

A STUDY ON THE EFFECT OF SOCIAL MEDIA MARKETING ACTIVITIES ON CONSUMER'S RESPONSE AND BRAND EQUITY (CASE STUDY: BEAUTY CLINICS)

Farshid Emami Mehr,

Master of Business Administration, Islamic Azad University, Najafabad Branch, Isfahan, Iran,

Corresponding Author

Raheleh Emami Mehr

Leila Emami Mehr

Abstract. Today, the Internet has created new opportunities and tools of reaching out to consumers through advertising mechanisms of social media marketing including weblogs and social networks. The purpose of this study was to analyze the effect of social media marketing activities on consumer response and brand equity in beauty clinics in Isfahan province. The population of study consisted of visitors to beauty clinics and centers in 1, 2, 3, 8, 9 and 10 districts of Isfahan province. Samples were selected via stratified random sampling technique. In addition, the sample size was determined using Cochran formula ($d = 1/96 = 1 / = d$), with the maximal variance (214) among the research variables. A total of 201 questionnaires were correctly and completely filled out by the participants and then were analyzed. Data collection was conducted using field method via standard questionnaire and a 5-point Likert scale. Data were analyzed using SPSS software version 22. Factor analysis and structural equations modeling (SEM) were also tested via LISREL (Version 8.54) software. The results showed that all aspects of social marketing activities (entertainment, interaction, trendiness, customization and perceived risk) have a positive effect on the components of brand awareness and brand image. It was also demonstrated that brand awareness and brand image have a positive impact on online word-of-mouth advertising of consumers, and brand awareness and brand image positively influence consumer's commitment.

Keywords: social media marketing activities, consumer response, brand equity, beauty clinics.

Introduction. During the last few decades, researchers and activists working in the field of products and services have paid too much attention to brand issues, because the built brand equity is more important than the tangible asset value and liability created through professional financial activities. This value has been built because of the brand's competitive advantage. In today's global marketplace, branding and brand management have attained an increased level of significance (Seo & Park, 2018). Building a strong brand is the goal of many organizations. Successful brands have a competitive advantage, which allows their customers to increase their trust into products and services, and enable them to find the best way to visualize and identify their services (Kaplan & Haenlein, 2011). In addition, all social media marketing campaigns (activities) are sought to influence society beliefs and behaviors, and are viewed as a planned process designed to affect the voluntary behavior of the target audience in order to achieve a social goal (Anu & Whit, 2010). In our world today, social media platforms represent great opportunities for vendors to expand their marketing campaigns for a wide range of customers (Chi, 2011). They can be served as a perfect tool to increase brand awareness, boost brand recognition, increase shareholders' equity and sales as an information tool and finally improve consumer loyalty (Coon, 2013). In this regard, social media have been suggested as one of the most important communication tools in marketing activities and have played a significant role in building an appropriate brand impression among the customers (Trehan & Trahan, 2012). Therefore, the main purpose of many media marketing activities is to create higher economic incentive to purchase and to influence consumers' purchasing behavior, thereby triggering and responding them for quick sale (Yoo et al., 2009). Moreover, with the advent of social media, consumer communication tools and techniques have profoundly changed. Therefore, it seems necessary for business operating in the today's markets to learn how to use social media in accordance with their business type, and acquire the necessary information regarding the impacts of social media on the consumer perception and brand equity (Aghili et al., 2015). This holds true especially for corporations that attempt to gain competitive advantage, including beauty centers and clinics. According to Goffman (2012), both men and women are constantly struggling to adapt themselves to a new set of cultural expectations and social norms promoted by the social media advertising through self-presentation. Besides, newspapers, magazines, television, and movies all started mass advertisement to promote and portray ideal body image, cosmetic surgery, sexual attraction and presentation (Rahbar, 1992). We are now witnessing the promotion of cosmetic surgeries by mass media at large scale. The majority of TV, satellite and Internet advertisement focused on instilling the positive outcomes and attitudes towards the surgical procedures and make an attempt to persuade the audience to perform the cosmetic surgery through portrayal of female models who are not too attractive or whose bodies are not so realistic. In this regard, the audiences of these media advertising assume that they should follow the accepted and conventional *beauty* standards of the society and beauty is primarily considered an absolute rather than a relative standard. However, if they do not meet the criteria and standardized beauty ideals, their identity might be challenged and damaged (Ebrahimi, 2012). Additionally, since social media is one of the most profitable ways to increase the brand awareness of products and services to attract the target market (Di Pietro, 2012), they can provide countless opportunities for surgical clinics, cosmetic services and beauty or rejuvenation clinics to influence both

consumers and their brand equity. However, the main issue lies in the fact that how these social media marketing activities can affect brand equity and consumer response.

Social media were used for trivial communication with nearby friends and family members; however, today, with the development of modern technologies, this tool can offer a platform for consumers to learn more about their favorite companies, preferences and future purchases. Therefore, health centers and beauty clinics can take advantage of these social media platform as a way to reach and attract the customer, as well as offer modern and updated methods for procurement targets. Therefore, given the importance of social media marketing activities in the field of services and products, the present study aimed to explore the impact of these activities on the brand equity and consumer response in the beauty clinics. One of the most important goals of social media activities in beauty clinics is the recognition and brand awareness of customers, because they can affect consumer's behavior and make their product and brand attractive and persuasive.

Literature Review. Social media marketing. Like a snowball falling down a mountain, the Internet has had the biggest impact on the media environment. These transformations cast a shadow over the traditional media leading to the popularity of web-based media. Social media: The term 'social media' was used steadily for the first time in July 2006. Chris Shipley is often known as the first person to use the term social media. Shipley believes that social media is leader of future events for dialogues (Shariat, 2017). In recent years, the concepts of production and distribution in cyberspace have undergone remarkable changes, which are different from the traditional media model. Andre Kaplan and Michael Haenlein defined social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content" (Rayatie et al., 2016). As a result, every internet user can easily design and create a personal blog just for a few minutes, or subscribe to other sites and is able to easily disseminate a wide range of content online, including text, maps, games, animation, audio and video. Thus, the process of media production is completely different from traditional media and internet users have become the content provider on the Internet. Based on this framework, social media has the potential to create a bilateral interaction with the audience from each particular receiver and create a many-to-many relationship (Taheri, 2000). In addition, individuals will be able to import and receive information from the internet and from the internet and are dynamically linked to a flexible target. Thus, the transformation from vertical communication into horizontal communication has been the most important development occurred in the process of the emergence of social media. That is interactive and downward, or top-down communication was replaced with one-way, focused, and upward communications. By creating new models of production, distribution and reception, this environment has led to the emergence of a new arena in the "policy making" and "planning" processes for the media suggesting new opportunities and threats for a wide variety of internet users. Therefore, it would be necessary to know and understand the features and functions of these emerging media in today's modern era (Shariat, 2017).

Consumer response. The consumer's response toward non-monetary promotions and advertising differ among individuals and depends on the personality traits of each person. The consumer response to advertising is described as the intention, attitude and buying behavior. The buying behavior refers to the plan to purchase a particular brand in the present and purchase intention in the future (Esch et al., 2010). If the ultimate goal of advertising is to shape a positive attitude toward brand, an increase in the likelihood of purchase and demonstrating positive responses to ads are considered consumer response. Several studies have shown that the consumer's positive response to advertising is positively related to attitude and brand awareness, as well as purchase intention (Stone et al., 2000). The customer's ability to recall a brand name is one of the factors resulting from effective advertising. Brand awareness, which leads to the creation of brand equity, has a competitive advantage to improve the effectiveness of consumer response (Harandi et al., 2014). The individual's response to the advertisement is related to his attitude towards the brand and behavioral response (purchase). Advertising can have an impact on consumer purchasing decisions through enhancing perceived performance and perceived brand quality. It also has a positive impact on perceived quality and consequently brand equity and can play an important role in increasing brand awareness. Continuous advertising increases the odds that the buyer purchases a particular product and influences future purchases (Rahmanin et al., 2012). Perceptual and cognitive models suggest that brand recognition (brand awareness and brand association) affects consumer responses and are the most important factors in the marketing behaviors and advertising activities (Esch et al., 2010).

Investing in advertising activities can affect not only the brand equity but also the consumer buying decision and increase the value of a product or service. In addition, promotional activities have a positive and significant effect on the improvement of brand equity. Brand equity can also affect the consumer's response to buying a brand and recommending it to others. Advertising is positively related to brand equity and influences the perceived quality of the brand as well. If customers use a well-branded products or brand name, they are more likely to recommend it to others and increasing brand awareness for a particular product can improve consumer's willingness to recommend the brand to others and increase repurchase decision (Archibald et al., 2016).

Brand Equity. The issue of brand equity has emerged as one of the most critical areas for marketing and management since 1990s. In addition, measuring and managing brand equity is an issue that has been widely discussed in the marketing literature. Studies on brand equity can be categorized into three different dimensions: customer orientation dimension, financial dimension, and combinational dimension (Baker, 2010). Building intangible assets and liabilities to

develop a sense of loyalty and build interactive communications with customers is a growing attitude in the world of marketing management. These assets include quality, personal experience, organizational culture, brand awareness and brand equity. Like other tangible assets, brand equity can also become a powerful tool in the competitive market (Carlson, 2010). The customer approach analyzes the brand equity at customer level. Further, customers are both shareholders of corporations and the goal of relationship marketing. Value or utility is something, which is created by a customer to unintentionally support a particular brand (Chen & Green, 2011). Customer-based brand equity (CBBE) consists of two components- brand strength and brand equity. Brand strength is defined based on the observations, perceptions and behaviors of customers, which allow the brand to be supported by them and form the best competitive advantages. In this approach, brand equity is measured based on the customer's point of view (Ding & Chai, 2012). Brand equity is additional value given to goods and services and is inherently relevant to the brand positioning and brand image. Product positioning in the minds of customers is closely correlated with the ultimate success of the product and building a strong brand image can be considered a non-visible asset or liability for a company, while a poor brand image can be described as a big debt.

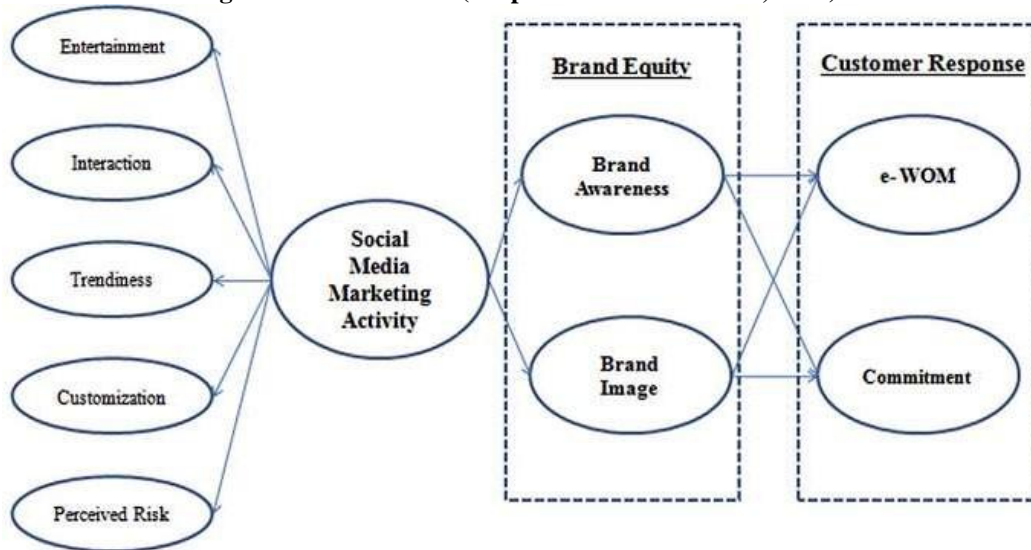
Social media marketing activities and beauty clinics. Body management is an emerging phenomenon that has attracted the attention of scholars in various fields in the last two decades. They argue that the issue of body management is basically a matter of social and cultural transformations, which have been occurred mainly due to the significant development of the modern communication tools within the virtual environment and information channels as the main aspect of cultural globalization (Rahbar, 2012). Increased global communication and access to an array of new channels of communication and information have led to a wide cultural transformation in the various groups and strata of societies, especially among women. Furthermore, social media are responsible for the transmission and guidance of a wide range of symbols, norms, values, beliefs, messages and thoughts within communities, so that some scholars believe that mass media have the power to create space for social and cultural change in society. On the other hand, social media have the potential to both reinforce and disturb the social norms; that is, what they choose to disseminate is a reflection of the events that really happened in the society (Mousavizadeh et al., 2016). With the advancements in information technology and communication tools in Iran, making an effort to follow weight loss tips and diet for achieving fitness goals has become one of the main concerns of some girls and women. Meanwhile, one of the main goals of social media activities in beauty clinics is the recognition and brand awareness of customers (Rahimnia et al., 2013).

The aim of social media marketing activities or campaigns is to create brand awareness, brand excellence and brand choice among the customers. The efficiency of media advertising through building brand equity can enhance the importance of promotional activities and the effectiveness of advertising on consumer responses (Wang et al., 2010). By presenting different types of feminine beauty schemas presented as ideal beauty through using additional makeup products and brands and undergoing cosmetic surgeries, social media have created a kind of abstract aspirations and unattainable notions for women. Lack of access to these aspirations and desires may lead to increased risk of psychological failures and diseases in women (Noghani, 2010). Today, the growing spread of social media plays a very important role in shaping the values and attitudes of the people. They can present a multitude of unrealistic body standards and thinness ideals and internalize stereotyped physical attractiveness ideals in women. Therefore, the portrayal of unrealistic beauty and body images in the media and throughout social media has a significant impact on promoting the culture of body image dissatisfaction within the societies. According to the reports, women are more concerned about their beauty and appearance than men in cosmetic surgery and are more likely to be sensitive to their appearance; they tend to spend a lot more time, effort, and money on their appearance than men do (Mousavi Zadeh et al., 2016).

Method. According to the classification of scientific research by purpose, the present study is an applied research in terms of its objectives. This kind of research seeks to solve practical and everyday problems using cognitive frameworks and information provided by basic research and tries to find some practical solutions for tackling deep-seated social problems. The purpose of this study was to measure the effect of social media marketing activities on consumer response and brand equity in the beauty clinics of Isfahan province using the theory model. In addition, this type of research is descriptive in nature, because it describes the status of social media marketing activities in the beauty clinics of Isfahan province and assesses their impact on consumer response and brand equity. In descriptive research, the researcher tries to describe and explore the objective and real characteristics of a subject or phenomenon. Data were collected using the questionnaire and customer opinions. The population of study consisted of visitors to centers and beauty clinics in 1, 2, 3, 8, 9 and 10 districts of Isfahan province. It should be noted that the main reason for the selection of these districts and beauty clinics was the use of good marketing activities to attract customers through the social media. Therefore, in order to distribute the questionnaire, the researcher took the decision to refer to the beauty clinics located in these districts, which attracted a large number of customers to their clinics through extensive activities in social networks. The sample volume ($N = 214$) was determined using the Krejcie and Morgan tables or the Cochran formula ($t = 1/96, d = 0/1$) and maximum variance among research variables for an unlimited population. A total of 220 questionnaires were distributed among the statistical population and 201 questionnaires were correctly and completely completed by the participants. Results were analyzed based on responses received.

Conceptual model of research. The three main constructs investigated in this research include social media marketing activities, brand equity and consumer responses. After reviewing the research literature, the following conceptual model of the research shown in Figure 1 is proposed, which tries to examine the relationship between the dimensions of social media marketing activities and their relative importance for brand equity and consumer responses. The left figure displays the dimensions of social media marketing activities with the assumption that social media marketing activities have an impact on brand equity and there is an interplay between brand equity and consumer response. This model was adapted from the article presented by Seo and Park (2018). They claim that their research was the only research that surveyed the subject and our results verify the findings of their study.

Fig. 1. Research model (adapted from Seo & Park, 2018)



Hypotheses

1. Social media marketing activities have a positive impact on brand awareness.
2. Social media marketing activities have a positive impact on brand image.
3. Brand awareness has a positive effect on online word-of-mouth advertising of consumers.
4. Brand image has a positive effect on online word-of-mouth advertising of consumers.
5. Brand awareness has a positive impact on consumer commitment.
6. Brand image has a positive impact on consumer commitment.

Data analysis

Data analysis is a multi-stage process through which data provided via collection tools are summarized, encoded, categorized ..., and eventually processed for analysis objectives and measuring relationships between the data to test the hypotheses. Based on this process, the data are cleansed both conceptually and experimentally and various statistical techniques play a crucial role in making inferences and generalizations (Bahrami, 2015). In the current study, descriptive statistics of demographic information of respondents (sample), as well as the status of research variables were firstly displayed using tables and figures. Then, SPSS (version 22) and LISREL (version 8.54) software, different statistical techniques and tests were utilized for answering research questions and conclusion:

Kolmogorov–Smirnov and Confirmatory Factor Analysis tests were used to verify the data normality and validate the questions, as well as determine the key factors involved in each component, respectively. In addition, structural equation modeling was used to evaluate the goodness of fit of the model to the collected data.

Table 1- Demographic characteristics of the statistical sample

Gender	Male	Female		
	(28.86) 58	(71.14)143		
Age	Less than 30 years	31 to 40 years old	41-50 years old	Over 50 years old
	(60.20)121	(28.86) 58	(9.45) 19	(1.49)3
Marital status	Single	Married		
	(75.62)152	(24.38)49		
Number of	First time	from 1 to 5 times	from 6 to 10 times	10 times

Selection of appropriate statistical methods for implementing statistical methods and rational inferences is the most important task in testing the research hypotheses. For this purpose, having a basic knowledge of the data distribution is of paramount importance. Thus, Kolmogorov–Smirnov test was used for analyzing the normality of data; if the significance level for all independent and dependent variables is greater than the test level (0.05), the data are normally distributed.

Table 2. Results of Kolmogorov–Smirnov test for research variables

Variable	Sample size	Mean	Standard deviation	K-S test statistic	Significance level	result
Social Media Marketing Activities	201	4.05	0.390	1.036	0.065	Normal
Brand awareness	201	3.62	0.587	1.079	0.091	Normal
Brand image	201	3.92	0.512	1.045	0.075	Normal
Brand equity	201	3.75	0.456	1.002	0.052	Normal
Word-of-mouth advertising	201	3.83	0.703	0.854	0.215	Normal
Commitment	201	3.85	0.739	1.021	0.066	Normal
Consumer response	201	3.84	0.653	1.052	0.074	Normal

In accordance with Table 2, the significance level for all independent and dependent variables is greater than the test level (0.05); therefore, the data are normally distributed.

Results of the data sufficiency test

This study was conducted using a questionnaire tool for data collection. The overall structure of the research questionnaires was analyzed using confirmatory factor analysis and content validity. Table 3 presents the variables of research along with their abbreviation.

Table-Abbreviations of research variables

Variable	Abbreviation	Variable	Abbreviation
Entertainment	ENT	Social Media Marketing Activities	SMMA
Interaction	INT	Brand awareness	BA
Trendiness	TRE	Brand image	BI
Customization	CUS	Word-of-mouth advertising	WOM
Perceived risk	RIS	Commitment	COM

There are different techniques for evaluating the validity. This research used a confirmatory factor analysis test due to the application of multiple components in research variables. In confirmatory factor analysis test, it is necessary to ensure that whether the existing data set is suitable for analyzing the research variables. For this purpose, the study used Kaiser-Meyer-Olkin (KMO) index and Bartlett test for analyzing the questionnaire items. The data is suited for factor analysis when the KMO value is larger than (0.6) and close to 1, and sig value is less than 0.05 in Bartlett test. The results are presented in the table below.

Table 4: KMO index and Bartlett test for analyzing questionnaire items

	KMO test	0.647
	χ^2	2970.408
Bartlett test	Degree of freedom	351
	Sig	0.001

Table 4 displays the KMO and Bartlett index values and their significance levels. The KMO index and the Bartlett test are used to analyze the appropriateness and suitability of the existing data. Kaiser-Meyer Olkin (KMO) is measure of sampling adequacy index. KMO values smaller than 0.5 indicates that factor analysis is not suitable and KMO lower than 0.6 is not acceptable. In addition, the KMO index value of the present study is 0.647 and higher than 0.6, which is acceptable, indicating the sufficiency of the selected sample for factor analysis. The table below shows the set of fitness indicators used to evaluate the sufficiency of the model:

Table 5. Goodness of fit index of the model for research questionnaire

Result	Desirable values	indices	Goodness-of-fit
2.601	<3.00	Chi square test	Chi-square/df
0.93	>0.09	Goodness of fit index	GFI
0.037	<0.08	Root mean square error of approximation	RMSEA
0.047	<0.05	Root mean square residual (RMR)	RMR
0.90	>0.090	Smooth fitness index	NFI
0.90	>0.090	Increasing compliance index	IFI
0.92	>0.090	Comparative fit index	CFI

Root mean square error of approximation (RMSEA) is one of the best fitting indices for assessing the goodness of fit in structural equation modeling. A value of less than 0.88 is indicative of goodness of fit for the relevant models. Hence, models with RMSEA values less than 0.08 have poor model fit. The most popular goodness of fit test is by chi square, with a value less than 3. The values of chi square and degrees of freedom have been calculated 748.98 and 288, respectively, based on the LISREL output. Therefore, the resulting value of dividing the chi square by degrees of freedom for the conceptual model of the research is 2.601, which is acceptable. Meanwhile, the value of root mean square error of approximation (RMSEA) is 0.073, which is acceptable. According to the results, all the used indicators presented in our study indicate good model fit. For a better understanding of the results of the confirmatory factor analysis, the results of the factor loadings of the items along with the statistical significance, residuals, Cronbach's alpha, composite reliability, and average variance extracted (AVE) for each index are given in the table below.

Table 6: Factor loadings, statistical significance, Cronbach's alpha, composite reliability and average variance extracted of research questionnaire

Constructs	item	Factor loadings	statistical significance	Cronbach's alpha	composite reliability	AVE																																																																																																							
Entertainment (ENT)	ENT1	0.85	12.46	0.861	0.868	0.766																																																																																																							
	ENT2	0.90	13.31				Interaction (INT)	INT1	0.85	13.95	0.877	0.864	0.681	INT2	0.87	14.57	INT3	0.75	11.90	Trendiness (TRE)	TRE1	0.86	14.67	0.886	0.909	0.769	TRE2	0.88	15.23	TRE3	0.89	15.43	Customization (CUS)	CUS1	0.90	16.41	0.917	0.935	0.828	CUS2	0.89	15.85	CUS3	0.93	17.22	Perceived risk (RIS)	RIS1	0.84	11.73	0.853	0.862	0.758	RIS2	0.90	12.60	Brand awareness (BA)	BA1	0.90	15.99	0.895	0.906	0.708	BA2	0.80	13.31	BA3	0.79	13.16	BA4	0.87	15.26	Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704	BI2	0.81	13.18	BI3	0.92	16.02	Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775	WOM2	0.91	16.60	WOM3	0.89	15.95	WOM4	0.89	15.88	Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81
Interaction (INT)	INT1	0.85	13.95	0.877	0.864	0.681																																																																																																							
	INT2	0.87	14.57																																																																																																										
	INT3	0.75	11.90				Trendiness (TRE)	TRE1	0.86	14.67	0.886	0.909	0.769	TRE2	0.88	15.23	TRE3	0.89	15.43	Customization (CUS)	CUS1	0.90	16.41	0.917	0.935	0.828	CUS2	0.89	15.85	CUS3	0.93	17.22	Perceived risk (RIS)	RIS1	0.84	11.73	0.853	0.862	0.758	RIS2	0.90	12.60	Brand awareness (BA)	BA1	0.90	15.99	0.895	0.906	0.708	BA2	0.80	13.31	BA3	0.79	13.16		BA4	0.87	15.26				Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704	BI2	0.81	13.18	BI3	0.92	16.02	Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775	WOM2	0.91		16.60	WOM3	0.89				15.95	WOM4	0.89	15.88	Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81	13.47	COM3	0.89	15.62	
Trendiness (TRE)	TRE1	0.86	14.67	0.886	0.909	0.769																																																																																																							
	TRE2	0.88	15.23																																																																																																										
	TRE3	0.89	15.43				Customization (CUS)	CUS1	0.90	16.41	0.917	0.935	0.828	CUS2	0.89	15.85	CUS3	0.93	17.22	Perceived risk (RIS)	RIS1	0.84	11.73	0.853	0.862	0.758	RIS2	0.90	12.60	Brand awareness (BA)	BA1	0.90	15.99	0.895	0.906	0.708	BA2	0.80	13.31	BA3	0.79	13.16		BA4	0.87	15.26				Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704	BI2	0.81	13.18	BI3	0.92	16.02	Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775	WOM2	0.91	16.60	WOM3	0.89	15.95		WOM4	0.89	15.88				Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81	13.47	COM3	0.89	15.62														
Customization (CUS)	CUS1	0.90	16.41	0.917	0.935	0.828																																																																																																							
	CUS2	0.89	15.85																																																																																																										
	CUS3	0.93	17.22				Perceived risk (RIS)	RIS1	0.84	11.73	0.853	0.862	0.758	RIS2	0.90	12.60	Brand awareness (BA)	BA1	0.90	15.99	0.895	0.906	0.708	BA2	0.80	13.31	BA3	0.79	13.16		BA4	0.87	15.26				Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704	BI2	0.81	13.18	BI3	0.92	16.02	Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775	WOM2	0.91	16.60	WOM3	0.89	15.95		WOM4	0.89	15.88				Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81	13.47	COM3	0.89	15.62																											
Perceived risk (RIS)	RIS1	0.84	11.73	0.853	0.862	0.758																																																																																																							
	RIS2	0.90	12.60				Brand awareness (BA)	BA1	0.90	15.99	0.895	0.906	0.708	BA2	0.80	13.31		BA3	0.79	13.16				BA4	0.87	15.26	Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704	BI2	0.81	13.18		BI3	0.92	16.02				Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932		0.775	WOM2	0.91				16.60	WOM3	0.89	15.95	WOM4	0.89	15.88	Commitment (COM)	COM1	0.91	16.11	0.879	0.904		0.759	COM2	0.81				13.47	COM3	0.89	15.62																													
Brand awareness (BA)	BA1	0.90	15.99	0.895	0.906	0.708																																																																																																							
	BA2	0.80	13.31																																																																																																										
	BA3	0.79	13.16																																																																																																										
	BA4	0.87	15.26				Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704	BI2	0.81	13.18	BI3	0.92	16.02	Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775	WOM2	0.91	16.60	WOM3	0.89	15.95	WOM4	0.89	15.88	Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81	13.47	COM3	0.89	15.62																																																													
Brand image (BI)	BI1	0.78	12.70	0.850	0.876	0.704																																																																																																							
	BI2	0.81	13.18																																																																																																										
	BI3	0.92	16.02				Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775	WOM2	0.91	16.60	WOM3	0.89	15.95		WOM4	0.89	15.88				Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81	13.47	COM3	0.89	15.62																																																																						
Word-of-mouth (WOM)	WOM1	0.83	14.23	0.911	0.932	0.775																																																																																																							
	WOM2	0.91	16.60																																																																																																										
	WOM3	0.89	15.95																																																																																																										
	WOM4	0.89	15.88				Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759	COM2	0.81	13.47	COM3	0.89	15.62																																																																																										
Commitment (COM)	COM1	0.91	16.11	0.879	0.904	0.759																																																																																																							
	COM2	0.81	13.47																																																																																																										
	COM3	0.89	15.62																																																																																																										

As shown in Table 6, Cronbach alpha value of all constructs is greater than 7/0, indicating the high convergence validity. Meanwhile, it was found that constructs (hidden variables) have a high validity for model fit. The composite reliability values (CR) of all constructs was also reported higher than 0.7, suggesting that constructs have good composite reliability.

Goodness-of-fit test for conceptual model. The purpose of measuring goodness of fit for the model is to determine the degree of compatibility and agreement of the whole model with the experimental data used in the research. There are a vast array of criteria and fitness indices used for measuring the goodness of fit of the whole model. Unfortunately, none of these criteria and indicators can meet all the statistical requirements. This is because a specific goodness of fit index might be effective depending on the sample size, estimation method, complexity of the model, assumptions about normality, or a combination of the above conditions used in the research. Hence, various indicators can fit into the model depending on the conditions governing the research model. In this section, the conceptual model of the research was illustrated in the form of a path diagram and measured using various methods of goodness-of-fit. A complete model of structural equations is in fact a combination of path diagrams and confirmatory factor analysis (CFA).

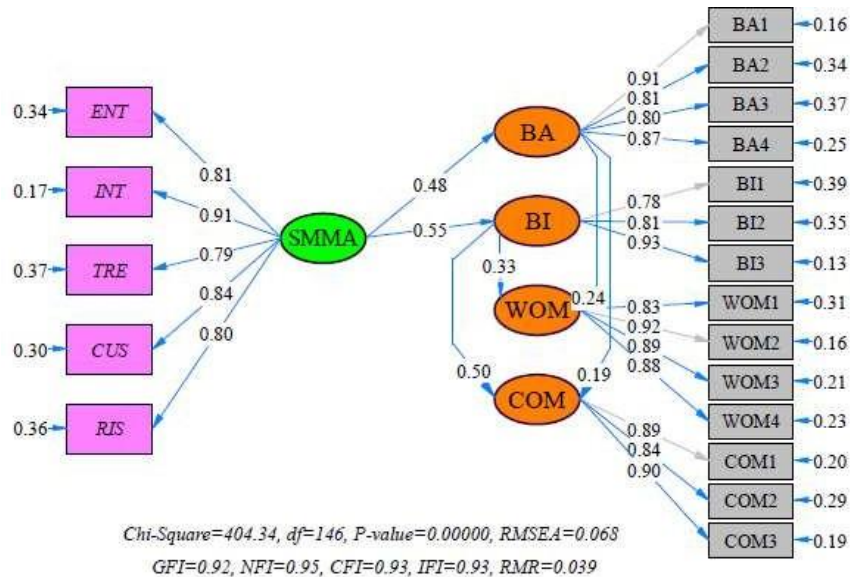


Figure 2. Standard path coefficients for structural research model

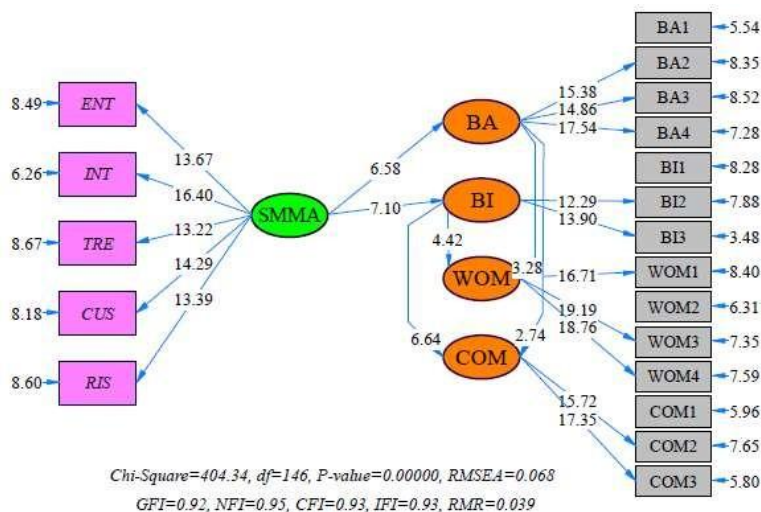


Figure 3. Significance level values of the structural research model

The path coefficients among the variables were used to test the significance level. The results of path coefficients and their significant level have been presented in the table below.

Table 7: Results of structural model measurement

Hypothesis	Path		Path coefficient (β)	Significant level (t-value)	Result	R^2 coefficient of determination
	Variable	Variable				
1	Social media marketing	Brand awareness	0.48	6.58	Confirmed	0.23
2	activities	Brand image	0.55	7.10	Confirmed	0.31
3	Brand awareness	Word-of-mouth	0.24	3.28	Confirmed	0.38
4	Brand image	advertising	0.19	2.74	Confirmed	
5	Brand awareness	commitment	0.33	4.42	Confirmed	0.44
6	Brand image		0.50	6.64	Confirmed	

In what follows, we present the results of hypothesis testing based on the output of the conceptual model.

Hypothesis 1: Social media marketing activities have a positive impact on brand awareness.

According to the results of Table 7, the significance level between social media marketing activities and brand awareness is 6.58, which is greater than (1.96), indicating the relationship between social media marketing activities and brand awareness is significant at 95% confidence interval. In addition, the value of path coefficient between these two variables is 0.48, suggesting that social media marketing activities variable have a positive influence on brand awareness. In other words, one-unit change in social media marketing activities will lead to an increase of 0.48 units in brand awareness. This suggests that social media marketing activities are directly correlated with the brand awareness. Therefore, the first hypothesis of the research was supported.

Second hypothesis: Social media marketing activities have a positive impact on brand image.

As shown in Table 7, the significance level between social media marketing activities and brand image is 7.10, which is greater than (1.96), indicating the relationship between social media marketing activities and brand image is significant at 95% confidence interval. In addition, the value of path coefficient between these two variables is 0.55, suggesting that social media marketing activities variable have a positive influence on brand image. In other words, one-unit change in social media marketing activities will lead to an increase of 0.55 units in brand image. This indicates that social media marketing activities are directly related to the brand image. Therefore, the second hypothesis of the research was supported.

Third hypothesis: Brand awareness has a positive effect on online word-of-mouth advertising of consumers.

As it was indicated in Table 7, the significance level between brand awareness and online word-of-mouth advertising of consumers is 3.28, which is greater than (1.96), indicating the relationship between brand awareness and online word-of-mouth advertising of consumers is significant at 95% confidence interval. In addition, the value of path coefficient between these two variables is 0.24, suggesting that brand awareness variable has a positive influence on online word-of-mouth advertising of consumers. In other words, one-unit change in brand awareness will lead to an increase of 0.24 units in online word-of-mouth advertising of consumers. This indicates that brand awareness is directly related to the online word-of-mouth advertising of consumers. Therefore, the third hypothesis of the research was supported.

Fourth hypothesis: Brand image has a positive effect on the online word-of-mouth advertising of consumers.

According to the results in Table 7, the significance level between brand image and online word-of-mouth advertising of consumers is 4.42, which is greater than (1.96), indicating the relationship between brand image and online word-of-mouth advertising of consumers is significant at 95% confidence interval. In addition, the value of path coefficient between these two variables is 0.33, showing that brand image variable has a positive influence on online word-of-mouth advertising of consumers. In other words, one-unit change in brand awareness will lead to an increase of 0.33 units in online word-of-mouth advertising of consumers. This indicates that brand image is directly correlated to the online word-of-mouth advertising of consumers. Therefore, the fourth hypothesis of the research was supported.

Fifth hypothesis: Brand awareness has a positive impact on consumer commitment.

As can be seen from the results in Table 7, the significance level between brand awareness and consumer commitment is 2.74, which is greater than (1.96), indicating the correlation between brand awareness and consumer commitment is significant at 95% confidence interval. In addition, the value of path coefficient between these two variables is 0.19, showing that brand awareness has a positive influence on consumer commitment. In other words, one-unit change in brand awareness leads to an increase of 0.19 units in consumer commitment. This indicates that brand awareness is directly correlated to consumer commitment. Therefore, the fifth hypothesis of the research was supported.

Sixth hypothesis: Brand image has a positive impact on consumer commitment.

According to the results in Table 7, the significance level between brand image and consumer commitment is 6.64, which is greater than (1.96), indicating the relationship between brand image and consumer commitment is significant at 95% confidence interval. In addition, the value of path coefficient between these two variables is 0.50, suggesting that brand image variable has a positive influence on consumer commitment. In other words, one-unit change in brand image leads to an increase of 0.50 units in consumer commitment. This indicates that brand image is directly related to the consumer commitment. Therefore, the sixth hypothesis of the research was supported.

Discussion and conclusion. As it was mentioned before, one of the most important goals of social media activities in beauty clinics is the recognition and brand awareness of customers, because they can affect consumer's behavior and make their product and brand attractive and persuasive. This finding may be explained by the fact that the ability of the audience to remember and identify an advertised brand or brand name is among the important factors affecting the effectiveness of advertising. This brand recall (mental process) ensures that the brand remembered by the audience gains more competitive advantages than the brand, which the audience is not able to remember it easily. The aim of social media marketing activities or campaigns is to create brand awareness, brand excellence and brand choice among the customers. In addition, the results of our study showed that brand association is an important reason for purchasing a brand name and creating a positive sense toward the brand, as well as influences the buying decisions. With the intensification of competition in business, rapid technological change, increased power and consumer's choice, the companies will be successful if they are able to adequately understand and meet the expectations and values of their target customers and effectively respond to them. The efficiency of media advertising through building brand equity can enhance the importance of promotional activities and the effectiveness of advertising on consumer responses. We also found that external pressures for keeping in harmony with a multitude of unrealistic body standards and thinness ideals are directly linked to the expansion and development of social media marketing activities (such as video advertising and magazines and advertising journals), targeting women and men with the purpose of promoting consumerist culture and a consumer society. A possible explanation for this might be that the focus of many journals and magazines related to consumerism culture, which especially target women, is to promote and increase the use of cosmetic products and beauty brands. Therefore, they encourage customers, especially women, to wear more makeup, buy cosmetics and join the fitness clubs in order to conform to unrealistic beauty ideals portrayed and promoted by media and beauty industries. In addition, the growing spread of social media plays a very important role in shaping the values and attitudes of the people. They can present a multitude of unrealistic body standards and thinness ideals and internalize stereotyped physical attractiveness ideals in women. Therefore, the portrayal of unrealistic beauty and *body images* in the media and throughout social media has a significant impact on promoting the culture of body image dissatisfaction within the societies. According to the reports, women are more concerned about their beauty and appearance than men in cosmetic surgery and are more likely to be sensitive to their appearance; they tend to spend a lot more time, effort, and money on their appearance than men do. This finding further support the idea that *women* make up the majority of beauty clinics and brand product customers and generally spend more *on* beauty and personal care products than men do. Further, this study has shown that all aspects of social marketing activities (including entertainment, interaction, trendiness, customization and perceived risk) have a positive effect on the components of brand awareness and brand image. It was also demonstrated that brand awareness and brand image have a positive impact on online word-of-mouth advertising of consumers, and brand awareness and brand image positively influence consumer's commitment.

Suggestions. The findings of the study have a number of important implications for managers to develop successful and effective marketing strategies within their organizations, to improve client attraction and retention strategies in a competitive market and to increase customer loyalty through online and social media promotions. These objectives will be achieved through paying attention to the following suggestions:

- ✓ Building a beautiful and attractive online store: The first question you should ask yourself is: "Is my site or social network attractive?" Building an online store is extremely difficult, because bad or ugly website design will discourage site visitors to see your website.
- ✓ To be active in social media: Social media has the potential to offer free tools for reaching business objectives. Of course, you need to pay a fee for advertising activities in social networks; however, the presence and use of these promotional channels can be appealing and have very beneficial effects for you,
- ✓ Customer care: Customer care is a crucial element of business success. This trick can help you to attract more customers.
- ✓ Promotional gifts and discounts: We all love getting free gifts and enjoy discounts. However, receiving discount (e.g., \$ 5) is a psychological mechanism that makes us feel good. The excitement at hearing the word "free" is a well-known feeling throughout the world and stimulate buying intentions leading to a true sense of satisfaction.

Recommendations for further research work

It is recommended that further research be undertaken in the following areas:

- 1- To investigate the effect of perceived risk on customer commitment in production and service organizations and public and private corporations.
- 2- To analyze the impact of product customization on customer loyalty in production and service organizations and public and private corporations.
- 3- To examine the impact of modern and updated social media advertising on brand equity in production and service organizations and public and private corporations.
- 4- To investigate the effect of online word-of-mouth advertising on brand awareness and response in production and service organizations and public and private corporations.

5- To analyze the effect of social media marketing activities on the performance of marketing channels in production and service organizations and public and private corporations.

Limitations of the current study. Despite all the efforts, there are so many limitations and obstacles in all research and are, for the most part, outside the researcher's control. The findings of this study are subject to three limitations.

1- Due to the economic problems of society, the researcher thinks that the time to distribute and complete the questionnaires was not suitable. This may have an impact on responsiveness and lack of responsiveness, as well as the quality of responsiveness.

2. Our results are not generalizable or applicable to other periods of time due to the changes in situations, viewpoints, belief and thoughts of individuals

3. Time-limited sampling was another limitation of the study; so the researcher did not have enough time to collect all needed information in order to analyze all factors affecting respondents' behavior.

References

1. Annie, Christine and Whitt, Nijel (2010). Principles of financial services marketing (practical and theoretical guide), translated by Ali Soleimani Bashli and Gholam Abbas Afshar. Simaye Shargh Press. Tehran.
2. Ebrahimi, Ghorbanali; Ziapour, Arash. (2011). "The study of sociology of the impact of cultural capital on body management (experimental study of youth in *Gilan-e Gharb*)", *Journal of Applied Sociology*, Volume 23, Number 1, Spring, Pages 125-148.
3. Rahbar, Mohammad Taghi (2011). *Research in propaganda*, Tehran: Islamic Propagation Office Publishing Center.
4. Rahimnia, Fariborz, Fatemi, Zahra; Harandi, Atalah (2013). Examining the interaction of customer-based brand equity, *Quarterly of Commercial Management*, 5 (4), pp. 1-20.
5. Rayat, Amin. Zainizadeh, Emadi, Somayeh (2016). Impact of social media marketing: the impact of whatsapp updates on a super academic exercise. *Communication Management in Sports Media*, 2 Year, pp. 36-48.
6. Shariat, Hussein. Safi Zadeh, Yaser (2017). A descriptive study of the use of social media as a marketing tool for retailers, *Third National and International Conference on Management and Accounting of Iran*.
7. Taheri Boroujani, Alireza (2000). Investigating the role of marketing in equipping financial resources of Keshavarzie Bank, Chahar Mahal Va Bakhtiari sample. Esfahan: M. A thesis, Azad University of Dehaghan.
8. Aghili, Seyyed Vahid Iraqi, Morteza Ghasemzadeh (2014). *Social Media; Nature, Functions and Challenges*. *Journal of Social Development Studies of Iran*.
9. Gaffman, Erving (2011). *Self-presentation in Daily Life*, Translated by Masoud Kianpour, Tehran.
10. Mousavizadeh, Mehdi, Faizollah Niazi Shahraki, Abdol Jalil Kalantar Hormozi, Alireza Fadaei Naeini and Mehdi Nasri Lari (2016). "Evaluation of patients' tendencies and motivations to cosmetic surgeries". *Research journal of Shahid Beheshti University*, 14 th, 6 th.
11. Noghani, Mohsen, Mohammad Mazlum Khorasani and Somayeh Varshui (2010). "Social factors affecting women's cosmetic surgery", *Women Psychological Social Studies*, Vol. 8, p. 4.
12. Harandi, Ataollah; Sa'adat Yar, Fahime; Fatemi, Zahra (2013). Modeling the Effects of Desirable Image from Organizations on Consumers in the Services Section, *Novin Marketing Research Quarterly*, No. 13, pp. 125-140.
13. Archibald, R. B., Haulman, C. A., Moody, C. E., Jr. (2016). Quality, price, advertising and published quality ratings. *Journal of Consumer Research*, 9, 347-356.
14. Baker, W.E., Sciglimpaglia, D. and Saghafi, M. (2010), "Branding of post-purchase ancillary products and services", *European Journal of Marketing*, Vol. 44 No. 4, pp. 447-466.
15. Carlson, J. and O'Cass, A. (2010), "Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites", *The Journal of Services Marketing*, Vol. 14 No. 1, pp. 111-117
16. Chen, H. and Green, R.D. (2011), "Brand equity, marketing strategy, and consumer income: a hypermarket study", Chi, Hsu-Hsien. (2011). "Interactive Digital Advertising VS. Virtual Brand Community: Exploratory Study of User Motivation and Social Media Marketing Responses in Taiwan." *Journal of Interactive Advertising* 12: 44-41.
17. Coon, M. (2013). *Social Media Marketing: Successful Case Studies of Businesses Using Facebook and YouTube With M.A. Project*, June 4, 2010, (accessed on 02 March 2012), <http://comm.stanford.edu/coterm/projects/2010/maddy%20coon.pdf>.
18. Ding, Y. and Chai, K.-H. (2012), "Effects of customer expertise on spillovers between products and services", *Managing Service Quality*, Vol. 11 No. 1, pp. 74-97.
19. Di Pietro, Loredana and Elenora Pantano. 2012. "An Empirical Investigation of Social Network Influence on Consumer Purchasing Decision: The Case of Facebook." *Journal of Direct Data and Digital Marketing Practice* 14: 17-22.

20. Esch, Franz-Rudolf., Langner, Tobias., Schmitt, Bernd H., & Geus, Patrick.(2010). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, 15(2), 98–105.
21. Kaplan, Andreas M. and Michael Haenlein. 2011. “Users of the World, Unite! The Challenges and Opportunities of Social Media.” *Business Horizons* 53: 52-47.
22. Rahmani, Z., Salmani Mojaveri, H., Allahbakhsh. A. (2012). Review the Impact of Advertising and Sale Promotion on Brand Equity. *Journal of Business Studies Quarterly*, 4(1), 64-73.
23. Stone, G., Besser, D., Lewis, L.E. (2000). Recall, liking, and creativity in TV commercials: a new approach. *Journal of Advertising Research*, 17(2), 7-18.
24. Seo, Eun-Ju; Park, Jin-Woo(2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management* 66.36–41.
25. Trehan, M., Trehan, R. (2012). *Advertising and Sales Management*. New Delhi: India enterprise.
26. Yoo, B., Donthu, N. Lee, S. (2009).An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195–211.