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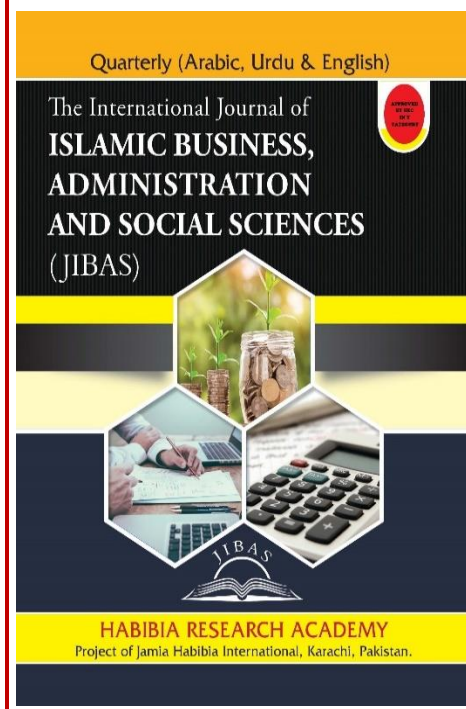
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TOPIC:
HOW SOCIETAL AND INDIVIDUAL DIVERSITY AFFECT BRAND EQUITY OF HIGH VERSUS LOW INVOLVEMENT PRODUCTS AND MEDIATING ROLE OF SOCIAL VALUE AND CONTENT VALUE

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HOW SOCIETAL AND INDIVIDUAL DIVERSITY AFFECT BRAND EQUITY OF HIGH VERSUS LOW INVOLVEMENT PRODUCTS AND MEDIATING ROLE OF SOCIAL VALUE AND CONTENT VALUE

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ABSTRACT:

Digitalization has influenced the marketing function of various businesses. It helps in the promotion of their products internationally resulting in increased sales and development of community on social media than traditional medium. The formation of social media-based communities is debatable because some scholars think it provides relationship-building opportunities to companies while few have the opposite opinion. Considering this viewpoint, the paper's objective is to explore how societal and individual diversity impact brand equity of high versus low involvement products and the mediating role of social value and content value. The survey is carried out among 600 social media-based community members in Karachi. Smartpls is used for data analysis. The result verifies that buyers having extrinsic, extroversion, and collectivist characteristics prefer social value. Whereas, buyers with intrinsic, introversion, and individualism qualities like the content value on social media-based community. These values have a significant direct and mediating impact on brand equity and its dimensions under investigation. So organizations can persuade buyers to enjoy these values by taking part in the social media-based community and developing a diversified environment that facilitates cultural exchange and making powerful brand equity and its dimensions under study.

KEYWORDS: Diversity, Social Media, Social value, Content value, Brand Equity

INTRODUCTION:

A brand community is made by and for buyers (Fournier & Lee, 2009a), because of interest in their favourite brand and community (Madupu & Cooley, 2010; Muniz Jr & O'guinn, 2001). It was first created in offline settings and made value for buyers. For example, the manufacturer of the Harley Davidson motorbike company had connected people through brand community, which increased its brand equity and achieved high customer loyalty through enhanced feelings of customer value. An online brand community is developed with the help of the internet (Madupu & Cooley, 2010). The social media-based community is a combination of social media websites and brand community (Brodie et al., 2013; Wirtz et al., 2013). In other words, a group of brand lovers and supporters is known as a social media-based community (Habibi et al., 2014; Laroche et al., 2012, 2013). These communities on social media are characterized as dedicated communities to a particular brand that has started its journey from the stage of social media (Habibi et al., 2016; Laroche et al., 2012). The social networking websites are simply called Social media. For example Twitter, YouTube, Facebook, etc. (Kaplan & Haenlein, 2010). This online media provides more opportunity to a buyer due to high productivity and low cost than offline medium. So it encourages marketers to focus on it (Kaplan & Haenlein, 2010). Moreover, these online communities

are interesting areas for marketers as they enhance brand loyalty (Habibi et al., 2016), also impact the level of brand relations (Habibi et al., 2016), as well as help in making strategies for communities (T. Williams & Williams, 2008), and customer value (Laroche et al., 2012). Marketers are highly enthusiastic about social media-based communities due to their power to influence buyer's thinking, condition, and desire toward a specific brand (R. L. Williams & Cothrel, 2000),.

Earlier studies additionally recognize that variables such as motivation, culture as well as personality might influence the value provided by social media-based communities to customers. For instance, personality affects time consumed on social media like Facebook (Moore & McElroy, 2012; Ross et al., 2009). Understanding these differences is significant for companies because they may help in taking action for the management of brand communities concerning different cultures personalities and motivations to enhance the value of a customer and strengthen brand equity. Importantly, in spite of few studies on customer value in social media, but no research has been conducted on the above-mentioned title. Thus, this paper is important for marketers because it helps them in the effective management of buyers through social media.

The present research fills the gap of effective management of brand communities on social media through customer value by analyzing the research model which addresses the given below research questions. (1) Do consumers experience different customer values? (2) Do consumers get different customer values in participating in social media-based communities? (3) Do consumers have different experiences with respect to the effect of customer value on brand equity and its mentioned dimensions? To find the solution to the above-mentioned questions, the structure of the paper is as: Firstly, the important concepts and research gaps are identified through an extensive literature review. Secondly, the model of the study is mentioned and the research hypotheses are stated. Thirdly, the research method is explained. Finally, data analysis, conclusion, managerial implications, limitations, and further recommendations are discussed.

2. Literature Review

The term social media is called online media which uses the technology of the internet and the idea of websites to allow customers to create and exchange their messages (Kaplan & Haenlein, 2010). It supports a large variety of two-way communication through online media, for example, Facebook permits the formation, utilization, and spreading of messages.

The concept of brand community is described as a specific, worldwide community. It is made for organized arrangements of social relationships of brand lovers (Muniz & O'guinn, 2001). Notably, in other words, a brand community is made for and by brand lovers of a specific brand (Fournier & Lee, 2009). The network of these people play a part in making and exchanging information (McAlexander et al., 2002). For this reason, customers join brand communities to look for symbols or signs, it helps them to decide what they are and what they should be, and what is the perception of other people about them (Laroche et al., 2012). Brand communities provide value to customers and provide a platform to participate in gatherings (Arvidsson, 2006).

Presently, many digital brand communities allow buyers to take part in creating, posting, and discussing their opinions about a particular brand. Thus, the behavior of a buyer with different characteristics on social media has been explored in this paper.

2.1. Customer Value and Social Media based community

The word Customer value refers to the buyer's thinking of the higher value of a product as compared to the competitor (Ulaga, 2001). The feature of making and exchanging customer-created content on social media (Kaplan & Haenlein, 2010), leads towards the creation of value between buyers and organizations as well as between buyers to buyers. Previous studies have pointed out that a buyer either gets social or connecting value (Andersen, 2005; Gangadharbatla, 2008; Laroche et al., 2012; Schau et al., 2009; Schembri et al., 2010), or just as content or informational value (Gangadharbatla, 2008; Laroche et al., 2012; Szmigin & Reppel, 2001; Von Hippel, 2005) through engagement in communities on social media. (Von Hippel, 2005)

2.2. Social Value

Likewise, brand communities simply don't give an extra conversation medium, in fact, they provide possibilities for building up connections with dedicated customers (Andersen, 2005). Therefore, customers of the social media-based community might sense a connection together, feel friendly to each other, and subsequently obtain connecting or social value which is not available in the post-modernist period (Cova, 1997; Cova & Dalli, 2009). Social value is obtained through social links with other people (Kietzmann et al., 2011), which helps in meeting their desires to make friends and learn from different people who have similar standards, values, and attention (Gangadharbatla, 2008).

2.3. Content value

Previous studies confirm that customers enjoy considerable content value from their contribution to the social media-based community. Because of highly well-organized talking and sharing of content (R. L. Williams & Cothrel, 2000), they might discuss in such a manner with different members to get important data from them (Von Hippel, 2005).

2.4. Influence of culture on customer value

Culture means preparing and polishing a person's thoughts in a community setting where they become an adult (Hofstede, 2011). The present study chooses Hofstede's (2011) factors of culture for instance collectivism and individualism, which depict that how much people in the general public are joined into groups. In the collectivist setting, people are joined in gatherings (Markus & Kitayama, 1991), and they believe that the team's objectives and benefits should be preferred over personal (Hofstede, 2011; Singelis et al., 1995). On the contrary, in the individualist setting, people prioritize their ideas and do not consult other members of the group (Markus & Kitayama, 1991; Singelis et al., 1995), because they think that their personal goals and achievements are more essential than others (Hofstede, 2011; Singelis et al., 1995). Scholars have identified both individualism and collectivism are factors of different buyer's choices, behavior, and attitude (Cleveland & Chang, 2009; Green et al., 2005). Previous research work suggests both elements of culture such as individualism and collectivism might affect customer value in the background of a social

media-based community (Youngdahl et al., 2003). Therefore, the following hypotheses are formulated

H₁ Consumers in a collectivist culture have a significant and positive effect on social value in the context of community on social media.

H₂ Consumers in an individualistic culture have a significant and positive effect on content value in the context of community on social media.

2.5. Influence of personality on customer value

The term personality refers to the long-lasting characteristics and special attributes that shape a person's behavior (Feist & Feist, 2009). It is an important characteristic of people on the platform of social media (Moore & McElroy, 2012) because it is affecting customer value. It is possibly impacting the values of customers across culture (Fulmer et al., 2010). Both factors of personality introversion and extroversion are important quite distinct extremities (Costa & McCrae, 1992). Extroversion talks about the degree to which people are communicative, energetic, hopeful, happy, and collective (Wehrli, 2008). On the other hand, a person with introversion characteristics has self-control over inspiration, emotionless, unsociable, uncommunicative, unconfident, bold, self-contained, and unspeaking (McCrae and Costa, 1992). An individual with an introverted nature is likely extra close to hiding his practical knowledge and is likely extra to depend on personal beliefs, emotions, and principles (Cattell, 1956).

H₃ Extroversion orientation of consumers has a significant and positive effect on social value in

the context of community on social media.

H₄ Introversion orientation of consumers has a significant and positive effect on content value in the context of community on social media.

2.6. Influence of motivation on customer value

Motivation speaks about a way in which an individual acts or on the other hand what makes an individual need to do an act again and the other way around (Elliot & Covington, 2001), and it is classified into two i.e. intrinsic and extrinsic. Extrinsic motivation describes acting as it causes distinct precious results that are different from the action itself, like better work results, payment, and career advancement (Davis et al., 1992; Ryan & Deci, 2000). In contrast, the term intrinsic motivation is defined as doing a task of your interest or pleasure without the encouragement and support of others (Davis et al., 1992; Ryan & Deci, 2000). In intrinsic motivation, an individual does something for enjoyment, relaxation, and inherent emotional wants for skills and freedom instead on behalf of outside encouragement, force, or prize (Ryan & Deci, 2000).

In the context of social media, both types of motivation exist that stimulate buyers to be involved in customer value. From an extrinsic point of view, a person's way of behaving is obtained by recognized principles and advantages (M. K. Lee et al., 2005). In this situation, buyers participate in social value for the reason that these people are generally linked with different people (Kietzmann et al., 2011) and have the same rules, principles, and attraction with different people (Gangadharbatla, 2008). From an intrinsic motivation point of view, a person's conduct is the cause of the impression of fun and attraction (Lee et al., 2005). In

the situation of intrinsic motivation, buyers satisfy their content value since they can present, make, utilize, and interchange their created ideas (Kaplan & Haenlein, 2010; O'Reilly, 2007).

Hence given below hypothesis are the proposed:

H₅ Extrinsic motivation of consumers has a significant and positive effect on social value in the context of community on social media.

H₆ Intrinsic motivation of consumers has a significant and positive effect on content value in the context of community on social media.

2.7. Influence of customer value on brand equity

The term brand equity means great distinction of a particular product through a unique brand name as compared to competitors in the eyes of a buyer (Lassar et al., 1995). This viewpoint from buyer's perspective is called a consumer based brand equity (CBBE) (Datta et al., 2017; Pappu et al., 2005; Yoo & Donthu, 2001). Moreover, this point of view occurs when the brand is popular among buyers as well as remembers positive, powerful, and distinctive brand associations (Kamakura & Russell, 1991).

In the same way, Aaker, (1991) recommends that customer value significantly affects on equity of a brand, even though his suggestion was not evaluated quantitatively. However, brand-centered conversation by the brand community on social media is critical in strengthening the equity of a brand through customer value (Laroche et al., 2012).

H₇ Social value made in the context of community on social media has a significant and positive effect on brand equity.

H₈ Content value made in social media-based community involvement has a significant and positive effect on brand equity.

Importantly, consumer-based brand equity has several elements. For instance, in line with (Aaker, 1991, 1996) brand equity includes brand awareness, brand image, brand quality brand loyalty, and brand association. Furthermore, Blackston, (1992) confirms both trust and satisfaction are the dimensions of brand equity. The knowledge of these important dimensions facilitates managers in distributing resources to those marketing mix elements which will increase brand equity. Moreover, it is mentioned earlier that social media-based communities provide customer value and it has a favorable effect on brand equity and its dimensions under study. Hence, given below relationships are presented.

2.8. Brand awareness

The terminology of brand awareness talks about the buyer's capability to remember and recognize the brand in various conditions and memorize its sign, symbol, and name to a special situation in their mind (Keller, 2008). Buyers have a strong belief in products with high brand awareness as compared to products with less brand awareness (Keller, 1993), hence increasing brand equity. In line with Barreda et al., (2016) brand awareness is based on customer value.

H₉ Social value made in the context of community on social media has a significant and positive effect on brand awareness.

H₁₀ Content value made in the context of community on social media has a significant and positive effect on brand awareness.

2.9. Brand association

It is a key element of brand equity, which is considered to be an association related to the brand in a buyer's mind (Aaker, 1991, 1996). In line with Keller (1993) and Moradi & Zarei, (2012) brand association depends on a buyer's knowledge of the product's characteristics which helps imaging customer value.

H₁₁ Social value made in the context of community on social media has a significant and positive effect on brand association.

H₁₂ Content value made in the context of community on social media has a significant and positive effect on brand association.

2.10. Perceived quality

It is characterized as the buyer's decision or view of the total quality or advantage of a brand relating to a predetermined goal (D. A. Aaker, 1991; Zeithaml, 1988). According to Cronin & Taylor, (1992), the strength of a product quality depends on a new variable customer value. Bagozzi, (1980), added that the ignorance and removal of such an important variable from a model cause model misspecification.

H₁₃ Social value made in the context of community on social media has a significantly positive effect on perceived quality.

H₁₄ Content value made in the context of community on social media has a significantly positive effect on perceived quality.

2.11. Brand loyalty

It measures the degree of a buyer's close relationship with the company's product (Aaker, 1991). In opinion of Campón et al., (2013) loyalty is characterized as the plan to repeat, the tendency to suggest and speak in favor (Chi & Qu, 2008; Yoon & Uysal, 2005). As per Yang & Peterson, (2004) customer value positively impacts customer loyalty.

H₁₅ Social value made in the context of community on social media has a significant and positive effect on brand loyalty.

H₁₆ Content value made in the context of community on social media has a significant and positive effect on brand loyalty.

2.12. Brand Satisfaction

It is described as either the pleasure or disappointment of a buyer as a result of the product's perceived performance as compared to their expectations (Kotler & Armstrong, 2014).

. In reality, customer value directly affects the long-term feelings of the brand satisfaction (Churchill & Surprenant, 1982).

H₁₇ Social value made in the context of community on social media has a significant and positive effect on brand satisfaction.

H₁₈ Content value made in the context of community on social media has a significant and positive effect on brand satisfaction.

2.13. Brand Trust

It is a favorable faith by the buyers concerning a brand or organization, which has the capability of minimizing uncertainty and could be significantly related to buying behavior (Aydin & Özer, 2005). In many studies for example Pirzad & Karmi, (2015) and Shirin &

Puth, (2011) contended that customer value influences brand trust for the reason that greater customer value positively impacts on post-purchase belief of the product.

H₁₉ Social value made in the context of community on social media has a significant and positive effect on brand trust.

H₂₀ Content value made in the context of community on social media has a significant and positive effect on brand trust.

2.14. Brand Image

It is also termed as knowledge and explanation of a brand. It could be explained as the relationship and opinion of buyers about a particular brand (Feldwick, 1996) or the reality of a brand in their mind (Keller, 1993). In addition, customer value influences brand image (Alhaddad, 2015; Heri, 2017; Kayaman & Arasli, 2007).

H₂₁ Social value made in the context of community on social media has a significant and positive effect on brand image.

H₂₂ Content value made in the context of community on social media has a significant and positive effect on brand image.

2.15. The mediating role of social value and content value

From a social media point of view, customer value has two dimensions such as social and content value. On one hand, these values are affected by several factors such as culture, personality, and motivation. About the communities on social media, Hall (1977) suggests people in individualistic cultures are involved in minimal conversation which is characterized as straightforward, explicit, and direct. On the contrary, collectivistic culture people engage in maximum conversation which is characterized as abstract, implicit, and indirect (Hofstede 2001).

Felder & Silverman, (1988) suggested that extroverted people learn best by doing active experimentation and communication, while introverted people learn mostly by self-examining information processing and preferably independently.

Intrinsically motivated people are involved in actions of their pleasure and relaxation whereas extrinsically motivated people participate in activities that provide unique responses (Deci & Ryan, 1985). As per Vivek et al., (2012), when people engage in communities on social media, they get motivated either intrinsically or extrinsically which generates customer value.

Aaker (1991) suggests an increase or decrease in a brand's power is related to the perception of a customer value in a buyer's mind. It means that customer value influences customer-based brand equity and its strength based on the customer value of a product (Christodoulides & de Charnatony 2010; Swait, Tulin, & Louviere 1993; Yoo, Donthu, & Lee 2008). As mentioned earlier the concept of customer-based brand equity has several dimensions such as brand awareness, brand association, brand loyalty, perceived quality, brand satisfaction, brand trust, and brand image. Hence, it means that customer values such as social value and content value act as a mediator between predecessor and dimensions of brand equity.

H₂₃ Social value in social media-based community participation significantly mediates the relationship between collectivism and brand equity

- H₂₄ Content value in the context of community on social media significantly mediates the effect between individualism and brand equity
- H₂₅ Social value in the context of community on social media significantly mediates the effect between collectivism and brand awareness
- H₂₆ Content value in the context of community on social media significantly mediates the effect between individualism and brand awareness
- H₂₇ Social value in the context of community on social media significantly mediates the effect between collectivism and brand association
- H₂₈ Content value in the context of community on social media significantly mediates the effect between individualism and brand association
- H₂₉ Social value in the context of community on social media significantly mediates the effect between collectivism and perceived quality
- H₃₀ Content value in the context of community on social media significantly mediates the effect between individualism and perceived quality
- H₃₁ Social value in the context of community on social media significantly mediates the effect between collectivism and brand loyalty
- H₃₂ Content value in the context of community on social media significantly mediates the effect between individualism and brand loyalty
- H₃₃ Social value in the context of community on social media significantly mediates the effect between collectivism and brand satisfaction
- H₃₄ Content value in the context of community on social media significantly mediates the effect between individualism and brand satisfaction
- H₃₅ Social value in the context of community on social media significantly mediates the effect between collectivism and brand trust
- H₃₆ Content value in the context of community on social media significantly mediates the effect between individualism and brand trust
- H₃₇ Social value in the context of community on social media significantly mediates the effect between collectivism and brand image
- H₃₈ Content value in the context of community on social media significantly mediates the effect between individualism and brand image
- H₃₉ Social value in the context of community on social media significantly mediates the effect between extroversion and brand equity
- H₄₀ Content value in the context of community on social media significantly mediates the effect between introversion and brand equity
- H₄₁ Social value in the context of community on social media significantly mediates the effect between extroversion and brand awareness
- H₄₂ Content value in the context of community on social media significantly mediates the effect between introversion and brand awareness
- H₄₃ Social value in the context of community on social media significantly mediates the effect between extroversion and brand association
- H₄₄ Content value in the context of community on social media significantly mediates the effect between introversion and brand association

- H₄₅ Social value in the context of community on social media significantly mediates the effect between extroversion and perceived quality
- H₄₆ Content value in the context of community on social media significantly mediates the effect between introversion and perceived quality
- H₄₇ Social value in the context of community on social media significantly mediates the effect between extroversion and brand loyalty
- H₄₈ Content value in the context of community on social media significantly mediates the effect between introversion and brand loyalty
- H₄₉ Social value in the context of community on social media significantly mediates the effect between extroversion and brand satisfaction
- H₅₀ Content value in the context of community on social media significantly mediates the effect between introversion and brand satisfaction
- H₅₁ Social value in the context of community on social media significantly mediates the effect between extroversion and brand trust
- H₅₂ Content value in the context of community on social media significantly mediates the effect between introversion and brand trust
- H₅₃ Social value in the context of community on social media significantly mediates the effect between extroversion and brand image
- H₅₄ Content value in the context of community on social media significantly mediates the effect between introversion and brand image
- H₅₅ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand equity
- H₅₆ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand equity
- H₅₇ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand awareness
- H₅₈ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand awareness
- H₅₉ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand association
- H₆₀ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand association
- H₆₁ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and perceived quality
- H₆₂ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and perceived quality
- H₆₃ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand loyalty
- H₆₄ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand loyalty
- H₆₅ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand satisfaction

H₆₆ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand satisfaction

H₆₇ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand trust

H₆₈ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand trust

H₆₉ Social value in the context of community on social media significantly mediates the effect between extrinsic motivation and brand image

H₇₀ Content value in the context of community on social media significantly mediates the effect between intrinsic motivation and brand image

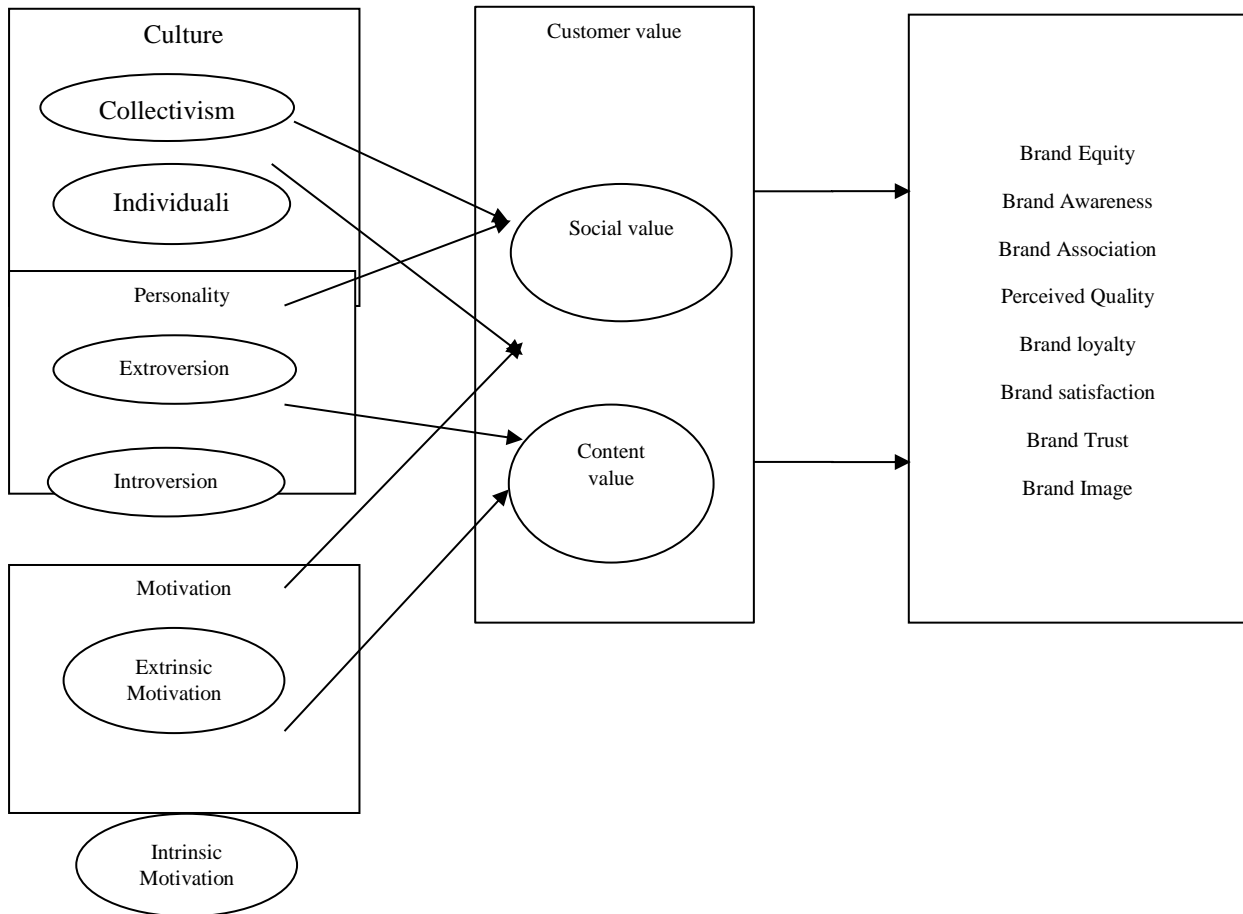


Fig. 1 Diagram of Conceptual Framework

3 Research Method

The survey was initiated by community members on the Facebook page of a few shopping malls in Pakistan as a pilot study. However, no respondent participated. Due to a lack of

time and funds, only the largest city Karachi is selected for in-person data gathering through a questionnaire. There are 179 shopping malls in Karachi which have a Facebook page. Out of them, only eleven malls had community members size larger than or equal to 100000. To avoid inconsistency, all eleven malls are selected as a sample. The sample size of 600 respondents is allocated for all selected malls through proportional allocation based on the community size of relevant shopping malls as shown in Table 1. A questionnaire is used to gather data from respondents through the convenience sampling method. Those respondents who had a smartphone, cold drink consumers, and active members of the Facebook community were selected for questionnaire filling.

Table 1. Sample Size

District	Shopping Mall	Community Size	Participants
Central	Lucky One	354113	61
	Chase Shaheed Millat	145715	25
East	Imtiaz Bhadurabad	586284	100
	Naheed Bhadurabad	588333	101
	Metro Airport	639923	110
South	Forum Clifton	100801	17
	Saleeqa Clifton	141845	24
	Pak Tower Clifton	154193	26
	Ocean Mall Clifton	180815	31
	Atrium Mall Sadar	250618	43
	Dolmen Mall Clifton	360928	62
Total	11	3503568	600

3.1 Measures

The measurement scales comprise all multi-item variables of previous studies which are evaluated by using a Likert scale which consists of five-points. The culture comprises collectivism and individualism having three items which are developed by Singelis et al., (1995); Triandis & Singelis, (1998). The personality is measured through each five items scale of extroversion and introversion from Eysenck & Sybil, (1964); Francis et al., (1992). The three items measure extrinsic motivation which was developed by Alarcón-Del-Amo, et al., (2012) and three items determine intrinsic motivation which was established by Davis et al., (1992). Social and content values are measured by using four and five-item scales which are generated by Hoffman et al., (2012). The three variables such as brand awareness, brand association, and brand loyalty are assessed by applying a items scale, and four four-item scales are used to evaluate brand equity which are established by Yoo et al., (2000); and Yoo & Donthu, (2001). Brand satisfaction is determined by using a items scale which is constructed by Washburn & Plank, (2002) and Yoo & Donthu, (2001). Product quality is measured by applying a items scale which is created by Netemeyer et al., (2004). Brand image is measured through six six-item scale which is created by Martinez & De

Chernatony, (2004). Brand trust is assessed by applying a seven-item scale which is used by Kimpakorn & Tocquer, (2010).

3.2 Demographics of Respondents

Tale 2 depicts that more and more respondents are in the age group 41-50 years, while 68.3% are male. Again, 77% are married and most of their education is a bachelor. A large number of them are doing the private job and 46% of them are earning the same or more than 80000 Pakistani rupee.

Table 2. Demographic Characteristics

Characteristics	Category	Frequency	Percentage
Age	18-30 years	55	9.2
	31-40 years	116	19.3
	41-50 years	292	48.7
	51 & above	137	22.8
Gender	Male	410	68.3
	Female	190	31.7
Family status	Married	462	77.0
	Single	138	23.0
Education	Matriculation	79	13.2
	Intermediate	80	13.3
	Bachelor	151	25.2
	Master	137	22.8
	MPhil/MS	111	18.5
	Diploma	42	7.0
Occupation	Housewife	95	15.8
	Student	84	14.0
	Retired	50	8.3
	Business	66	11.0
	Government	139	23.2
	Employee		
Economic status	Private Employee	166	27.7
	19,000 and less	22	3.7
	20,000-39,000	49	8.2
	40,000-59,000	98	16.3
	60,000-79,000	155	25.8
	80000 and more	276	46.0

4 Data Analysis

The two-stage procedure such as measurement and structural model is performed by Smartpls4 software (Henseler et al., 2009). In the assessment of the measurement model, the connection between indicators and their variables is determined through reliability and validity (Sholihin et al., 2011). reliability consists of two components; indicator reliability and internal consistency reliability (Hair et al., 2014). Indicator reliability refers to the

amount of indicator's variance which is explained by the variable. A cut-off value is 0.7 (Dunn et al., 1994). Table 3 depicts the outer loading of all indicators that meet the threshold value of 0.7, So indicator reliability is confirmed. Additionally, confirmatory factor analysis also shows that the value and p value of all indicators are significant. It indicates their strength in predicting the related variables. It also indicates a logical connection between questions and their related variables and thus validates the questionnaire. Moreover, descriptive statistics show that respondents not only approved all questions due to greater mean but also rated them as good because of the smaller standard deviation. Hence, data can be further analyzed.

Table 3. Descriptive & Confirmatory Factor Analysis

Variables	Questions		Descriptive Stats			Confirmatory Factor Analysis	
			Mean	Standard Deviation	Outer Loading	T Stats	P Val
Brand Association	1	Some characteristics of my brand come to my mind quickly	0.837	0.054	0.842	15.729	0
	2	I can quickly recall the symbol or logo of my brand	0.828	0.053	0.833	15.634	0
	3	I have no difficulty picturing my brand in my mind	0.845	0.046	0.846	18.26	0
Brand Awareness	1	I am aware of my brand	0.825	0.051	0.827	16.128	0
	2	I can recognize my brand among other competing brands	0.812	0.059	0.818	13.895	0
	3	I am familiar with my brand	0.822	0.058	0.827	14.227	0
Brand Equity	1	It makes sense to buy my brand instead of any other brand, even if they are the same	0.843	0.044	0.847	19.253	0
	2	Even if another brand has the same features as my brand, I would prefer to buy my brand	0.791	0.067	0.797	11.9	0
	3	If there is another brand as good as my brand, I prefer to buy my brand	0.793	0.066	0.798	12.069	0
	4	If another brand is not different from my brand in any way, it seems smarter to purchase my brand	0.841	0.054	0.847	15.594	0
Brand Image	1	My brand provides good value for money	0.8	0.059	0.806	13.753	0
	2	There is a reason to buy my brand instead of others	0.789	0.065	0.796	12.251	0
	3	My brand has a personality	0.788	0.07	0.796	11.392	0
	4	My brand is interesting	0.81	0.061	0.817	13.485	0
	5	I have a clear impression of the type of people who consume my brand	0.801	0.059	0.806	13.745	0
	6	My brand is different from a competing brand	0.812	0.059	0.817	13.817	0
Brand Loyalty	1	I consider myself to be loyal to my brand	0.821	0.063	0.828	13.149	0
	2	My brand would be my first choice	0.828	0.049	0.831	-16.925	0
	3	I will not buy other brands if my brand is available at the store	0.836	0.049	0.839	17.094	0
Brand Satisfaction	1	Products and services of my brand usually meet our expectations	0.848	0.046	0.853	18.437	0

	2	Products and services of my brand are at the desirable level	0.814	0.06	0.82	13.763	0
	3	Overall, we are very satisfied with the products and services of my brand	0.814	0.06	0.82	13.742	0
	4	Products and services of my brand always bring happiness and delights to us	0.845	0.052	0.85	16.484	0
Brand Trust	1	I never had a bad experience with my brand	0.788	0.063	0.795	12.689	0
	2	I feel confident in my brand	0.799	0.057	0.804	14.012	0
	3	My brand has a good reputation with customers	0.8	0.063	0.807	12.782	0
	4	My brand is honest and sincere in addressing my concerns	0.806	0.056	0.811	14.38	0
	5	If my brand makes a claim or promise about its services, it is probably true	0.811	0.052	0.815	15.761	0
	6	I know that my brand does its best to satisfy me	0.789	0.066	0.797	11.99	0
	7	I know that if I have a problem as a customer of my brand, they will do their best to help me	0.792	0.06	0.797	13.316	0
Collectivism	1	I discussed brand-related problems with others in the Facebook brand community	0.862	0.053	0.873	16.594	0
	2	To me, pleasure is spending time with others in the Facebook brand community	0.867	0.048	0.877	18.386	0
	3	I like sharing information with others in the Facebook brand community	0.879	0.035	0.885	25.393	0
Content Value	1	I get my value by finding information about my interests in the Facebook brand community	0.799	0.052	0.806	15.522	0
	2	I get my value by learning about new things in the Facebook brand community	0.798	0.053	0.804	15.243	0
	3	I get my value by finding information about products and services in the Facebook brand community	0.754	0.071	0.761	10.741	0
	4	I get my value by finding good deals in the Facebook brand community	0.787	0.061	0.794	12.928	0
	5	I get my value by posting interesting information in the Facebook brand community	0.806	0.052	0.813	15.68	0
Extrinsic motivation	1	Participating in the Facebook brand community will help me keep in touch with friends and family	0.833	0.056	0.841	15.032	0
	2	Participating in the Facebook brand community is effective for me in finding information	0.85	0.04	0.854	21.339	0
	3	Participating in the Facebook brand community will help me share information with my friends	0.854	0.038	0.858	22.414	0
Extroversion	1	I am a talkative person in the Facebook brand community	0.795	0.056	0.803	14.438	0
	2	I would rate myself as a lively individual in Facebook brand community	0.787	0.054	0.793	14.785	0
	3	I enjoy meeting new people in Facebook brand community	0.774	0.058	0.779	13.452	0
	4	I have many friends in Facebook brand community	0.787	0.059	0.794	13.444	0
	5	I like mixing with people in the Facebook brand community	0.799	0.054	0.807	14.964	0
Individualism	1	I like to create something that is from my interests in Facebook brand community	0.81	0.062	0.817	13.248	0
	2	What happens to me is my own doing in the Facebook brand community	0.803	0.061	0.81	13.323	0
	3	I define myself as a competitive person in the Facebook brand community	0.823	0.05	0.826	16.593	0
Intrinsic motivation	1	Participating in the Facebook brand community is pleasant	0.807	0.059	0.814	13.735	0
	2	I have fun participating in the Facebook brand community	0.8	0.059	0.806	13.606	0
	3	I enjoy participating in the Facebook brand community	0.816	0.049	0.82	16.643	0

Introversion	1	I am inclined to keep in the background in the Facebook brand community	0.796	0.054	0.803	14.835	0
	2	I prefer reading information to meeting people in the Facebook brand community	0.775	0.06	0.783	13.143	0
	3	I am inclined to limit my acquaintances to select a few in the Facebook brand community	0.761	0.063	0.766	12.068	0
	4	I like to be alone now and then in the Facebook brand community	0.792	0.056	0.796	14.257	0
	5	I will not say a word when I am among people I do not know well in the Facebook brand community	0.797	0.054	0.805	14.943	0
Perceived Quality	1	Compared to other brands, my brand is very high-quality	0.84	0.045	0.845	18.969	0
	2	My brand is the best in its product class	0.791	0.068	0.796	11.655	0
	3	My brand consistently performs better than all other brands	0.792	0.067	0.797	11.922	0
	4	I can always count on my brand for consistently high-quality	0.836	0.057	0.843	14.717	0
Social value	1	I get my value by socializing with my friends in the Facebook brand community	0.818	0.047	0.823	17.683	0
	2	I get my value by finding out what other people are doing in the Facebook brand community	0.771	0.065	0.778	12.022	0
	3	I get my value by sharing photos, music, or videos in the Facebook brand community	0.778	0.063	0.783	12.458	0
	4	I get my value by telling people what I am doing in the Facebook brand community	0.819	0.053	0.825	15.569	0

Internal consistency reliability implies the degree to which indicators inter-correlate with each other. Its examination is an important part of the confirmation of the measurement scale (Hinkin, 1995) as it is an essential pre-requisite before determining validity (Nunnally & Bernstein, 1978). Moreover, the internal consistency reliability of all variables is determined through both Cronbach’s alpha and composite reliability (Fornell & Bookstein, 1982). The threshold value of Cronbach’s alpha is 0.60 and composite reliability is 0.7067 (Dijkstra & Henseler, 2015). Table 4 verifies that all variables have fulfilled both criteria and thus internal consistency reliability is established.

Table 4. Reliability and Validity

Variables	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Brand Association	0.792	0.792	0.878
Brand Awareness	0.764	0.764	0.864
Brand Equity	0.84	0.84	0.893
Brand Image	0.892	0.892	0.918
Brand Loyalty	0.779	0.78	0.872
Brand Satisfaction	0.856	0.856	0.903
Brand Trust	0.909	0.909	0.927
Collectivism	0.852	0.853	0.91
Content Value	0.855	0.855	0.896
Extrinsic Motivation	0.81	0.81	0.887
Extroversion	0.855	0.855	0.896
Individualism	0.752	0.752	0.858

Intrinsic Motivation	0.744	0.745	0.854
Introversion	0.85	0.85	0.893
Product Quality	0.838	0.838	0.892
Social Value	0.816	0.816	0.879

Next, the convergent and discriminant validity of the measurement model is calculated (Hair et al., 2011, 2019; Ringle et al., 2015). The Convergent validity refers to a degree by which all indicators of a variable connect with each other and contribute to the highest value of variance (J. F. Hair et al., 2017). It is found through the value of an average variance extracted (AVE). The value of AVE shows the extent to which a variable can explain variance on all indicators (Hair et al., 2011; Ringle et al., 2015). In accordance with (J. F. Hair et al., 2019) a value of 0.5 and higher is adequate for verifying the convergent validity of all variables. Table 5 shows the AVE of all variables is greater than 0.5 and thus convergent validity is confirmed.

Table 5. Convergent Validity of Variables

Variables	Average Variance Extracted (AVE)
Brand Association	0.707
Brand Awareness	0.679
Brand Equity	0.677
Brand Image	0.65
Brand Loyalty	0.694
Brand Satisfaction	0.699
Brand Trust	0.646
Collectivism	0.772
Content Value	0.633
Extrinsic Motivation	0.724
Extroversion	0.632
Individualism	0.668
Intrinsic Motivation	0.662
Introversion	0.626
Product Quality	0.674
Social Value	0.645

The discriminant validity is determined after verifying the convergent validity. The discriminant validity refers to the degree how much a variable is different from other variables (Hair et al., 2019). The cross-loadings are analyzed and as predicted all indicators have higher loadings on their respective variable as compared to other variables in the research model (Chin, 1998), Table 6 depicts the cross-loading values of all indicators. It can be observed that indicators loading in bold are greater than other remaining loading.

Therefore, discriminant validity is confirmed. So reliability and validity of the measurement model are confirmed.

Table 6. Discriminant Validity

Item	ba	bw	be	bi	bl	bs	bt	cl	cv	em	ev	id	im	iv	Pq	SV
ba1	0.842	0.656	0.632	0.66	0.586	0.601	0.641	0.621	0.564	0.601	0.65	0.55	0.554	0.565	0.656	0.604
ba2	0.833	0.652	0.63	0.66	0.579	0.616	0.639	0.628	0.564	0.589	0.659	0.554	0.548	0.564	0.664	0.613
ba3	0.846	0.625	0.652	0.672	0.577	0.601	0.638	0.614	0.552	0.605	0.633	0.55	0.558	0.564	0.667	0.638
bw1	0.61	0.827	0.623	0.61	0.602	0.586	0.607	0.595	0.559	0.56	0.633	0.61	0.581	0.565	0.593	0.599
bw2	0.639	0.818	0.608	0.615	0.606	0.606	0.604	0.584	0.559	0.573	0.633	0.62	0.588	0.563	0.593	0.582
bw3	0.646	0.827	0.592	0.613	0.626	0.583	0.6	0.584	0.551	0.57	0.637	0.61	0.588	0.569	0.603	0.584
be1	0.623	0.604	0.847	0.619	0.606	0.606	0.609	0.597	0.628	0.546	0.68	0.574	0.588	0.634	0.605	0.591
be2	0.64	0.613	0.797	0.619	0.641	0.603	0.607	0.596	0.629	0.562	0.665	0.56	0.594	0.636	0.621	0.584
be3	0.617	0.623	0.798	0.609	0.631	0.606	0.616	0.6	0.626	0.562	0.665	0.564	0.584	0.636	0.608	0.602
be4	0.617	0.587	0.847	0.626	0.604	0.626	0.606	0.597	0.626	0.569	0.665	0.56	0.594	0.636	0.603	0.592
bi1	0.643	0.607	0.611	0.806	0.588	0.588	0.614	0.572	0.585	0.523	0.564	0.544	0.561	0.556	0.628	0.544
bi2	0.64	0.596	0.617	0.796	0.583	0.598	0.603	0.576	0.567	0.52	0.56	0.564	0.555	0.562	0.64	0.549
bi3	0.65	0.6	0.612	0.796	0.584	0.58	0.593	0.572	0.567	0.526	0.549	0.56	0.554	0.577	0.631	0.554
bi4	0.663	0.58	0.624	0.817	0.56	0.608	0.61	0.575	0.571	0.523	0.559	0.557	0.558	0.565	0.611	0.554
bi5	0.63	0.587	0.596	0.806	0.592	0.59	0.603	0.572	0.583	0.527	0.545	0.564	0.545	0.565	0.613	0.559
bi6	0.597	0.626	0.579	0.817	0.609	0.595	0.596	0.572	0.567	0.527	0.533	0.583	0.565	0.566	0.613	0.571
bl1	0.574	0.633	0.614	0.613	0.828	0.633	0.603	0.593	0.587	0.575	0.668	0.531	0.525	0.559	0.603	0.594
bl2	0.571	0.616	0.629	0.607	0.831	0.631	0.618	0.579	0.583	0.572	0.622	0.55	0.532	0.557	0.588	0.649
bl3	0.581	0.606	0.642	0.597	0.839	0.611	0.613	0.583	0.585	0.579	0.618	0.544	0.528	0.559	0.608	0.64
bs1	0.588	0.601	0.631	0.619	0.607	0.853	0.65	0.615	0.569	0.59	0.622	0.568	0.558	0.574	0.601	0.663
bs2	0.609	0.598	0.616	0.622	0.635	0.82	0.669	0.618	0.569	0.593	0.603	0.567	0.578	0.578	0.596	0.671
bs3	0.601	0.605	0.616	0.601	0.649	0.82	0.66	0.611	0.571	0.58	0.603	0.568	0.572	0.574	0.614	0.676
bs4	0.612	0.595	0.618	0.617	0.618	0.85	0.662	0.618	0.569	0.583	0.595	0.575	0.576	0.576	0.589	0.681
bt1	0.607	0.609	0.576	0.597	0.603	0.657	0.795	0.575	0.555	0.562	0.572	0.571	0.552	0.552	0.613	0.665
bt2	0.587	0.6	0.594	0.599	0.611	0.644	0.804	0.583	0.551	0.553	0.57	0.58	0.545	0.553	0.613	0.682
bt3	0.64	0.574	0.619	0.619	0.567	0.619	0.807	0.583	0.561	0.53	0.586	0.561	0.542	0.569	0.61	0.614
bt4	0.603	0.597	0.584	0.585	0.576	0.649	0.811	0.576	0.551	0.539	0.58	0.545	0.551	0.563	0.63	0.667
bt5	0.597	0.607	0.574	0.592	0.619	0.623	0.815	0.583	0.557	0.556	0.58	0.553	0.544	0.557	0.606	0.685
bt6	0.643	0.577	0.604	0.607	0.579	0.624	0.797	0.583	0.561	0.53	0.59	0.551	0.568	0.554	0.628	0.612
bt7	0.607	0.554	0.621	0.611	0.573	0.629	0.797	0.586	0.551	0.536	0.58	0.55	0.577	0.563	0.641	0.665
cl1	0.632	0.617	0.628	0.616	0.609	0.635	0.624	0.873	0.603	0.671	0.662	0.603	0.607	0.614	0.602	0.62
cl2	0.661	0.631	0.642	0.628	0.619	0.655	0.64	0.877	0.624	0.644	0.687	0.628	0.621	0.622	0.618	0.634
cl3	0.654	0.631	0.645	0.63	0.623	0.652	0.64	0.885	0.626	0.644	0.674	0.632	0.614	0.631	0.618	0.654
cv1	0.532	0.532	0.617	0.567	0.554	0.55	0.545	0.56	0.806	0.534	0.54	0.567	0.596	0.626	0.543	0.541

cv2	0.53	0.529	0.615	0.569	0.545	0.543	0.552	0.564	0.804	0.521	0.543	0.557	0.596	0.646	0.533	0.536
cv3	0.526	0.545	0.61	0.554	0.554	0.538	0.55	0.557	0.761	0.527	0.535	0.551	0.576	0.656	0.557	0.531
cv4	0.532	0.535	0.62	0.569	0.548	0.545	0.55	0.553	0.794	0.527	0.536	0.545	0.586	0.627	0.538	0.533
cv5	0.527	0.542	0.571	0.568	0.593	0.535	0.549	0.561	0.813	0.518	0.531	0.551	0.58	0.618	0.538	0.543
em1	0.61	0.587	0.574	0.55	0.589	0.59	0.572	0.647	0.56	0.841	0.72	0.554	0.537	0.568	0.547	0.65
em2	0.597	0.59	0.584	0.555	0.583	0.601	0.578	0.607	0.559	0.854	0.707	0.542	0.556	0.573	0.547	0.673
em3	0.61	0.583	0.581	0.555	0.592	0.601	0.578	0.644	0.569	0.858	0.699	0.543	0.553	0.567	0.552	0.675
ev1	0.6	0.612	0.649	0.541	0.605	0.572	0.57	0.643	0.531	0.609	0.803	0.522	0.523	0.529	0.548	0.594
ev2	0.601	0.599	0.658	0.545	0.606	0.57	0.571	0.623	0.531	0.645	0.793	0.519	0.51	0.543	0.543	0.616
ev3	0.606	0.622	0.639	0.543	0.612	0.572	0.571	0.595	0.539	0.683	0.779	0.519	0.513	0.537	0.55	0.636
ev4	0.622	0.612	0.651	0.546	0.593	0.59	0.574	0.598	0.543	0.677	0.794	0.516	0.519	0.533	0.54	0.617
ev5	0.633	0.612	0.634	0.545	0.618	0.577	0.578	0.595	0.541	0.69	0.807	0.509	0.516	0.537	0.552	0.605
id1	0.539	0.605	0.561	0.582	0.535	0.555	0.569	0.58	0.558	0.52	0.531	0.817	0.611	0.592	0.551	0.541
id2	0.538	0.612	0.559	0.562	0.541	0.548	0.568	0.58	0.566	0.52	0.531	0.81	0.596	0.594	0.558	0.536
id3	0.532	0.608	0.564	0.567	0.521	0.568	0.568	0.573	0.584	0.532	0.533	0.826	0.568	0.593	0.548	0.534
im1	0.53	0.609	0.556	0.563	0.516	0.553	0.561	0.564	0.592	0.528	0.523	0.566	0.814	0.629	0.548	0.528
im2	0.533	0.565	0.595	0.558	0.519	0.555	0.561	0.57	0.598	0.531	0.526	0.592	0.806	0.616	0.543	0.528
im3	0.543	0.561	0.6	0.563	0.513	0.56	0.56	0.571	0.611	0.515	0.535	0.606	0.82	0.594	0.535	0.528
iv1	0.531	0.572	0.58	0.545	0.532	0.538	0.558	0.568	0.616	0.519	0.536	0.58	0.573	0.803	0.552	0.523
iv2	0.528	0.533	0.617	0.563	0.523	0.547	0.547	0.561	0.618	0.519	0.529	0.596	0.602	0.783	0.547	0.525
iv3	0.53	0.555	0.612	0.56	0.535	0.543	0.55	0.565	0.651	0.531	0.531	0.583	0.613	0.766	0.557	0.526
iv4	0.53	0.539	0.615	0.546	0.529	0.548	0.551	0.547	0.645	0.54	0.537	0.564	0.586	0.797	0.557	0.526
iv5	0.537	0.517	0.634	0.556	0.532	0.548	0.542	0.561	0.623	0.537	0.532	0.544	0.602	0.805	0.557	0.54
pq1	0.643	0.593	0.599	0.622	0.592	0.583	0.635	0.572	0.551	0.533	0.574	0.534	0.548	0.583	0.845	0.597
pq2	0.643	0.58	0.612	0.643	0.589	0.601	0.635	0.572	0.565	0.526	0.567	0.56	0.548	0.568	0.796	0.579
pq3	0.656	0.6	0.614	0.647	0.593	0.585	0.64	0.572	0.565	0.53	0.557	0.564	0.558	0.568	0.797	0.582
pq4	0.643	0.6	0.607	0.621	0.586	0.588	0.621	0.572	0.555	0.527	0.557	0.558	0.531	0.581	0.843	0.577
sv1	0.568	0.555	0.571	0.549	0.612	0.645	0.643	0.588	0.535	0.63	0.608	0.515	0.525	0.54	0.565	0.823
sv2	0.603	0.571	0.578	0.549	0.6	0.64	0.649	0.581	0.543	0.626	0.617	0.522	0.522	0.528	0.565	0.778
sv3	0.611	0.587	0.571	0.556	0.616	0.643	0.665	0.577	0.543	0.63	0.648	0.534	0.522	0.538	0.585	0.783
sv4	0.581	0.579	0.591	0.556	0.593	0.656	0.664	0.579	0.543	0.626	0.606	0.537	0.515	0.537	0.568	0.825

In the assessment of structural models, certain parameters must be achieved while determining hypothesized paths. It includes analysis of path coefficient, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and variance inflation Factor (VIF) (Hair et al., 2019) as well as the goodness of fit index (GoF) (Whitman et al., 2009). In line with Streukens & Leroi-Werelds, (2016) the bootstrapping technique with 10000 subsamples and replacement from the original dataset should be applied to check the significance and relevance of the path coefficients.

4.1 Multi Collinearity test

According to Kutner et al., (2004), the relation among independent variables is termed as inter correlation. However, take into consideration that maximum intercorrelation is known as multi-collinearity. As per Hair et al., (2014), multi-collinearity is determined through the value of variance inflation factor (VIF). Its value should be smaller than five (5). The result in Table 7 shows that all VIF values are less than the threshold. So, it proves that the problem of collinearity does not exist.

Table 7. Variance inflation factor

Variable	ba	bw	be	bi	bl	bs	bt	cl	cv	em	ev	id	Im	iv	Pq	sv
ba																
bw																
be																
bi																
bl																
bs																
bt																
cl																2.66
cv	1.83						1.83								1.83	4
em	5	1.835	1.835	1.835	1.835	1.835	5								5	3.55
ev																2
id																3.88
im																1
iv									2.48							
pq									9							
sv									2.72							
									5							
									2.74							
									3							
	1.83						1.83								1.83	
	5	1.835	1.835	1.835	1.835	1.835	5								5	

4.2 Coefficient of Determination (R²)

The terminology coefficient of determination (R²) is defined as explained variance in endogenous variable. Thus, it indicates the explanatory power of a research model (Shmueli & Koppius, 2011). In marketing research papers, R² is classified as weak, moderate and strong and it is represented by values 0.19, 0.33 and 0.66 respectively (W. Chin, 1998). In accordance with (Purwanto et al., 2020), adjusted r-square should be used when a research containing more than two independent variables. The adjusted R square is always less than

R². For instance, Table 8 shows that brand trust has adjusted R² value 0.702. This value is classified as strong. It means that both independent variables such as social value and content value explain dependent variable brand trust by 70.2% while the impact of those variables which does not investigated in the present study is 29.8%. Likewise, the remaining variables under examination that is content value (0.688), brand satisfaction (0.682) and social value (0.677) have strong whereas the variables including brand equity (0.658), brand loyalty (0.636), brand association (0.593), brand image (0.584), product quality (0.579), and brand awareness (0.577) have moderate adjusted R² values.

Table 8. Coefficient of Determination

Variables	R-Square	R-Square Adjusted
Brand Association	0.594	0.593
Brand Awareness	0.578	0.577
Brand Equity	0.659	0.658
Brand Image	0.585	0.584
Brand Loyalty	0.638	0.636
Brand Satisfaction	0.683	0.682
Brand Trust	0.703	0.702
Content Value	0.69	0.688
Product Quality	0.58	0.579
Social Value	0.679	0.677

4.3 Predictive Power (Q²)

The predictive power is defined as the power of a research model to predict each dependent variable accurately. It is assessed by the value of Q² (J. F. Hair et al., 2011). In this study predictive power of the research model is calculated through cross validated redundancy (Geisser, 1974; Stone, 1974). Q² has cut off value equals to zero. Although, predictive power is regarded as excellent for a specific dependent variable when it's Q² value is more than zero (Sarstedt et al., 2014). Table 9 depicts that Q² values of all dependent variables exceed zero. Hence, it proves that the research model has a strong predictive power.

Table 9. Predictive Power

Variables	SSO	SSE	Q ² (=1-SSE/SSO)
Brand Association (ba)	1800	1066.535	0.407
Brand Awareness (bw)	1800	1119.972	0.378
Brand Equity (be)	2400	1356.796	0.435
Brand Image (bi)	3600	2287.006	0.365
Brand Loyalty (bl)	1800	1030.618	0.427
Brand Satisfaction (bs)	2400	1287.665	0.463

Brand Trust (bt)	4200	2365.334	0.437
Collectivism (cl)	1800	1800	0
Content Value (cv)	3000	1733.358	0.422
Extrinsic Motivation (em)	1800	1800	0
Extroversion (ev)	3000	3000	0
Individualism (id)	1800	1800	0
Intrinsic Motivation (im)	1800	1800	0
Introversion (iv)	3000	3000	0
Product Quality (pq)	2400	1500.576	0.375
Social Value (sv)	2400	1384.61	0.423

4.4 Effect Size

The term effect size (f^2) indicates influence of an independent variable to a dependent variable. Researchers suggest that analysis of f^2 value is as important as the significance of relationship between variables (Sepasgozar et al., 2019; Wong, 2013). The values of f^2 are categorized into small, medium and large having values 0.02, 0.15 and 0.35 respectively (Hair et al., 2014). For example, Table 10 exhibits that social value has strong effect size on several variables such as brand trust (0.762), brand satisfaction (0.69), brand loyalty (0.39), brand association (0.372) and it has medium effect size on two variables such as brand awareness (0.291), brand equity (0.228) whereas content value has strong effect size only on a variable brand equity (0.412) and it has medium effect size on many variables for instance, brand image (0.269), brand loyalty (0.189), product quality (0.177), brand awareness (0.162) while it has small effect size on brand satisfaction (0.111), brand trust (0.12), brand association (0.13). Similarly, only introversion has medium effect size on content value (0.288) while other variables have small effect size on both content value and social value.

Table 10. Effect Size

Variables	ba	bw	be	bi	bl	bs	bt	cl	cv	em	ev	id	im	iv	pq	sv
ba																
bw																
be																
bi																
bl																
bs																
bt																
cl																0.059
cv	0.13	0.162	0.412	0.269	0.189	0.111	0.12								0.177	
em																0.126
ev																0.065

id								0.031
im								0.076
iv								0.288
pq								
sv	0.372	0.291	0.228	0.193	0.398	0.69	0.762	0.277

4.5 Model fit testing

The term model fitness indicates how closely a research model suits the sample data (McDonald & Ho, 2002) and displays whether a research model has the greatest fitness. The latest and widely used measures of a model fitness are the exact model fit parameters such as d_ULS and d_G, as well as the standardized root mean square residual (SRMR) (L. Hu & Bentler, 1998). The conservative cut off value of SRMR is 0.08 and the guideline for both parameters such as d_ULS and d_G is that the difference between estimated and saturated model must be insignificant or greater than 0.05 (H. J. Lee & Kang, 2012). However, in some studies (Dede & Ayranci, 2014; Şenel, 2011) a research model has an adequate fitness if SRMR value lies in the range of 0.05 to 0.1. Table 11 shows SRMR is 0.086. Moreover, the difference between estimated and saturated values of D_ULS and D_G is greater than 0.05. Hence, model fitness is confirmed because the value of SRMR, d_ULS and d_G meet the requirement.

Tables 11. Model Fitness Parameter

Model Fit Indices	Saturated model	Estimated model
SRMR	0.038	0.086
d_ULS	3.155	15.732
d_G	2.028	2.532
Chi-square	7053.07	7777.649
NFI	0.77	0.746

4.6 Direct Effect Test

It is performed by examining path coefficients value, t-value and p-value of all hypothesis at structural model stage. These values are used to determine the significance and relevance of all hypothesis. Keeping in view, the decision of hypothesis acceptance or rejection is based on the condition either t-value surpasses the cut off value 1.96 (J. F. Hair et al., 2011; Wong, 2013) or p value less than 0.05. Table 12 demonstrates that social value significantly and positively effect on brand trust ($\beta = 0.645$, $t = 12.212$, $p = 0$), brand satisfaction ($\beta = 0.633$, $t = 12.041$, $p = 0$), brand association ($\beta = 0.526$, $t = 8.323$, $p = 0$), brand loyalty ($\beta = 0.515$, $t = 8.456$, $p = 0$), brand awareness ($\beta = 0.475$, $t = 7.118$, $p = 0$), product quality ($\beta = 0.462$, $t = 6.905$, $p = 0$), brand image ($\beta = 0.383$, $t = 5.962$, $p = 0$), brand equity ($\beta = 0.378$, $t = 6.371$, $p = 0$), hence accepting H19, H17, H11, H15, H9, H13, H21, H7 respectively. Similarly, content value significantly and positively effect on brand equity ($\beta = 0.508$, $t = 8.33$, $p = 0$), brand image ($\beta = 0.452$, $t = 7.227$, $p = 0$), product quality ($\beta = 0.369$, $t = 5.553$,

p = 0), brand loyalty ($\beta = 0.355, t = 5.878, p = 0$), brand awareness ($\beta = 0.355, t = 5.449, p = 0$), brand association ($\beta = 0.311, t = 5.064, p = 0$), brand trust ($\beta = 0.256, t = 4.637, p = 0$), brand satisfaction ($\beta = 0.254, t = 4.725, p = 0$), hence accepting H8, H22, H14, H16, H10, H12, H20, H18 respectively.

In addition, extrinsic motivation ($\beta = 0.379, t = 4.705, p = 0$), extroversion ($\beta = 0.285, t = 5.039, p = 0$) and collectivism ($\beta = 0.224, t = 2.965, p = 0.003$) significantly and positively effects on social value whereas, introversion ($\beta = 0.495, t = 8.515, p = 0$), intrinsic motivation ($\beta = 0.254, t = 4.589, p = 0$), and individualism ($\beta = 0.154, t = 2.885, p = 0$) significantly and positively effects on content value. Thus verifying H5, H3, H1, H4, H6, H2 respectively. respectively.

Table 12. Direct Effect Result

Relationships	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Value
Collectivism -> Social Value	0.224	0.076	2.965	0.0034
Content Value -> Brand Association	0.311	0.061	5.064	0.0034
Content Value -> Brand Awareness	0.355	0.065	5.449	0.0034
Content Value -> Brand Equity	0.508	0.061	8.330	0.000
Content Value -> Brand Image	0.452	0.063	7.227	0.000
Content Value -> Brand Loyalty	0.355	0.060	5.878	0.000
Content Value -> Brand Satisfaction	0.254	0.054	4.725	0.000
Content Value -> Brand Trust	0.256	0.055	4.637	0.000
Content Value -> Product Quality	0.369	0.067	5.553	0.000
Extrinsic Motivation -> Social Value	0.379	0.081	4.705	0.000
Extroversion -> Social Value	0.285	0.057	5.039	0.000
Intrinsic Motivation -> Content Value	0.254	0.055	4.589	0.000
Introversion -> Content Value	0.495	0.058	8.515	0.000
Social Value -> Brand Association	0.526	0.063	8.323	0.000
Social Value -> Brand Awareness	0.475	0.067	7.118	0.000
Social Value -> Brand Equity	0.378	0.059	6.371	0.000
Social Value -> Brand Image	0.383	0.064	5.962	0.000
Social Value -> Brand Loyalty	0.515	0.061	8.456	0.000
Social Value -> Brand Satisfaction	0.633	0.053	12.041	0.000
Social Value -> Brand Trust	0.645	0.053	12.212	0.000
Social Value -> Product Quality	0.462	0.067	6.905	0.000

4.7. Specified Indirect Effect Test

In the present study mediation analysis is performed as per recommendation of both Hair et al. (2016) as well as Hayes and Preacher (2010) through bootstrapping technique with bias corrected confidence interval and 10000 subsamples. The result in the Table 13. shows the

both social value and content value significantly mediate the relationships between their predecessor and dimensions of brand equity under study. Hence, support H₂₃...H₇₀.

Table 13. Result of Specified Indirect Effect

Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Collectivism -> Social Value -> Brand Association	0.118	0.111	0.044	2.696	0.007
Collectivism -> Social Value -> Brand Awareness	0.106	0.102	0.042	2.506	0.012
Collectivism -> Social Value -> Brand Equity	0.085	0.083	0.035	2.437	0.015
Collectivism -> Social Value -> Brand Image	0.086	0.084	0.036	2.357	0.018
Collectivism -> Social Value -> Brand Loyalty	0.115	0.111	0.045	2.584	0.01
Collectivism -> Social Value -> Brand Satisfaction	0.142	0.136	0.053	2.702	0.007
Collectivism -> Social Value -> Brand Trust	0.144	0.139	0.054	2.689	0.007
Collectivism -> Social Value -> Product Quality	0.104	0.1	0.042	2.444	0.015
Extrinsic Motivation -> Social Value -> Brand Association	0.2	0.192	0.05	3.951	0
Extrinsic Motivation -> Social Value -> Brand Awareness	0.18	0.174	0.043	4.142	0
Extrinsic Motivation -> Social Value -> Brand Equity	0.143	0.14	0.034	4.17	0
Extrinsic Motivation -> Social Value -> Brand Image	0.145	0.141	0.037	3.947	0
Extrinsic Motivation -> Social Value -> Brand Loyalty	0.195	0.19	0.044	4.478	0
Extrinsic Motivation -> Social Value -> Brand Satisfaction	0.24	0.234	0.051	4.694	0
Extrinsic Motivation -> Social Value -> Brand Trust	0.244	0.239	0.051	4.832	0
Extrinsic Motivation -> Social Value -> Product Quality	0.175	0.17	0.042	4.203	0
Extroversion -> Social Value -> Brand Association	0.15	0.144	0.037	4.077	0
Extroversion -> Social Value -> Brand Awareness	0.135	0.132	0.037	3.691	0
Extroversion -> Social Value -> Brand Equity	0.108	0.107	0.031	3.454	0.001
Extroversion -> Social Value -> Brand Image	0.109	0.107	0.031	3.544	0
Extroversion -> Social Value -> Brand Loyalty	0.147	0.144	0.036	4.032	0
Extroversion -> Social Value -> Brand Satisfaction	0.18	0.177	0.041	4.449	0
Extroversion -> Social Value -> Brand Trust	0.184	0.18	0.041	4.43	0
Extroversion -> Social Value -> Product Quality	0.132	0.129	0.035	3.731	0
Individualism -> Content Value -> Brand Association	0.048	0.048	0.021	2.259	0.024
Individualism -> Content Value -> Brand Awareness	0.055	0.054	0.024	2.321	0.02
Individualism -> Content Value -> Brand Equity	0.078	0.076	0.029	2.676	0.007
Individualism -> Content Value -> Brand Image	0.07	0.068	0.028	2.509	0.012
Individualism -> Content Value -> Brand Loyalty	0.055	0.054	0.023	2.401	0.016
Individualism -> Content Value -> Brand Satisfaction	0.039	0.039	0.017	2.266	0.023
Individualism -> Content Value -> Brand Trust	0.039	0.039	0.018	2.238	0.025
Individualism -> Content Value -> Product Quality	0.057	0.056	0.024	2.367	0.018
Intrinsic Motivation -> Content Value -> Brand Association	0.079	0.08	0.025	3.099	0.002
Intrinsic Motivation -> Content Value -> Brand Awareness	0.09	0.091	0.028	3.198	0.001

Intrinsic Motivation -> Content Value -> Brand Equity	0.129	0.129	0.034	3.803	0
Intrinsic Motivation -> Content Value -> Brand Image	0.115	0.114	0.032	3.637	0
Intrinsic Motivation -> Content Value -> Brand Loyalty	0.09	0.09	0.027	3.398	0.001
Intrinsic Motivation -> Content Value -> Brand Satisfaction	0.065	0.065	0.021	3.028	0.002
Intrinsic Motivation -> Content Value -> Brand Trust	0.065	0.065	0.022	3.015	0.003
Intrinsic Motivation -> Content Value -> Product Quality	0.094	0.093	0.029	3.231	0.001
Introversion -> Content Value -> Brand Association	0.154	0.15	0.036	4.229	0
Introversion -> Content Value -> Brand Awareness	0.176	0.17	0.039	4.453	0
Introversion -> Content Value -> Brand Equity	0.251	0.243	0.045	5.565	0
Introversion -> Content Value -> Brand Image	0.224	0.215	0.043	5.229	0
Introversion -> Content Value -> Brand Loyalty	0.176	0.171	0.038	4.65	0
Introversion -> Content Value -> Brand Satisfaction	0.126	0.122	0.031	4.024	0
Introversion -> Content Value -> Brand Trust	0.127	0.122	0.032	3.999	0
Introversion -> Content Value -> Product Quality	0.183	0.175	0.04	4.518	0

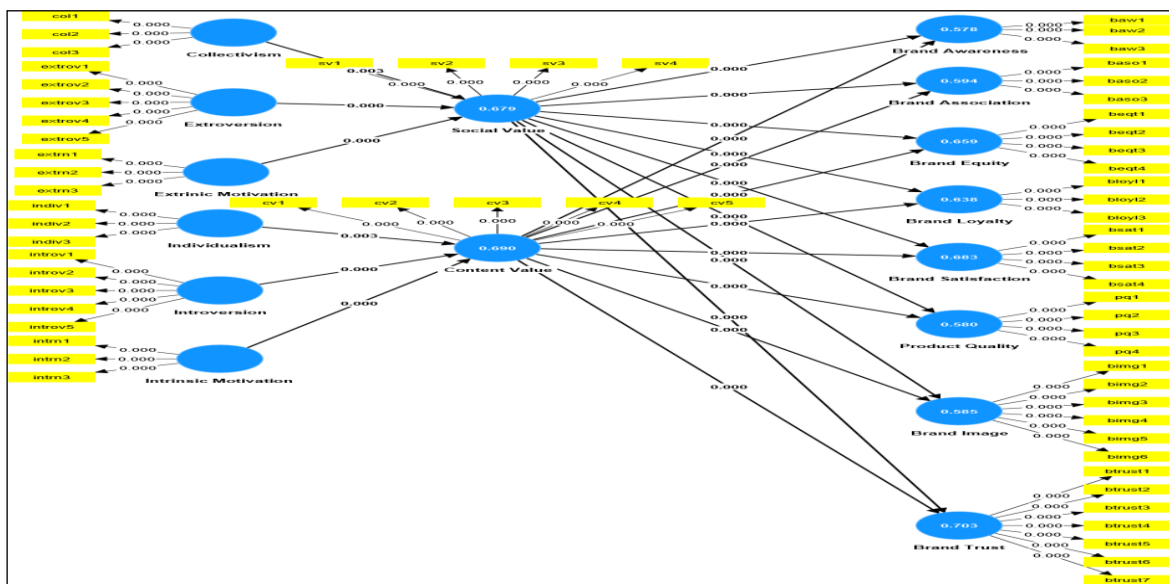


Fig 2. Bootstrapping Result

4.7. Multigroup analysis

In PIs sem two groups are compared through a non-parametric permutation test because of its important statistical characteristics, such as no prior data distribution is required and also its ability to perform best in many conditions (Ernst, 2004; Good, 2000). In line with Henseler et al. (2016) the procedure of measurement invariance of composite model (MICOM) is considered as logical and necessary before performing multi group analysis (MGA). It comprises of three levels including configural invariance (level 1) , compositional

invariance (level 2) and equality of composite mean and variances (level 3) (Henseler et al., 2015). The SmartPLS 4 software automatically set up the first step, configural invariance (Garson, 2016). Then second step, compositional invariance is assessed by applying a permutation test. Table 14 depicts that the permutation p value of all variables is higher than 0.05. Hence, it confirms that the null hypothesis is true, it means that variables original correlation values are non-significantly different from 1, Therefore, verifying compositional invariance (J. F. Hair et al., 2018).

Table 14. Step 2

Variables	Original correlation	Correlation permutation mean	5.00%	Permutation p value
Brand Association	1	0.999	0.998	0.967
Brand Awareness	1	0.998	0.996	0.988
Brand Equity	1	0.999	0.997	1
Brand Image	1	0.998	0.997	1
Brand Loyalty	1	0.998	0.996	0.92
Brand Satisfaction	1	1	0.999	0.997
Brand Trust	1	1	0.999	0.963
Collectivism	1	0.995	0.997	0.578
Content Value	1	0.999	0.997	1
Extrinsic Motivation	1	0.998	0.995	0.981
Extroversion	1	0.999	0.996	0.74
Individualism	1	0.996	0.991	0.99
Intrinsic Motivation	1	0.997	0.992	0.956
Introversion	1	0.999	0.996	0.745
Product Quality	1	0.996	0.996	1
Social Value	1	0.999	0.997	0.987

As per (Cheah et al., 2020), in the third step equivalence of mean and variance is tested for all variables. Table 15 and Table 16 show that research model has not achieved equivalence of mean (step 3a) and equivalence of variance (step 3b) because original difference of all variables do not lie within (2.5%) lower and (97.5%) upper touch points of confidence interval. Thus it indicates that the research model has a partial measurement variance.

Table 15. Step 3a

Variables	Original difference	Permutation mean difference	2.50%	97.50%	Permutation p value
Brand Association	-0.416	-0.001	-0.162	0.162	0

Brand Awareness	-0.433	-0.002	-0.174	0.162	0
Brand Equity	-0.433	-0.001	-0.162	0.163	0
Brand Image	-0.442	-0.002	-0.153	0.16	0
Brand Loyalty	-0.427	-0.001	-0.171	0.155	0
Brand Satisfaction	-0.422	-0.003	-0.161	0.16	0
Brand Trust	-0.443	0.001	-0.158	0.164	0
Collectivism	-0.079	0	-0.161	0.168	0.331
Content Value	-0.283	0.002	-0.149	0.167	0
Extrinsic Motivation	-0.126	0	-0.161	0.162	0.146
Extroversion	-0.172	-0.001	-0.169	0.158	0.036
Individualism	-0.257	0.001	-0.153	0.163	0
Intrinsic Motivation	-0.275	0	-0.158	0.162	0
Introversion	-0.279	0.001	-0.155	0.165	0
Product Quality	-0.434	-0.004	-0.154	0.163	0
Social Value	-0.172	0	-0.163	0.159	0.032

Table 16. Step 3b

Variables	Original difference	Permutation mean difference	2.50%	97.50%	Permutation p value
Brand Association	1.533	0.004	-1.33	1.333	0.02
Brand Awareness	1.535	0.007	-1.33	1.369	0.023
Brand Equity	1.496	0.005	-1.41	1.421	0.035
Brand Image	1.461	0.005	-1.50	1.394	0.047
Brand Loyalty	1.515	0.007	-1.38	1.364	0.018
Brand Satisfaction	1.46	0.012	-1.46	1.424	0.045
Brand Trust	1.456	0.001	-1.52	1.42	0.055
Collectivism	1.099	0.001	-1.62	1.515	0.156
Content Value	1.259	0	-1.45	1.33	0.08
Extrinsic Motivation	1.238	0	-1.32	1.261	0.07
Extroversion	1.36	0.006	-1.42	1.438	0.059
Individualism	1.258	0.002	-1.34	1.263	0.064
Intrinsic Motivation	1.257	0.005	-1.30	1.293	0.065
Introversion	1.301	0.001	-1.3	1.345	0.073
Product Quality	1.49	0.006	-1.48	1.361	0.037
Social Value	1.293	0.003	-1.4	1.354	0.073

Now, the standardized path coefficients of the structural model between groups can be compared (Hair et al., 2017). Table 17 depicts that significant difference between two

groups such as high versus low involvement products for the direct effect test between content value and brand trust, content value and brand satisfaction. These relationships are stronger in high involvement products.

Table 17. Permutation Direct Effect Result

Relationships	Original (Soft-Drink)	Original (Smart-Phone)	Original difference	Permutation mean difference	2.50%	97.50%	Permutation p value
Collectivism -> Social Value	0.194	0.291	-0.097	0.001	-0.321	0.323	0.55
Content Value -> Brand Association	0.265	0.482	-0.217	0.002	-0.275	0.256	0.118
Content Value -> Brand Awareness	0.315	0.482	-0.168	-0.001	-0.289	0.293	0.235
Content Value -> Brand Equity	0.495	0.485	0.01	-0.002	-0.267	0.252	0.938
Content Value -> Brand Image	0.425	0.488	-0.063	0	-0.277	0.273	0.626
Content Value -> Brand Loyalty	0.318	0.482	-0.164	0.001	-0.274	0.257	0.202
Content Value -> Brand Satisfaction	0.201	0.485	-0.284	-0.003	-0.249	0.222	0.024
Content Value -> Brand Trust	0.205	0.454	-0.249	0	-0.253	0.236	0.045
Content Value -> Product Quality	0.334	0.45	-0.116	0.001	-0.272	0.283	0.412
Extrinsic Motivation -> Social Value	0.426	0.312	0.114	0.003	-0.328	0.329	0.512
Extroversion -> Social Value	0.25	0.34	-0.09	-0.004	-0.224	0.235	0.417
Individualism -> Content Value	0.132	0.246	-0.113	0.002	-0.225	0.211	0.349
Intrinsic Motivation -> Content Value	0.238	0.329	-0.09	-0.003	-0.232	0.211	0.447
Introversion -> Content Value	0.504	0.419	0.084	0.002	-0.239	0.224	0.492
Social Value -> Brand Association	0.544	0.457	0.086	-0.003	-0.259	0.254	0.505
Social Value -> Brand Awareness	0.485	0.457	0.028	-0.001	-0.302	0.286	0.855
Social Value -> Brand Equity	0.376	0.46	-0.084	0.001	-0.244	0.255	0.515
Social Value -> Brand Image	0.378	0.463	-0.085	-0.002	-0.294	0.276	0.504
Social Value -> Brand Loyalty	0.534	0.457	0.077	-0.003	-0.271	0.267	0.558
Social Value -> Brand Satisfaction	0.671	0.46	0.211	0	-0.228	0.214	0.057
Social Value -> Brand Trust	0.68	0.507	0.173	0	-0.229	0.223	0.128
Social Value -> Product Quality	0.463	0.505	-0.042	-0.004	-0.292	0.281	0.772

Similarly, Table 18 shows specified indirect test result. It shows a significant difference between both groups such as high versus low involvement products for the relationship between individualism-content value-brand trust and individualism-content value-brand satisfaction. Again, these relationships are stronger in high involvement products.

Table 18. Permutation Specified Indirect Effect Result

Relationship	Original (SoftDrink)	Original (SmartPhone)	Original Difference	Permutation mean difference	2.50%	97.50%	Permutation p value
Collectivism -> Social Value -> Brand Association	0.105	0.133	-0.028	0	-0.182	0.179	0.769
Collectivism -> Social Value -> Brand Awareness	0.094	0.133	-0.039	0.001	-0.178	0.176	0.673
Collectivism -> Social Value -> Brand Equity	0.073	0.134	-0.061	0.001	-0.137	0.143	0.393
Collectivism -> Social Value -> Brand Image	0.073	0.135	-0.061	0	-0.149	0.148	0.419

Collectivism -> Social Value -> Brand Loyalty	0.104	0.133	-0.03	0	-0.185	0.183	0.750
Collectivism -> Social Value -> Brand Satisfaction	0.13	0.134	-0.004	0.001	-0.22	0.22	0.969
Collectivism -> Social Value -> Brand Trust	0.132	0.147	-0.016	0.001	-0.224	0.221	0.884
Collectivism -> Social Value -> Product Quality	0.09	0.147	-0.057	0	-0.175	0.175	0.521
Extrinsic Motivation -> Social Value -> Brand Association	0.232	0.143	0.089	0	-0.197	0.202	0.388
Extrinsic Motivation -> Social Value -> Brand Awareness	0.207	0.143	0.064	0.001	-0.177	0.166	0.475
Extrinsic Motivation -> Social Value -> Brand Equity	0.16	0.144	0.017	0.002	-0.145	0.131	0.844
Extrinsic Motivation -> Social Value -> Brand Image	0.161	0.145	0.017	0	-0.149	0.139	0.855
Extrinsic Motivation -> Social Value -> Brand Loyalty	0.228	0.143	0.085	0	-0.175	0.172	0.377
Extrinsic Motivation -> Social Value -> Brand Satisfaction	0.286	0.144	0.142	0.002	-0.21	0.211	0.178
Extrinsic Motivation -> Social Value -> Brand Trust	0.29	0.158	0.132	0.002	-0.204	0.204	0.213
Extrinsic Motivation -> Social Value -> Product Quality	0.197	0.158	0.04	0	-0.168	0.164	0.657
Extroversion -> Social Value -> Brand Association	0.136	0.156	-0.02	-0.003	-0.15	0.152	0.804
Extroversion -> Social Value -> Brand Awareness	0.121	0.156	-0.034	-0.002	-0.155	0.152	0.661
Extroversion -> Social Value -> Brand Equity	0.094	0.157	-0.063	-0.001	-0.124	0.132	0.302
Extroversion -> Social Value -> Brand Image	0.095	0.157	-0.063	-0.002	-0.132	0.128	0.314
Extroversion -> Social Value -> Brand Loyalty	0.134	0.156	-0.022	-0.003	-0.152	0.15	0.761
Extroversion -> Social Value -> Brand Satisfaction	0.168	0.157	0.011	-0.003	-0.159	0.16	0.888
Extroversion -> Social Value -> Brand Trust	0.17	0.173	-0.002	-0.003	-0.178	0.165	0.973
Extroversion -> Social Value -> Product Quality	0.116	0.172	-0.056	-0.003	-0.152	0.148	0.430
Individualism -> Content Value -> Brand Association	0.035	0.118	-0.083	0.001	-0.087	0.088	0.059
Individualism -> Content Value -> Brand Awareness	0.042	0.118	-0.077	0	-0.099	0.098	0.126
Individualism -> Content Value -> Brand Equity	0.066	0.119	-0.054	0.001	-0.118	0.111	0.407
Individualism -> Content Value -> Brand Image	0.056	0.12	-0.064	0.001	-0.117	0.109	0.300
Individualism -> Content Value -> Brand Loyalty	0.042	0.118	-0.076	0.001	-0.096	0.092	0.118
Individualism -> Content Value -> Brand Satisfaction	0.027	0.119	-0.093	0	-0.074	0.07	0.008
Individualism -> Content Value -> Brand Trust	0.027	0.112	-0.084	0	-0.072	0.068	0.021
Individualism -> Content Value -> Product Quality	0.044	0.11	-0.066	0.001	-0.099	0.094	0.196
Intrinsic Motivation -> Content Value -> Brand Association	0.063	0.159	-0.095	0	-0.106	0.1	0.069
Intrinsic Motivation -> Content Value -> Brand Awareness	0.075	0.159	-0.084	-0.001	-0.12	0.107	0.162
Intrinsic Motivation -> Content Value -> Brand Equity	0.118	0.159	-0.041	-0.002	-0.143	0.132	0.582
Intrinsic Motivation -> Content Value -> Brand Image	0.101	0.16	-0.059	-0.001	-0.13	0.122	0.402
Intrinsic Motivation -> Content Value -> Brand Loyalty	0.076	0.159	-0.083	0	-0.108	0.105	0.141
Intrinsic Motivation -> Content Value -> Brand Satisfaction	0.048	0.159	-0.111	-0.001	-0.094	0.086	0.011
Intrinsic Motivation -> Content Value -> Brand Trust	0.049	0.149	-0.1	0	-0.091	0.088	0.026
Intrinsic Motivation -> Content Value -> Product Quality	0.08	0.148	-0.068	0	-0.111	0.117	0.290
Introversion -> Content Value -> Brand Association	0.134	0.202	-0.069	0.002	-0.154	0.155	0.396
Introversion -> Content Value -> Brand Awareness	0.158	0.202	-0.044	0	-0.168	0.16	0.592
Introversion -> Content Value -> Brand Equity	0.249	0.204	0.046	0	-0.19	0.19	0.616

Introversion -> Content Value -> Brand Image	0.214	0.205	0.009	0.001	-0.179	0.179	0.908
Introversion -> Content Value -> Brand Loyalty	0.16	0.202	-0.042	0.001	-0.152	0.158	0.594
Introversion -> Content Value -> Brand Satisfaction	0.101	0.204	-0.102	-0.001	-0.134	0.127	0.125
Introversion -> Content Value -> Brand Trust	0.103	0.191	-0.087	0.001	-0.136	0.124	0.198
Introversion -> Content Value -> Product Quality	0.168	0.189	-0.02	0.001	-0.17	0.162	0.813

5 Discussion

In compliance with the proposed research model, the results show that in the context of Facebook, buyers having characteristics of collectivism, extroversion, and extrinsic motivation are more and more inclined towards social value. It increases their belief in brand equity and its dimension under study. Whereas, buyers with attributes such as individualism, introversion, and intrinsic motivation prefer content value that strengthens their confidence in brand equity along its dimension under inquiry through increased content value.

On the whole, this paper gives companies useful insight regarding buyer preferences, needs, and wants. As per results, the choice of a product depends on the buyer’s diversity and customer value which leads towards increased brand equity and its dimensions under investigation. Also, the effectiveness of a marketing campaign is based on a buyer response which depends on the message of the brand in a buyer’s mind. Moreover, the findings also furnish companies with better knowledge of buyer activities on social media, and their abilities to manage the product on social media and get the benefit from it. In today’s world, numerous companies are enhancing their capabilities on social media to grab new buyers or to improve existing buyers' experience to enhance their profit and sales. Social media such as Facebook provides companies with a modern and economical platform that allows buyers to communicate with each other as well as permits companies to customize with buyers which results in a successful implementation of their marketing strategies.

6 Conclusion

The goal is to examine the difference in opinion regarding culture, personality and motivation which results in different concept of value that consequently impact distinctively on brand equity and its dimensions of high versus low involvement products. According to research model, the result shows that due to more liking for collectivism and extrinsic motivation as compared to individualism and intrinsic motivation, Pakistani consumers get much social value from their utilization of social media-based communities on Facebook. It clearly strengthens their consideration about brand equity and its dimensions under study. In contrast, these consumers have higher tendency for introversion as compared to extroversion, which leads towards greater brand equity and its dimensions under study through increased content value.

In addition, this study confirms the positive and significant mediating effect of social value and content value between culture, personality, motivation, and brand equity with its dimensions. So it has been a valuable contribution to marketing literature and also provides solutions for brand management.

Moreover, the result also furnishes valuable insight into group-specific comparisons of community members on social media. It depicts that content value not only directly affects building brand trust and enhancing brand satisfaction more towards high-involvement products than low-involvement products but content value also successfully meditates the relationship between individualism and satisfaction, individualism and trust as well as intrinsic motivation and satisfaction, intrinsic motivation and trust of greater towards high involvement product as compare to low involvement product.

7 References

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