective had influenced by personal product experiences, consumption situation, uniqueness of needs, which had an impact on the perusing quality of products. Moreover, perceived quality identified as brand value. Higher perceived quality drives the consumer to purchase the product brand rather than other competitive brands in the market (Hanzaee and Taghipourian, 2012).

Perceived quality is strongly associated with consumer's perspective interacting with products or services such as motivation, beliefs, and alternatives. The added value of perceived quality is believed into consequence in greater brand loyalty, more extensive customers, and more efficient marketing activities (Mudanganyi, 2017; Al-Hawari, 2011; Aaker, 2012; Anh, Park, & Hyun, 2018). Nawaz et al. (2018) argued that brand quality is associated with an image and purchase intention toward a specific product. According to Moisescu (2005) and Heider (2013), perceived quality is provided a reason to buy. A brand is associated with its insight of overall brand quality based on a knowledge of specific qualifications.

2.2.4.3 Brand Loyalty

Aaker (1996) defined that brand loyalty as a concept of measuring consumer's level of attachment to a brand (Aaker, 1996). Yoo et al (2000) stated that brand loyalty is a deeply held commitment to repurchase or patronize some product preferences consistently in the future. According to Aaker 1996) had measured brand loyalty through integrating the 4 distinct constructs such as brand awareness, brand image, brand associations, and perceived quality.

For loyalty customer, he/she purchased a brand habitually and resisted exchanging to another brand. Thus, when customer had loyalty to the brand, which had to increase brand equity. Brand loyalty played a vital role in the modern marketing environment, such as competitive advantage associated with overall knowledge, experience, and trustworthiness. Brand loyalty also maintained the relationship with consumers for a more extended period, which is called "customer relationship management" (Latif, Islam, & Noor, 2014). From the customer's view, loyalty to the brand had divided into three dimensions. First, the consumer's faith that consumer is being chosen as the superior brand. The brand had known in the competitive product category. Second, effectiveness comprehended how customer's attitudes toward the brand. Lastly, connotative of consumers aimed to rebuy the brand.

Establishing brand loyalty comprises the function of attitude and behavior (habit), which illustrated in creating brand equity (Latif et al., 2014; Ishak, Hasmini & Ghani, 2015). Ishak et al. (2015), the behavior is the most critical component of brand equity. Loyalty has therefore been becoming the subject of research and its relationship with perceived quality and brand associations. Customer Loyalty is a newer concept as a comparison to brand loyalty.

2.2.5 Brand Experience

According to Kim and Song (2018); Ekaputri, Rahayu, and Wibowo (2016) stronger an individual's brand experience had a higher perceived proximal psychological distance toward brands. Depending on an individual's brand experience, customers probably perceived the same brand in different information. Under more frequents and rapid communications, a secure brand experience might cause consumers to evaluate new products more favorably. Accordance with Brakus, Schmitt, and Zarantonello (2009), Ramaseshan &

Stein (2014), brand experience was the feeling, sensation, cognition, and behavioral toward the brand that consists of brand's design, packaging, communication, and environment. Brakus et al. (2009) argued that the experiential concepts had differences such as products, services, consumption experiences together to create overall brand experiences.

Khan and Fatma (2017) and Ebrahim, Ghoneim, Irani, and Fan (2016) suggested that brand experiences are associated with every contact with the brand, whether experienced in the brand image or level of quality receiving of personal treatment. Prior usage experiences of a brand have been occurred by information seeking, purchasing, reception, and consumer's consumption during the buying decision process (Chang and Chieng 2006; Schmitt and Rogers, 2008). Brand experience forms were the basis for a holistic evaluation of the brand (Khan and Rahman 2015; Nyseen & Pedersen, 2013; Nysveen & Pederson 2014). Prior experience is generated by the satisfaction that played an essential role in determining consumer repurchase intention (Wen, Prybutok, and Xu, 2011). Therefore, the consumer with a pleasant experience will results in higher satisfaction. Hence, the repurchase brand of the product category occurred.

However, previous studies have also attempted to explain the experience as a ''take-away impression'' when the consumer has interacted with a brand (Schmitt, 2012). The current study now tries to explain brand experience as an antecedent of brand equity.

2.2.6 Brand Satisfaction

According to Kim and Song (2018); Ekaputri, Rahayu, and Wibowo (2016) robust the individual's brand experience lead to a higher perceived proximal psychological distance toward brands. Subject to an individual's experience, customers probably perceived the same brand in different

information. Under more frequents and rapid communications, a secure brand experience might cause customers to evaluate new products more satisfactorily. Accordance with Brakus et al (2009), Ramaseshan & Stein (2014), brand experience was the feeling, sensation, cognition, and behavioral toward the brand that consists of brand's design, packaging, communication, and environment. Brakus et al. (2009) argued that the experiential concepts had differences such as products, services, consumption experiences together to create overall brand experiences.

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However, previous studies also struggled to clarify the experience as a ''take-away impression'' after the customer interacted with a brand (Schmitt, 2012). The current study now tries to explain the brand experience as an antecedent of brand equity.

2.2.7 Consequence of Brand Satisfaction

2.2.7.1 Repurchase Intention

According to Chen, Shan, & Hsieh, (2011) and Pitaloka, and Gumanti (2019) all argued that a customer repeatedly had response to focus on the matter after making inclusive product evaluation and future intentions. Willingness reinforce the choice, worthiness to purchase, and recommendation for other people (e.g., friends, relatives) to buy or test the post behavior intention.

Pitaloka, and Gumanti (2019) and Ebrahim et al., (2016) stated that repurchase intention reflected on consumer's intention of repeating behavioral action to buy the brand from the over an extended duration of time. Hellier et al (2003) customer satisfaction, loyalty, perceived value, and trust were the motivating forces of repurchases intention. Repurchase intention is a behavioral element that is developing by brand awareness and an influential factor on repeating purchase. In this study defined repurchase intention as the likelihood of repurchase cosmetic brands in the future.

2.2.7.2 Word of Mouth (WOM)

WOM is one of the furthermost ancient and useful communication tools because it had a low-cost effect on efficiency in the allocation of marketing resources (Armelini, 2011). WOM sources received from family, relatives, friends, other people, and experts are simply advertising (Murtiasih, Sucherly, & Siringoringo, 2013). For an instant, other sources of information were an advertisement in two areas: people usually think of WOM was more credible and trustworthy, compared to others (Rezvani, Hoseini, and Samadzadeh, 2012). Intensely, WOM is defined as oral, informal communication of the consumer-to-consumer is regarding the usage, performance, characteristics or

ownership of the particular goods or services, this study also adopts the same definition.

2.3. Hypotheses Development

2.3.1 The Effect of Firm Created Social Media Communication on Brand Equity and Brand Trust

In the consumers' mind, brand awareness is defined as the strength of the brand, which consumers had abilities to recognize or to recall the brand in its product category (Pappu et al., 2005; Schivinski et al., 2014). Brand equity is improved by brand communication through social media communication into the consumer's consideration (Schivinski et al., 2014; Yoo et al., 2000). According to Bruhn, Schoenmueller, and Schäfer (2012) the perception of communication in social media brand communication has positively influence on individual's knowledge of the brand, such as profile, symbol, or characteristic. Similarity, Hutter, Hautz, Dennhardt, and Füller (2013) also noticed that consumer's engagement with social media has a strong correlation consist of brand association and brand awareness. social media communication is positively interrelated with brand equity as long as the message lead to a satisfactory customer reaction (Yoo et al. 2000). The social network (SNS) was a medium extensively used by consumers to share their experience about products, services, brands and other subjects (Chauhan and Pillai 2013; Li and Bernoff, 2011).

Furthermore, the firm created social media communication developed consumer perception and expectations regarding the brand association and brand loyalty (Ha, John, Janda, & Muthaly, 2011). Consumers are responded more positively towards those brands that have constant brand communication and perceived quality judgment (Zehir et al., 2011). Firm advertisement frequency had developed positive consumer attitudes, favorable consumer

perception, and perceived quality (Moorthy & Hawkins, 2005), it is also enhancing the perceived quality of customers due to consumer-judged the quality of product through advertising (Schivinski et al., 2014). Therefore, consumers generally received the high brand's advertisement as higher quality brands (Yoo et al., 2000). The firm created contents also affect customers' attitude and behavior significantly (Kumar et al. 2015; Khadim, Younis, Mahmood, and Khalid, 2015). Social media marketing activities positively affect brand equity in a shorter period (Kim and Ko, 2012). Schivinski and Dabrowski (2014) found that firm generated social media communication that has positive effects on perceived brand quality, brand association, and brand awareness. Smith (2013); Grubor et al. (2016) also examined that constructive firm generated content on social media has a positive impact on brand equity.

Social media is a group of web-based application which allows to communicate and share their opinions and knowledge either firm or user (Kaplan & Haenlein, 2010). Moreover, Brand Trust is defined as feelings of satisfaction and trustworthiness held by the consumers in their communication with the firm commonly through social media (Delgado-Ballester, Munuera-Alem án & Yagüe-Guillén, 2003). These two types of social media communities have become spaces for users to post their views and ideas.

Therefore, in an online context, online trust can be distinguished from the offline trust that the object of trust moves from consumer and product brand to brand (Beldad, de Jong, & Steehouder, 2010; Shankar et al., 2002). Therefore, this study assumed that firm-created media communication had positively influence on brand equity dimensions and brand trust. Hence, this study proposed the following hypothesis:

H1: Firm-created social media brand communication positively

influences brand equity dimension.

H2: Firm-created social media brand communication positively

      influences brand trust.

2.3.2 The Effect of User-Generated Social Media Communication on Brand Equity and Brand Trust

According to Aaker (1991) the brand equity model is the set of intangible assets and liabilities associated with a brand; assets add value to a brand, whereas liabilities deduct the value from the brand. Martensen et al. (2014) discussed measuring and managing online brand equity, customer-based brand equity (CBBE) model has developed. The cause-and-effect model developed linking customer brand relationships to rational and emotional brand associations, and brand evaluation. Hence, brand equity is positively influenced on user-generated content (Christodoulides et al., 2012; Grubor et al., 2016). The findings of Murphy (2014) also indicated that user-generated content had influence on brand equity.

Schivinski and Dabrowski (2014) found out that perceived brand quality, brand association and brand awareness were influenced positively by the user-generated content on social media, it carries information related to the brand/product. It complements or even substitutes other forms of business to consumer and consumer to consumer about product quality (Li and Bernoff, 2011). Riegner (2007) also indicated that online user-generated social media communication content (UGSM) was the most critical meaning whereby other consumers obtained information about products or service quality. Consequently, the study could assume that consumers interpret UGSM to be a derivative of peer's satisfaction of product and brand quality, and leading the effect of their perceptions on brand quality. Therefore, this study assumed that firm-created media communication had positively influenced on brand equity

dimensions and brand trust. Hence, this study proposed the following hypothesis:

H3. User-generated social media brand communication positively influences brand equity.

H4. User-generated social media brand communication positively influences brand trust.

2.3.3 The Effect of Brand Equity on Brand Satisfaction and Brand Trust

Park and Shrinivasan (1994) integrated both Aaker's and Keller's concepts of brand equity and developed a survey-based method for measuring and understanding. During the last decades, consumer-based brand equity has been measured by using such brand equity dimensions (brand awareness, brand association, perceived quality, and brand loyalty). Previous researchers found that CBBE enhances loyalty toward companies' products (Keller 1993; Moradi and Zarei 2012). CBBE also generated higher margins, brand extension opportunities, protection against competitors, effective communication power, and stronger consumer preferences (Aaker 1991; Allaway et al. 2011; Buil et al. 2008), also directly affects consumers' psychological judgment of a brand to pay premium prices (Aaker 1991; Keller, 1993; Kim & Kim 2005).

Basheer et al. (2017) proved that brand equity has significant the impact on customer satisfaction and brand trust. Torres and Tribó (2011); Kim et al., (2008); and Muala (2018) also found that customer satisfaction is a positive antecedent of brand equity. According to Nawaz et al. (2018); Ha & Park (2012), discussed on the relationship between perceived quality and brand loyalty of the customer widely addressed, a significant relationship between perceived quality and brand loyalty has also confirmed. Customer perceived quality created customer's expectations from the brand. If the brand fulfilled

the same expectations, satisfaction will increase because of customer pleasure (Ha & Park, 2012; Ibodullayevna,2011); Kim et al., 2008).

Ballester and Munuera-Alemán (2005) revealed that brand trust is rooted in the result of experience with the brand, and it is also positively associated with brand loyalty, which in turn maintains a positive relationship with brand equity. According to Phan and Ghantous (2013) illustrated that brand equity dimensions (brand association, brand awareness) are the strongest driver of brand trust in service brands. This is because the image of a service brand signals that the brand should be able to keep its promises to the consumers (Han, Nguyen, & Lee, 2015).

Therefore, this study assumed that brand equity has positively influent on brand satisfaction and brand trust. Hence, this study proposed two hypotheses:

H5: Brand equity positively influences brand trust.

H6: Brand equity positively influences brand satisfaction.

2.3.4 The Effect of Brand Trust and Brand Satisfaction

Brand trust referred to the willingness of customer to trust and confident in the brand's capability to perform its obligation (Chaudhuri and Holbrook 2001). Nawaz et al. (2018) confirmed that trust built the customer satisfaction for the brand. Creating more trust lead to the more customer satisfaction which is associated with the performance of the brand; the more trust will be created. This consequence led to brand loyalty. The brand trust developed brand loyalty because brand trust builds highly significant exchanging in the relationship between a firm and a consumer (Chaudhuri & Holbrook, 2001; Morgan & Hunt, 1994). Nawaz et al. (2018) suggested that consumers perceived good quality from a brand, brand trust of customer and customer satisfaction are considered valuable elements to loyalty for brands (Aaker, 1996; Moorman, Zaltman, & Deshpande, 1992).

To do the relationship between trust and satisfaction, some studies proposed satisfaction is the predictor of brand trust (Chung & Shin, 2010; Kassim & Abdullah, 2010), several studies related to online context also have the same findings (e.g. Gummerus et al., 2004; Harris & Goode, 2010). In the online context, online trust is the strongest predictor of online brand satisfaction (Kim & Peterson, 2017). Accordingly, brand trust should be mediated social media communication's effect on brand satisfaction. Based on the above discussions, hence, this study proposed the following hypothesis:

H7: Brand trust positively influences brand satisfaction.

2.3.5 The Consequence of Brand Satisfaction: Repurchase Intention and WOM

Based on Keller (1993), CBBE model is a strong brand equity stimulates the customer to purchase more, introduce the brand to other people, and to create customer loyalty (Keller, 2001). Chang, Chou, and Chien (2014) argued that the way of keeping an old customer easier than getting a new one. Because of that, the companies should keep the relationship with old customers and increasing repurchase intention (Pitaloka and Gumanti, 2019). Pather (2017) argued that brand equity was a primary part of evaluating the brand and positively influenced on the purchase decision. Satisfaction played the vital role in explaining the post purchase behavior, Thus, customer retention is more dynamic than customer attraction (Kaura, Durga Prasad & Sharma, 2014).

Hume and Grillian (2010) investigated that customer satisfaction positively contributed to competitiveness through purchaser retaining. Researchers acknowledged that customer retention is more cost-effective than continually seeking new customers (Ennew and Binks, 1999). Hence, brand management had included retention strategies (Rentschler, Bridson, and Evans, 2014) and repeating post purchase behavior (Home, 2014). Several scholars

including Chang et al. (2014), Nilsson & Wall (2017), Chiu & Cho (2019), investigated that satisfaction significantly affects repurchase intention. Due to consumer perceived a brand which is likely influenced by their decision behavior and experience. Meanwhile, repurchase intention has been highlighted as the main consequence of satisfaction, especially in the context of online shopping (Hsu, Chang, and Chen, 2010; Kuo et al., 2013). Hence, satisfaction is claimed to be a reliable predictor of re-purchase intentions.

In addition, Fakharyan, Omidvar, Khodadadian, Jalilvand, and Vosta (2014) proved that customer satisfaction leads to post purchase behavior intention (WOM). Many previous studies such as Fakharyan et al (2014); Kuo et al (2013); Hsu et al (2012); Lien & Cao (2014), showed that WOM is affected by satisfaction. WOM is a direction of response for decision making process or output of the purchase process (Taghuzadeh, Tanhipourian, Khaezaei, 2013). Liang and Wang (2007) argued the volume of WOM is related to the amount of buyer that message had communicated (Stokes and Lomax, 2002). WOM utilizes the strong impact on consumer alternatives, so that firms obtained the good opportunity to enlarge their market through increasing positive word of mouth between customers (Taghuzadeh et al., 2013). Therefore, this study assumed that brand satisfaction affects repurchase intention and WOM. Hence, this study proposed following hypotheses: H8a: Brand satisfaction positively influences repurchase intention of the customer.

H8b: Brand satisfaction positively influences WOM.

2.3.6 The Moderating Effect of Brand Experience on the Relationship Between Brand Equity and Brand Satisfaction

According to Kim, Yoon, Chao, and Dang (2015), brand experience considered to affect consumer behavioral through a direct and indirect route,

which leads to satisfaction and loyalty. The effect of the brand equity dimension was found to be a significant determinant of satisfaction. Customer satisfaction is an effective summary response to brand experiences. Thus, Positive brand experience may effectively raise the satisfaction level of a brand (Kim et al., 2015; Khan and Rahman, 2015).

Although various studies discussed the relationship between brand equity and brand satisfaction. There was the gap in finding moderating effects. Ha and Perk (2015) identified that brand experience had positively influenced brand satisfaction. Iglesias, Markovic, and Rialp (2019), Brakus et al (2009) argued that the form of brand experience has indirect and direct interaction where took place when customer experience the brand's advertisement, and marketing communication. Iglesias et al. (2019) mentioned the link between brand equity and brand experience fundamentally in the services sector. Previous study provided empirical evidence for the positive significant of brand satisfaction on the brand equity dimension through brand experience (Aaker, 1991). In an online context, Chen (2010) agured that brand experience has a positive effect on brand equity, which measured by attractiveness, uniqueness, brand image, and brand strength. In contrast, Hussein (2018) proposed that satisfaction is a mediating effect on brand experience. Hence, there is a gap between brand experience as a moderator can be an impact on antecedent brand satisfaction and brand equity.

Therefore, this study assumed that the moderating effect of brand experience has a positive significant on the relationship between brand equity and brand satisfaction. Hence, this study proposed the following hypothesis:

H9a: Brand experience has a significant moderating impact on the

relationship between brand equity and brand satisfaction.

Kim et al (2015) examined the brand experience dimension the level of how to differentiate consumer's brand experiences for different product

categories and implications for building brand equity. Brakus, Schmitt, and Zarantonello (2009) there is a relationship between the brand experience. The relationship between brand trust and brand satisfaction is exceptionally corresponding to brand experience because of the brand experience can likely generate higher satisfaction when behavioral brand loyalty is high. (Brakus et al., 2009; Dick and Basu, 1994). Ha and Perks (2005) found that excellent experience can enable customer interacted with a particular brand and react in high satisfaction. According to Sahin et al. (2011), the effect of brand experience on customer satisfaction and brand trust was energetically powerful.

Therefore, this study assumed that the moderating effect of brand experience has a positive significant on the relationship between trust and brand satisfaction. Hence, this study proposed the following hypothesis:

H9b: Brand experience has a significant moderating impact on the relationship between brand trust and brand satisfaction.

2.3.7 The Indirect Effect of Social Media Marketing Communication on Brand Satisfaction

Kim et al (2015) examined the brand experience dimension the level of how to differentiate consumer's brand experiences for different product categories and implications for building brand equity. Brakus, Schmitt, and Zarantonello (2009) there is a relationship between the brand experience. The relationship between brand trust and brand satisfaction is exceptionally corresponding to brand experience because of the brand experience can likely generate higher satisfaction when behavioral brand loyalty is high. (Brakus et al., 2009; Dick and Basu, 1994). Ha and Perks (2005) found that excellent experience can enable customer interacted with a particular brand and react in high satisfaction. According to Sahin et al. (2011), the effect of brand experience on customer satisfaction and brand trust was energetically powerful.

Therefore, this study assumed that the moderating effect of brand experience has a positive significant on the relationship between trust and brand satisfaction. Hence, this study proposed the following hypothesis:

H10a: Firm created social media communication has a positive indirect effect on brand satisfaction.

H10b: User-generated social media communication has a positive indirect effect on brand satisfaction.

2.3.8 The Mediating Effect of Brand Equity on Relationship between Social Media Marketing Communication and Brand Satisfaction

Keller (1993) introduced the concept of a Customer-based brand equity model (CBBE) to build a strong brand. Keller (2001) argued that brand equity is the effect that brand knowledge has on the consumer's response to the marketing of a brand, observed when the brand becomes known and when the consumer possesses favorable, reliable, and unique brand associations. Each element of brand equity is vital to enhance brand equity among consumers (Keller, 2011). However, Choudhury & Kakati (2014) determined that the brand equity model and brand experience contribute positively, and there is a definite relationship between various brand equity dimensions and brand elements. Aaker (1991) reviewed that brand loyalty as the outcome of brand equity. Kuikka & Laukkanen (2012) examined that brand satisfaction is the most influential factor in building brand loyalty.

Cross-sectional studies had focused on the brand equity construct with social media context (Dwivedi and Gil, 2019), Fashion brand (Molinilloa, et al., 2018), hotel industry (García, Galindo, and Suárez, 2018). A few studies emphasized on the mediate effect of brand equity and consumer brand experience (García et al., 2018; Choudhury & Kakati, 2014; Sheng & Teo, 2012; Nasution & Mavondo, 2008; Raut, Pawar, Brito, & Sisodia, 2019. According

to Raut & Brito (2014), Keller (2001) tested the brand equity model in the market thought brand satisfaction as known as the mediating role with brand equity.

According to Nasution & Mavondo (2008), improving marketing communication effectiveness may also result in enhancing brand equity and brand extension. Therefore, Barron and Kenny (1986) indicated that the mediating model assumes a three-variable system. There were two causal path feeding: the impact of the independent variable to the mediator, the impact of the mediator, and the direct impact of the independent.

Therefore, this study assumed that brand equity plays a significant mediating role in the relationship between social media marketing communication and brand satisfaction. Hence, this study proposed the following hypotheses:

H11a: There is a positive relationship between firm created media
communication and brand satisfaction through brand equity.

H11b: There is a positive relationship between user-generated social
media communication and brand satisfaction through brand equity.

2.3.9 The Mediating Effect of Brand Trust on Relationship between Social Media Marketing Communication and Brand Satisfaction

The brand trust model indicated that one of the major dimensional ideas of trust is reliability. Reliability is consisting of ability and willingness to maintenance promises and satisfaction on customer's needs (Delgado-Ballester et al., 2005). From previous empirical studies such Mishra, Bhusan, and Cyr (2014), and Houtkooper (2018), customer loyalty has influenced by emotional, feeling, accessibility, and confident. This relation is significantly mediated by brand trust. The concept of brand trust has a different point of view, but the common point is on human behaviors (Husmer, 1995).

Furthermore, trust is considered to occur concerning the firm and consumer, then the relationship of trust between a brand and consumer's buying decision (Fournier, 1998). Firm communication established the trust as the bridge with consumer satisfaction (Drennan, Bianchib, Cacho-Elizondo, Louriero, Guibert, and Proud, 2015), because of satisfaction is a fundamental component of trust (Delgado-Ballester and Luis Munuera-Alemán, 2005). Therefore, in the first step, it is vastly important to build brand trust and brand satisfaction (Baser et al., 2016). Since the perception of trust reduces the risks, customer preferred brands or products that they trust (Drennan et al., 2015).

Therefore, this study assumed that brand trust has a significant impact on the relationship between social media marketing communication and brand satisfaction. Hence, this study proposed the following hypothesis:

H11c: There is a positive relationship between firm created social media communication and brand satisfaction through brand trust.

H1d: There is a positive relationship between user-generated social media communication and brand satisfaction through brand trust

CHAPTER THREE
RESEARCH METHODOLOGY

In this chapter, research framework with research constructs were developed. Also, research design and methodology for data analysis is presented, including questionnaire design, sampling design, data collection methods, and data analysis techniques.

3.1 Research Model

Based on the above research hypotheses development, this study develops a research framework, as shown in Figure 3-1.
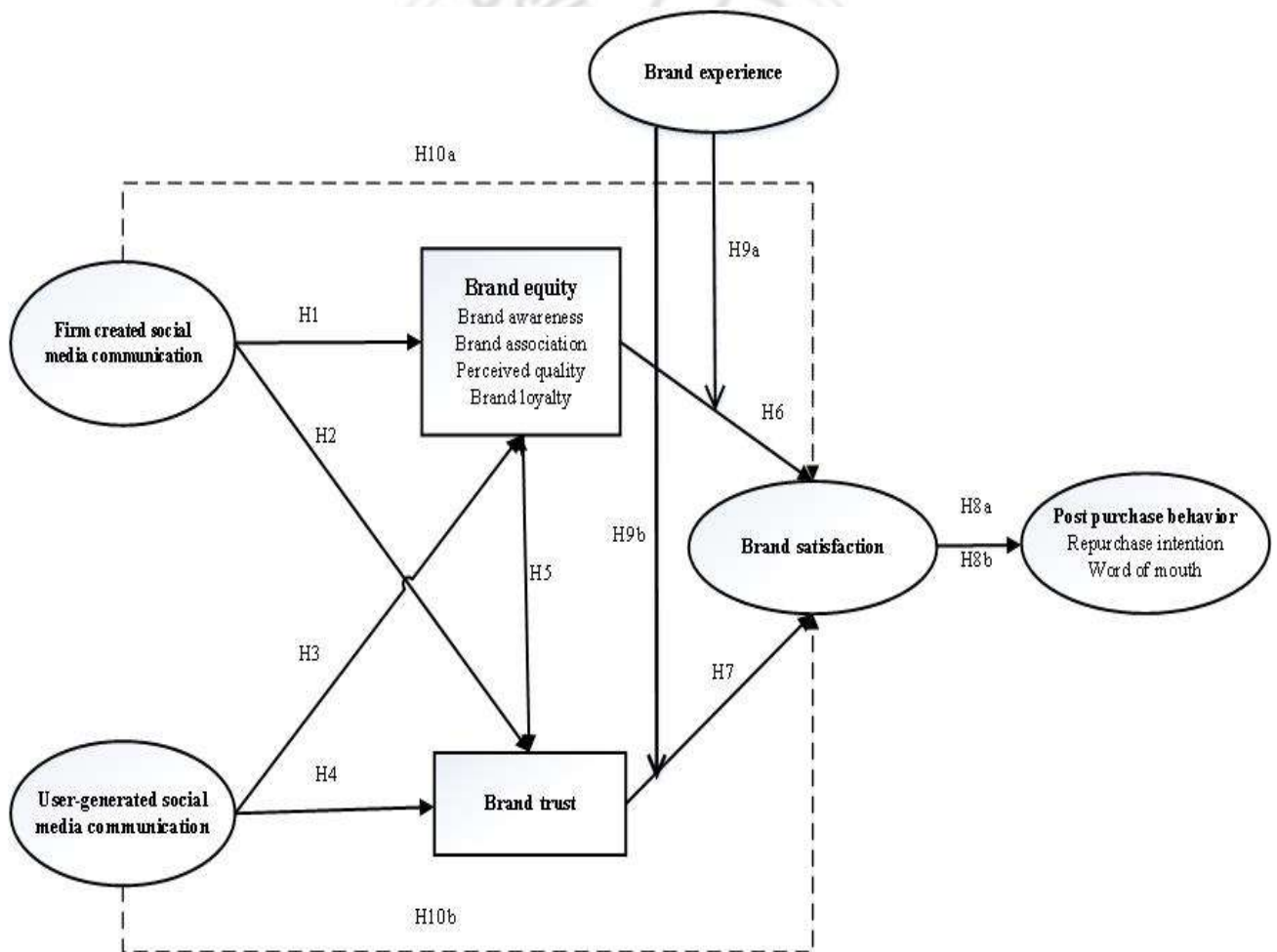
Figure 3-1 Proposed Research Model

Source: This Study

According to the research model, the hypotheses for this study are:

Hypothesis 1: H1: Firm-created social media brand communication positively influences on brand equity.

Hypothesis 2: Firm-created social media brand communication positively influences on brand trust.

Hypothesis 3. User-generated social media brand communication positively influences on brand equity.

Hypothesis 4. User-generated social media brand communication positively influences on brand trust.

Hypothesis 5: Brand equity positively influences on brand trust.

Hypothesis 6: Brand equity positively influences on brand satisfaction.

Hypothesis 7: Brand trust positively influences on brand satisfaction.

Hypothesis 8a: Brand satisfaction positively influences on the repurchase intention of the customer.

Hypothesis 8b: Brand satisfaction positively influences on word of mouth.

Hypothesis 9a: Brand experience has a significant moderating impact on the relationship between brand equity and brand satisfaction.

Hypothesis 9b: Brand experience has a significant moderating impact on the relationship between brand trust and brand satisfaction.

Hypothesis 10a: Firm created social media communication has a positive indirect effect on brand satisfaction.

Hypothesis 10b: User-generated social media communication has a positive indirect effect on brand satisfaction.

Hypothesis 11a: There is a positive relation between firm created media communication and brand satisfaction through brand equity.

Hypothesis 11b: There is a positive relationship between user-generated social media communication and brand satisfaction through brand equity.

Hypothesis 11c: There is a positive relationship between firm created social media communication and brand satisfaction through brand trust.

Hypothesis 11d: There is a positive relationship between user-generated social media communication and brand satisfaction through brand trust.

3.2 Research Design

The study is conducted by quantitative research. This quantitative research method majorly involved with the forms of survey in data collection, analysis, and interpretation that researchers proposed for the study.

3.2.1 Brand Selections

Cosmetic selection is obtained from the internal category information of secondary data. Cosmetic brands are collected from Cambodia government statics. Hence, this study identified the cosmetic brand with register in Cambodia's market.

3.2.2 Research Sampling and Data Collection Procedure

The study targeted young generation as known as generation Z in Cambodia who were born between 1995-2010s. Young customers who had experienced purchasing the cosmetic brand in Cambodia. The respondent was asked question to identify their behavior in used social media marketing communication and most favorable brands. Furthermore, the respondent was asked about actual consumption experiences with a specific brand. Therefore, nonrandom sampling or convenience sampling method has been applied to collect the data by survey questionnaire (Chen et al., 2011).

Following Marcoulides and Saunders (2006), Kerlinger and Lee (2000), the sample size of this study is calculated based on the following formula:

$$n = \frac{z_{\alpha/2}^2 \cdot \sigma^2}{e^2}$$

Generally, for 7 point-scale questionnaires, previously studies most adopted the standard deviation as one below, therefore in this research sampling assessment, the tolerance is e=1.3%, accordingly,

$$n = = \frac{z_{\alpha/2}^2 \cdot \sigma^2}{e^2} = \frac{z_{\alpha/2}^2 \cdot \sigma^2}{(7\mathcal{X}\%)^2}$$

Assuming: e=0.02, Z=1.96, σ=1.3

$$n = \frac{(1.96)^2 (1.3)^2}{(7 \times 0.02)^2} = 331$$

However, according to Hair, Ringle, and Sarstedt (2011), the minimum sample size should be (1) larger than ten times of the largest number of formative indicators used to measure one construct; (2) ten times of the largest number of structural paths direct at a particular latent construct in the structural model. According to the estimation, the sample size of 370 is selected.

In this study, data was collected through e-mail invitations and social media (e.g., Facebook, Line, etc.). The online questionnaire survey had sent to the target respondents from convenience samples. This study was preceded in Phnom Penh city as the central area, then distribution to some areas such as Siemreap, Battombang, Preah Sihanouk vill, Cambodia. Hence, the data was from September to October, 2019.

3.3 Research Instrument and Questionnaire Design

3.3.1 Research Instrument and Measurement

The study identified seven research constructs, and evaluated the inter-relationship among these research constructs. Social media marketing

communication (Firm created social media communication and User-generated social media communication), brand equity dimensions, brand trust, brand satisfaction, brand experience, repurchase intention, and WOM are the research constructs. For each construct, the operational definitions and measurement items were also identified. The detail questionnaire items are shown in the Appendix.

3.3.1.1 Social Media Marketing Communication

This study identified the firm created social media communication (FCSC) and user-generated social media communication (UGSC) as social media marketing communication antecedents that have the influence on brand equity dimensions including brand awareness, brand association, brand loyalty and perceived quality (CBBE). The questionnaire items of firm created social media communication 4 items were modified from Schivinski and Dabrowski (2014). The items of user-generated social media communication 4 items modified from Schivinski & Dabrowski (2014). The detailed questionnaire items for the above social media marketing communications are showed below:

❖ Firm created social media communication (4 items)

1) I am satisfied with the company's social media communication for [brand X]

2) The level of the company's social media communication for [brand X] meets my expectation.

3) The company's social media communications for [brand] are very attractive

4) This company's social media communications for [brand X] perform well when compared with the social media communications of other companies

❖ User-generated social media communication (4 items)

1) I am satisfied with the content generated on social media sites by other users about [brand X]

2) The level of the content generated on social media sites by other users about [brand X] meets my expectations

3) The content generated by other users about [brand X] is very attractive.

4) The content generated on social media sites by other users about [brand X] performs well when compared with other brands

3.3.1.2 Brand Experience (BEX)

This study identified brand experience as antecedent that moderated influence on relationship between brand equity, brand trust, and brand satisfaction. Brand experience is measured with 11 items which were modified from Khan and Fatma (2017); Sahin, Zehir, and Kitapci (2011); and Ebrahim et al., (2016). Therefore, based on the previous studies the study indicated that items of brand experience have 11 items. The 11 items applied for this current study. The detailed questionnaire items for the above brand experience is shown below:

❖ Brand experience (11 items)

1) this brand makes a strong impression on my visual sense or other senses.

2) I find this brand interesting in a sensory way.

3) This brand does not appeal to my senses.

4) This brand induces feeling and sentiment.

5) I do have strong emotion for this brand.

6) This brand is an emotional brand.

7) I engage in physical action and behavior when I used this brand.

8) This brand results in bodily experiences.

9) This brand is not action oriented.

10) I engage in a lot of thinking when I encounter this brand.

11) This brand makes me think.

3.3.1.3 Brand Equity (BE): Brans Awareness (BA), Brand Association (BAS), Perceived Quality (PQ), Brand Loyalty, and Brand Trust (BT)

The study identifies brand equity dimensions including brand awareness (BA), brand association (BAS), perceived quality (PQ), and brand trust (BT)as antecedents that further influence on customer satisfaction and serve as mediation role on relationship between social media marketing communication and brand satisfaction. Brand awareness was measured with 4 items modified from Yoo et al. (2000), Chen et al. (2011), Schivinski and Dabrowski (2014), Çetin (2016). Brand association (BAS) was measured with 5 items modified from the This study Aaker (1991. Perceived quality(PQ) was measured with 6 items modified from Pappu et al. (2005, 2006); Schivinski and Dabrowski (2014); Vukasović (2016). Brand loyalty was measured with 8 items modified from Moreira et al. (2017) and Sahin et al. (2011). Brand trust (BT) was measured with 9 items modified from Çetin (2016) and Kao &Lin (2016). Hence, the study measures brand trust with 9 items reviewed from the previous study.

All of the above items were measured based on a seven-point Likert scale from 1= totally disagree, 7= totally agree. All of these questionnaire items have been modified based previous study. The detailed questionnaire items for the above are shown below:

❖ Brand Equity (4 items)

1) It makes sense to buy this [brand X] instead of any other brand, even if they are the same

2) Even if another cosmetic brand has the same features as this [brand x], I would prefer to buy or consume this [brand X]

3) If there is another brand as good as this [brand X], I prefer to buy or consume this [brand X]

4) If another brand is not different from this [brand X] in any way, it seems smarter to purchase this [brand X]

❖ Brand awareness (4 items)

1) I easily recognize [brand X]

2) I am aware of this [brand X]

3) I can quickly recall the symbol or logo of this [Brand X]

4) I can recognize this [brand X] among other competing brands

❖ Brand association (5 items)

1) I like this [brand x]

2) It is likely that [brand x] offers good value for money

3) It is that [brand x] would be technically advanced

4) I would feel proud to own a [brand x]

5) I trust [brand x] as a manufacturer of the product category

❖ Perceived quality (6 items)

1) [Brand X] offers very good quality products.

2) [Brand X] offers products of consistent quality

3) [Brand X]] offers very reliable products.

4) [Brand X] offer products with excellent feature.

5) [Brand X] has a superior performance

6) The products of [brand X] is worth their price

❖ Brand loyalty (8 items)

1) I feel loyal to [brand X] when considering the purchase of cosmetic products

2) It is likely that [brand X] would be my first choice when considering the purchase of cosmetic products

3) I would not buy another brand of the cosmetic product if [brand X] was available at the store

4) In the future, I would like to keep consuming or purchasing this [brand x]

5) I consume this [brand X] because it is the best choice for me

6) I will be continuing to be a loyal customer for this brand

7) Next time, I need those products, I will buy the same brand

8) I am a willingness to pay a price premium over competing products to be able to purchase this brand again

❖ Brand trust (9 items)

1) This brand takes good care of me

2) Brand X meets my expectation

3) I feel confident in [brand X]

4) [Brand X] never disappoints me

5) [Brand X] guarantees satisfaction

6) [Brand X] would be honest and sincere in addressing my concerns

7) I could rely on [Brand X] to solve the problem

8) [Brand X] would make any efforts to satisfy me

9) [Brand X] would compensate me in some way for the problem with the product

3.3.1.4 Brand Satisfaction

The study identifies brand satisfaction (CS) as antecedences influenced by brand equity (BE). The items of brand satisfaction 7 items were modified with Moreira et al. (2017) and Sahin (2011). Hence, the study measures customer satisfaction with 7 items from previous studies. These questionnaire

items have been modified from previous studies based on the opinions of the respondents in the settings of this study. The detailed questionnaire items for the above is shown below:

❖ Brand satisfaction (7 items)

    1) I am very satisfied with the service provided by this [band X]

    2) I am very satisfied with this [brand x]

    3) I am very happy with this [brand X]

    4) I believed that using this [brand X] is usually a very satisfying experience

    5) I made the right decision when I decided to use this [brand X]

    6) I am addicted to this [brand X] in some ways

    7) The [brand X] does a good job of satisfying my needs

3.3.1.5 Repurchase Intention (RI), and WOM

The study identifies Repurchase intention (RI) and WOM as consequences of brand satisfaction. Repurchase intention was measured with 5 items modified from Ebrahim et al. (2016); Cheng et al. (2011). WOM was measured with 5 items modified from Khan and Fatma (2017). The detailed questionnaire items for the above is shown in the Appendix.

❖ Repurchase intention (5 items)

    1. I am willing to purchase this [brand X] again

    2. If being asked to choose again, I'll choose this [brand X]

    3. I won't consider the cosmetic product in other brands

    4. I would not change to another cosmetic brand the next purchasing

    5. I will probably buy the same brand again

❖ WOM (5 items)

    1) I have recommended this brand to a lot of people

    2) I would tell a positive thing about this brand

3) I would tell my family and friend about experience of using brand

4) I will point out the positive aspects of this brand if anybody criticized it

5) I try to show the benefit of this brand to a lot of people

3.3.2 Questionnaire Design

According to Figure 3-1, the questionnaire of this study consists of the following 7 constructs: (1) Firm created social media communication, (2) User-generated social media communication, (3) brand equity, (4) brand experience, (5) brand trust, (6) brand satisfaction, (7) post purchase behavior (repurchased intention and WOM), and (17) basic information of respondents. According to Pather (2017) and (Creswell, 2014) provided a simple method for gathering data.

The questionnaires of this study has 87 items and comprises 8 sections. Each section requires the respondents to express their opinions towards social media marketing communication, brand experience, customer-based brand equity, brand equity, repurchase intention, and WOM, based on a cosmetic brand assigned by the respondents. This is the number of methods that assisted researchers in collecting data of which one would involve the use of a scale. According to Vogt (1999), the Likert scale is commonly used which measures attitudes, knowledge, perceptions, values and behavioral changes.

Saunders, Lewis, and Thornhil (2009, p. 378) rating questions frequently used the Likert-style rating scale. The respondent is asked how strongly she/he agrees or disagrees with a statement. This study utilized a seven-point Likert scale ranging from 1 = strongly disagree to 7 = strongly agree, to measure the data. Responses to the questionnaire were subjected to statistical analysis using SPSS and AMOS, which related to the weighting of the Likert scale.

3.3.3 Questionnaire Translation

In the simplest and most possibly why, the questionnaires were translated often by unqualified translators. Due to the study is conducted in Cambodia, the questionnaire items translated into the Khmer version to facilitate respondents for better understanding and answering the question carefully. The benefit of translation helped the respondent easy to understand the meaning and structure of answering. A professional translation agency translated the questionnaire in Phnom Penh, Cambodia. The definition of questions and structure were checked by the translator to match between English and Khmer version.

3.3.4 Questionnaire Development

Format

A brief explanation on the top of the page, the questionnaire informed the respondent of the purpose of the survey, and how each questionnaire can be fill out by the respondent. According to Shoemaker (1994), This study asked the respondents to answer questions based on their recent experience toward a cosmetic product that is frequently used by the respondent.

The questionnaire was developed as the closed-end questions. Relationally, they were more accessible than open-ended questions. Close-ended questions were instrumental in testing the specific hypothesis and convenience to make group or cluster comparison and also enable to cross-tabulation of variables and the analysis process.

Wording

According to Aaker and Day (1990), the wording of the particular question could have an enormous impact on how a respondent interprets the question. Even a small change in wording could shift respondent answers.

Hence, this questionnaire, an effort was made in simply used word, direct, and familiar vocabulary for the survey. Questionnaires were a procedure as concisely as possible in order not to confuse. The instructor of the question was designed to make it clear to the respondent.

Pilot Test

Reliable questionnaires are yielded consistent results from repeated samples and different researchers over time. Differences in results come from differences respondents, not from inconsistencies on how the items are understood or how different observers interpret the responses (Boynton and Greenhalgh, 2004). Therefore, this study conducted a pilot study to confirmed that reliability, validity, and standardization of the items.

The questionnaire was pre-tested 60 respondents to check the time taken, layout, wording, and the subsequent of the questions the quality, reliability, and validity as well as to reduce the non-correlated question, especially non-response rated before being an official survey. Piloting sample was a target to select 60 participants of 20% sampling size might be considered as a maximum of the project and ten examples as a minimum in according to the Connelly (2008).

3.3.5 Questionnaire Adjustment

After returning from the piloting–questionnaire, the research items of 7 constructs had good correlation, reliability, and validity, therefore, a few research items were omitted or merged.

❖ Reliability test

The Cronbach's alpha was employed to test the internal consistency of the items of Firm created social media communication (FCSC), User-generated social media communication (UGSC), brand equity dimensions, brand trust,

brand satisfaction, repurchase intention, WOM, and brand experiences. Each part is measured on the aspect with vary differences due to measure error (Nancy, Karen, and Geoge, 2005).

Table 3-1 The Reliability Test of Research Constructs

Reliability Statistic			
Research constructs	Cronbach's Alpha coefficient	Cronbach's Alpha Based on standardized coefficient	Number of Items
FCSM	.830	.835	4
UGSM	.852	.857	4
BE	.888	.893	4
BAW	.799	.801	4
BAS	.850	.852	5
PQ	.878	.886	6
BL	.908	.911	8
BT	.928	.929	9
BS	.918	.920	7
RP	.823	.823	5
WOM	.906	.906	5
BEX	.883	.885	11

Source: This study

According to leech, Barrett, & Morgan (2005), the alpha value .40 or above, means the correlation of the items was moderately high or high, the alpha value of less than .30 means the correlation is too low. Alpha for competence scale (.80) indicated good internal consistency. But high alpha (greater than .90) meant repetitious. The results of the reliability of the study were ranged from 0.799 to 0.928. Therefore, the reliability of the constructs was acceptable. It is supported by Loewenthal (2004) stated this reference discussed the acceptability of the Cronbach alpha coefficient.

3.4 Data Analysis Technique

3.4.1 Descriptive Statistics

The descriptive statistic employed to explain the characteristics of a collection of data in quantitative terms. Descriptive statistics are included frequency, means, and standard deviation of each research variables in the study.

3.4.2 Factor Loading and Reliabilities Test

The goal of factor analysis is aimed to analyze the variance of a set of correlation coefficients. It can be related to exploratory and confirmatory purposes. The factor loading is greater than 0.6 will select as a specific group of factors. After finish the factor loading analysis, the study will use reliability to check the Cronbach's Alpha and item-to-total correlation. The reliability test offers some senses of the reliability within the questionnaire by comparing responses to alternative forms of the same question or groups of questions (Saunders et al., 2009, p. 374). Cronbach's Alpha should be greater than 0.7, and the item-to-total correlation should be greater than 0.5, and KMO should be higher than 0.5. If there are not meet the requirement, some items that are less will delete.

3.4.3 Independent T-test

T-test tests only two groups. This method is to test whether two groups or more than two groups that are the difference in one relation of a single variable or not, or t-test and ANOVA examine whether group means differ from one another.

3.4.4 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis uses to define each construct, and test whether the data that collected fits with the hypothesis that already constructed or not. The Factor loading analysis criteria included two essential criteria in terms of the values of factor of each variable: Kaiser-Meyer-Olkin Measure (KMO) greater than 0.7, Loadings are greater than 0.6 and the difference of factor loadings between each other is greater than 0.3, accumulated explained variance >0.6, Item-to-total correlation >0.5, and coefficient alpha (α) > 0.7 were adopted in this study. In this research, most of the items loading exceed 0.60, and each indicator t-value exceeds 10 (p < 0.001, and the value is higher than 0.1 are mediocre.

3.4.5 Hypotheses Testing

Partial Linear Square Regression (PLS) becomes a popular method that to test the relationship between independent and dependent variables. This study used PLS to test the hypothesis 1 to hypothesis 11d. The moderating effects are tested through bootstrap smart PLS. The moderating effects are tested through Preacher and Hayes's (2014) approach. The rule of thumb of PLS-SEM, the R2 will range from 0 to 1. The R2 would be lower when its value is less than 0.19, and it's moderate between the value of 0.33 t and below 0.672. Average variance extracted (AVE) should be smaller than 0.5, and the Composite reliability should be higher than 0.5. Lastly, the Cronbach's alpha coefficient should be higher than 0.7 (Hair et al., 2011).

CHAPTER FOUR
DATA ANALYSIS AND FINDING

This chapter, the results of the study have been presented. The first section was the descriptive analysis of the respondents including demographics, characteristics of respondents, and the measurement results of variables. The result of the factor loading, Independent T-test, common method variance, measurement model, structural model, and Sobel's test were also presented.

4.1 Descriptive Statistics

To have a better understanding of the characteristics of research structure and demographic information, descriptive statistics analysis performed to illustrate the mean and standard deviation for all of the research variables as well as the frequency for demographic information were conducted in this section.

4.1.1 The Characteristics of Respondents

The data collection of the study was conducted during September to the first week of October. The survey was collected through social media platforms; 400 respondents were invited to fill out the online survey. After two weeks, 371 valid questionnaires were received. The detail of descriptive analysis exhibited in Table 4.1. There were 371 respondents in study, 254 (68.5%) were female, and single status was (96%) in equally 356 of respondents. Majority of the respondents were aged from 21-24 years old (75.2%), followed by 16-20 years old (13.2%). 86.3% of respondent had the bachelor degree as educational background, and master degree was (9.7%). 168 respondents were company employees (45.3%), followed by 139 of the respondent were student (37.5%).

For annual income, 65% of the respondents earned income less than 1000$USD, and 14% of the respondents had no annual income.

However, the study targeted only the respondent who had experienced online purchasing. The results showed that the major 322 of the respondents bought online cosmetic products (86.6%) and the rest 49 of respondents have no experience purchasing online products (15.4%). Specifically, the study focused on the respondent below 25 years old to be targeted, there were 12 respondents aged above 25 years' old which had been eliminated. In conclusion, the total sample size after the analysis is 310 respondents based on the study criterion.

Table 4-1 Characteristics of Respondents

Descriptive variable		Frequency (n=371)	Percent (%)
Gender	Male	254	68.5
	Female	113	30.5
	Prefer not to say	4	1.1
Age	Under 15 years old	16	4.3
	16-20 years old	61	16.4
	21-25 years old	282	76
	Above 25years old	12	3.2
Marital status	Single	356	96
	Married	15	4
Education	Primary school	2	.5
	Secondary school	1	.3
	High school	11	3
	Bachelor degree	320	86.3
	Master degree	36	9.7
	Ph.D.	1	.3

Table 4-1 Characteristics of Respondents(Continue)

Descriptive variable		Frequency (n=371)	Percent (%)
Occupation	Student	139	37.5
	Company employee	168	45.3
	Professor/Lecturer/Teacher	15	4
	Consultant/advisor	4	1.1
	Entrepreneur/self-employed	13	3.5
	Government officer	11	2.9
	NGOs	7	1.9
	Unemployed	8	2.2
	Others	6	1.8
Annual income	No income	52	14
	Less than $1000	242	65.2
	$1000-$2000	26	7
	$2001-$3000	10	2.7
	$3001-$4000	15	4
	$40001-$5000	11	3
	More than $5000	15	4
	Total	**371**	**100**

Source: This study

4.1.2 Respondent Experience on Purchasing Cosmetic Products Through Social Media

According to the results, showed that 310 of the respondents used social media sites for shopping cosmetic products such as Facebook (57.7%), following by Instagram (25.1%), YouTube (10.7%), Blogger (2.6%), Twitter (2.4), and other 4% (including Line, LinkedIn, Pinterest, and websites etc.). Moreover, the results show that the major of respondents (42.9%) follow the REVLON brand on social media sites, following by POND's (38.4%), CHANEL (37.9%), Dior (33.9%) and the rest (seeing in figure 4-1). There are

60.3% of respondents purchase cosmetic products monthly, Yearly (23.0%), weekly (5.2%), and others (11.5% such as buying depend on running out the products, buying a quarter, and semester). 88.8% major of the respondent preferred to switch to other social media sites if other sites can provide lower prices in the same products.

Also, 46.5% of the respondents always buy cosmetic products on the same site of social media, and 53.5% of the respondents changed the site of social media to purchase cosmetic products. 54.5% of the respondents always buy the cosmetic products in the site of social media such as Facebook (26.6%), Instagram (8.6%), YouTube (4.3%), line (2.6%), LinkedIn (2.3%), Twitter (1.8%), and the rests (8.3%). 45.5% of the respondents use other social media sites to buy cosmetic products due to quality concern (11.9%), special discount (16.1%), special promotion (10.0%), free coupons (2.9%). The rest (4.6%) concerns of the respondents are free shipping/delivery, free gifts/or additional product, good service, very responsive, and accessible.

Furthermore, Friends (34.5%) is a major factor influence on the respondents, following by advertisement (24.5%), family/relative (11.3%), Ads from a brand (8.4%), peer group (6.5%), celebrities (5.8%), workplace (2.6%), and others (6.3% such as quality, personal condition in accordance with sensitive skin, reviewing from other users, and company responsibility).

About types of social media marketing communication, the major of 51.9%, respondents preferred user-generated social media communication, and 48.1% prefer firmed created social media communication. The respondents prefer firm created social media communication due to some reasons such as convenient and accessible information, specific product feature and quality assurance, trustful and reliable brand information, easily understanding the contents, buying the product from company at low cost than broker, and having a warranty. However, the respondents prefer user-generated social media

communication also due to some reasons such as true experiences and feedbacks from the other user, feeling more comfortable to use a product that recommended by other users, receiving clear information about product quality, seeing the more expensive and fake product, high confident, suggestion and recommendation.

There are 34.4% of respondents used Facebook app, following by Instagram (23.1%), YouTube (15.3%), Line (12.5%), Twitter (5.8%), LinkedIn (5.1%), WhatsApp (2.5%), and Wechat (1.3%). Finally, respondents are asked to select one cosmetic brand to represent as brand "X", and are asked to answer all of following questions.

4.1.3 Measure Results for Research Variables

The result exhibited in table 4-2, which completely illustrates the results of descriptive responses concerning each of research variables for 310 respondents, including mean values and standard deviation. Means and standard deviation are presented in the table below. The all mean values are above 4 for all the items in research constructs of framework, which indicated the high report levels of respondent. Moreover, three of the constructs have mean scores over 5.0 on a seventh-point scale included brand awareness (BAW), brand association (BAS), and perceived quality (PQ). However, the lower levels of item are reported on BEX3 (M=4.04).

Table 4-2 Results of Mean and Standard Deviation of Items

Research variables	Mean	Standard Deviation
Research construct: Social media marketing communication		
Firm created social media communication		
[FCSM2] The level of the company's social media communication for [brand X] meet my expectation.	5.10	1.187
[FCSM3] The company's social media communications for [brand] are very attractive.	5.24	1.245
[FCSM1] I am satisfied with the company's social media communication for [brand X].	5.14	1.294
[FCSM4] This company's social media communications for [brand X] perform well when compared with the social media communications of other companies.	4.97	1.206
User-generated social media communication		
[UGSM2] The level of the content generated on social media sites by other users about [brand X] meets my expectations.	4.89	1.211
[UGSM1] I am satisfied with the content generated on social media sites by other users about [brand X].	5.05	1.255
[UGSM3] The content generated by other users about [brand X] is very attractive.	5.00	1.219
[UGSM4] The content generated on social media sites by other users about [brand X] performs well when compared with other brands.	4.87	1.338
Research construct: Brand equity		
Brand equity		
[BE2] Even if another cosmetic brand has the same features as this [brand x], I would prefer to buy or consume this [brand X].	5.15	1.274
[BE3] If there is another brand as good as this [brand X], I prefer to buy or consume this [brand X].	5.14	1.309
[BE4] If another brand is not different from this [brand X] in any way, it seems smarter to purchase this [brand X].	5.09	1.235
[BE1] It makes sense to buy this [brand X] instead of any other brand, even if they are the same.	4.99	1.332
Brand awareness		
[BAW3] I can quickly recall the symbol or logo of this [Brand X].	5.48	1.231
[BAW4] I can recognize this [brand X] among other competing brands.	5.42	1.186
[BAW1] I easily recognize [brand X].	5.44	1.112
[BAW2] I am aware of this [brand X].	5.13	1.229
Brand association		
[BAS1] I like this [brand x].	5.60	1.044
[BAS2] It is likely that [brand x] offers good value for money.	5.32	1.108
[BAS5] I trust [brand x] as manufacturer of product category.	5.34	1.080
[BAS4] I would feel proud to own a [brand X].	5.15	1.172
[BAS3] It is that [brand x] would be technically advanced.	5.04	1.115

Table 4-2 Results of Mean and Standard Deviation of Items(Continue)

Research variables	Mean	Standard Deviation
Perceived quality		
[PQ3] Brand X offers very reliable products.	5.41	1.034
[PQ1] Brand X offers very good quality products.	5.52	1.043
[PQ5] Brand X has a superior performance.	5.25	1.067
[PQ4] Brand X offers products with excellent feature.	5.23	1.084
[PQ2] Brand X offers products of consistent quality.	5.40	1.079
[PQ6] The products of [brand X] is worth their price.	5.17	1.224
Brand loyalty		
[BL6] I will be continuing to be a loyal customer for this brand.	4.95	1.203
[BL4] In the future, I would like to keep consuming or purchasing this [brand x].	4.96	1.260
[BL7] Next time, I need those products, I will buy the same brand.	5.05	1.108
[BL5] I consume this [brand X] because it is the best choice for me.	5.18	1.132
[BL2] It is likely that [brand X] would be my first choice when considering the purchase of cosmetic products.	5.22	1.302
[BL1] I feel loyal to [brand X] when considering the purchase of cosmetic products.	5.18	1.119
[BL8] I am willing to pay a price premium over competing products to be able to purchase this brand again.	4.65	1.363
[BL3] I will not buy another brand of the cosmetic product if [brand X] was available at the store.	4.57	1.467
Research construct: Brand Trust		
[BT6] [Brand X] would be honest and sincere in addressing my concerns.	4.96	1.169
[BT7] I could rely on [Brand X] to solve the problem.	4.87	1.227
[BT5] [Brand X] guarantees satisfaction.	5.01	1.226
[BT3] I feel confident in [brand X].	5.31	1.126
[BT1] This brand takes a good care of me.	5.19	1.098
[BT4] [Brand X] never disappoints me.	4.88	1.297
[BT8] [Brand X] would make any effort to satisfy me.	5.01	1.191
[BT2] Brand X meets my expectations.	5.16	1.125
[BT9] [Brand X] would compensate me in some way for the problem with the product [Brand X].	4.62	1.302
Research construct: Brand satisfaction		
[BS3] I am very happy with this [brand X].	5.19	1.116
[BS4] I believed that using this [brand X] is usually a very satisfying experience.	5.25	1.127
[BS2] I am very satisfied with this [brand x].	5.25	1.125
[BS7] The [brand X] does a good job of satisfying my needs.	5.13	1.147
[BS5] I made the right decision when I decided to use this [brand X].	5.33	1.130
[BS1] I am very satisfied with the service provided by this [brand X].	5.07	1.168
[BS6] I am addicted to this [brand X] in some ways.	4.72	1.334

Table 4-2 Results of Mean and Standard Deviation of Items(Continue)

Research variables	Mean	Standard Deviation
Research construct: Post purchase behavior		
Repurchase intention		
[RI4] I will not change to another cosmetic brand the next.	4.34	1.425
[RI5] I will probably buy the same brand again.	4.86	1.253
[RI2] If being asked to choose again, I'll choose this [brand X].	5.17	1.190
[RI3] I won't consider about cosmetic product in other brands.	4.30	1.453
[RI1] I am willing to purchase this [brand X] again.	5.28	1.161
Word of mouth		
[WOM1] I have recommended this brand to lot of people.	5.08	1.254
[WOM5] I try to show the benefit of this brand to a lot of people.	4.95	1.208
[WOM4] I will point out the positive aspects of this brand if anybody criticized it.	4.98	1.149
[WOM2] I will tell a positive thing about this brand.	5.23	1.096
[WOM3] I will tell my family and friend about the experience of using brand.	5.28	1.109
Research construct: Brand experience		
[BEX6] This brand is an emotional brand.	4.64	1.350
[BEX5] I do have strong emotion for this brand.	4.82	1.289
[BEX7] I engage in physical action and behavior when I used this brand.	4.65	1.360
[BEX8] This brand results in bodily experiences.	4.91	1.237
[BEX4] This brand induces feelings and sentiment.	4.66	1.236
[BEX2] I find this brand interesting in a sensory way.	5.03	1.124
[BEX10] I engage in a lot of thinking when I encounter this brand.	4.63	1.366
[BEX11] This brand makes me think about.	4.81	1.362
[BEX1] This brand makes a strong impression on my visual sense or other senses.	5.01	1.239
[BEX3] This brand does not appeal to my senses.	4.04	1.124

Source: This study

4.2 Factor Analysis and Reliability Test

This study conducted several purification processes to validate the dimension and reliability of the research constructs, including factor analysis, correlation analysis, and internal consistency analysis (Cronbach's alpha) were conducted. Through factor analysis, it proved the dimensions of each research construct, selecting questionnaire items with high factor loadings, and comparing these selected items with items suggested theoretically. Latent roots (Eigenvalues), screen splot tests, and other criteria were employed to determine

the number of dimensions to be extracted from the principal component factor analysis.

The study adopted principal component factor analysis and varimax rotated methods to extract the relevant factor of which eigenvalue is greater than 1. Item-to-total correlation and coefficient alpha were also assessed to identify the internal consistency and reliability of the constructs. According to Hair et al. (2010), following criteria including two essential criteria in terms of the values of factor of each variable: Kaiser-Meyer-Olkin Measure (KMO) greater than 0.7, loadings are higher than 0.6, and the difference of factor loadings between each other is greater than 0.3, accumulated explained variance >0.6, Item-to-total correlation >0.5, and coefficient alpha (α) > 0.7 were also adopted. In this study, most of the items loading exceed 0.60, and Cronbach's alpha (α) exceeds 0.7. The complete results of the factor analysis and reliability test were presented from Table 4-3 to Table 4-8.

4.2.1 Social Media Marketing Communication

The result of factor loading exhibited in Table 4-3 to measure the two types of social media marketing communication. There were two factors of social media marketing communication: Firm created social media communication (FCSM) and User-generated social media communication (UGSM). The results showed that for the factor of "Firm created social media communication," KMO is 0.786, and the variance explained by this factor was 62.994%. The Cronbach's alpha (α) value for Firm created social media communication is 0.803. All variables within this factor had a coefficient of item-to-total correlation (0.559 ~0.658), and a high factor loading (0.744~0.823). For the factor of "User-generated social media communication," KMO is 0.762, and the variance explained by this factor was 61.063%. The Cronbach's alpha (α)

value for User-generated social media communication is 0.785. All variables within this factor had a coefficient of item-to-total correlation (0.531 ~0.620), and a high factor loading (0.727~0.808).

Table 4-3 Results of Factor Analysis and Reliability Test of Social Media Marketing Communication

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Firm created social media communication		**2.520**	**62.992**		**.803**
[FCSM2] The level of the company's social media communication for [brand X] meet my expectation.	.823			.658	
[FCSM3] The company's social media communications for [brand] are very attractive.	.805			.630	
[FCSM1] I am satisfied with the company's social media communication for [brand X].	.802			.627	
[FCSM4] This company's social media communications for [brand X] perform well when compared with the social media communications of other companies.	.744			.559	
User-generated social media communication		**2.443**	**61.063**		**.785**
[UGSM1] I am satisfied with the content generated on social media sites by other users about [brand X].	.808			.620	
[UGSM2] The level of the content generated on social media sites by other users about [brand X] meets my expectations.	.806			.624	
[UGSM3] The content generated by other users about [brand X] is very attractive.	.782			.597	
[UGSM4] The content generated on social media sites by other users about [brand X] performs well when compared with other brands.	.727			.531	

Source: This study

4.2.2 Mediator of Brand Equity and Brand Trust

Table 4-4 presents the result of factor loading for the measurement of brand equity dimensions. There are five factors: Brand equity (BE), Brand awareness (BAW), Brand Association (BAS), Perceived quality (PQ), and Brand loyalty (BL). The results show that for the factor of "Brand equity,"

KMO is 0.816, and the variance explained by this factor is 85.415%. The Cronbach's alpha (α) value for Brand equity is 0.915. All variables within this factor have a coefficient of item-to-total correlation (0.813 ~0.849), and high factor loading (0.917~0.935). For the factor of "Brand awareness, KOM is 0.798, and the variance explained by this factor is 64.954%. The result also shows that the Cronbach's alpha (α) for this factor is .818. All variables within this factor have a coefficient of item-to-total correlation (0.546 ~0.712), and high factor loading (0.727~0.858). For the factor of "Brand Association," KOM is 0.823, and the variance explained by this factor is 59.060%. The Cronbach's alpha (α) for this factor is .822. All variables within this factor have a coefficient of item-to-total correlation (0.554 ~0.733), and high factor loading (0.711~0.856). For the factor of "Perceived quality," KMO is 0.863, and the variance explained by this factor is 70.356%. The Cronbach's alpha (α) for this factor is 0.894. All variables within this factor have a coefficient of item-to-total correlation (0.710 ~0.774), and high factor loading (0.818~0.863). For the last factor of "Brand loyalty," KMO is 0.894, and the variance explained by this factor is 66.280%. The Cronbach's alpha (α) for this factor is 0.912. All variables within this factor have a coefficient of item-to-total correlation (0.647~0.824), and high factor loading (0.738~0.883).

Table 4-5 presented the result of factor loading for the measurement of "Brand Trust." The construct of "Brand Trust," KMO is 0.927, and the variance explained by this factor was 64.743%. The Cronbach's alpha (α) for this factor was 0 .915. All variables within this factor had a coefficient of item-to-total correlation (0.671~0.757), and high factor loading (0.751~0.821).

Table4-4 Results of Factor Analysis and Reliability Test of Brand Equity

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Brand equity		**2.562**	**85.415**		**.915**
[BE2] Even if another cosmetic brand has the same features as this [brand x], I would prefer to buy or consume this [brand X].	.935			.849	
[BE3] If there is another brand as good as this [brand X], I prefer to buy or consume this [brand X].	.921			.821	
[BE4] If another brand is not different from this [brand X] in any way, it seems smarter to purchase this [brand X].	.917			.813	
[BE1] It makes sense to buy this [brand X] instead of any other brand, even if they are the same.			Communality <.5	Delated	
Brand awareness		**2.598**	**64.954**		**.818**
[BAW3] I can quickly recall the symbol or logo of this [Brand X].	.858			.712	
[BAW4] I can recognize this [brand X] among other competing brands.	.825			.646	
[BAW1] I easily recognize [brand X].	.808			.640	
[BAW2] I am aware of this [brand X].	.727			.546	
Brand association		**2.953**	**59.060**		**.822**
[BAS1] I like this [brand X].	.856			.733	
[BAS2] It is likely that [brand X] offers good value for money.	.783			.631	
[BAS5] I trust [brand x] as the manufacturer of the product category.	.769			.618	
[BAS3] It is that [brand x] would be technically advanced.	.714			.558	
[BAS4] I would feel proud to own a [brand X].	.711			.554	
Perceived quality		**3.518**	**70.365**		**.894**
[PQ1] Brand X offers very good quality products.	.863			.774	
[PQ3] Brand X offers very reliable products.	.854			.761	
[PQ5] Brand X has a superior performance.	.838			.740	
[PQ4] Brand X offers products with excellent feature.	.820			.715	
[PQ2] Brand X offers products of consistent quality.	.818			.710	
[PQ6] The products of [brand X] are worth their price.			Communalities <.5	Deleted	

Table4-4 Results of Factor Analysis and Reliability Test of Brand Equity(Continue)

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Brand loyalty		**4.640**	**66.280**		**.912**
[BL6] I will be continuing to be a loyal customer for this brand.	.883			.824	
[BL4] In the future, I would like to keep consuming or purchasing this [brand x].	.865			.802	
[BL7] Next time, I need those products, I will buy the same brand.	.852			.785	
[BL5] I consume this [brand X] because it is the best choice for me.	.834			.756	
[BL1] I feel loyal to [brand X] when considering the purchase of cosmetic products.	.770			.691	
[BL2] It is likely that [brand X] would be my first choice when considering the purchase of cosmetic products.	.744			.655	
[BL8] I am willing to pay a price premium over competing products to be able to purchase this brand again.	.738			.647	
[BL3] I will not buy another brand of the cosmetic product if [brand X] was available at the store.			Communality <.5	Deleted	

Source: This study

Table 4-5 Results of Factor Analysis and Reliability Test of Brand Trust

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Brand Trust		**5.019**	**62.743**		**.915**
[BT6] [Brand X] would be honest and sincere in addressing my concerns.	.821			.757	
[BT5] [Brand X] guarantees satisfaction.	.815			.740	
[BT7] I could rely on [Brand X] to solve the problem.	.809			.749	
[BT8] [Brand X] would make any effort to satisfy me.	.791			.718	
[BT3] I feel confident in [brand X].	.789			.707	
[BT1] This brand takes a good care of me.	.779			.704	
[BT4] [Brand X] never disappoints me.	.779			.719	
[BT2] Brand X meets my expectation.	.751			.671	
[BT9] [Brand X] would compensate me in some way for the problem with the product [Brand X].			Communality <.5	Deleted	

Source: This study

4.2.3 Brand Satisfaction

Table 4-6 presented the result of factor loading for the measurement of "Brand satisfaction." The construct of "Brand satisfaction," KMO is 0.898, and the variance explained by this factor was 69.628%. The Cronbach's alpha (α) for this factor is .912. All variables within this factor had a coefficient of item-to-total correlation (0.671~0.817), and high factor loading (0.767~0.882).

Table 4-6 Results of Factor Analysis and Reliability Test of Brand

Satisfaction

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Brand satisfaction		**4.178**	**69.628**		**.912**
[BS3] I am very happy with this [brand X].	.882			.817	
[BS2] I am very satisfied with this [brand x].	.866			.797	
[BS4] I believed that using this [brand X] is usually a very satisfying experience.	.865			.794	
[BS5] I made the right decision when I decided to use this [brand X].	.825			.741	
[BS7] The [brand X] does a good job of satisfying my needs.	.796			.705	
[BS1] I am very satisfied with the service provided by this [brand X].	.767			.671	
[BS6] I am addicted to this [brand X] in some ways.			Communality <.5	Deleted .	

Source: This study

4.2.4 Post Purchase Behavior

Table 4-7 presented the result of factor loading for the measurement of "Post purchase behavior". There were two constructs of post purchase behavior: Repurchase intention (RI) and Word-of-mouth (WOM). The construct of "Repurchase intention," KMO is 0.732, and the variance explained by this factor is 64.571%. The Cronbach's alpha (α) for this factor is .816. All variables within this factor have a coefficient of item-to-total correlation (0.523~0.748), and high factor loading (0.709~0.875). For the construct of "Word-of-mouth," KMO was 0.864, the variance explained by this factor was 68.095%. The Cronbach's alpha (α) for this factor is 0.882. All variables within this factor had

a coefficient of item-to-total correlation (0.708~0.725), and high factor loading (0.818~0.832).

Table 4-7 Results of Factor Analysis and Reliability Test of Brand Satisfaction

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Repurchase intention		**2.583**	**64.571**		**.816**
[RI4] I will not change to another cosmetic brand the next.	.875			.748	
[RI3] I won't consider about cosmetic product in other brands.	.831			.676	
[RI5] I will probably buy the same brand again.	.789			.648	
[RI2] If being asked to choose again, I'll choose this [brand X].	.709			.523	
[RI1] I am willing to purchase this [brand X] again.			Communality <.5	Delated	
Word of mouth		**3.405**	**68.095**		**.882**
[WOM1] I have recommended this brand to lot of people.	.832			.725	
[WOM5] I try to show the benefit of this brand to a lot of people.	.832			.727	
[WOM4] I will point out the positive aspects of this brand if anybody criticized it.	.825			.720	
[WOM2] I will tell a positive thing about this brand.	.820			.711	
[**WOM3**] I will tell my family and friend about experience of using brand.	.818			.708	

Source: This study

4.2.5 Brand Experience Moderator

Table 4-8 presented the result of factor loading for the measurement of "Brand experience." There were two subgroups of the construct of Brand experience. In the first subgroup of the construct of "Brand experience," KMO of this construct is 0.850. The variance explained by this factor is 50.330%. The Cronbach's alpha (α) for this factor is .854. All variables within this factor have a coefficient of item-to-total correlation (0.671~0.714), and high factor loading (0.676~0.767). For the second subgroup of the construct of "Brand experience," the variance explained by this factor is 63.620%. The Cronbach's

alpha (α) for this factor is .727. All variables within this factor have a coefficient of item-to-total correlation (0.572) and high factor loading (0.834~0.856).

Table 4-8 Results of Factor Analysis and Reliability Test of Brand Experience

Research variables	Factor loading	Eigenvalue	Cumulative explained variance	Corrected Item-to-total correlation	Cronbach's Alpha (α)
Brand experience: Factor I		**4.026**	**50.330**		**.854**
[BEX2] I find this brand interesting in a sensory way.	.767			.641	
[BEX1] This brand makes a strong impression on my visual sense or other senses.	.741			.530	
[BEX4] This brand induces feeling and sentiment.	.729			.620	
[BEX6] This brand is an emotional brand.	.707			.714	
[BEX7] I engage in physical action and behavior when I used this brand.	.701			.670	
[BEX5] I do have strong emotion for this brand.	.676			.671	
[BEX8] This brand results in bodily experiences.	<0.6			Delated	
Brand experience: Factor II		**1.063**	**63.620**		**.727**
[BEX10] I engage in a lot of thinking when I encounter this brand.	.856			.572	
[BEX11] This brand makes me think about.	.834			.572	
[BEX3] This brand does not appeal to my senses.			Communality <0.5	Deleted	
[BEX9] This brand is not action oriented.				Deleted	

Source: This study

4.3 The Test of Common Method Variance

According to Campbell and Fishe (1959); Podsakoff, Mackenzie, Lee, and Podsakoff (2003), Common Method variance (CMV) referred to the variance of measurement method rather than constructs' variance that present by the measures. The outcome of CMV provides the leading to a false internal consistency, which was the correlation between the variable created. Thus its effects may lead to false support of the hypotheses result. Therefore, CMV has the potential to threaten the validity of data and conclusion about the constructs'

association when the participants respond to survey items in a single sitting (Burton-Jones, 2009). It is essential to examine the CMV after collecting data through self-reported surveys, mainly when the same respondent is the only source of answering data on predictor same as on criterion variables (Padsakoff et al., 2003). Consequently, considering the characteristics of the data collection process were from the single source of generation Z perception, CMV may produce of concern (Padsakoff et al., 2003).

Harman's single-factor or Harman's one-factor test is a technique to address the issue of common method variance (Padsakoff et al., 2003). The scholars, including Schriesheim (1979), Aulakh and Gencturck (2000), Greens, and Organ (1973), employed this technique to examine the unrotated factor solution and to determine the necessary number of factors to take account for the variance in the variable. The explained variance of one-factor test is 37.66% in the unrotated solution which is less than 50%.

Table 4-9 presents the correlation matrix of research constructs. Average Variance Extracted (AVE) appear as bold number long the diagonal. Value in parentheses is a square correlation between two constructs. FCSM = Firm created social media communication, UGSM = User-generated social media communication, BEQ = brand equity, BT= Brand trust, BS = Brand satisfaction, BR = Behavioral intention, and BEX = Brand experience.

Table 4-9 Correlation Matrix of Research Constructs (N=310)

Research Construct	Mean	Std.D	FCSM	UGSM	BEQ	BT	BS	BR	BEX
FCSM	5.1782	0.94845	**.793**						
UGSM	5.0056	0.95243	.698**	**.781**					
BEQ	5.2686	0.72314	.660**	.639**	**.721**				
BT	5.0855	0.92429	.576**	.517**	.762**	**.791**			
BS	5.2290	0.92697	.578**	.554**	.775**	.816**	**.836**		
BR	4.9137	0.90064	.514**	.512**	.638**	.709**	.718**	**.734**	
BEX	4.8254	0.89386	.531**	.489**	.562**	.602**	.587**	.637**	**N/A**

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

Source: This study

Rigle, da silva, and de Souda Bido (2014) explained in deeply that evaluating the value of the AVE defined at the average of factorial loads squared. Hence the study should eliminate the research variable with the lower value of factorial loads (correlation). Convergent validity demonstrates as the average variance extracted (AVE) values of all construct variables that suggest the threshold value of .5 (Fornell and Larcker, 1981).

4.4 Independent Sample T-test

To verify whether there was a difference of brand equity (BE), brand trust (BT), brand satisfaction (BS), brand experience (BEX), and post purchase behavior (Repurchase intention [RI] and word of mouth [WOM]) between two types of social media marketing communication, hence this study conducted a t-test.

Table 4-10 showed the mean value of Firm created social media communication (FCSM), User-generated social media communication (UGSM), brand equity (BE), brand trust (BT), brand satisfaction (BS), brand

experience (BEX), and post purchase behavior (Repurchase intention and word of mouth) factors of group FCSM was higher than group UGSM.

Table 4-10 Result of Independent T-test with Types of Social Media Marketing Communication

Factor	Type 1 (FCSM)	Type 2 (UGSM)	t-value	p-value
	n= 149	n= 161		
FCSM	5.2534	5.1087	1.343	0.18
UGSM	5.0235	4.989	0.317	0.752
BE	5.2953	5.2439	0.625	0.533
BT	5.1862	4.9922	1.854	0.065
BS	5.3311	5.1346	1.872	0.062
BEX	4.8956	4.7605	1.331	0.184
BR	4.9641	4.8671	0.947	0.344

Note: *p<.05, **p<.01, ***p<.001

Source: This study

4.5 Evaluation of Measurement Model

The current study conducted the partial least square SEM (PLS-SEM) to evaluate the measurement model. According to Hair et al. (2011), PLS-SEM aimed to maximize the explained variance of the dependent latent constructs. Therefore, PLS is recognized as an effective analytical technique, particularly the study related to the prediction of an outcome (Chin, Marcolin, & Newsted, 2003). Furthermore, the study analyzed the hypothesis and model through the PLS algorithm. For moderation effect test analyzed by smart PLS bootstrapping to create the multiplying between the independent construct and moderator construct to test.

According to Hair et al., (2011), there are five main criterions to measure the reliability and validity and to justify the goodness of the fit of the measurement model. Firstly, the coefficient of determination (R^2) measures the amount of explained variance of each endogenous lateen variable. According to Schroer and Herteral (2009), R^2 value considered to be three levels, such as substantial (greater than 0.672), moderate (0.33), and weak (less than 0.19). The second criterion is the average variance extracted (AVE), which assesses the convergent validity; AVE should be greater than 0.5 to assure that the latent variables can explain more the average (Henseler et al., 2009). The third criterion is the composite reliability (CR), which should be greater than 0.6 to confirm that the variance shared by the respective indicators is robust (Nunnally & Bersin, 1994). The fourth criterion is Cronbach's alpha coefficient, which should be higher than 0.7 to confirm the internal consistency of the research construct. The last criterion is that Goodness-of-fit (GoF) must be higher than 0.25, which describes how well the model fit of each construct and its associated indicators (Henseler and Sarstedt, 2013).

According to table 4-11 below, the result presents that this research calculated R square (R^2) value for the four endogenous latent variables as follows: 0.497 of Brand equity, 0.622 of Brand Trust, 0.734 of Brand satisfaction, and 0.541 of Behavioral intention. These R2 coefficients are considered to be significant on moderate and substantial, according to Schroer and Herterl (2009). The AVEs of the constructs are ranged from 0.525to 0.680 which are almost higher than the benchmark of 0.5 as suggested and determine satisfactory reliability and convergent validity of the research constructs.

The Cronbach's alpha coefficients are ranged from 0.803 to 0.938, which have satisfied higher than the criteria of 0.7, and validate the internal consistency of the measurement items. The CR coefficients are ranged from

0.714 to 0.946, which are higher than the criteria of 0.7 and further assert that the variance shared by the respective indicators is robust.

Table 4-11 Evaluation of the Measurement Model

Construct	AVE	CR	Cronbach's Alpha (A)	R^2
Firm Created Social Media Communication (FCSM)	0.629	0.871	0.803	-
Use-Generated Social Media Communication (UGSM)	0.610	0.862	0.786	-
Brand Equity (BEQ)	0.525	0.946	0.938	0.498
Brand Trust (BT)	0.635	0.924	0.904	0.602
Brand Satisfaction (BS)	0.655	0.918	0.892	0.739
Post purchase behavior (PPB)				
Repurchase Intention (PI)	0.640	0.876	0.814	0.416
Word Of Mouth (WOM)	0.680	0.714	0.882	0.474

Goodness of Fit (GoF) = 0.584
Source: This study

4.6 Hypothesis Testing

4.6.1 Evaluation of Structural Model

The structural model, with its research hypotheses, was tested using the parameter estimated of the path between research constructs. A sample of 310 respondents, a non-parametric bootstrapping procedure was performed with 5000 sub-sample to obtain the statistical significance of each path coefficient for hypotheses testing. The purpose of the goodness-of-fit (GoF) is to account on the study model at both levels (Measurement and structural models), which focuses on the overall performance of the model (Chin, 2009; Henseler & Sarstedt, 2013). Following Wetzels and Odekerken (2009), GoF greater than 0.36 is considered to be large, between 0.36 to 0.25 is described as medium, between 0.25 to 0.1 is considered as small, while smaller than 0.10 described as no fit. Therefore, the GoF of this structural model is 0.584, which is

considered to be significant. This result confirmed that the structural model was appropriate with high predictive power.

4.6.2 The Influence of Firm Created Social Media Communication

According to Schivinski (2011), regarding the fast growth in the popularity of social media, the communication content between the brand and consumer perception of the brand had played a critically influence on brand equity and its dimensions. Therefore, the firm is stimuli very crucial to build brand equity with is dimensions and brand trust between brand and consumer. Hence, the hypotheses developed in this study had illustrated that firm created social media communication has a significant and positive influence on Brand Equity (H1), Brand Trust (H2), and Brand satisfaction (H10a).

The empirical results indicated that several variables have positive influences on Brand equity dimensions, including brand awareness (β= 0.381, t=18.026), brand association (β=0.447, t=26.315), perceived quality (β= 0.356, t=19.395), and brand loyalty (β= 0.368, t=21.489). Furthermore, Firm created social media communication has a further significant and positive effect on brand trust (β= 0.106, t=6.717). Therefore, H1 and H2 are supported.

These results are in line with those previous studies. According to Berthon et al. (2008), the firm created the content has an impact on brand equity metrics through the various brand information, knowledge, and products. Yoo at al (2000) argued that brand communication stimuli trigger a positive effect for the customer in correlation with brand equity as long as the content leads to the customer satisfaction reaction to the product inquiry, and compare to another similar non-branded product. Low and Lamb (2000) and Yoo et al (2000) contented that brand equity (brand awareness, brand association, perceived quality, and brand loyalty) forms a specific brand image and

comprise brand knowledge. Regarding this association, either managers or marketers are exposure the in brand positioning and differentiation practicing (Aaker, 1991). In addition, zhou, Zhang, Su, and Zhou (2012) agreed that social media communication creates a strong association and drawing value for long term interaction between the firm and customer, which can be received the trustworthy and love with the brand.

However, Firm created social media communication has a significant and positive indirectly impact on brand satisfaction (β= 0.035 t=3.188). Hence, H10a is partially supported. Shahzad et al. (2018) argued that the customer expectations of experience want products, communications, and marketing campaigns that make senses, touch the hearts, and stimulate minds. These factors probably had influenced by the satisfactory customer associated with their satisfaction with the brand.

4.6.3 The Influence of User-Generated Social Media Communication

According to Berthon et al (2008), customers have the diference reasons to participates in creating the process of contents. These reasons are self-promotion, delight, excitement, satisfaction, and hope related to public changing. Moreover, customers involve user-generated content are likely to advocate the brand, such as sharing opinions about the products and brands with others (Daugherty, Eastin, and Bright 2008). Therefore, the creating content by user is also contained by the consumer's reliable that improves this type of communication more powerful tool rather than old-style communication (Schivinski, 2011). Hence, the hypotheses as developed in this study, have illustrated that user-generated social media communication has a significant and positive influence on brand equity dimensions (H3) and brand trust (H4). The last, user-generated social media communication, has an indirect positive impact on brand satisfaction (H10b).

The empirical results present that user-generated social media communication has a significant and positive influence on brand equity dimension including brand awareness ($\beta= 0.217$; $t= 9.507$), brand association ($\beta= 0.264$; $t= 15.500$), perceived quality ($\beta= 0.327$; $t= 19.973$), and brand loyalty ($\beta= 0.307$, $t=19.248$). Furthermore, user-generated social media communication has a significant and positive impact on brand trust ($\beta= 0.213$; $t= 2.354$). Therefore, H3 and H4 are supported.

The results are aligned with previous studies that have reported that brand communication builds up brand equity by increasing the probability. A brand should be incorporated into the customer's consideration. Thus the consequences of the process of brand decision-making and turning established the choice into a habit (Yoo et al., 2000). According to Bruhn et al. (2012), the context of social media brand communication, the perception of communication positively influences an individual's perception of brands. Hutter et al. (2013) also found out a similar effect strong correlation between the consumer's engagement with social media brand page and their perceptions of brand awareness.

Furthermore, the indirect influence of UGSM on brand satisfaction has a significantly and positively impact ($\beta= 0.714$; $t= 57.739$). According to Khadim et al. (2015), brand satisfaction defines as the feelings of trustworthiness and satisfaction in customer communication with the firm. Delgado-Ballester et al (2003) found that creating and enhancing trust can build the loyalty of customer more and more, and creating high satisfaction. Still, Grubor et a. (2017) satisfaction of consumer advocates having an indirect influence, but the essential role in creating social, confident, plus knowledge of brand according to Marques & Almeida (2013). Therefore, the result probably follows the statement of Marques and Almeida (2013) advocates the user-generates social media content has an indirect effect on brand satisfaction.

4.6.4 The Consequence of Brand Satisfaction

According to (Chen and Tsai, 2007) found that the antecedents of post purchase behaviors were repurchasing intention and conducting WOM. Chen (2010) also argued that brand satisfaction has a causal relation within the intention of repurchase, and sharing by words from mouth-to-mouth. The hypotheses as developed in this study had illustrated that Brand satisfaction has a positive influence on behavioral intention: repurchase intention (H8a) and word of mouth (H8b). The empirical results of these hypotheses are shown in Table 4-12 and Figure 4-1. The results indicated that brand satisfaction has a significant and positive impact on repurchase intention (β=0.645, t=48.034) and WOM (β=0.689, t=56.117). The H8a and H8b are all supported.

The results are aligned with previous researches. Mbango and Belso-Martinez (2018) advocated that once consumers satisfied with the particular brand, the customers are more likely high commitment, which is a more significant effect on repurchase intention. Yasin and Shamim (2013) pointed out that brand satisfaction affected to enhance customers repurchase intention and WOM communication. Understanding Customer satisfaction is a vital element for the customers' needs and wants, which probably increases the market from repeat purchases and referrals (Kotler and Keller, 2014).

4.6.5 The Moderating Effects Testing

This study identified one aspect of moderator; brand experience played an essential role as a moderator to explore effect in relationship between brand equity on brand satisfaction, and brand trust on brand satisfaction. This study used bootstrapping smart PLS to yield hypothesis prediction. The hypotheses, as developed in the current research, had illustrated that brand experience had a significantly impact on brand equity and brand satisfaction (H9a), and brand

trust and brand satisfaction (H9b). According to the empirical results (Table 4-12), the moderating effected of brand experience had significantly and negatively influence on brand equity and satisfaction (β= -0.148; t=5.645). Oppositely, the moderating effected of brand experience had significant and positive influence of brand trust on brand satisfaction (β = 0.112, t= 3.693). In conclusion, R square value (R2) for this model is 0.519, which is higher than 0.33 was measured as significant. Hence, H9a is not supported, H9b is supported. The overall hypotheses testing is shown in Table 4-12.

Table 4-12 Evaluation of Structural Model and Hypothesis Testing

Research variable	Sample size (n=310)			
	Model 1	Model 2	Model 3	Model 4
Firm created social media communication -> Brand equity	0.437***	0.437***	0.437***	0.437***
Firm created social media communication -> Brand trust	0.106***	0.106***	0.106***	0.106***
User-generated social media communication -> Brand equity	0.325***	0.325***	0.325***	0.325***
User-generated social media communication -> Brand trust	0.213***	0.213***	0.213***	0.213***
Brand Equity -> Brand trust	0.727***	0.726***	0.726***	0.726***
Brand equity -> Brand satisfaction	0.347***	0.451***	0.348***	0.344***
Brand trust -> Brand satisfaction	0.485***	0.478***	0.478***	0.462***
Brand satisfaction -> Repurchase intention	0.645***	0.645***	0.645***	0.645***
Brand satisfaction -> WOM	0.689**	0.688***	0.688***	0.688***
Firm created social media communication -> Brand satisfaction	0.046**	0.030*	0.034**	0.035**
User-generated social media communication -> Brand satisfaction	0.070***	0.077**	0.075***	0.079***
Moderating Main Effect				
Brand experience -> Brand satisfaction		0.150**	-0.054***	-0.063***

Table 4-12 Evaluation of Structural Model and Hypothesis Testing (Continue)

Research variable	Sample size (n=310)			
	Model 1	Model 2	Model 3	Model 4
Interaction Effect				
Brand equity*Brand experience->Brand satisfaction		-0.218***		-0.148***
Brand trust*Brand experience->Brand satisfaction			-0.005	0.112**

Note: 1) * p < 0.05; ** p < 0.01, *** p < 0.001. 2) All coefficients are the standardized value

Source: This study
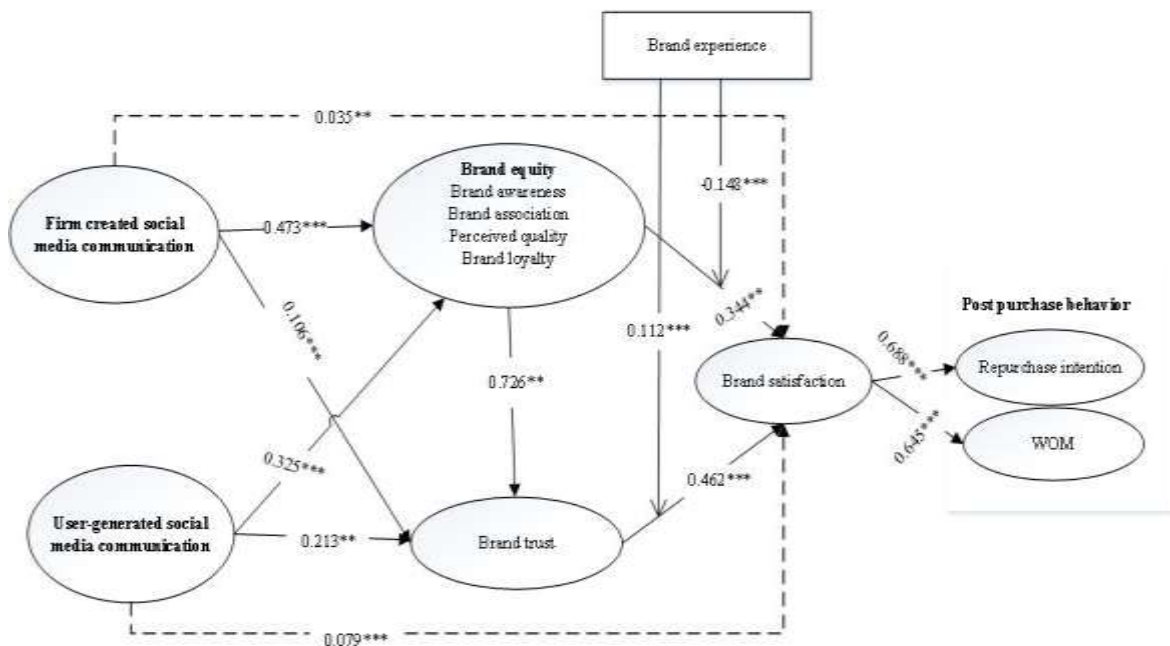
Figure 4-1 The Measurement Model of the Study

Source: This study

4.6.6 Mediating Effect Testing

To confirm the mediation effect of brand equity and brand trust, this study followed Preacher and Hayes's (2014) approach was applied to explore the effect for the influences of antecedents on brand satisfaction. This study employed Sobel test and confidence intervals to confirm the mediation effect.

Mediation effects were calculated through the Sobel's approach to testing Z score as to provide $z = \frac{ab}{SE_{ab}}$, where $SE_{ab} = \sqrt{b^2 SE_a + a^2 SE_a}$; and SE is a standard error (SE) of the relationship between independent and the mediator variable and SE_b is the standard error (SE) of the relationship between the mediator and antecedents (Lacobucci, 2012). Hence, this study proposed to insert both mediating. Adding these variables enhances the effect of the predictor on criterion (Baron & Kenny, 1986).

According to Preacher and Hayes's (2014), there were four steps to test the mediation effect. The first step is to examine the relationship between independent variables and dependent variables. The second step is to investigate the relationship between the independent variable and the mediator. The third step is the mediator and dependent variable, which the independent variable is controlling. The last step is to examine the independent variable and dependent variable while the mediator is controlling. Nitzl et al. (2016) suggested using the bootstrapping with 5000 subsamples with no significant changes to calculate the bias-corrected confidence interval (CI) and percentile for direct effects. Total effect is illustrated by MacKinnon, Fairchild, and Fritz (2007) refer to as inconsistent mediation. The total effect of stress on mood is likely to be very small because the direct and indirect effects will tend to cancel each other out. Notice that with inconsistent mediation that typically the direct effect is even larger than the total effect.

4.6.6.1 Mediation Effect of Brand Equity between firm created social media communication and Brand satisfaction

The current study identified brand equity as the furthermost powerful mediators to endorse the influence of antecedents (firm created social media

communication and user-generated social media communication) on brand satisfaction. (Hypothesis statement)

As shown in Table 4-13, in step 1 of the mediation model, the regression of the firm created social media communication on brand satisfaction, ignoring the mediator, which was significant ($\beta= 0.565$, t (310) =12.439, p=0.000). Step 2 showed that the regression of the firm created social media communication on the mediator, brand equity was also significant, ($\beta= 0.503$, t (310) =15.423, p=0.000). Step 3 of the mediation process showed that brand satisfaction, controlling for firm created social media communication, was significant, ($\beta= 0.892$, t (310) =14.643, p=0.000). Step 4 of the analyses revealed that the mediator (brand equity), controlling for firm created social media communication, was also a significant predictor of brand satisfaction ($\beta= 0.115$, t (310) =2.490, p=0.0133).

The results of the Sobel test are also significant (p=0.000). The z-value equals to 10.607, which is higher than 1.96 (p<0.05), and the value of the mediating effect is 0.449. It indicates that brand equity partially mediated the relationship between firm created social media communication and brand satisfaction. The study further used the bootstrap approach to verify the Sobel test. Therefore, the results showed that the firm created social media social media communication was both direct and indirect effect on brand satisfaction. The firm created the contents that matched customer expectations on brand products. According to Ahmed and Zahid (2014), the firm used social media networking information to enforce customer satisfaction (mediator) of the products, to identify the most influential customer, and to develop and improve brand equity. Zembik (2014) also argued that there is positive a relationship between social media and customers gaining knowledge and acceptance of its business operations through social media to offer the customers a better experience and also to be more responsive (Adalarasu and Padmaavathy, 2016).

Dehghani, Nourani, and Abardeh (2012) supported by claimed that brand equity (mediator) improved firm's competitiveness in the market through integrating the effective social media marketing establish with the customer. Consequently, brand equity could be replicated of the consumers' thinking, moods, and actions toward the brand. Moreover, it can even foster the increasing value, market share and firm profitability.

Table 4-13 Regression Analysis of the Indirect Effect of Brand Equity between Firm Created Social Media Communication and Brand Satisfaction

Direct effect and Total effect					
	β	**SE**	**t**	**p**	
FCSM -> BS	0.565	0.045	12.439	0.0000	
FCSM ->BE	0.503	0.032	15.423	0.0000	
BE/ FCSM ->BS	0.892	.0610	14.643	0.0000	
FCSM/BE -> BS	0.115	0.046	2.490	0.0133	
Indirect effect and significant using the normal distribution					
	Value	SE	LL95%CI	UL95%CI	Z	P
Sobel	0.449	0.042	0.366	0.532	10.607	0.000
Bootstrap result for the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.449	0.445	0.058	0.330	0.561

Note. 1. FCSM= Firm Created Social Media communication, BE= Brand Equity, BS= Brand satisfaction
2. N= 310, Number of Bootstrap Resamples= 5000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit
Source: This study

4.6.6.2 Mediation Effect of Brand Trust between Firm Created Social Media Communication and Brand Satisfaction

As shown in Table 4-14, in first step of the mediation model, the regression of the FCSM on brand satisfaction, ignoring the mediator, which was significant (β=0.565, t (310) =12.439, p=0.000). Step 2 showed that the regression of the firm created social media communication on the mediator, brand trust was significant as well, (β= 0.561, t (310) =12.361, p=0.000). Step 3 of the mediation process showed that brand satisfaction, controlling for firm

created social media communication, was significant, ($\beta= 0.724$, t (310) =18.365, p=0.000). Step 4 of the analyses revealed that the mediator (brand trust), controlling for FCSM, was also a significant predictor of brand satisfaction ($\beta= 0.158$, t (310) =4.132, p=0.000).

The results of the Sobel test are also significant (p=0.000). The z-value equals to 10.224, which is higher than 1.96 (p<0.05), and the value of the mediating effect is 0.406. It indicates that brand trust partially mediated the relationship between FCSM and brand satisfaction. The study further used the bootstrap approach to verify the Sobel test. Therefore, the results showed that FCSM was both direct and indirect effects on brand satisfaction through the interaction of brand trust. Chaudhuri and Holbook (2001) figured out that customers having satisfied vastly complicated before gaining trust (mediator). Hence, trust has a significant effect on brand satisfaction. In conclusion, Trust was an essential factor for satisfaction, and the more trusts were the more satisfaction and the more willing to commit to the brand.

Table 4-14 Regression Analysis of the Indirect Effect of Brand Trust between

Firm Created Social Media Communication and Brand Satisfaction

Direct effect and Total effect					
	β	**SE**	**t**	**p**	
FCSM -> BS	0.565	0.045	12.439	0.0000	
FCSM ->BT	0.561	0.045	12.362	0.0000	
BT/ FCSM ->BS	0.724	0.039	18.365	0.0000	
FCSM/BT-> BS	0.158	0.038	4.132	0.0000	
Indirect effect and significant using the normal distribution					
	Value	SE	LL95%CI	UL95%CI	Z	P
Sobel	0.406	0.039	0.328	0.484	10.244	0.000
Bootstrap result for the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.406	0.404	0.054	0.298	0.513

Note. 1. FCSM= Firm Created Social Media communication, BT= Brand Trust, BS= Brand satisfaction
2. N= 310, Number of Bootstrap Resamples= 5000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit
Source: This study

4.6.6.3 Mediation Effect of Brand Equity between User-Generated Social Media Communication and Brand Satisfaction

As shown in the Table 4-15, in step 1 of the mediation model, the regression of user-generated social media communication on brand satisfaction, ignoring the mediator, was significant, (β= 0.539, t (310) =11.693, p=0.000). Step 2 showed that the regression of user-generated social media communication on the mediator, brand equity was also significant (β= 0.485, t (310) =14.598, p=0.000). Step 3 of the mediation process showed that brand satisfaction, controlling for user-generated social media communication, was significant, β= 0.911, t (310) =15.256, p=0.000). Step 4 of the analyses revealed that the mediator (brand equity), controlling for user-generated social media

communication, was also a significant predictor of brand satisfaction, ($\beta= 0.097$, t (310) =2.144, p=0.0328).

Table 4-15 Regression Analysis of the Indirect Effect of Brand Equity between User-Generated Social Media Communication and Brand Satisfaction

Direct effect and Total effect				
	β	SE	t	p
UGSM -> BS	0.539	0.046	11.693	0.0000
UGSM ->BE	0.485	0.033	14.598	0.0000
BE/ UGSM ->BS	0.911	0.059	15.256	0.0000
UGSM /BE-> BS	0.097	0.045	2.144	0.0328
Indirect effect and significant using the normal distribution					
	Value	SE	LL95%CI	UL95%CI	Z	P
Sobel	0.442	0.042	0.360	0.524	10.535	0.000
Bootstrap result for the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.442	0.439	0.063	0.317	0.564

Note. 1. UGSM= User-generated Social Media communication, BE= Brand Equity, BS= Brand satisfaction
2. N= 310, Number of Bootstrap Resamples= 5000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit
Source: This study

The results of the Sobel test are also significant (p=0.000). The z-value equals 10.535, which is higher than 1.96 (p<0.05), and the value of the mediating effect is 0.442. It indicates that brand equity partially mediated the relationship between user-generated social media communication and brand satisfaction. The study further used the bootstrap approach to verify the Sobel test. Therefore, the results showed that user-generated social media communication was both direct and indirect effect on brand satisfaction through the interaction of brand equity. The result is aligned with Ahmed and Zahid (2014) that social media had a direct impact on how users share, transfer information, maintain their profiles with the people around themselves. Hence,

brands seek to connect with the customer through social networking sites, and online channels (e.g., Facebook, Instagram, and Twitter, etc.)

4.6.6.4 Mediation Effect of Brand Trust between User-Generated Social Media Communication and Brand Satisfaction

As shown in Table 4-16, in first step of the mediation model, the regression of the firm created social media communication on brand satisfaction, ignoring the mediator, which was significant (β= 0.539, t (310) = 11.693, p = 0.000). Step 2 showed that the regression of user-generated social media communication on the mediator, brand trust was also significant (β= 0.501, t (310) = 10586, p = 0.000). Step 3 of the mediation process showed that brand satisfaction, controlling for user-generated social media communication, was significant, (β= 0.723, t (310) =19.430, p = 0.000). Step 4 of the analyses revealed that the mediator (brand trust), controlling for user-generated social media communication, was also a significant predictor of brand satisfaction (β= 0.176, t (310) =4.890, p=0.000).

The result of the Sobel test is also significant (p=0.000). The z-value equals to 9.286, which is higher than 1.96 (p<0.05), and the value of the mediating effect is 0.362. It indicates that brand trust partially mediated the relationship between user-generated social media communication and brand satisfaction. This further used the bootstrap approach to verify the Sobel test. Therefore, the results showed that UGSM was both direct and indirect effect on brand satisfaction through the interaction of brand trust. The results were aligned with previous studies. Key Farzand (2012) and Moslehi et al. (2019) indicated that brand trust has an impressive effect and significant satisfaction. Bhardwaj and Aggarwal (2016) found that shopping through social media channels offers higher satisfaction and benefits gaining loyalties.

Table 4-16 Regression Analysis of the Indirect Effect of Brand Trust between

User-Generated Social Media Communication and Brand satisfaction

Direct effect and Total effect				
	β	SE	t	p
UGSM -> BS	0.539	0.046	11.693	0.0000
UGSM ->BT	0.501	0.047	10.586	0.0000
BT/ UGSM ->BS	0.723	0.037	19.430	0.0000
UGSM /BT-> BS	0.176	0.036	4.890	0.0000
Indirect effect and significant using the normal distribution						
	Value	SE	LL95%CI	UL95%CI	Z	P
Sobel	0.362	0.039	0.286	0.439	9.286	0.000
Bootstrap result for the indirect effect					
	Value	Mean	SE	LL95%CI	UL95%CI
Effect	0.362	0.360	0.057	0.247	0.475

Note. 1. UGSM= User-generated Social Media communication, BT= Brand Trust, BS= Brand satisfaction

2. N= 310, Number of Bootstrap Resamples= 5000, LL= Lower Limit, CI= Confidence Interval, UL= Upper Limit

Source: This study

CHAPTER FIVE
CONCLUSION AND SUGGESTION

5.1 Research Discussion and Conclusion

As the main purpose of the study was to investigate Generation Z behavior in building brand equity. The result is such an imperative thing to understand the consumer behavior in terms of brand management due to the increasing of demand of Gen Z behavior towards cosmetic brand equity accordance with the current trends in the market. This study extends the customer-based brand equity (CBBE), Generation Z theory, and theory of social adaption to investigate the key consequence of social media marketing communication and antecedent of post purchase behavior through brand equity, brand trust, and brand satisfaction.

The current research has identified effect of brand communication through firm created social media communication and user-generated social media communication on brand equity dimensions, and brand trust. Besides, brand equity had an effect brand trust and brand satisfaction. This study has established a comprehensive framework of social media marketing communication towards post purchase behavior throughout brand experience, brand equity, brand satisfaction, and brand trust. According to the results of the study, the conclusion has been drawn in the table. Table 5-1exhibited the result of hypotheses summarized. All the hypotheses are supported based on the several discussions above.

Table 5-1 Result of Hypotheses Testing

No.	Research hypotheses	Result
H_1	Firm-created social media brand communication positively influences brand equity	Supported
H_2	Firm-created social media brand communication positively influences brand trust.	Supported
H_3	User-generated social media brand communication positively influences brand equity.	Supported
H_4	User-generated social media brand communication positively influences brand trust.	Supported
H_5	Brand equity positively influences brand satisfaction.	Supported
H_6	Brand equity positively influences brand trust.	Supported
H_7	Brand trust positively influences brand satisfaction.	Supported
H_{8a}	Brand satisfaction positively influences the repurchase intention of the customer.	Supported
H_{8b}	Brand satisfaction positively influences word of mouth	Supported
H_{9a}	Brand experience has a significant impact on the relationship between brand equity and brand satisfaction.	Not supported
H_{9b}	Brand experience has a significant impact on the relationship between brand trust and brand satisfaction.	Supported
H_{10a}	Firm created social media communication has a positive indirect effect on brand satisfaction.	Supported
H_{10b}	User-generated social media communication has a positive indirect effect on brand satisfaction.	Supported
H_{11a}	There is a positive relationship between firm created media communication and brand satisfaction through brand equity.	Supported
H_{11b}	There is a positive relationship between user-generated social media communication and brand satisfaction through brand equity.	Supported
H_{11c}	There is a positive relationship between firm created social media communication and brand satisfaction through brand trust.	Supported
H_{11d}	There is a positive relationship between user generated social media communication and brand satisfaction through brand trust.	Supported

Source: This study

Firstly, the study examines the effect between generation Z (age, annual income, and education level) and the study variables (showed in the framework). Dolot (2018) argued that although there has no greatly differences between these three age range groups, the results are still significant because of the majority use of social media marketing communications (new technology) to access the online review on brand. The findings have implicated that massive of the respondents prefers Facebook, followed by Instagram. Keeping with the online branding, people in Gen Z specifically expect brand to be strong and straightforward; hence, the contents for those brand communication are likely to be shared to others. It is obviously seen that the results of this study is dependable with the prior studies of Lenhart (2015), social media communication have become a part of Generation Z' daily lives due its countless paybacks. Wirokarto (2013) also stated that Facebook and Instagram are the most favorite platform where Gen Z expected to represent a good brand. Laura (2018) argued that the influential factors such as a friend, family/relatives, peer and so forth are strongly stimulus this Gen Z to the willingness to purchase the brand products. Gen Z listens and reviews the brand regarding these influential factors as though first-hand experience from recommendation with high rank. (Lenhart, 2015; IBM, 2017), Gen Z is relying on online reviews from other user sharing (user-generated content for communication) before purchasing the product and well-informed in generally included brand information.

Secondly, the correlation among the types of social media marketing communication and brand equity are absolutely strong. These results are consistent with previous studies. Also, Keller (1993) argued that brand equity can help firm to focus on the way marketing performance and future understanding of customer behavior. If there is a lower brand equity, then the brand probably pays full attention to marketing and promotional activities to

maintain its position in the customer's mind. recognition and recall of the brand cannot create either offline or online context (Rios & Riquelme, 2008). Kolter and Keller (2012) integrating marketing communication as social networks enhances brand equity as well. Social media marketing communication is using as the potential strategy that the firm increases its brand equity. According to Schultz (2014), opposes that

In the form of individual communication including advertisement or straight marketing are tool to build brand equity. Also, the creating the contact of brand equity is built brand equity through the contents of marketing communication. However, there is an interesting finding that user-generated social media communication has natively impact on the brand trust, which can be regarding with the results of Schivinski and Dabrowski (2014), the finding that implementing and tailoring the brand communication through social media according to industry specifics. Accordingly, these reasons could be the product category may influence on the impact on user (customer created contents) in this study.

Furthermore, relationship among social media marketing communication, brand satisfaction, and brand trust, are positively significant. Customer is defined as a strong position on social media marketing communication regarding their decision, customers can also make a decision on what they want to see, listen, read or share (Rudloff and Frey, 2010). Hence, firms need to pay closer attention to the means of delivering a message, keeping the latest information about the brand or new product. The firm has to be aware of the customers who satisfied with sharing their content on-brand experience with product brands. There is actually either a negative or positive word of mouth via social networks (such as YouTube, Facebook, etc.) where are a drawback regarding the brand image and firm reputation (Nielsen, 2013). The bad publicity will get worse if the information is spread by the customer; it

would probably have an effect on perceived satisfaction. Also, the customer's trust and gain knowledge about the brand is upon the comment or sharing from others posts (Atika, Kusumati and Iqbal, 2017). To have a powerful control, the firm must be presented in which the customers have the social media communication channel such as blogs, websites, and social media networks (Clara, 2009) to maintain customer satisfaction, trust, and brand experience. Marketing activities will be engaged in establishing a picture in customer's minds with overall brand equity; therefore, advertising is meant such an essential part in consumer's intention behavior (Juga, Juntunen, & Grant, 2010).

Third, the study investigated the inter-relationship among brand equity, brand trust, and brand satisfaction is not negative. Mentioned previously by Yasin and Jhamim (2013), customer satisfaction and brand trust can promote strong brand equity and behavioral loyalty. Molinilloa et al (2018) supported with the same result in the current research between brand equity, brand trust, and brand satisfaction. According to Khadime et al. (2015), Buil et al (2008) also supported that between brand equity and brand trust have a positive relationship because the trust had the direct benefit for the brand. When the brand is believable, customer trust that the brand offers the best interest and experience and value of the brand through brand narrative, service interaction, and communication. Zhou et al., (2012) conferred that enhancing customer's confidence, believe, reliability, and honesty (Chaudhuri and Holbook, 2001) are directly linked to the dimensions of brand equity, which finally leads to brand equity.

Fourth, the two mediators included brand equity and brand trust has optimistic impression on social media marketing communication and brand satisfaction. Then the result exposed that there are both direct and indirect effects of social media communication on brand satisfaction. According to Khadim et al. (2015), exhibited that the significant effect of mediating findings

of brand equity and brand trust between firm created social media and user-generated social media. In addition, other scholars debated that user-friendly adoption of technology and personal factors collectively explain more variance in customer's brand loyalty compared to only social media communication in increasing customer buying and purchasing intention of a specific brand (Yasin and Jhamim, 2013). Softic'and Potuak (2019), also highly focus on how companies engage with the customer online, create positive or negative satisfactions which are the further influential factors brand equity. The customer shares or discusses brand product on a social media platform, not only creating brand awareness and brand satisfaction but also increasing the purchase intention because of creasing the trust. Therefore, the contents of social media marketing communication either firm or user is the way to further boost behavioral intention.

Fifth, brand experience is act as a moderator which has the higher level impact on brand satisfaction in developing brand equity, brand trust and perceived the social media marketing communication. Kim et al (2015), discussed that brand experience had the differentiation scale within brand satisfaction in the market. Keller (2003), creating brand equity in post-modern consumers (Gen Z) is to build a relationship with the customer by providing a personalized experience, create awareness, stimulus demand, and activate customer loyalty. Previous experience is lead to the positive satisfaction with is affected by-brand product as if feature and performance of the brand (Motaharinejad et al., 2014). The optimistic association between brand experience and satisfaction with brand experience are opened to the marketing strategy (Walter et al., 2013) and brand management (Shamim& Butt, 2013). Vazifehdoost, Rahnama, and Mousavian (2018), argued that customer satisfied with brand and trust will eventually draw a promising sign in their upcoming acquisitions. Therefore, brand experience seems to be much more imperative

to the customer than marketing communication. Furthermore, great equity of brands creates significantly greater preferences and purchase intentions (Cobb et al, 1995). Hence, customers are intentionally to choose a particular brand over others due to the previous experience regarding the product. This clearly illustrations the relationship between direct cause and effect between brand experience and its capability to create consumer-based brand equity (Zarantonello and Schmitt, 2010).

Finally, consequence of brand satisfaction is shown that satisfaction will result in a higher impact on post purchase behavior including repurchase intention and WOM. According to Chiu & Cho (2019) the impact of satisfaction on post purchase behavior is significant. The consequent of repurchase intention is to occur; the company must influence consumer's satisfaction. This is indicated that consumers may consider the product information through the website's company. Kim et al. (2010) perceived informativeness is likely important in customer's decision-making. The result is in line with previous studies (Elbltagi and Agag, 2016; Kitapci, Akdogan, and Dortyol, 2014; Suhud and Bajunaid, 2018; Chiu & Cho, 2019) The WOM is affected by trust and satisfaction (Lien and Cao, 2014). Higher satisfaction is positively WOM dissemination. Therefore, the consequences of brand satisfaction are generated the process of repurchase intention on brand.

5.2 Research Implication

The nature of study is deeply concentrated on the new potential customers in modern the market to build brand equity, who is born in the digital era "Generation Z". This study provides empirical evidence and a better understanding of Generation Z 's behavior in relation to CBBE model and modern marketing communication. This Generation Z displays the attitude toward the brand through two types of social media marketing communication.

5.2.1 Academic implication

The study had drawn academic implications. Since previous studies have never integrated two types of social media marketing communication, brand equity, brand trust, and brand satisfaction into a more comprehensive research model. The model of the current study served more attentive. Firstly, the study conducted a questionnaire design based on the problem in the context study to identify the research scope and the connection within constructs of the study. Following the secondary data, the study has employed pilots test which helps to deeply understand the similarities, and differences among the results of previous studies for the factors, mediators, moderators, and consequences of brand satisfaction. Then, the questionnaire survey was finally established in order to conduct test the hypotheses of this study. Based on this research procedure could be very helpful for scholars to concentrate on the detail research framework for further validation.

Since the types of social media communication proposed by Godes & Mayzlin, (2009), illustrated how the firm creates brand equity through social media marketing communication. Generational theory as proposed by Codrington (2008), Social Adaption theory as proposed by Bromley (1978), CBBE as proposed by Keller (1993), and trust theory, have integrated to understand more how generation behavior make the purchasing decision toward the brand and establishing brand equity for firm.

However, the theories emphasize on building strong brand equity within the generation Z through social media marketing communication. There are more likely to practice more in online activities, which will enable them to form a relationship between firm and customer on the brand (Linnes, 2017). Researches about this topic are still in progress, no valid statement could be made about the specific trending of Gen Z in modern markets. The study suggests further research that related to the topic branding of Generation Z

should be comprehensive either online and offline world. Online and offline purchase should be reviewed as two different worlds because this generation did not grow up in a different world, perhaps for them there is no difference between these.

5.2.2 Managerial implication

The study had drawn the managerial implication relevant to the relationship between generation Z and brand equity. Generation Z is a new potential marketing. Hossain (2018) emphasized on generation Z behavior, perception, demand, and communication. Although many researchers have explored the subject in both traditional and modern marketing communication mediums, there is no evidence of studies conducted in the context of the Cambodia market, with a specific concentration on Generation Z consumers. The generation did not grow up in an equivalent world, perhaps for them, there is no difference between these (Linnes, 2017). Hence, the study showed result that marketing managers should pay attention to focus on brands as the effective tools in the context of brand management. Specifically, generation Z can rapidly access to a brand accordance with brand's characteristics are easily recognizable, such as providing aesthetic fulfillment, not successful to gain the full advantage from their potential (McKinsey & Company, 2019).

Second, previous studies on brand communication, and the types of social media marketing communication are essential tools to enhance brand into marketing (Schlossberg, 2016). The firm should manage and pay attention to how the young generation perceived information, and the change in accordance with modern technology (Nawaz et al., 2018). Third, previous studies on brand management and consumer-based brand equity emphasized brand awareness, brand association, perceived quality, and brand loyalty as the fundamental components that use to indorse brand equity (Asker, 1996). This

study stretched the theoretical foundation that found brand experience is truly important to lead customer loyalty and to enhance brand satisfaction.

In addition, this study further found that the customer who exist the brand experience   is a vital factor to enhance consumer brand equity, brand trust, brand satisfaction, and post purchase behavior (Repurchase intention and WOM). According to Ahmad & Sherwani (2015) in the context of firm's performance, brand satisfaction plays a vital role for successful long term business. Brand satisfaction consider as the principal strategy to gain customer loyalty, to improve willingness to spend, and to enhance the lifetime value of the brand for firm (Hogan, Lemon, Rust, 2002; Keller & Lehmann, 2006). Because the customer satisfaction can be influence on purchase intentions (Cronin & Taylor, 1992), repurchase behavior (LaBarbera & Mazursky, 1983). Hence, brand satisfaction become a critical component of brand equity, firm frequently under deliver when it serves as service (Ahmad & Sherwani, 2015). Then the high levels of brand service delivery have been achieved, customer loyalty was built, thus brand equity is retentive.

The study emphasized the important results of brand trust, and brand equity. These two construct played a vital role as mediator's variables which are promoting factor on brand satisfaction. These results further imply that firms have to concentrate on how to create brand satisfaction of the effect of social media marketing communication, as well as post purchase behavior (Pitaloka & Gumant, 2019; Kaura et al, 2014). Therefore, marketers should strengthen marketing communication as a primary strategy to improve a firm's brand equity due to the customer gives positive feedback on brand equity to create brand stronger.

5.3 Research Limitation and Future Research Suggestion

The study had drawn the managerial implication relevant to the relationship between generation Z and brand equity. Generation Z is a new potential marketing. Hossain (2018) emphasized on generation Z behavior, perception, demand, and communication. Although many researchers have explored the subject in both traditional and modern marketing communication mediums, there is no evidence of studies conducted in the context of the Cambodia market, with a specific concentration on Generation Z consumers. The generation did not grow up in an equivalent world, perhaps for them, there is no difference between these (Linnes, 2017). Hence, the study showed result that marketing managers should pay attention to focus on brands as the effective tools in the context of brand management. Specifically, generation Z can rapidly access to a brand accordance with brand's characteristics are easily recognizable, such as providing aesthetic fulfillment, not successful to gain the full advantage from their potential (McKinsey & Company, 2019).

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APPENDIX QUESTIONNAIRE

南華大學
NANHUA UNIVERSITY
COLLEGE OF MANAGEMENT
Master Program in Management Science

Dear Respondents,

I, Mss. SAM Leakna, a master student of business administration at Nanhua University, Taiwan. I am conducting the research on "Understanding Generation Z Behavior Towards Cosmetic Brand Equity through Social Media Marketing Communication" as thesis to fulfill the requirement of the study completion. This academic questionnaire is to investigate the generation Z behavior consumes cosmetic product in Cambodia market.Then, this study also investigates on how the effects of social media marketing communication on brand equity, brand satisfaction and behavioral intention.

You are selected as the candidate for the survey. Your answers are very important for the research. We sincerely invite you to spend 15 minutes to complete in questionnaire below. No personal information will be made public. Please be assured that your answers will be kept in strict confidence. Please take your time to fill out the questionnaire as accurately as possible. Your help is crucial to this research. We deeply applicate your cooperation.

Your faithfully,

Wann-Yih Wu, Ph. D
Chair Professor and Vice-Chancello
Director of international office
Nanhua University

Ying-Kai Liao, Ph. D
Assistant Professor
Dep. Business Administration
Nanhua University

Sam Leakna
Researcher, MBA program
Dep. Business Administration
Nanhua University

Section 1. Personal information

ផ្នែកទី១៖ ព័ត៌មានផ្ទាល់ខ្លួន

1.Gender: ☐ Male ☐ Female ☐ Prefer not to say
ភេទ ប្រុស ស្រី សុំមិនបញ្ចេញ

2.How old are you? ☐ under 15 ☐ 16-20 ☐ 21-25 ☐ Over 25
តើអ្នកអាយុប៉ុន្មានឆ្នាំ? ក្រោម១៥ ១៦-២០ ២១-២៥ លើស២៥

3. Marital status: ☐ Single នៅលីវ ☐ Divorced លែងលះ
ស្ថានភាពគ្រួសារ ☐ Married រៀបការ ☐ Separated រស់នៅផ្សេងគ្នា

4. Your highest level of education
កម្រិតនៃការអប់រំ

☐ Primary school ☐ Secondary School ☐ High school
បឋមសិក្សា អនុវិទ្យាល័យ វិទ្យាល័យ

☐ Bachelor degree ☐ Master degree ☐ Ph.D
បរិញ្ញាបត្រ អនុបណ្ឌិត បណ្ឌិត

☐ Others (Please specify………….)
ផ្សេងៗ(សូមបញ្ជាក់)

5.Your occupation:
មុខរបរ

☐ Student ☐ Company employee ☐ Professor/lecturer/teacher
សិស្សនិស្សិត បុគ្គលិកក្រុមហ៊ុន សាស្ត្រាចារ្យ/គ្រូបង្រៀន

☐ Consultant/advisor ☐ Entrepreneur/self-employed ☐ Unemployed
អ្នកប្រឹក្សាយោបល់ សហគ្រិន/អជីវកម្មផ្ទាល់ខ្លួន គ្មានការងារធ្វើ

☐ Government official ☐ Others (Please specify…………….)
មន្ត្រីរាជការ ផ្សេងៗ (សូមបញ្ជាក់)

6.Annual income ($USD):
ប្រាក់ចំណូលប្រចាំឆ្នាំ (ដុល្លារអាមេរិច)

☐ No income ☐ less than 1000 ☐ 1000-2000 ☐ 2001-3000
គ្មានចំណូល តិចជាង១០០០ ១០០០-២០០០ ២០០១-៣០០០

☐ 3001-4000 ☐ 4001-5000 ☐ Above 5000
៣០០១-៤០០០ ៤០០១-៥០០០ លើសពី៥០០០

Section 2. The Experience on purchasing cosmetics products through social media.
ផ្នែកទី២៖ បទពិសោធន៍នៃការទិញផលិតផលគ្រឿងសម្ផស្សតាមរយៈប្រព័ន្ធផ្សព្វផ្សាយសង្គម

1. Have you ever bought cosmetics products through social media?
តើអ្នកធ្លាប់បានទិញផលិតផលសម្ផស្សតាមរយៈប្រព័ន្ធផ្សព្វផ្សាយសង្គម?
   ☐ Yes បាទ/ចាស   ☐ No ទេ

2. If Yes, which sites of social media you usually use for shopping cosmetics products?
ប្រសិនបាន/ចាស, គេហទំព័រនៃប្រព័ន្ធផ្សព្វផ្សាយសង្គមមួយណាដែលអ្នកតែងតែប្រើប្រាស់សម្រាប់ទិញ
ផលិតផលគ្រឿងសម្ផស្ស?
   ☐ Facebook
   ☐ Twitter
   ☐ Instagram
   ☐ YouTube
   ☐ Pinterest
   ☐ Blogger
   ☐ Others (Please specify) _____

3. Which cosmetics brands listed below you have ever seen their advertisement/post or you have
followed their account on social media? (Tick ✓ more than one answer)

   ក្នុងចំណោមម៉ាក់យីហោផលិតផលសម្ផស្សខាងក្រោមនេះ មួយណាខ្លះដែលអ្នកធ្លាប់បានឃើញការ
ផ្សព្វផ្សាយ/ការបង្ហោះ ឬអ្នកបានតាមដានគណនីរបស់ពួកគេនៅលើប្រព័ន្ធផ្សព្វផ្សាយសង្គម? (ជ្រើស
ចម្លើយលើសពី១)
☐ KATE	☐ Kiss Me	☐ Mentholatum	☐ CHIC CHOC
☐ CLARINS	☐ CLINIQUE	☐ Dior	☐ OLAY
☐ POND'S	☐ Calvin Klein	☐ JILL STUART	☐ L`OREAL
☐ M.A.C.	☐ MAKE UP FOR EVER		☐ Bourjoir
☐ SK-II	☐ NARS	☐ NYX	☐ Unilever
☐ Louis Vuitton (LV)		☐ Innisfree	☐ Za
☐ MAYBELLINE		☐ CHANEL	☐ REVLON

   ☐ Others (Please specify) _____
   ផ្សេងៗ (សូមបញ្ជាក់)

4. How frequently do you purchase the cosmetic products through the site of social media?

   តើអ្នកទិញផលិតផលគ្រឿងសម្ផស្សញឹកញាប់ប៉ុណ្ណាតាមរយៈគេហទំព័របណ្តាញទំនាក់ទំនងសង្គម?
   ☐ Daily   ☐ Weekly   ☐ Monthly   ☐ Yearly
   ប្រចាំថ្ងៃ   ប្រចាំសប្តាហ៍   ប្រចាំខែ   ប្រចាំឆ្នាំ
   ☐ Other (please specify) _____
   ផ្សេងៗ (សូមបញ្ជាក់)

5. If the same products, but the other sites can provide cheaper price than the site you usually buy,
will you switch to another social media site?

   ប្រសិនបើផលិតផលដូចគ្នាប៉ុន្តែមានគេហទំព័រផ្សេងទៀតអាចផ្តល់នូវតម្លៃថោកជាងគេហទំព័រដែល
អ្នកទិញជាធម្មតា តើអ្នកនឹងប្តូរទៅគេហទំព័រប្រព័ន្ធផ្សព្វផ្សាយសង្គមផ្សេងទៀតទេ?
   ☐ Yes   បាទ/ចាស   ☐ No ទេ

6. Do you always buy the cosmetic products in the same site of social media?
តើអ្នកតែងតែទិញផលិតផលគ្រឿងសម្ផស្សនៅក្នុងបណ្តាញទំនាក់ទំនងសង្គមដូចគ្នាដែរឬទេ?

☐ Yes, I always buy the cosmetic products in the site of social media, which name of the social media is

បាទ / ចាសខ្ញុំតែងតែទិញផលិតផលគ្រឿងសម្អាងនៅក្នុងគេហទំព័របណ្ដាញសង្គមដែលមានឈ្មោះ ប្រព័ន្ធផ្សព្វផ្សាយសង្គមគឺៈ

_____

☐ No, I sometimes use another site of social media to buy the cosmetics products, due to _____ concerns:

ទេខ្ញុំពេលខ្លះប្រើគេហទំព័របណ្ដាញសង្គមមួយផ្សេងទៀតនៃប្រព័ន្ធផ្សព្វផ្សាយសង្គមដើម្បីទិញ ផលិតផលគ្រឿងសម្អាង ដោយសារតែៈ

☐ Special price   ☐ Special discount   ☐ Free coupon
តម្លៃពិសេស   បញ្ចុះតម្លៃពិសេស   គូប៉ុងឥតគិតថ្លៃ

☐ Special promotion   ☐ Quality   ☐ Other (Please specify) _____
ការផ្សព្វផ្សាយពិសេស   គុណភាព   ផ្សេងៗ (សូមបញ្ជាក់)

7. Which factor influences you the most while choosing the social media site to buy cosmetics products?

តើកត្តាមួយណាដែលជះឥទ្ធិពលដល់អ្នកខ្លាំងបំផុតនៅពេលជ្រើសរើសយក បណ្ដាញទំនាក់ទំនងសង្គមដើម្បី ទិញផលិតផលគ្រឿងសម្អាង?

☐ Peer group ☐ Family/relative   ☐ Friends   ☐ Workplace ☐ Celebrities
ក្រុមមិត្ត   ក្រុមគ្រួសារ/សាច់ញាតិ មិត្តភក្តិ   កន្លែងធ្វើការ   ជនល្បីល្បាញ

☐ Advertisement   ☐ Ads from a brand   ☐ Other (Please specify) _____
ការផ្សព្វផ្សាយ   ការផ្សាយពាណិជ្ជកម្មពីម៉ាក   ផ្សេងៗ (សូមបញ្ជាក់)

8. Which type of social media marketing communication do you prefer?
តើការទំនាក់ទំនងទីផ្សារតាមប្រព័ន្ធផ្សព្វផ្សាយសង្គមប្រភេទណាដែលអ្នកចូលចិត្ត?

☐ Frim created social media: the content of communication is managed by company (e.g. company advertises products on Facebook)
ក្រុមហ៊ុនបង្កើតប្រព័ន្ធផ្សព្វផ្សាយសង្គមៈខ្លឹមសារប្រមាតិការនៃការវិជ្ជាស្រ័យទាក់ទងត្រូវបាន គ្រប់គ្រងដោយក្រុមហ៊ុន (ឧទាហរណ៍ ក្រុមហ៊ុនផ្សព្វផ្សាយផលិតផលនៅលើហ្វេសប៊ុក)

☐ User-generated social media: the content is created by consumer (e.g. customers post and talked about experience in use cosmetic products on Facebook)
ប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែលបង្កើតដោយអ្នកប្រើប្រាស់ៈ មាតិកាត្រូវបានបង្កើតឡើងដោយអ្នក ប្រើប្រាស់ (ឧទាហរណ៍ៈ អតិថិជន ប្រកាសនិងនិយាយអំពីបទពិសោធន៍ក្នុងការប្រើប្រាស់ ផលិតផលគ្រឿងសម្អាងនៅលើហ្វេសប៊ុក)

9. **A)** Do you preferred Firm create social media? តើអ្នកចូលចិត្តប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែល បង្កើតដោយក្រុមហ៊ុនដែរឬទេ?

☐ If yes, Why? _____
បាទ/ចាស ហេតុអ្វី?

☐ If no, Why? _____
ទេ, ហេតុអ្វី?

B) Do you preferred User-generated social media? តើអ្នកចូលចិត្តប្រព័ន្ធផ្សព្វផ្សាយសង្គម ដែលបង្កើតដោយអ្នកប្រើប្រាស់ដែរឬទេ?

☐ If yes, Why? _____
បាទ/ចាស ហេតុអ្វី?

☐ If no, Why? _____
ទេ, ហេតុអ្វី?

10. Please list the name, what social media platforms do you usually use? why?
ចូររៀបរាប់ឈ្មោះពីប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែលអ្នកតែងតែងប្រើប្រាស់?ហេតុអ្វី?

_____
_____
_____

11. For the following section, please select one cosmetic brand that you favor. Please using that brand as "Brand X" and answer each of the following question below.
សម្រាប់ផ្នែកខាងក្រោមនេះសូមជ្រើសរើសម៉ាកគ្រឿងសម្អាងមួយដែលអ្នកពេញចិត្ត។ សូមប្រើប្រាស់ម៉ាក់យីហោនោះជា" ម៉ាក X" ជាសម្គាល់ហើយឆ្លើយសំណួរនីមួយៗខាងក្រោម។

_____

Section 3. Social Media Marketing communication
ផ្នែកទី ៣៖ ទំនាក់ទំនងទីផ្សារប្រព័ន្ធផ្សព្វផ្សាយសង្គម

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
Please take a short look at the questions below related to marketing communication, and then **CIRCLE** the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លួនខាងក្រោមទាក់ទងនឹងការទំនាក់ទំនងទីផ្សារ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាក់យីហោផលិតផលសម្អាងដែលអ្នកបានប្រើប្រាស់	មិនយល់ស្របខ្លាំង Strongly disagree	មិនយល់ស្រប Disagree	មិនយល់ស្របខ្លះ Somewhat Disagree	មិនដឹង Neutral	យល់ស្របខ្លះ Somewhat Agree	យល់ស្រប Agree	យល់ស្របខ្លាំង Strongly Agree
Frim created Social media communication ក្រុមហ៊ុនបង្កើតប្រព័ន្ធផ្សព្វផ្សាយសង្គម							
1. I am satisfied with the company's social media communication for [brand X] ខ្ញុំពេញចិត្តនឹងប្រព័ន្ធផ្សព្វផ្សាយសង្គមរបស់ក្រុមហ៊ុនសម្រាប់ [ម៉ាក X]	1	2	3	4	5	6	7
2. The level of the company's social media communication for [brand X] meet my expectation. កម្រិតនៃការទំនាក់ទំនងប្រព័ន្ធផ្សព្វផ្សាយសង្គមរបស់ក្រុមហ៊ុនសម្រាប់ [ម៉ាក X]ជួបនឹងការរំពឹងទុករបស់ខ្ញុំ។	1	2	3	4	5	6	7
3. The company's social media communications for [brand] are very attractive ការទំនាក់ទំនងប្រព័ន្ធផ្សព្វផ្សាយសង្គមរបស់ក្រុមហ៊ុនសម្រាប់ [ម៉ាក X]គួរឱ្យទាក់ទាញនិងចាប់អារម្មណ៍ណាស់។	1	2	3	4	5	6	7

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
Please take a short look at the questions below related to marketing communication, and then **CIRCLE** the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងការទំនាក់ទំនងទីផ្សារ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាកយីហោផលិតផល សម្គាល់ដែលអ្នកបានប្រើប្រាស់	ម៉ិនយល់ស្របខ្លាំង Strongly disagree	ម៉ិនយល់ស្រប Disagree	ម៉ិនយល់ស្របខ្លះ Somewhat Disagree	ម៉ិនខ្វល់ Neutral	យល់ស្របខ្លះ Somewhat Agree	យល់ស្រប Agree	យល់ស្របខ្លាំង Strongly Agree
4. This company's social media communications for [brand X] perform well when compared with the social media communications of other companies ការទំនាក់ទំនងប្រព័ន្ធផ្សព្វផ្សាយសង្គមរបស់ក្រុមហ៊ុននេះ សម្រាប់ [ម៉ាក X]ដំណើរការបានល្អ បើប្រៀបធៀបជាមួយការ ទំនាក់ទំនងប្រព័ន្ធផ្សព្វផ្សាយសង្គមរបស់ក្រុមហ៊ុនផ្សេងទៀត គ។	1	2	3	4	5	6	7
User-generated social media communication ប្រព័ន្ធផ្សព្វផ្សាយសង្គមដែលបង្កើតដោយ អ្នកប្រើប្រាស់							
1. I am satisfied with the content generated on social media sites by other users about [brand X] ខ្ញុំពេញចិត្តនឹងមាតិកាខ្លឹមសារដែលបង្កើតនៅលើគេហទំព័រ ប្រព័ន្ធផ្សព្វផ្សាយសង្គមដោយអ្នកប្រើប្រាស់ដទៃទៀតអំពី [ម៉ាក X]នេះ៖	1	2	3	4	5	6	7
2. The level of the content generated on social media sites by other users about [brand X] meets my expectations កម្រិតនៃមាតិកាដែលបង្កើតនៅលើគេហទំព័រប្រព័ន្ធ ផ្សព្វផ្សាយសង្គមដោយអ្នកប្រើប្រាស់ដទៃទៀតអំពី [ម៉ាក X]ជួប តាមការរំពឹងទុករបស់ខ្ញុំ។	1	2	3	4	5	6	7
3. The content generated by other users about [brand X] is very attractive. មាតិកាដែលបង្កើតដោយអ្នកប្រើផ្សេងទៀតអំពី [ម៉ាក X]គឺ គួរឱ្យទាក់ទាញនិងមានការទាក់ទាញណាស់។	1	2	3	4	5	6	7
4. The content generated on social media sites by other users about [brand X] performs well when compared with other brands មាតិកាដែលបង្កើតនៅលើគេហទំព័រប្រព័ន្ធផ្សព្វផ្សាយសង្គម ដោយអ្នកប្រើប្រាស់ដទៃទៀតអំពី [ម៉ាក X]ដំណើរការបានល្អ បើប្រៀបធៀបជាមួយម៉ាកផ្សេងទៀត។	1	2	3	4	5	6	7

Section 4. Brand equity: Brand awareness, Brand association, Perceived quality, and Brand loyalty

ផ្នែកទី ៤៖ សមធម៌របស់ម៉ាកផលិតផល៖ ការយល់ដឹងអំពីម៉ាកផលិតផល ទំនាក់ទងលើម៉ាកផលិតផល ការយល់ឃើញរបស់គុណភាពម៉ាកផលិតផល និងភាពស្មោះត្រង់លើម៉ាកផលិតផល

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
Please take a short look on the questions below related with brand awareness, brand association, perceived quality, and brand loyalty, and then **CIRCLE** the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងចំណេះដឹង គុណភាពនៃការប្រើប្រាស់ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាក់យីហោ ផលិតផលសម្គាល់ដែលអ្នកបានប្រើប្រាស់	មិនយល់ស្របខ្លាំង Strongly disagree	មិនយល់ស្រប Disagree	មិនយល់ស្របខ្លះ Somewhat Disagree	មិនឯកភាព Neutral	យល់ស្របខ្លះ Somewhat Agree	យល់ស្រប Agree	យល់ស្របខ្លាំង Strongly Agree
Brand equity សមធម៌របស់ម៉ាកផលិតផល							
1. It makes sense to buy this [brand X] instead of any other brand, even if they are the same រ៉ាសមហេតុផលក្នុងការទិញ [ម៉ាក X]នេះជំនួសឱ្យម៉ាកយីហោ ផលិតផលផ្សេងទៀតទោះបីពួកគេដូចគ្នាក់ដោយ។	1	2	3	4	5	6	7
2. Even if another cosmetic brand has the same features as this [brand x], I would prefer to buy or consume this [brand X] ទោះបីជាម៉ាក់យីហោគ្រឿងសម្អាង ផ្សេងទៀតមានលក្ខណៈដូច គ្នានឹង [ម៉ាក X]នេះខ្ញុំនៅតែចង់ទិញឬប្រើប្រាស់ [ម៉ាក X]នេះ។	1	2	3	4	5	6	7
3. If there is another brand as good as this [brand X], I prefer to buy or consume this [brand X] ប្រសិនបើមានម៉ាកយីហោមួយផ្សេងទៀតល្អដូច [ម៉ាក X]នេះខ្ញុំ នៅតែចូលចិត្តទិញឬប្រើប្រាស់ [ម៉ាក X]នេះដដែល។	1	2	3	4	5	6	7
4. If another brand is not different from this [brand X] in any way, it seems smarter to purchase this [brand X] ប្រសិនបើម៉ាកយីហោមួយផ្សេងទៀតមិនខុសពី [ម៉ាក X]ក្នុង របៀបណាដោយ រ៉ាហាក់ដូចជាឆ្លាតជាងមុនក្នុងការទិញ [ម៉ាក X]នេះដដែល។	1	2	3	4	5	6	7
Brand awareness ការយល់ដឹងអំពីម៉ាកផលិតផល	1	2	3	4	5	6	7
1. I easily recognize [brand X] ខ្ញុំកត់ស្គាល់ [ម៉ាក X]នេះបានយ៉ាងងាយ។	1	2	3	4	5	6	7
2. I am aware of this [brand X] ខ្ញុំមានការយល់ដឹងអំពី [ម៉ាក X]នេះ។	1	2	3	4	5	6	7

3. I can quickly recall the symbol or logo of this [Brand X] ខ្ញុំអាចចាំបានយ៉ាងរហ័ស នូវនិមិត្តសញ្ញាឬឡូហ្គោរបស់ [ម៉ាក ₓ] នេះ។	1	2	3	4	5	6	7
4. I can recognize this [brand X] among other competing brands ខ្ញុំអាចស្គាល់ [ម៉ាក X]នេះក្នុងចំណោមម៉ាកផ្សេងទៀត។	1	2	3	4	5	6	7
Brand Association ទំនាក់ទងលើម៉ាកផលិតផល							
1. I like this [brand x] ខ្ញុំចូលចិត្ត [ម៉ាក X]នេះ	1	2	3	4	5	6	7
2. It is likely that [brand x] offers good value for money វាដូចទំនងជា [ម៉ាក X]ផ្តល់នូវតម្លៃសាកសម និងការចំណាយថវិការ។	1	2	3	4	5	6	7
3. It is that [brand x] would be technically advanced គឺថា[ម៉ាក X]មានលក្ខណៈជឿនលឿនផ្នែកបច្ចេកទេសក្នុងការផលិត។	1	2	3	4	5	6	7
4. I would feel proud to own a [brand X] ខ្ញុំមានមោទនភាពដែលបានធ្វើជាម្ចាស់ហាង [ម៉ាក X]។	1	2	3	4	5	6	7
5. I trust [brand x] as manufacturer of product category ខ្ញុំជឿជាក់ លើ[ម៉ាក X]ក្នុងនាមជាអ្នកផលិតប្រភេទផលិតផល។	1	2	3	4	5	6	7
Perceived quality យល់ឃើញរបស់គុណភាពម៉ាកផលិតផល							
1. Brand X offers very good quality products. [ម៉ាក X]ផ្តល់ជូននូវផលិតផលដែលមានគុណភាពល្អ។	1	2	3	4	5	6	7
2. Brand X offers products of consistent quality [ម៉ាក X]ផ្តល់ជូននូវផលិតផលដែលមានគុណភាពស្ថិតស្ថេរ។	1	2	3	4	5	6	7
3. Brand X offers very reliable products. [ម៉ាក X]ផ្តល់ជូននូវផលិតផលគួរឱ្យទុកចិត្តបំផុត។	1	2	3	4	5	6	7
4. Brand X offers products with excellent feature. [ម៉ាក X]ផ្តល់ជូននូវផលិតផលដែលមានលក្ខណៈពិសេសល្អឥតខ្ចោះ។	1	2	3	4	5	6	7
5. Brand X has a superior performance [ម៉ាក X]មានសមត្ថភាពគុណភាពខ្ពស់។	1	2	3	4	5	6	7
6. The products of [brand X] is worth their price ផលិតផលរបស់ [ម៉ាក X]សាកសមនឹងតម្លៃ ជាមួយការចំណាយរបស់ពួកគេ។	1	2	3	4	5	6	7
Brand loyalty ភាពស្មោះត្រង់លើម៉ាកផលិតផល							
1. I feel loyal to [brand X] when considering the purchase of cosmetic products ខ្ញុំមានអារម្មណ៍ថាមានភាពស្មោះត្រង់ចំពោះ [ម៉ាក X]នៅពេលពិចារណាទិញផលិតផលគ្រឿងសម្អាង។	1	2	3	4	5	6	7
2. It is likely that [brand X] would be my first choice when considering the purchase of cosmetic products	1	2	3	4	5	6	7

រាទំនងថា[ម៉ាក X]អាចជាជម្រើសដ៏ប្អូងរបស់ខ្ញុំនៅពេ ពិចារណាទិញផលិតផលគ្រឿងសម្អាង។							
3. I will not buy another brand of the cosmetic product if [brand X] was available at the store ខ្ញុំនឹងមិនទិញផលិតផលគ្រឿងសម្អាងម៉ាកផ្សេងទៀតទេ ប្រសិនបើ[ម៉ាក X]មាននៅហាង។	1	2	3	4	5	6	7
4. In the future, I would like to keep consuming or purchasing this [brand x] នៅពេលអនាគតខ្ញុំចង់បន្តប្រើប្រាស់ឬទិញ [ម៉ាក x]នេះ។	1	2	3	4	5	6	7
5. I consume this [brand X] because it is the best choice for me ខ្ញុំប្រើប្រាស់ [ម៉ាក X]នេះពីព្រោះវាជាជម្រើសល្អបំផុតសំរាប់ខ្ញុំ។	1	2	3	4	5	6	7
6. I will be continuing to be a loyal customer for this brand ខ្ញុំនឹងបន្តធ្វើជាអតិថិជនដ៏ស្មោះស្ម័គ្រចំពោះម៉ាកផលិតផល នេះ។	1	2	3	4	5	6	7
7. Next time, I need those products, I will buy the same brandលើកក្រោយពេល ខ្ញុំត្រូវការផលិតផលទាំងនោះ ខ្ញុំនឹងទិញម៉ាកផលិតផលដដែល។	1	2	3	4	5	6	7
8. I am willing to pay a price premium over competing products to be able to purchase this brand again ខ្ញុំសុខចិត្តចំណាយតម្លៃខ្ពស់ ដើម្បីអាចទិញផលិតផលម៉ាក យីហោនេះម្តងទៀត បើប្រៀបធៀបផលិតផលម៉ាកដទៃ។	1	2	3	4	5	6	7

Section 5: Brand Trust
ផ្នែកទី៥៖ ទំនុកចិត្តលើម៉ាកផលិតផល

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
	ម៉ិនយល់ស្របខ្លាំង Strongly disagree	ម៉ិនយល់ស្រប Disagree	ម៉ិនយល់ស្របខ្លះ Somewhat Disagree	ម៉ិនខ្លះ Neutral	យល់ស្របខ្លះ Somewhat Agree	យល់ស្រប Agree	យល់ស្របខ្លាំង Strongly Agree
Please take a short look on the questions below related with Brand Trust, and then **CIRCLE** the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងទំនុកចិត្តលើម៉ាកផលិតផល ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាក់យីហោផលិតផល សម្អាងដែលអ្នកបានប្រើប្រាស់							
1. This brand takes a good care of me ម៉ាកនេះមានការថែរក្សាចំពោះខ្ញុំយ៉ាងល្អ។	1	2	3	4	5	6	7
2. Brand X meets my expectation	1	2	3	4	5	6	7

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[ម៉ាក x]បំពេញទៅតាមការរំពឹងទុករបស់ខ្ញុំ។								
3. I feel confident in [brand X] ខ្ញុំមានអារម្មណ៍ជឿជាក់លើ [ម៉ាក X]	1	2	3	4	5	6	7
4. [Brand X] never disappoints me [ម៉ាក X]មិនដែលធ្វើឱ្យខ្ញុំខកចិត្តឡើយ។	1	2	3	4	5	6	7
5. [Brand X] guarantees satisfaction [ម៉ាក X]ធានានូវការពេញចិត្ត។	1	2	3	4	5	6	7
6. [Brand X] would be honest and sincere in addressing my concerns [ម៉ាក X]មានភាពស្មោះត្រង់និងការគោរពក្នុងការដោះស្រាយកង្វល់របស់ខ្ញុំ។	1	2	3	4	5	6	7
7. I could rely on [Brand X] to solve the problem ខ្ញុំអាចជឿជាក់លើ [ម៉ាក X]ដើម្បីដោះស្រាយបញ្ហាបញ្ហារបស់សម្រស់របស់ខ្ញុំ។	1	2	3	4	5	6	7
8. [Brand X] would make any effort to satisfy me [ម៉ាក X]នឹងខិតខំប្រឹងប្រែងផ្តល់នៅភាពពេញចិត្តមកដល់ខ្ញុំ។	1	2	3	4	5	6	7
9. [Brand X] would compensate me in some way for the problem with the product [Brand X] [ម៉ាក X]នឹងទូទាត់សងខ្ញុំតាមមធ្យោបាយខ្លះៗ សម្រាប់បញ្ហាកើតមានជាមួយផលិតផលក្នុងប្រការណាមួយ។	1	2	3	4	5	6	7

Section 6. Brand satisfaction
ផ្នែកទី៦៖ ការពេញចិត្តលើម៉ាកយីហោ

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
Please take a short look at the questions below related to your satisfaction, and then **CIRCLE** the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងការពេញចិត្តលើម៉ាកយីហោ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាក់យីហោ ផលិតផលសម្ភាងដែលអ្នកបានប្រើប្រាស់	ម៉ិនយល់ស្រុបខ្លាំង **Strongly disagree**	ម៉ិនយល់ស្រុប **Disagree**	ម៉ិនយល់ស្រុបខ្លះ **Somewhat Disagree**	ម៉ិនជឿង **Neutral**	យល់ស្រុបខ្លះ **Somewhat Agree**	យល់ស្រុប **Agree**	យល់ស្រុបខ្លាំង **Strongly Agree**
1. I am very satisfied with the service provided by this [brand X] ខ្ញុំពិតជាពេញចិត្តយ៉ាងខ្លាំងនឹងសេវាកម្មដែលផ្តល់ដោយ [ម៉ាក X]នេះ។	1	2	3	4	5	6	7
2. I am very satisfied with this [brand x] ខ្ញុំពិតជាពេញចិត្តនឹងនេះ[ម៉ាក X]។	1	2	3	4	5	6	7

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
Please take a short look at the questions below related to your satisfaction, and then **CIRCLE** the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីៗខាងក្រោមទាក់ទងនឹងការពេញចិត្តលើម៉ាក យីហោ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាក់យីហោ ផលិតផលសម្ភារងដែលអ្នកបានប្រើប្រាស់	មិនយល់ប្រែប៉ុន្មានខ្លាំង Strongly disagree	មិនយល់ប្រែប៉ុន្មាន Disagree	មិនយល់ប្រែប៉ុន្មានខ្លះ Somewhat Disagree	មិនឬជំ Neutral	យល់ប្រែប៉ុន្មានខ្លះ Somewhat Agree	យល់ប្រែប៉ុន្មាន Agree	យល់ប្រែប៉ុន្មានខ្លាំង Strongly Agree
3. I am very happy with this [brand X] ខ្ញុំសប្បាយចិត្តណាស់ជាមួយ [ម៉ាក X]។	1	2	3	4	5	6	7
4. I believed that using this [brand X] is usually a very satisfying experience ជាធម្មតាខ្ញុំជឿជាក់ថាការប្រើ ប្រាស់[ម៉ាក X]នេះ គឺជាបទ ពិសោធន៍ដែលគួរអោយពេញចិត្តបំផុត។	1	2	3	4	5	6	7
5. I made the right decision when I decided to use this [brand X] ខ្ញុំបានធ្វើការសម្រេចចិត្តត្រឹមត្រូវនៅពេលដែលខ្ញុំសំរេច ចិត្តប្រើប្រាស់ [ម៉ាក X]នេះ។	1	2	3	4	5	6	7
6. I am addicted to this [brand X] in some ways ពេលខ្លះ ខ្ញុំញៀននឹងការប្រើប្រាស់ម៉ាក[X] នេះ។	1	2	3	4	5	6	7
7. The [brand X] does a good job of satisfying my needs ម៉ាក X ធ្វើបានល្អក្នុងការបំពេញតំរូវការរបស់ខ្ញុំ។	1	2	3	4	5	6	7

Section 7. Consequence of Brand Satisfaction
ផ្នែកទី ៧. ផលប៉ះពាល់នៃការពេញចិត្តលើម៉ាកយីហោ

Please take a short look on the questions below related with the influences of brand satisfaction, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងផលប៉ះពាល់នៃការពេញចិត្តលើម៉ាកយីហោ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាក់យីហោផលិតផលសម្ផាងដែលអ្នកបានប្រើប្រាស់	Levels of Agreement កម្រិតនៃការយល់ព្រម						
	មិនយល់ស្របទាំងស្រុង Strongly disagree	មិនយល់ស្រប Disagree	មិនសូវយល់ស្រប Somewhat Disagree	មិនខ្វល់ Neutral	យល់ស្របខ្លះ Somewhat Agree	យល់ស្រប Agree	យល់ស្របទាំងស្រុង Strongly Agree

Repurchase intention ចេតនានៃការទិញឡើងវិញ

1. I am willing to purchase this [brand X] again ខ្ញុំមានឆន្ទៈនឹងទិញ [ម៉ាក X]នេះម្ដងទៀត។	1	2	3	4	5	6	7
2. If being asked to choose again, I'll choose this [brand X] ប្រសិនបើត្រូវបានស្នើសុំអោយជ្រើសរើសម្ដងទៀតខ្ញុំនឹងជ្រើសរើសយក [ម៉ាក X]ដដែលនេះ។	1	2	3	4	5	6	7
3. I won't consider about cosmetic product in other brands ខ្ញុំនឹងមិនពិចារណាអំពីផលិតផលគ្រឿងសម្ផាងរបស់ម៉ាកយីហោយផ្សេងទៀតទេ។	1	2	3	4	5	6	7
4. I will not change to another cosmetic brand the next purchasing ចំពោះការទិញប្រើប្រាស់បន្ទាប់ទៀត ខ្ញុំនឹងមិនប្ដូរប្រើផលិតផលគ្រឿងសម្ផាងម៉ាកផ្សេងទេ។	1	2	3	4	5	6	7
5. I will probably buy the same brand again ខ្ញុំប្រហែលជានឹងទិញម៉ាកយីហោដដែលនេះម្ដងទៀត។	1	2	3	4	5	6	7

WOM ការនិយាយផ្សព្វផ្សាយតាមមាត់

1. I have recommended this brand to lot of people ខ្ញុំបានណែនាំម៉ាកយីហោនេះដល់មនុស្សជាច្រើន។	1	2	3	4	5	6	7
2. I will tell a positive thing about this brand ខ្ញុំនឹងប្រាប់អំពីចំណុចវិជ្ជមាននៃម៉ាកយីហោនេះ។	1	2	3	4	5	6	7
3. I will tell my family and friend about experience of using brand ខ្ញុំនឹងប្រាប់ក្រុមគ្រួសារនិងមិត្តភក្តិរបស់ខ្ញុំអំពីបទពិសោធន៍នៃការប្រើប្រាស់ម៉ាក។	1	2	3	4	5	6	7
4. I will point out the positive aspects of this brand if anybody criticized it ខ្ញុំនឹងចង្អុលបង្ហាញពីចំណុចវិជ្ជមាននៃម៉ាកយីហោនេះ ប្រសិនបើមាននរណាម្នាក់រិះគន់អំពីវា។	1	2	3	4	5	6	7

Please take a short look on the questions below related with the influences of brand satisfaction, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងផលប៉ះពាល់នៃការពេញចិត្តលើម៉ាកយីហោ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាកយីហោផលិតផលសម្ភារៈដែលអ្នកបានប្រើប្រាស់	Levels of Agreement កម្រិតនៃការយល់ព្រម						
	មិនយល់ព្រមខ្លាំង Strongly disagree	មិនយល់ព្រម Disagree	មិនយល់ព្រមខ្លះ Somewhat Disagree	មិនល្អ Neutral	យល់ព្រមខ្លះ Somewhat Agree	យល់ព្រម Agree	យល់ព្រមខ្លាំង Strongly Agree
5. I try to show the benefit of this brand to a lot of people ខ្ញុំព្យាយាមបង្ហាញពីអត្ថប្រយោជន៍នៃម៉ាកនេះយីហោដល់មនុស្សជាច្រើននៅជុំវិញខ្លួនរបស់ខ្ញុំ។	1	2	3	4	5	6	7

Section8: Brand Experience
ផ្នែកទី៨៖ បទពិសោធន៍លើម៉ាកយីហោ

Please take a short look on the questions below related with your brand experience that you have chosen, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងបទពិសោធន៍លើម៉ាកយីហោ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាកយីហោផលិតផលសម្ភារៈដែលអ្នកបានប្រើប្រាស់	Levels of Agreement កម្រិតនៃការយល់ព្រម						
	មិនយល់ព្រមខ្លាំង Strongly disagree	មិនយល់ព្រម Disagree	មិនយល់ព្រមខ្លះ Somewhat Disagree	មិនល្អ Neutral	យល់ព្រមខ្លះ Somewhat Agree	យល់ព្រម Agree	យល់ព្រមខ្លាំង Strongly Agree
1. This brand makes a strong impression on my visual sense or other senses. ម៉ាកយីហោនេះធ្វើឱ្យមានចំណាប់អារម្មណ៍ខ្លាំងទៅលើអារម្មណ៍ដែលអាចមើលឃើញឬអារម្មណ៍ផ្សេងទៀត។	1	2	3	4	5	6	7
2. I find this brand interesting in a sensory way. ខ្ញុំរកឃើញថាម៉ាកយីហោយនេះគួរឱ្យចាប់អារម្មណ៍តាមរបៀបញ្ញាណទាក់ទាញ។	1	2	3	4	5	6	7

	Levels of Agreement កម្រិតនៃការយល់ព្រម						
Please take a short look on the questions below related with your brand experience that you have chosen, and then CIRCLE the level of agreement on each of the items below based on your opinions toward the brand. សូមឆ្លើយសំណួរខ្លីខាងក្រោមទាក់ទងនឹងបទពិសោធន៍លើម៉ាកយីហោ ដោយអាស្រ័យលើការយល់ឃើញរបស់អ្នកចំពោះម៉ាកយីហោផលិតផល សម្ភាងដែលអ្នកបានប្រើប្រាស់	មិនយល់ស្របខ្លាំង Strongly disagree	មិនយល់ស្រប Disagree	មិនយល់ស្របខ្លះ Somewhat Disagree	មិនច្បាស់ Neutral	យល់ស្របខ្លះ Somewhat Agree	យល់ស្រប Agree	យល់ស្របខ្លាំង Strongly Agree
3. This brand does not appeal to my senses. ម៉ាកយីហោនេះមិនបានកើតមានក្នុងញ្ញាណចងចាំរបស់ខ្ញុំ ទេ។	1	2	3	4	5	6	7
4. This brand induces feeling and sentiment. ម៉ាកយីហោនេះបង្កឱ្យមានអារម្មណ៍ល្អនិងមនោសញ្ចេតនា។	1	2	3	4	5	6	7
5. I do have strong emotion for this brand. ខ្ញុំពិតជាមានអារម្មណ៍ដឹកជាប់ខ្លាំងចំពោះម៉ាកយីហោនេះ។	1	2	3	4	5	6	7
6. This brand is an emotional brand. ម៉ាកយីហោនេះគឺជាប្រភេទម៉ាកទាក់ទងនឹងអារម្មណ៍។	1	2	3	4	5	6	7
7. I engage in physical action and behavior when I used this brand. ខ្ញុំចូលរួមក្នុងសកម្មភាពរកាយសប្បទានិងអាកប្បកិរិយានៅ ពេលខ្ញុំប្រើម៉ាកយីហោនេះ។	1	2	3	4	5	6	7
8. This brand results in bodily experiences. ម៉ាកយីហោនេះផ្ដល់នូវបទពិសោធន៍ខាងរាងកាយ។	1	2	3	4	5	6	7
9. This brand is not action oriented. ម៉ាកយីហោនេះមិនមែនជាសកម្មភាពតម្រង់ទិសទេ។	1	2	3	4	5	6	7
10. I engage in a lot of thinking when I encounter this brand. ខ្ញុំមានការគិតច្រើននៅពេលខ្ញុំប្រើប្រាស់ម៉ាកយីហោនេះ។	1	2	3	4	5	6	7
11. This brand makes me think about. ម៉ាកយីហោនេះធ្វើឱ្យខ្ញុំគិតអំពីវា។	1	2	3	4	5	6	7

Thank you for your cooperation!!!
សូមអរគុណចំពោះការសហការចូលរួម!!!