THE RELATIONSHIPS BETWEEN SOCIAL MEDIA MARKETING COMMUNICATIONS, CONSUMER-BASED BRAND EQUITY AND CONSUMER RESPONSE AMONG AUTOMOTIVE BRANDS IN MALAYSIA

RAJI RIDWAN ADETUNJI

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
2018

Awang Had Salleh
Graduate School
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Abstrak

Pembentukan dan pengurusan ekuiti jenama lazimnya diberi keutamaan oleh kebanyakan organisasi memandangkan jenama merupakan aset yang paling bernilai kepada organisasi. Oleh hal yang demikian, para penyelidik cuba menggandakan usaha untuk memahami faktor yang mempengaruhi perkembangan ekuiti jenama berteraskan pengguna (CBBE) dan kesannya. Namun begitu, para penyelidik kurang memberikan tumpuan dalam mengukur CBBE daripada konteks jenama automotif. Selain itu, dengan mengambilkira kemajuan platform digital yang berterusan seperti media sosial, perubahan persekitaran komunikasi pemasaran telah mewujudkan lompang ilmu tentang bagaimana kandungan media sosial disampaikan dalam meningkatkan CBBE dan respon pengguna. Berdasarkan Model Respon Rangsangan Pengguna (CSRM), kajian ini meneliti hubungan antara komunikasi pemasaran media sosial, terutamanya yang dijana oleh pengguna (media sosial dari mulut ke mulut) dan dihasilkan oleh firma (periklanan media sosial, promosi media sosial, dan pemasaran interaktif media sosial), CBBE serta respon pengguna dalam kalangan jenama automotif. Tiga peringkat proses pengesahan digunakan untuk mengesahkan alat pengukuran yang digunakan dalam kajian ini. Pertama, temubual bersemuka yang berbentuk separa berstruktur dijalankan dalam kalangan sepuluh (10) informan. Kedua, tujuh (7) orang pakar yang telah diambil untuk mengesahkan kandungan alat pengukuran yang dibangunkan. Akhir sekali, satu kajian rintis dijalankan terhadap 200 responden. Selanjutnya, 800 orang pengguna daripada empat jenis jenama automatif, iaitu PROTON, PERODUA, TOYOTA, dan HONDA mengambil bahagian dalam tinjauan menggunakan soal selidik tadbir kendiri. Data yang dikutip dianalisis dengan menggunakan SEM. Dapatan kajian mendedahkan bahawa Periklanan Media Sosial, Promosi Media Sosial, Pemasaran Interaktif Media Sosial dan Media Sosial dari mulut ke mulut mempunyai hubungan yang signifikan terhadap CBBE jenama automotif dan respon pengguna. Seterusnya, CBBE memperlihatkan kesan tidak langsung yang signifikan terhadap hubungan antara komunikasi pemasaran media sosial dengan CBBE. Oleh hal yang demikian, kajian ini menyediakan bukti empirikal kepada CSRM dan memberikan wawasan kepada pengurus jenama tentang cara pengurus boleh meningkatkan ekuiti jenama automotif menerusi komunikasi pemasaran yang disebarkan melalui platform media sosial.

Kata kunci: Ekuiti jenama berteraskan pengguna, Komunikasi pemasaran, Komunikasi media sosial, Respon pengguna, Jenama automatif

Abstract

Developing and managing brand equity are top priorities for many organizations because brand is one of the most prized assets of organizations. As such, researchers continue to exert substantial efforts on understanding the factors that influence the development of Consumer-Based Brand Equity (CBBE) and its consequences. However, researchers have not really focused on measuring CBBE from the context of automotive brands. The continuous advent of digital platforms such as social media, the environment of marketing communications is changing, leaving a knowledge gap in how the contents disseminated on social media are enhancing CBBE and consumer response. Relying on the Consumer Stimulus-Response Model (CSRM), this study examines the relationships between the social media marketing communications; (1) user-generated type (Social Media Word-of-Mouth), (2) firm created types (Social Media Advertising, Social Media Promotion and Social Media Interactive Marketing), (3) CBBE and (4) Consumer Response among automotive brands. Three stages of validation processes were employed to validate the measurement scales in this study. Firstly, a semi-structured face-to-face interview was conducted among ten (10) informants. Secondly, seven (7) experts were recruited to content validate the developed scales. Finally, a pilot study was conducted among 200 respondents. Subsequently, 800 users of four types of automotive brands namely; PROTON, PERODUA, TOYOTA and HONDA were surveyed using a self-administered questionnaire. The data collected was analyzed using Structural Equation Modelling. The findings revealed that Social Media Advertising, Social Media Promotion, Social Media Interactive Marketing and Social Media Word-of-Mouth have significant relationships with the CBBE of automotive brands and consumer response. Furthermore, CBBE demonstrates a significant indirect effect on the relationships between social media marketing communications and CBBE. Consequently, this study provides empirical evidence to the CSRM and provides insights for brand managers on how to enhance brand equity of automotive brands through marketing communications disseminated on social media platforms.

Keywords: Consumer-based brand equity, Marketing communications, Social media communications, Consumer response, Automotive brands.

Acknowledgement

In the name of Allah, the most beneficent, the most merciful

First and foremost, I give thanks to the Almighty Allah for His divine protection over me, and for giving me the wisdom, understanding, strength and grace that saw me to the end of this program. I ask for his forgiveness and continuous guidance throughout my life time and hereafter.

My special note of thanks goes to my parents Alhaji Ismail Abiodun Raji and Alhaja Ganiyat Raji. I am forever indebted for their love, prayers and supports. I pray to Allah to allow you both live long and reap the fruits of your labor. This report and my entire PhD program could not have ended well without the support of my wife and the love of my son. At one hand, my wife kept our household fire burning and at the other, she serves as my closest critique. For that, I dedicate this report to my wife; Taofeeqat Fola and my son; Ismail Ashola Adewale Raji.

I specially recognize the love and support of my siblings (Taibat, Habeebah, Raheemat, Ishaq, Fatimah, Muhyideen, Zubaidat and Kafayah) and my brother in-laws; Assoc. Prof Rasheed Jimoh, Engr. Razaq Hammed and Alhaji Ganiyu. I also appreciate the motherly and fatherly supports of my father in-law Engr. Taofeeq Soluoku and my mother in-law Mrs M. A. Soluoku. I can never forget your love and supports. I pray Allah continues to bless you all.

My sincere appreciation goes to my main and co supervisors; Dr. Sabrina Binti Mohd Rashid and Dr. Sobhi Bin Mohd Ishak for allowing me to benefit from your wealth of knowledge and to drink from your stream of experiences. The support, guidance and counseling you offered me throughout the course of this programme are priceless. I pray the Almighty Allah continue to safeguard your affairs and replenish you with abundant wisdom and understanding.

Obviously, I have more than one reason to appreciate the management of UUM. Firstly, for granting me the postgraduate scholarship scheme without which completing my PhD here in UUM would have been a dream that never saw the day light. Secondly, for creating an enabling environment and facilities which are nearly utopia for doing research and self-development. Furthermore, I am thankful to the entire faculty members of School of Multimedia Technology and Communication

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List of Abbreviations

AGFI	Adjusted goodness-of-fit statistic
AMOS	Analysis of a Moment Structures
BA	Brand Awareness
BS	Brand Sustainability
CBBE	Consumer-Based Brand Equity
CFA	Confirmatory Factor Analysis
CFI	Comparative fit index
CR	Consumer Response
CSRM	Consumer-Stimulus Response Model
CVI	Content Validity Index
EFA	Exploratory Factor Analysis
FBI	Functional Brand Image
FCC	Firm-Created Contents
GFI	Goodness-of-fit statistic
HBI	Hedonic Brand Image
IFI	Incremental fit index
KMO	Kaiser-Meyer-Olkin
MCMC	Malaysian Communications and Multimedia Commission
MGC	Marketing-Generated Content
NFI	Normed-fit index
NNFI	Non-Norm Fit Index
PCA	Principal Component Analysis
RMSEA	Root Mean Square Error of Approximation
SEM	Structural Equation Modeling
SMA	Social Media Advertising
SMIM	Social Media Interactive Marketing
SMMTC	School of Multimedia Technology and Communication
SMP	Social Media Promotion
SMWOM	Social Media Word-of-Mouth
SPSS	Statistical Packages for Social Sciences

CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Developing and managing brand equity are top priorities for many organizations because brands are one of the most important assets to organizations (Baalbaki & Guzmán, 2016; Keller & Lehman, 2006; Christodoulides, De Chernatony, Furrer, Shiu, & Abimbola, 2006). In view of the importance of brand equity, academia continues to exert significant efforts towards understanding the factors that influence the development of brand equity as well as the consequences of developing brand equity (Netemeyer, Krishnan, Pullig, Yagci, Dean & Wirth, 2004), especially from the consumers' perspective (Williams & Soutar, 2009).

Keller (1993) stated that there are three different approaches to studying brand equity. It can be studied through the customer perspective, the organizational perspective or the financial perspective (Farjam & Hongyi, 2015). Consumer-Based Brand Equity (CBBE) is one of the derivatives of studying and measuring brand equity, and it mirrors the customers' perspectives and mindsets (Baalbaki & Guzmán, 2016).

Furthermore, there are two major aspects to studying CBBE. The first is to understand the factors that contribute to the development of CBBE, such as marketing communications (Cobb-Walgren, Ruble, & Donthu, 1995; Ailawadi, Lehmann, & Neslin, 2003), thus evaluating how marketing activities and marketing communications such as advertising, sales promotion, interactive marketing, Word of Mouth (WOM) and

The contents of the thesis is for internal user only

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Appendix A

Item-Development

Table 1: Definitions of Automotive CBBE Dimensions

Definitions	Major References
Automotive CBBE Automotive CBBE is defined as consumers' knowledge and perceptions of the brand awareness, functional brand image, hedonic brand image and brand sustainability of automotive brands.	Bruhn, Schoenmueller & Schafer (2012) and Baalbaki and Guzman (2016).
Functional Brand Image Functional brand image signifies consumers' perceptions of the performance of engine, interiors, body structure and comfort of an automotive brand.	Bruhn, Schoenmueller & Schafer (2012)
Hedonic Brand Image Hedonic brand image can be explained as the perceptions, feelings, or meaning that consumers created from abstract and imagery-related considerations that are not necessarily related to the functional attributes, performance and utilitarian of an automotive brand. This can be referred as the personality, social value and brand leadership of an automotive brand.	Bruhn, Schoenmueller & Schafer (2012).
Brand Sustainability Brand sustainability refers to consumers' judgments and awareness of an automotive brand's consciousness and mindfulness to safety, health, environmental and financial sustainability.	Baalbaki & Guzmán (2016)

Table 2: Definitions of Social Media Marketing Communications Constructs

Definitions	Major References
Firm-Created Contents **Social Media Advertising** Social media advertising is creative, entertaining and brand related-information that are posted by brand owners on social media platforms to promote brands, increase awareness and evoke brand purchase.	**Keller (2009)**
Social Media Promotion Social media sales promotion is both monetary and non-monetary sales promotions that are anchored on social media platforms. Monetary sales promotion refers to using and offering price discounts and coupons. Non-monetary sales promotions referred to offering gifts and product trails on social media.	**Keller (2009)**
Social Media Interactive Marketing Marketing activities or messages that are disseminated on social media platforms to engage real or prospective consumers and directly or indirectly raise awareness, improve connection between brand and consumers or elicit sales of products and services.	**Keller (2009)**
User Generated Contents **Social Media Word-of-Mouth** Social media word-of-mouth are consumers' evaluations, reviews and usage experiences of a product that are disseminated among multitude of customers on social media platforms.	**Keller (2009)**

Table 3: Items Adopted for CBBE for Automotive Brands

Statements	Sources
Brand Awareness	
1. I can recognize X among other car brands.	Yoo & Donthu (2001)
2. I know what the car look like.	
3. Some characteristics of X come to my mind quickly	Yoo & Danthu (2001)
4. I quickly recall the symbol/logo of the car brand	Yoo & Danthu (2001)
5. I am aware of X	Yoo & Danthu (2001)
6. It is a well-known car	Brunello (2015)
7. I can recognize the brand of this car among other competing brands	Hanaysha and Hilman (2015)

Hedonic Brand Image

1.	[Brand] is desirable	Bruhn, Schoenmueller & Schafer (2012)
2.	[Brand] is strong in personality	Bruhn, Schoenmueller & Schafer (2012)
3.	It has unique features	Brunello (2015)
4.	It can be considered a fashionable	Brunello (2015)
5.	The car brand has reputation for quality	Baalbaki and Guzman (2016) Brunello (2015)
6.	It provides users with a better lifestyle	Brunello (2015)
7.	It provides good value to its users	Brunello (2015)
8.	[Brand X] improves the way I am perceived by others	Baalbaki and Guzman (2016) Brunello (2015)
9.	[Brand X] would make a good impression on other people	Baalbaki and Guzman (2016) Brunello (2015)
10.	[Brand X] would give its owner social approval	Baalbaki and Guzman (2016) Brunello (2015)
11.	[Brand X] helps me feel accepted	Baalbaki and Guzman (2016) Brunello (2015)
12.	[Brand] is an attractive brand	Verhoef, Langerak and Donkers (2007)
13.	It is a class car	Brunello (2015)
14.	It is a market leader	Brunello (2015)
15.	It is a successful car	Brunello (2015)
16.	It is a corporate car	Brunello (2015)
17.	It is a fast car	Brunello (2015)
18.	It is a reliable car	Brunello (2015)
19.	It is a secure car	Brunello (2015)
20.	It is up to date with the trends of the automotive industry	Brunello (2015)
21.	It is a courageous car	Brunello (2015)
22.	The car brand is a modern car	Brunello (2015)
23.	[Brand] is attractive	Bruhn, Schoenmueller & Schafer (2012)

Functional Brand Image

1.	The reliability of [Brand X] is very high	Baalbaki and Guzman (2016)
2.	[Brand X] is consistent in the quality it offers	Baalbaki and Guzman (2016)
3.	The performance of [Brand X] is very high	Baalbaki and Guzman (2016)
4.	[Brand X] has acceptable standard of quality	Baalbaki and Guzman (2016)
5.	The functionality of [Brand X] is very high	Baalbaki and Guzman (2016)

6. [Brand X] performs consistently	Baalbaki and Guzman (2016
7. [Brand X] has consistent quality	Baalbaki and Guzman (2016)
8. [Brand X] is well made	**Baalbaki and Guzman (2016)**
9. Structurally attractive	Verhoef, Langerak and Donkers (2007)
10. Good designs	Verhoef, Langerak and Donkers (2007)
11. Model variety	Verhoef, Langerak and Donkers (2007)
12. Paint	Verhoef, Langerak and Donkers (2007)
13. Body integrity	Verhoef, Langerak and Donkers (2007)
14. Assembly	Fetscherin & Toncar (2009)
15. Overlook ability	Fetscherin & Toncar (2009)
16. Trunk-volume	Fetscherin & Toncar (2009)
17. Trunk- accessibility	Fetscherin & Toncar (2009)
18. Trunk- variability	Fetscherin & Toncar (2009)
19. Quality interiors	Fetscherin & Toncar (2009)
20. Interior variability	Fetscherin & Toncar (2009)
21. Interior noise	Fetscherin & Toncar (2009)
22. Driving stability	Fetscherin & Toncar (2009)
23. Corner handling	Fetscherin & Toncar (2009)
24. Steering handling	Fetscherin & Toncar (2009)
25. brakes	Fetscherin & Toncar (2009)
26. Front space	Fetscherin & Toncar (2009)
27. Back space	Fetscherin & Toncar (2009)
28. Good cooling system	Fetscherin & Toncar (2009)
29. Good suspension	Fetscherin & Toncar (2009)
30. Getting in and out of car	Fetscherin & Toncar (2009)
31. Comfort	Kartono & Rao (2005)

Brand Sustainability

1. [Brand X] is an environmentally safe brand	Baalbaki and Guzman (2016)
2. [Brand X] is an environmentally responsible brand	Baalbaki and Guzman (2016)
3. [Brand X] is a sustainable brand	Baalbaki and Guzman (2016)
4. [Brand X] is a healthy brand	Baalbaki and Guzman (2016)
5. Fuel	Fetscherin & Toncar (2009)
6. Pollutants	Kartono & Rao (2005)

Table 4: Items Adopted for Social Media Marketing Communications

Statements	Sources
Firm-Created Contents	
Social Media Advertising	
1. Offered me something new	Bronner and Neijens (2006)
2. Gave me useful information.	Bronner and Neijens (2006)

3.	Gave me credible information	**Bronner and Neijens (2006)**
4.	The advertisements for brand X are creative	Buil, de Chernatony, et al. (2013)
5.	The advertisements for brand X are original	Buil, de Chernatony, et al. (2013)
6.	The advertisements for brand X are different from that of competing brands	Buil, de Chernatony, et al. (2013)
7.	Helped me in forming an opinion	Bronner and Neijens (2006)
8.	Irritated me	Bronner and Neijens (2006)
9.	Was rather unclear	Bronner and Neijens (2006)
10.	Disturbed me	Bronner and Neijens (2006)
11.	Made me sad	Bronner and Neijens (2006)
12.	Persuaded me	Bronner and Neijens (2006)

Social Media Sales Promotion

1.	Price deals for X are frequently offered	Yoo, Donthu and Lee (2000)
2.	Sales incentives	Keller (2009)
3.	Product-trial	Keller (2009)
4.	Promotion information	Keller (2009)
5.	Offers gifts	Keller (2009)
6.	Brand X often uses price discount	Buil, de Chernatony, et al. (2013)
7.	Offers coupons	Keller (2009)

Social Media Interactive Marketing

1.	Brand Fan pages to contact customers	Keller (2009)
2.	Direct contact with brands	Keller (2009)
3.	Raise awareness about brands	Keller (2009)
4.	Improve images of brands	Keller (2009)
5.	Evoke sales of brands	Keller (2009)
6.	Link brand's website	Keller (2009)
7.	I can exchange my opinion with other customers on social media	Kim & Ko (2012)
8.	Social media platforms can be used to share information about the brand	Kim & Ko (2012)

User-Generated Contents

Social Media Word-of-Mouth

1.	I often read other consumers' online product reviews to know what products/brands make good impressions on others	Jalilvand and Samiei (2012)
2.	To make sure I buy the right product/ brand, I often read other consumers' online product reviews	Jalilvand and Samiei (2012)
3.	I often consult other consumers' online product reviews to help choose the right product/ brand	Jalilvand and Samiei (2012)
4.	I frequently gather information from online consumers' product reviews	Jalilvand and Samiei (2012)

before I buy a certain product/brand

5. If I don't read consumers' online product reviews when I buy a product/brand, I worry about my decision   Jalilvand and Samiei (2012)

6. When I buy a product/brand, consumers' online product reviews make me confident in purchasing the product/brand   Jalilvand and Samiei (2012)

Table 5 : Items Adopted for Consumer Response

Statements	Sources
Purchase Intention	
1. Brand X is my first choice when it comes to buying a new car or changing my current one	Brunello (2015)
2. If Brand X temporarily off the market, I wouldn't buy another brand, I will wait for it to reappear	Brunello (2015)
3. The probability of re-purchasing Brand X is high	Brunello (2015)
4. The probability of recommending Brand X to others is high	Brunello (2015)
Brand Preference	
5. [Brand X] would be my first choice	Baalbaki and Guzman (2016)
6. I consider myself to be loyal to [Brand X]	Baalbaki and Guzman (2016)
7. I will not buy other brands if [Brand X] is available at the store	Baalbaki and Guzman (2016)
8. I am committed to buying the [Brand X]	Baalbaki and Guzman (2016)

Table 6: Definitions of Consumer Response Constructs

Definitions	Major References
Purchase Intention	
Purchase intention is defined as the conscious intention, plan and effort of a consumer on purchasing a car brand. Purchase intention can be measured with willingness to purchase, repurchase and recommend an automotive brand to others.	Buil, Martínez, & Chernatony, (2013).
Brand Preference	
Brand preference is the consumers' biasness and preference to	Baalbaki &

choosing a car brand among other alternatives based on characteristics of the car brand or the satisfaction, value and quality provided by the brand. Brand preference occurs when consumers do not buy another brand when their preferred brand is not in store.

Guzmán (2016).

Table 7: Overall Items Generated from Literature Review and Interview

Statements	Item Codes
Automotive CBBE	
Brand Awareness	
I can recognize the car brand among other car brands.	CBBEBA1
I know what the car brand look like.	CBBEBA2
I can easily recognize the brand name of the car brand.	CBBEBA3
Several characteristics of the car brand instantly come to my mind	CBBEBA4
I easily recognize the symbol/logo of the car brand	CBBEBA5
I am aware of the personality of the car brand	CBBEBA6
The car brand is a well-known brand	CBBEBA7
The car brand is well known globally	CBBEBA8
I know the country-of-origin of the car brand	CBBEBA9
Hedonic Brand Image	
The car brand is desirable	CBBEHBI1
The car brand is strong in personality	CBBEHBI2
The car brand has unique features	CBBEHBI3
The car brand is fashionable	CBBEHBI4
The car brand has reputation for quality	CBBEHBI5
The car brand provides users with a better lifestyle	CBBEHBI6
The car brand provides good value to its users	CBBEHBI7
The car brand improves the way I am perceived by others	CBBEHBI8
The car brand would make a good impression on other people	CBBEHBI9
The car brand would give me social approval	CBBEHBI10
The car brand helps me feel accepted	CBBEHBI11
The car brand makes attractive cars	CBBEHBI12
The car brand makes classy cars	CBBEHBI13
The car brand makes successful cars	CBBEHBI14
The car brand makes fast cars	CBBEHBI15
The car brand makes reliable cars	CBBEHBI16
The car brand makes secure cars	CBBEHBI17
The car brand makes cars that are up to date with the trends of the automotive industry	CBBEHBI18
The car brand makes courageous cars	CBBEHBI19
The car brand makes modern cars	CBBEHBI20
The car brand makes affordable cars	CBBEHBI21
The car brand makes users unique	CBBEHBI22
The car brand befits people in my age group	CBBEHBI23
The car brand has unique colors	CBBEHBI24

Functional Brand Image

The car brand makes cars with very high engine performance reliability	CBBEFBI1
The car brand makes cars with consistent engine quality	CBBEFBI2
The car brand makes cars with consistent engine performance	CBBEFBI3
The car brand makes cars with acceptable standard of engine quality	CBBEFBI4
The car brand makes cars with very good engine power	CBBEFBI5
The car brand makes cars with good engine transmission	CBBEFBI6
The car brand makes cars with good mechanical quality	CBBEFBI7
The car brand has well made cars	CBBEFBI8
The car brand has structurally attractive cars	CBBEFBI9
The car brand has cars with very good designs	CBBEFBI10
The car brand has cars with very good model variety	CBBEFBI11
The car brand has cars with attractive paint	CBBEFBI12
The car brand has cars with body integrity	CBBEFBI13
The car brand has cars with good body style	CBBEFBI14
The car brand has cars with overlook ability	CBBEFBI15
The car brand has cars with trunk volume	CBBEFBI16
The car brand has cars with trunk accessibility	CBBEFBI17
The car brand has cars with trunk variability	CBBEFBI18
The car brand has cars with interiors that have very good functionalities	CBBEFBI19
The car brand has cars with interiors that are very easy to use	CBBEFBI20
The car brand has cars with beautiful interiors	CBBEFBI21
The car brand has cars with quality interiors	CBBEFBI22
The car brand has cars with interior variability	CBBEFBI23
The car brand has cars with no interior noise	CBBEFBI24
The car brand has cars with good driving stability	**CBBEFBI25**
The car brand has cars with good corner handling	CBBEFBI26
The car brand has cars with good steering handling	CBBEFBI27
The car brand has cars with firm brakes	CBBEFBI28
The car brand has cars with front space	CBBEFBI29
The car brand has cars with back space	CBBEFBI30
The car brand has cars with good cooling system	CBBEFBI31
The car brand has cars with good suspension	CBBEFBI32
Getting in and out of the cars manufactured by the car brand is easy	CBBEFBI33
The car brand has cars with very good comfort	CBBEFBI34

Brand Sustainability

The car brand has cars which are environmentally safe	CBBEBS1
The car brand has cars which are environmentally responsible	CBBEBS2
The car brand has sustainable cars	CBBEBS3
The car brand has healthy cars	CBBEBS4
The car brand has cars with efficient fuel usage	CBBEBS5
The car brand is not polluting the environment	CBBEBS6
The car brand has ecofriendly cars	CBBEBS7

Social Media Advertising

The advertisement on social media offered me something new about the car brand.	SMA1
The advertisement on social media give me useful information about the car brand.	SMA2
The advertisements on social media gave me credible information about the car brand.	SMA3
The advertisements about the car brand on social media are creative	SMA4
The advertisements about the car brand on social media are original	SMA5
The advertisements about the car brand on social media are different from that of competing car brands	SMA6
The advertisements on social media helped me in forming an opinion about the car brand	SMA7
I am persuaded by advertising campaigns of the car brand on social media	SMA8

Social Media Promotion

Price deals are frequently made on social media by the manufacturer of the car brand	SMP1
Sales incentives are given on social media by the manufacturer of the car brand	SMP2
Product-trial are announced on social media by the manufacturer of the car brand	SMP3
Promotion information are announced on social media by the manufacturer the car brand	SMP4
Gifts are offered in on social media by the manufacturer of the car brand	SMP5
Discounts are offered on social media by the manufacturer of the car brand	SMP6
Coupons are offered on social media by the manufacturer of the car brand	SMP7
Service deals are given on social media by the manufacturer of the car brand	SMP8
I don't believe the sales deals offered on social media by the manufacturer of the car brand	SMP9

Social Media Interactive Marketing

Brand Fan pages on social media help the manufacturer the car brand to contact customers	SMIM1
Through social media, I have direct contact with the manufacturer of the car brand	SMIM2
Social media is used to raise awareness about the car brand	SMIM3
Social media is used to improve brand images of the car brand	SMIM4
Social media is used to evoke sales of the car brand	SMIM5
Social media can be used to link the website of the car brand	SMIM6
I can exchange my opinion about the car brand with other customers on social media	SMIM7

Social media platforms can be used to share information about the car brand	SMIM8
Social Media Word-of-Mouth	
I often read other consumers' review of the car brand on social media	SMWOM1
I often consult other consumers' review of the car brand on social media	SMWOM2
I often gather information about the car brand from other consumers' review on social media	SMWOM3
Consumers' review on social media helps me make decisions about the car brand	SMWOM4
After consulting consumers' review of the car brand on social media, I am confident about the brand.	SMWOM5
Both positive and negative comments are posted by consumers of the car brand on social media	SMWOM6
Consumer Response	
Purchase Intention	
I consider buying the car brand as my first choice.	CRPI1
If the car brand is temporarily off the market, I wouldn't buy another brand.	CRPI2
There is high probability that I will recommend the car brand to others.	CRPI3
Brand Purchase Intention	
The car brand is my first choice	CRBP1
I consider myself to be loyal to the car brand	**CRBP2**
I will not buy other car brands if the car brand is not available	CRBP3
I am committed to buying the car brand	CRBP4

Appendix B

Interview Consent Letter

The Effect of Social Media Marketing Communications, Automotive Brand Equity and Consumers Response

I hereby grant Raji Ridwan Adetunji permission to document this interview through audio recording and transcription of the oral interview as part of his PhD research at School of Multimedia Technology and Communication, Universiti Utara Malaysia. The purpose and nature of the interview has been explained to me. On this basis, I agree to participate as a subject in the research, and I consent to publication of the results of the project with the understanding that anonymity will be preserved. I understand also that I may withdraw from the project, including withdrawal of any information I have provided in seven days' time from the interview date.

_____

Signature of the Interviewee

_____

Name

_____

Position/Organization

ID: _____ (This number will be recorded with your data so we can withdraw it at your request)

Interview Guide

The Effect of Social Media Marketing Communications, Automotive Brand Equity and Consumers Response

The interview will focus on opinion of the informants on the definitions and measurements of Automotive Consumer-Based Brand Equity, Social Media Marketing Communications and Consumer Responses

Consumer-Based Brand Equity

Consumer-Based Brand Equity (CBBE), it can be defined as consumers' knowledge (awareness and image), mindsets, judgments and perception of the attributes, quality and performance of a brand (Aaker, 1991; Keller 1993; Keller, 2001).

1. Do you agree with this definition? And why?

2. What is your understanding of Consumer-Based Brand Equity?

3. How would you describe automotive brands?

4. What do you think are important aspect of automotive brands? And why?

According to past studies, Consumer-Based Brand Equity can be measured with (1) Brand Awareness, (2) Functional Brand Image, (3) Hedonic Brand Image and (4) Brand Sustainability.
5. Will you please explain how much these attributes are true about automotive brands? And how?

6. Item of CBBE generated from literature will be shown to the respondent and the respondent will be asked: What items are not relevant to automotive brands? And why? – ***The items pulled from literature are shown to informants***

Social Media Marketing Communications

Lately, brand-related communications are being disseminated on social media including; *Facebook, Twitter, YouTube* and *Instagram* by both brand-managers and consumers of brands.
7. Do you agree with this fact? And why?
8. How can you describe marketing communications on social media?
9. What are the types of brand-related communications posted by brand managers or brand owners that ever seen or read on social media?
10. What are the types of brand-related communications posted by brand consumers or brand fans that ever seen or read on social media?

11. What items are not relevant to social media marketing communications? And why? – ***Informants are shown the pulled items from literature***

Consumer Responses

Consumer responses refers consumers' attitude, behavior and reactions towards a brand. these behaviors and attitudes can be influenced by either marketing communication efforts or the value of a brand (Buil, Martinez and Chernatony, 2013)
 	
    12. Do you agree with this definition? And why?
 	
    13. What is your understanding of consumer responses?
 	
According to past studies, consumer responses can be measured as (1) purchase intention and (2) brand preference.
 	
    14. Will you please explain how much these attributes are true about consumer responses? And how?
 	
    15. Item for measuring consumer responses are generated from literature. What items are not relevant to consumer responses? And why? – ***Items pulled from literature are shown to informants***

SUMMARY
16. The interviewer will summarize the key points of the interview. At this juncture, the proposed conceptual framework generated from the literature will be shown. Then, the interviewer will ask if the respondents have any changes or additions? –***The proposed Theoretical Framework is shown to informants***
17. The main goals of this interview are: to examine the types of social media marketing communications that influence consumer-based brand equity and consumer responses to automotive brands from your perspective. Are there any other points that you would like to add?
Thank you so much for your kind cooperation and valuable time.

Appendix D
Content Validity Form

Universiti Utara Malaysia

Dear Sir/Ma,

We seek your kind help to provide feedback on the items included in the questionnaire of the study entitled; **The Effect of Social Media Marketing Communications on Automotive Consumer-Based Brand Equity and Consumer Responses.** The objective of this research in broad terms is to examine the effects of social media marketing communications on CBBE and consumer responses. Below are the specific research objectives:

1. To determine the factors for measuring automotive CBBE.
2. To examine the differential effects of social media marketing communications on automotive consumer-based brand equity.
3. To determine the differential effects of social media marketing communications on consumer responses (purchase intention and brand preference).
4. To examine the effects of automotive CBBE on consumer responses (purchase intention and brand preference).

Kindly rate the items of the questionnaire base on their representativeness and clarity. Also, we would appreciate it if you could put some remarks in the comment section provided in the attached questionnaire.

If you require further information about this research, please contact:

Researcher:
Raji Ridwan Adetunji,
School of Multimedia Technology and Communication,
UUM, Sintok, Kedah, Malaysia.
Email: rajiridwanadetunji@gmail.com

Main Supervisor:
Dr Sabrina Binti Mohd Rashid
School of Multimedia Technology and Communication,
UUM, Sintok, Kedah, Malaysia.

Co-Supervisor:
Dr Mohd Sobhi Bin Ishak
School of Multimedia Technology and Communication,
UUM, Sintok, Kedah, Malaysia.

Name:

Designation:

Institution:

Experience in Marketing Communication/ Research Area: ………………. years

Highest Academic Degree:

Automotive Consumer-Based Brand Equity
Kindly evaluate the following items based on their relevancy for measuring the concept of consumer-based brand equity of automotive brand. The items will be distributed to respondents to rate their agreement or disagreement on their favourite car brand (e.g, PROTON, PERODUA, TOYOTA, HONDA, etc) using a Likert-type scale. Finally, comment boxes are provided after the survey for your overall comments and specific comments on any of the items.

Definitions	Major References
Automotive CBBE Automotive CBBE is defined as consumers' knowledge and perceptions of the brand awareness, functional brand image, hedonic brand image and brand sustainability of car brands.	Bruhn, Schoenmueller & Schafer (2012) and Baalbaki and Guzman (2016).
Brand Awareness Brand awareness is the easy and spontaneous occurrence of a car brand in consumer's memory when thinking of buying or engaging with a category of car brands. Brand awareness is determined with the recall and recognition of automotive brand.	Bruhn, Schoenmueller & Schafer (2012)
Functional Brand Image Functional brand image signifies consumers' perceptions of the performance of engine, interiors, body structure and comfort of an automotive brand.	Bruhn, Schoenmueller & Schafer (2012)
Hedonic Brand Image Hedonic brand image can be explained as the perceptions, feelings, or meaning that consumers created from abstract and imagery-related considerations that are not necessarily related to the functional attributes, performance and utilitarian of an automotive brand. This can be referred as the personality, social value and brand leadership of an automotive brand	Bruhn, Schoenmueller & Schafer (2012).
Brand Sustainability Brand sustainability refers to consumers' judgments and awareness of an automotive brands' consciousness and mindfulness to safety, health, environmental and financial sustainability.	Baalbaki & Guzmán (2016)

Please use the following scales to rate relevance of the items below.
1 = not relevant, 2 = somewhat relevant, 3 = quite relevant, 4 = highly relevant.

Kindly base your responses to the following statements on your favourite car brand.

S/N	Brand Awareness	Relevance			
1	I can recognize the car brand among other car brands.	1	2	3	4
2	I know what the car brand look like.	1	2	3	4
3	I can easily recognize the brand name of the car brand.	1	2	3	4
4	Several characteristics of the car brand instantly come to my mind	1	2	3	4
5	I easily recognize the symbol/logo of the car brand	1	2	3	4
6	I am aware of the personality of the car brand	1	2	3	4
7	The car brand is a well-known brand	1	2	3	4
8	The car brand is well known globally	1	2	3	4
9	I know the country-of-origin of the car brand	1	2	3	4
	Hedonic Brand Image	**Relevance**			
11	The car brand is desirable	1	2	3	4
12	The car brand is strong in personality	1	2	3	4
13	The car brand has unique features	1	2	3	4
14	The car brand is fashionable	1	2	3	4
15	The car brand has reputation for quality	1	2	3	4
16	The car brand provides users with a better lifestyle	1	2	3	4
17	The car brand provides good value to its users	1	2	3	4
18	The car brand improves the way I am perceived by others	1	2	3	4
19	The car brand would make a good impression on other people	1	2	3	4
20	The car brand would give me social approval	1	2	3	4
21	The car brand helps me feel accepted	1	2	3	4
22	The car brand makes attractive cars	1	2	3	4
23	The car brand makes classy cars	1	2	3	4
24	The car brand makes successful cars	1	2	3	4
25	The car brand makes fast cars	1	2	3	4
26	The car brand makes reliable cars	1	2	3	4
27	The car brand makes secure cars	1	2	3	4
28	The car brand makes cars that are up to date with the trends of the automotive industry	1	2	3	4
29	The car brand makes courageous cars	1	2	3	4
30	The car brand makes modern cars	1	2	3	4
31	The car brand makes affordable cars	1	2	3	4
32	The car brand makes users unique	1	2	3	4
33	The car brand befits people in my age group	1	2	3	4
34	The car brand has unique colors	1	2	3	4
	Functional Brand Image	**Relevance**			
35	The car brand makes cars with very high engine performance reliability	1	2	3	4
36	The car brand makes cars with consistent engine quality	1	2	3	4
37	The car brand makes cars with consistent engine performance	1	2	3	4
38	The car brand makes cars with acceptable standard of	1	2	3	4

	engine quality				
39	The car brand makes cars with very good engine power	1	2	3	4
40	The car brand makes cars with good engine transmission	1	2	3	4
41	The car brand makes cars with good mechanical quality	1	2	3	4
42	The car brand has well made cars	1	2	3	4
43	The car brand has structurally attractive cars	1	2	3	4
44	The car brand has cars with very good designs	1	2	3	4
45	The car brand has cars with very good model variety	1	2	3	4
46	The car brand has cars with attractive paint	1	2	3	4
47	The car brand has cars with body integrity	1	2	3	4
48	The car brand has cars with good body style	1	2	3	4
49	The car brand has cars with overlook ability	1	2	3	4
50	The car brand has cars with trunk volume	1	2	3	4
51	The car brand has cars with trunk accessibility	1	2	3	4
52	The car brand has cars with trunk variability	1	2	3	4
53	The car brand has cars with interiors that have very good functionalities	1	2	3	4
54	The car brand has cars with interiors that are very easy to use	1	2	3	4
55	The car brand has cars with beautiful interiors	1	2	3	4
56	The car brand has cars with quality interiors	1	2	3	4
57	The car brand has cars with interior variability	1	2	3	4
58	The car brand has cars with no interior noise	1	2	3	4
59	The car brand has cars with good driving stability	1	2	3	4
60	The car brand has cars with good corner handling	1	2	3	4
61	The car brand has cars with good steering handling	1	2	3	4
62	The car brand has cars with firm brakes	1	2	3	4
63	The car brand has cars with front space	1	2	3	4
64	The car brand has cars with back space	1	2	3	4
65	The car brand has cars with good cooling system	1	2	3	4
66	The car brand has cars with good suspension	1	2	3	4
67	Getting in and out of the cars manufactured by the car brand is easy	1	2	3	4
68	The car brand has cars with very good comfort	1	2	3	4
	Brand Sustainability		**Relevance**		
69	The car brand has cars which are environmentally safe	1	2	3	4
70	The car brand has cars which are environmentally responsible	1	2	3	4
71	The car brand has sustainable cars	1	2	3	4
72	The car brand has healthy cars	1	2	3	4
73	The car brand has cars with efficient fuel usage	1	2	3	4
74	The car brand is not polluting the environment	1	2	3	4

| 75 | The car brand has ecofriendly cars | 1 | 2 | 3 | 4 |

Comments on items *(Please specify the item):*	
Overall comments of the entire measure	

Social Media Marketing Communications

Kindly evaluate the following items based on their relevance in measuring the concept of social media marketing communications and its dimensions. The items will be distributed to respondents who are users of social media to examine their opinion on the influence of marketing communications on social media towards the development of automotive CBBE. Finally, comment boxes are provided after the survey for your overall comments and specific comments on any of the items.

Definitions	Major References
Firm-Created Contents	
Social Media Advertising	
Social media advertising is creative, entertaining and brand related-information that are posted by brand owners on social media platforms to promote brands, increase awareness and evoke brand purchase.	Keller (2009)
Social Media Sales Promotions	
Social media sales promotion is both monetary and non-monetary sales promotions that are anchored on social media platforms. Monetary sales promotion refers to using and offering price discounts and coupons. Non-monetary sales promotions referred to offering gifts and product trails on social media.	Keller (2009)
Social Media Interactive Marketing	
Marketing activities or messages that are disseminated on social media platforms to engage real or prospective consumers and directly or indirectly raise awareness, improve connection between brand and consumers or elicit sales of products and services.	Keller (2009)
User Generated Contents	
Social Media Word-of-Mouth	
Social media word-of-mouth are consumers' evaluations, reviews and usage experiences of a product that are disseminated among multitude of customers	Keller (2009)

on social media platforms.

Please use the following scales to rate relevance of the items below.
1 = not relevant, 2 = somewhat relevant, 3 = quite relevant, 4 = highly relevant.

S/N	Social Media Advertising		Relevance		
1	The advertisement on social media offered me something new about the car brand.	1	2	3	4
2	The advertisement on social media give me useful information about the car brand.	1	2	3	4
3	The advertisements on social media gave me credible information about the car brand.	1	2	3	4
4	The advertisements about the car brand on social media are creative	1	2	3	4
5	The advertisements about the car brand on social media are original	1	2	3	4
6	The advertisements about the car brand on social media are different from that of competing car brands	1	2	3	4
7	The advertisements on social media helped me in forming an opinion about the car brand	1	2	3	4
8	I am persuaded by advertising campaigns of the car brand on social media	1	2	3	4
	Social Media Sales Promotion		**Relevance**		
9	Price deals are frequently made on social media by the manufacturer of the car brand	1	2	3	4
10	Sales incentives are given on social media by the manufacturer of the car brand	1	2	3	4
11	Product-trial are announced on social media by the manufacturer of the car brand	1	2	3	4
12	Promotion information are announced on social media by the manufacturer the car brand	1	2	3	4
13	Gifts are offered in on social media by the manufacturer of the car brand	1	2	3	4
14	Discounts are offered on social media by the manufacturer of the car brand	1	2	3	4
15	Coupons are offered on social media by the manufacturer of the car brand	1	2	3	4
16	Service deals are given on social media by the manufacturer of the car brand	1	2	3	4
17	I don't believe the sales deals offered on social media by the manufacturer of the car brand	1	2	3	4
	Social Media Interactive Marketing		**Relevance**		
18	Brand Fan pages on social media help the manufacturer the car brand to contact customers	1	2	3	4

19	Through social media, I have direct contact with the manufacturer of the car brand	1	2	3	4
20	Social media is used to raise awareness about the car brand	1	2	3	4
21	Social media is used to improve brand images of the car brand	1	2	3	4
22	Social media is used to evoke sales of the car brand	1	2	3	4
23	Social media can be used to link the website of the car brand	1	2	3	4
24	I can exchange my opinion about the car brand with other customers on social media	1	2	3	4
25	Social media platforms can be used to share information about the car brand	1	2	3	4
	Social Media Word-of-Mouth		**Relevance**		
26	I often read other consumers' review of the car brand on social media	1	2	3	4
27	I often consult other consumers' review of the car brand on social media	1	2	3	4
28	I often gather information about the car brand from other consumers' review on social media	1	2	3	4
29	Consumers' review on social media helps me make decisions about the car brand	1	2	3	4
30	After consulting consumers' review of the car brand on social media, I am confident about the brand.	1	2	3	4
31	Both positive and negative comments are posted by consumers of the car brand on social media	1	2	3	4
32	I am encouraged to buy the car brand by what social media friends are saying about it	1	2	3	4
33	The car brand is recommended to me on social media	1	2	3	4
34	I am a fan of the car brand on social media	1	2	3	4

Comments on items *(Please specify the item):*	
Overall comments of the entire measure	

Consumer Responses

Kindly evaluate the following items based on their relevance in measuring the concept of consumer responses in forms of purchase intention and brand preference. The items will be distributed to respondents who are users of social media and automotive brands to examine their responses towards marketing communications on social media and the development of automotive CBBE. Finally, comment boxes are provided after the survey for your overall comments and specific comments on any of the items.

Definitions	Major References
Purchase Intention	
Purchase intention is defined as the conscious intention, plan and effort of a consumer on purchasing a car brand. Purchase intention can be measured with willingness to purchase, repurchase and recommend a car brand to others.	Buil, Martínez, & Chernatony, (2013).
Brand Preference	
Brand preference is the consumers' biasness and preference to choosing a car brand among other alternatives based on characteristics of the car brand or the satisfaction, value and quality provided by the brand. Brand preference occurs when consumers do not buy another brand when their preferred brand is not in store.	(Çifci et al., 2016).

Please use the following scales to rate relevance of the items below.
1 = not relevant, 2 = somewhat relevant, 3 = quite relevant, 4 = highly relevant.

S/N	Purchase Intention	Relevance			
1	I consider buying the car brand as my first choice.	1	2	3	4
2	If the car brand is temporarily off the market, I wouldn't buy another brand.	1	2	3	4
3	There is high probability that I will recommend the car brand to others.	1	2	3	4
	Brand Preference	**Relevance**			
4	The car brand is my first choice	1	2	3	4
5	I consider myself to be loyal to the car brand	1	2	3	4
6	I will not buy other car brands if the car brand is not available	1	2	3	4
7	I am committed to buying the car brand	1	2	3	4

Appendix E
Results of Content Validity Index (CVI)

Item-Level and Scale-Level CVIs for Automotive CBBE

				Experts				
Items	1	2	3	4	5	6	7	Item-Level CVI
CBBEBA1	4	4	4	3	3	4	4	7/7=1.00
CBBEBA2	4	4	4	4	4	4	4	7/7=1.00
CBBEBA3	4	4	4	4	4	4	3	7/7=1.00
CBBEBA4	4	4	4	4	3	4	3	7/7=1.00
CBBEBA5	4	4	4	4	4	4	3	7/7=1.00
CBBEBA6	2	4	3	4	4	4	3	6/7=0.85
CBBEBA7	2	4	4	4	4	4	4	6/7=0.85
CBBEBA8	2	4	1	4	4	4	4	5/7=0.71
CBBEBA9	1	4	4	4	4	4	4	6/7=0.85
CBBEHBI1	4	4	4	4	3	4	3	7/7=1.00
CBBEHBI2	2	4	4	4	4	4	4	6/7=0.85
CBBEHBI3	2	4	4	4	4	4	4	6/7=0.85
CBBEHBI4	4	4	3	4	4	4	4	7/7=1.00
CBBEHBI5	4	4	4	4	4	4	4	7/7=1.00
CBBEHBI6	4	4	4	4	4	4	4	7/7=1.00
CBBEHBI7	4	4	4	4	4	4	4	7/7=1.00
CBBEHBI8	4	4	3	4	4	4	3	7/7=1.00
CBBEHBI9	4	4	3	3	4	4	3	7/7=1.00
CBBEHBI10	4	4	4	3	3	4	3	7/7=1.00
CBBEHBI11	4	4	3	3	3	4	3	7/7=1.00
CBBEHBI12	4	1	2	3	4	4	3	5/7=0.71
CBBEHBI13	1	4	2	3	3	4	3	5/7=0.71
CBBEHBI14	1	4	1	3	4	4	3	5/7=0.71
CBBEHBI15	4	4	2	3	4	4	3	6/7=0.85
CBBEHBI16	4	4	3	3	4	4	4	7/7=1.00
CBBEHBI17	4	4	3	3	3	4	4	7/7=1.00
CBBEHBI18	4	4	3	3	4	4	4	7/7=1.00
CBBEHBI19	2	1	2	3	4	4	3	4/7=0.57
CBBEHBI20	2	4	3	3	4	4	3	6/7=0.85
CBBEHBI21	2	4	4	3	3	4	3	6/7=0.85
CBBEHBI22	1	4	1	3	4	4	3	5/7=0.71
CBBEHBI23	1	4	4	3	3	4	2	5/7=0.71
CBBEHBI24	1	4	1	3	4	4	3	5/7=0.71
CBBEFBI1	3	4	4	3	4	4	4	7/7=1.00
CBBEFBI2	3	3	4	3	4	4	3	7/7=1.00
CBBEFBI3	3	3	4	3	4	4	4	7/7=1.00
CBBEFBI4	3	3	4	3	4	4	4	7/7=1.00
CBBEFBI5	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI6	4	4	4	3	4	4	3	7/7=1.00
CBBEFBI7	4	3	4	3	4	4	4	7/7=1.00
CBBEFBI8	4	4	4	3	4	4	3	7/7=1.00

CBBEFBI9	1	4	3	3	4	4	3	6/7=0.85
CBBEFBI10	3	4	4	3	4	4	4	7/7=1.00
CBBEFBI11	1	4	4	3	4	4	4	6/7=0.85
CBBEFBI12	1	4	4	3	4	4	4	6/7=0.85
CBBEFBI13	1	4	1	3	4	4	3	6/7=0.85
CBBEFBI14	1	4	4	3	4	4	4	6/7=0.85
CBBEFBI15	1	4	4	3	4	3	2	6/7=0.85
CBBEFBI16	1	4	1	3	4	4	3	6/7=0.85
CBBEFBI17	1	4	3	3	4	4	3	6/7=0.85
CBBEFBI18	1	4	3	3	4	4	3	6/7=0.85
CBBEFBI19	4	4	3	3	4	4	3	7/7=1.00
CBBEFBI20	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI21	4	4	4	3	4	4	3	7/7=1.00
CBBEFBI22	4	3	4	3	4	4	4	7/7=1.00
CBBEFBI23	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI24	4	4	4	3	4	4	3	7/7=1.00
CBBEFBI25	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI26	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI27	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI28	1	4	4	3	4	4	3	6/7=0.85
CBBEFBI29	4	4	4	3	4	4	3	7/7=1.00
CBBEFBI30	4	4	4	3	4	4	3	7/7=1.00
CBBEFBI31	4	4	4	3	4	4	3	7/7=1.00
CBBEFBI32	4	4	4	3	4	4	4	7/7=1.00
CBBEFBI33	1	4	4	3	4	4	3	6/7=0.85
CBBEFBI34	4	4	4	3	4	4	3	7/7=1.00
CBBEBS1	4	4	4	3	4	4	2	6/7=0.85
CBBEBS2	4	4	4	3	4	4	3	7/7=1.00
CBBEBS3	4	4	4	3	4	4	3	7/7=1.00
CBBEBS4	1	3	4	3	4	4	4	6/7=0.85
CBBEBS5	4	4	3	3	4	4	3	7/7=1.00
CBBEBS6	4	4	4	3	4	4	4	7/7=1.00
CBBEBS7	4	4	4	3	4	4	3	7/7=1.00
Proportion Relevant:	0.65	0.97	0.86	1	1	1	0.95	S-CVI/Ave = 6.43/7 = 0.91

Item-Level and Scale-Level CVIs for Social Media Marketing Communications

Experts								
Items	1	2	3	4	5	6	7	Item-Level CVI
SMA1	4	4	1	3	4	4	3	7/7=1.00
SMA2	4	4	4	3	4	4	3	7/7=1.00
SMA3	4	4	4	3	4	4	3	7/7=1.00
SMA4	4	4	4	3	4	4	3	7/7=1.00
SMA5	4	4	4	3	4	4	3	7/7=1.00
SMA6	4	4	4	3	4	4	3	7/7=1.00
SMA7	4	4	4	3	4	4	3	7/7=1.00
SMA8	4	4	4	3	4	3	3	7/7=1.00
SMP1	4	4	4	3	4	4	2	6/7=0.85
SMP2	4	4	4	3	3	4	4	7/7=1.00
SMP3	4	4	4	3	4	4	2	6/7=0.85
SMP4	4	4	4	3	4	4	2	6/7=0.85

Items	1	2	3	4	5	6	7	Item-Level CVI
SMP5	4	4	4	3	4	4	3	7/7=1.00
SMP6	4	4	4	3	4	4	3	7/7=1.00
SMP7	4	4	4	3	4	4	3	7/7=1.00
SMP8	4	4	4	3	4	4	2	6/7=0.85
SMP9	4	4	4	3	4	4	1	6/7=0.85
SMIM1	4	4	4	3	4	4	1	6/7=0.85
SMIM2	4	4	4	3	4	4	3	7/7=1.00
SMIM3	4	4	4	3	4	4	1	6/7=0.85
SMIM4	4	4	4	3	4	4	4	7/7=1.00
SMIM5	4	4	4	3	4	4	3	7/7=1.00
SMIM6	4	4	4	3	4	4	3	7/7=1.00
SMIM7	4	4	4	3	4	4	2	6/7=0.85
SMIM8	4	4	4	3	4	4	2	6/7=0.85
SMWOM1	4	4	4	3	4	4	3	7/7=1.00
SMWOM2	4	4	4	3	4	4	3	7/7=1.00
SMWOM3	4	4	4	3	4	4	3	7/7=1.00
SMWOM4	4	4	4	3	4	4	3	7/7=1.00
SMWOM5	4	4	4	3	4	4	2	6/7=0.85
SMWOM6	4	4	4	3	4	4	3	7/7=1.00
SMWOM7	4	4	4	3	4	4	4	7/7=1.00
SMWOM8	4	4	4	3	3	4	3	7/7=1.00
SMWOM9	4	4	4	3	4	4	3	7/7=1.00
Proportion Relevant:	1	1	0.97	1	1	1	0.70	S-CVI/Ave = 6.67/7 = 0.95

Item-Level and Scale-Level CVIs for Consumer Response

	Experts							
Items	1	2	3	4	5	6	7	Item-Level CVI
CRPI1	4	4	4	4	4	4	3	7/7=1.00
CRPI2	4	4	4	4	4	4	3	7/7=1.00
CRPI3	4	4	4	4	4	4	2	6/7=0.85
CRBP1	4	4	4	4	4	4	3	7/7=1.00
CRBP2	4	4	4	4	4	4	3	7/7=1.00
CRBP3	4	4	4	4	4	4	4	7/7=1.00
CRBP4	4	4	4	4	4	4	4	7/7=1.00
Proportion Relevant:	1	1	1	1	1	1	0.85	S-CVI/Ave = 6.85/7 = 0.97

Appendix F
Survey Introduction Letter

PUSAT PENGAJIAN TEKNOLOGI MULTIMEDIA DAN KOMUNIKASI
SCHOOL OF MULTIMEDIA TECHNOLOGY AND COMMUNICATION
Universiti Utara Malaysia
06010 UUM SINTOK
KEDAH DARUL AMAN
MALAYSIA

UUM
Universiti Utara Malaysia

Tel: 604-928 5801
Faks (Fax): 604-928 5804
Laman Web (Web):http://www.smmtc.uum.edu.my

28 November 2016

TO WHOM IT MAY CONCERN

REQUEST FOR YOUR ATTENTION AS MARKETING/BRAND MANAGER FOR AUTOMOTIVE COMPANY IN MALAYSIA

Mr. Raji Ridwan Adetunji (Matric Number: 900764) is a graduate student under my supervision in School of Multimedia Technology and Communication, Universiti Utara Malaysia.

As part of his Doctor of Philosophy (PhD) research work, he will be conducting a semi structured interview to explore your perception of social media marketing communications, automotive brand equity and consumer responses. He is currently developing measurements for these constructs to investigate the effects of social media marketing communications on automotive brand equity and consumer responses. As such, your co-operation is highly important and appreciated.

I will be glad if he is given the adequate support and attention in order for him to get the information needed. Your responses will be treated with utmost confidentiality and for the purpose of this research only.

Principal Researcher: Raji Ridwan Adetunji *(rajiridwanadetunji@gmail.com)*
Main Supervisor: Dr Sabrina Mohd Rashid *(sabrina@uum.edu.my)*
Co Supervisor: Dr Sobhi Mohd Ishak *(msobhi@uum.edu.my)*

Yours Faithfully,

Sabrina Mohd Rashid, Phd
School of Multimedia Technology and Communication,
College of Arts and Science,
Universiti Utara Malaysia.

Universiti Pengurusan Terkemuka
The Eminent Management University

Appendix G
Survey Questionnaire

Dear Sir/Madam,

The main objective of this research is to examine the effects of social media marketing communications on brand equity of Automotive Brands and consumer responses. Kindly be assured that, your responses will be used strictly for academic purposes. Also, your identity will not be revealed throughout the process of the study. The survey will take about 10 minutes of your time.

Thank you very much in anticipation of your responses. If you require additional information about this research, kindly contact any of the following:

Researcher:
Raji Ridwan Adetunji,
School of Multimedia Technology and Communication,
UUM, Sintok, Kedah, Malaysia.
Email: rajiridwanadetunji@gmail.com

Main Supervisor:
Dr Sabrina Binti Mohd Rashid
School of Multimedia Technology and Communication,
UUM, Sintok, Kedah, Malaysia.

Co-Supervisor:
Dr Mohd Sobhi Bin Ishak
School of Multimedia Technology and Communication,
UUM, Sintok, Kedah, Malaysia.

SECTION A: DEMOGRAPHIC AND BASIC INFORMATION

Instruction: Please tick ☑ at the appropriate box.

S/N	Demographic Information
1	**Gender** ☐ Male ☐ Female
2	**Age** ☐ Less than 25 years ☐ 26 to 35 years ☐ 36 to 45 years ☐ 45years and Above
3	**Your highest level of education** ☐ Diploma ☐ Bachelor's Degree ☐ Master's Degree ☐ PhD ☐ Others (please specify): _____
4	**Ethnicity** ☐ Melayu ☐ Chinese ☐ Indian ☐ Others (please specify): _____
5	**On which of the following social media do you follow BRAND X (You can pick more than one)?** ☐ Facebook ☐ Twitter ☐ YouTube ☐ Instagram ☐ Others (please specify): _____
6	**Which of the following marketing communications have you ever watched/read/listened to on social media (You can pick more than one)?** ☐ Advertisement ☐ Promotions ☐ Direct Marketing ☐ Word-of-Mouth

SECTION B: Automotive Consumer-Based Brand Equity (CBBE)

disagreement on the statements based on your perception of BRAND X using the scores from '1' to '5'.

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

Brand Awareness

1	I can recognize BRAND X among other car brands.	1	2	3	4	5
2	I know what BRAND X cars looks like.	1	2	3	4	5
3	I can easily recognize the names of BRAND X cars.	1	2	3	4	5
4	Several specifications of BRAND X instantly come to my mind	1	2	3	4	5
5	I can easily recognize the symbol/logo of BRAND X	1	2	3	4	5
6	I am aware of the personality of BRAND X cars	1	2	3	4	5
7	BRAND X is a well-known automotive brand	1	2	3	4	5
8	I know the country-of-origin of BRAND X	1	2	3	4	5

Hedonic Brand Image

1	BRAND X is desirable	1	2	3	4	5
2	BRAND X has unique features	1	2	3	4	5
3	BRAND X provides excellent value to its users	1	2	3	4	5
4.	BRAND X improves the way I am perceived by others	1	2	3	4	5
5.	BRAND X would give me social approval	1	2	3	4	5
6.	BRAND X makes fast cars	1	2	3	4	5
7.	BRAND X makes reliable cars	1	2	3	4	5

Functional Brand Image

1.	BRAND X makes cars with very high engine performance reliability	1	2	3	4	5
2	BRAND X makes cars with consistent engine performance	1	2	3	4	5
3	BRAND X makes cars with acceptable standard of engine quality	1	2	3	4	5
4	BRAND X cars with very good engine power	1	2	3	4	5
5	BRAND X makes cars with good engine transmission	1	2	3	4	5
6	BRAND X makes cars with good mechanical quality	1	2	3	4	5
7	BRAND X has structurally attractive cars	1	2	3	4	5
8	BRAND X has cars with very good designs	1	2	3	4	5
9	BRAND X has cars with very good model variety	1	2	3	4	5
10	BRAND X has cars with attractive paint	1	2	3	4	5
11	BRAND X has cars with good body style	1	2	3	4	5
12	BRAND X has cars with overlook ability	1	2	3	4	5
13	BRAND X has cars with trunk/boot volume	1	2	3	4	5
14	BRAND X has cars with trunk/boot accessibility	1	2	3	4	5
15	BRAND X has cars with interiors that have very good functionalities	1	2	3	4	5
16	BRAND X has cars with interiors that are very easy to use	1	2	3	4	5
17	BRAND X has cars with beautiful interiors	1	2	3	4	5
18	BRAND X has cars with quality interiors	1	2	3	4	5
19	BRAND X has cars with no interior noise	1	2	3	4	5
20	BRAND X has cars with good driving stability	1	2	3	4	5
21	BRAND X has cars with good steering handling	1	2	3	4	5

22	BRAND X has cars with firm brakes	1 2 3 4 5
23	BRAND X has cars with good cooling system	1 2 3 4 5
24	BRAND X has cars with good suspension	1 2 3 4 5

Brand Sustainability

1	BRAND X has cars which are environmentally safe	1 2 3 4 5
2	BRAND X has cars which are environmentally responsible	1 2 3 4 5
3	BRAND X has healthy cars	1 2 3 4 5
4	BRAND X has cars with efficient fuel usage	1 2 3 4 5
5	BRAND X cars do not pollute the environment	1 2 3 4 5
6	BRAND X has ecofriendly cars	1 2 3 4 5
7	BRAND X has cars with low cost of maintenance	1 2 3 4 5
8	It is easy to get the spare parts of BRAND X cars	1 2 3 4 5

SECTION C: Social Media Marketing Communications

perception of BRAND X's marketing activities on social media using the scores from '1' to '5'.

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

Social Media Advertising

1	BRAND X's advertisements on social media offered me something new about BRAND X.	1 2 3 4 5
2	BRAND X's advertisements on social media give me useful information about BRAND X.	1 2 3 4 5
3	BRAND X's advertisements on social media give me credible information about BRAND X.	1 2 3 4 5
4	BRAND X's advertisements on social media are creative	1 2 3 4 5
5	BRAND X's advertisements on social media are original	1 2 3 4 5
6	BRAND X's advertisements on social media are different from other competing car brands	1 2 3 4 5
7	BRAND X's advertisements on social media helped me in forming an opinion about BRAND X	1 2 3 4 5
8	I am persuaded by advertising campaigns of BRAND X on social media	1 2 3 4 5

Social Media Promotion

1	Price deals are frequently made on social media by BRAND X	1 2 3 4 5
2	Price reductions are given on social media by BRAND X	1 2 3 4 5
3	Product-trials are announced on social media by BRAND X	1 2 3 4 5
4	Promotion information are announced on social media by BRAND X	1 2 3 4 5
5	Gifts are offered in on social media by BRAND X	1 2 3 4 5
6	Discounts/rebates are offered on social media by BRAND X	1 2 3 4 5
7	Coupons are offered on social media by BRAND X	1 2 3 4 5
8	Service deals are given on social media by BRAND X	1 2 3 4 5

Social Media Interactive Marketing

1	Social media is used to raise awareness about BRAND X	1	2	3	4	5
2	Social media is used to improve BRAND X's brand images	1	2	3	4	5
3	Social media is used to evoke sales of BRAND X's cars.	1	2	3	4	5
4	Social media can be used to link BRAND X's website	1	2	3	4	5
5	I can exchange my opinion about BRAND X with other customers on social media	1	2	3	4	5

Social Media Word-of-Mouth

1	I often consult other consumers' review of BRAND X on social media	1	2	3	4	5
2	I often gather information about BRAND X from other consumers' review on social media	1	2	3	4	5
3	Consumers' review on social media helps me make decisions BRAND X	1	2	3	4	5
4	After consulting consumers' review of BRAND X on social media, I am confident about BRAND X.	1	2	3	4	5
5	Both positive and negative comments are posted by consumers of BRAND X on social media	1	2	3	4	5
6	I am encouraged to buy BRAND X car by what social media users are posting about BRAND X	1	2	3	4	5
7	BRAND X is recommended to me on social media	1	2	3	4	5

SECTION D: Consumer Response

Kindly base your agreement of disagreement on the following statements based on opinion towards the effect of social media marking activities of BRAND X on your behavior using the scores from '1' to '5'.

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

1	**I consider buying BRAND X as my first choice.**	1	2	3	4	5
2	If BRAND X is temporarily off the market, I wouldn't buy another brand.	1	2	3	4	5
3	There is high probability that I will recommend BRAND X to others.	1	2	3	4	5
4	BRAND X is my first choice	1	2	3	4	5
5	I consider myself to be loyal to BRAND X	1	2	3	4	5
6	I will not buy other car brands if BRAND X is not available	1	2	3	4	5
7	I am committed to buying BRAND X	1	2	3	4	5

-Thank you for your co-operations-

Appendix H
AMOS Output

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
CBB_E	<---	SMA	.245	.027	8.991	***	par_1
CBB_E	<---	SMIM	-.107	.032	-3.296	***	par_2
CBB_E	<---	SMP	.220	.029	7.561	***	par_3
CBB_E	<---	SWOM	.265	.030	8.835	***	par_4
CR	<---	CBB_E	1.030	.084	12.238	***	par_5
CR	<---	SMA	-.145	.057	-2.533	.011	par_12
CR	<---	SMIM	-.154	.064	-2.394	.017	par_13
CR	<---	SMP	.210	.060	3.499	***	par_14
CR	<---	SWOM	.209	.063	3.323	***	par_15

Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
CBB_E	<---	SMA	.369
CBB_E	<---	SMIM	-.145
CBB_E	<---	SMP	.335
CBB_E	<---	SWOM	.344
CR	<---	CBB_E	.633
CR	<---	SMA	-.135
CR	<---	SMIM	-.128
CR	<---	SMP	.196
CR	<---	SWOM	.167

Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P	Label
SMA	<-->	SMIM	.273	.019	14.312	***	par_6
SMA	<-->	SMP	.292	.021	13.884	***	par_7
SMA	<-->	SWOM	.234	.018	13.319	***	par_8
SMIM	<-->	SMP	.277	.019	14.359	***	par_9
SMIM	<-->	SWOM	.215	.016	13.489	***	par_10
SMP	<-->	SWOM	.258	.018	14.096	***	par_11

Squared Multiple Correlations: (Group number 1 - Default model)

	Estimate
CBB_E	.693
CR	.554

First Bootstrapping

Direct Effects (Group number 1 - Default model)

Direct Effects - Lower Bounds (BC) (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA
CR	.353	.326	-.394	.002

Direct Effects - Upper Bounds (BC) (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA
CR	.605	.549	-.130	.217

Direct Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA
CR	.001	.001	.004	.090

Direct Effects (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA
CR	.483	.437	-.264	.107

Second Bootstrapping

Standardized Indirect Effects (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA	CBB_E
CBB_E	.000	.000	.000	.000	.000
CR	.218	.212	-.092	.234	.000

Total Effects (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA	CBB_E
CBB_E	.265	.220	-.107	.245	.000
CR	.483	.437	-.264	.107	1.030

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Standardized Indirect Effects (Group number 1 - Default model)

Standardized Indirect Effects - Lower Bounds (BC) (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA	CBB_E
CBB_E	.000	.000	.000	.000	.000
CR	.160	.143	-.159	.166	.000

Standardized Indirect Effects - Upper Bounds (BC) (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA	CBB_E
CBB_E	.000	.000	.000	.000	.000
CR	.282	.292	-.037	.313	.000

Standardized Indirect Effects - Two Tailed Significance (BC) (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA	CBB_E
CBB_E	...	...	...	...	...
CR	.001	.001	.001	.001	...

Standardized Direct Effects (Group number 1 - Default model)

	SWOM	SMP	SMIM	SMA	CBB_E

	SWOM	SMP	SMIM	SMA	CBB_E
CBB_E	.344	.335	-.145	.369	.000
CR	.167	.196	-.128	-.135	.633

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
CR <--- SMA	.099
CR <--- SMIM	-.220
CR <--- SMP	.408
CR <--- SWOM	.385

Transcribed Interview

Can you introduce yourself please?

My name is Azhar bin Majid, I am 44 years old working with Isuzu Malaysia sdn. Bhd. as a product development manager. Working with Isuzu for 6 years

R. thank you sir. I want to know about automotive brand equity.

Do you think automotive products can be branded?

H. Yes... Yes

r. can you give me example of automotive brands that you know?

H. Automotive brands are segregated into three categories. They are premium, middle class and lower class. And if you want to brand from lower to medium, you have to do somethings to upgrade their products.

R. what are the things you normally do to upgrade?

H. the first one is based on the technology. Is it equipped with all the safety features, the technology (the latest one), especially for the kind system and also the price will increase little bit.

R. do you think marketing activities like advertising, sales promotion will influence branding of automotive products

H. Yes for sure. Marketing strategy are very important to make it branding for the automotive. It is very important. Otherwise, people don't know about your brand.

Brand awareness

R. they recognize the car among other car brands

H. Yes, very important

R. I know what the car looks like

H. Yes, but nowadays, most of them (cars) are similar like *beza* and persona look alike.

R. if somebody want to go for Beza, do you think he has to know the characteristics of Beza different from persona?

H. Yes. They need to know the characteristics of the car.

R. I am able to easily recognize a brand name of the car

H. Yes.

R. Do you think brand name is important?

H. Yes very important.

R. Several characteristics of the car instantly come to my mind?

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H. Yes

R. I can easily recognize the symbol logo

H. Yes

R. I am aware of the car personality?

H. Yes

R. it is a well-known ear?

H. Yes especially like Toyota. Toyota is sell by its brand even though it is not a good quality, not up to standard but people still buy Toyota because of the brand not product.

R. What do you think Toyota is doing that Isuzu for example is not doing that make their brand more successful?

H. Because Toyota in Malaysia is almost around 50years while Isuzu is around 15 years. That is the differenee.

R. but still, Malaysia nation car like proton and perodua have been around for a long time, and when I interview people, they still regard Toyota as higher in brand than proton. What do you think is the cause for that?

H. No. I don't agree with that. Because previously I am engineer for automotive. I am more based on technology not because of the brand. Look like *Inspera* and compare with vios, Inspera is better than vios in terms of the technology.

R. But when I interview people, they tell me that I will rather buy a foreign car rather than Malaysian car even though the quality is the same thing. So what do you think?

H. I am not agree about that

R. But this is what some people will say

H. Yes because Malaysian always see the brand not the technology.

Brand perception

R. Do you think people will buy the car because it is desireable?

H. 50% not every time.

R. the car is strong in personality?

H. this is base on mind set actually, because man and woman have different perception

r. the car has unique features?

h. yes. This is one of the reason

r. the car is fashionable?

H. Now Yes because people look for more sporty, more aerodynamic and everything.

r. Usually, what type of ear would you go for?

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H. if national car, Inspira or suprema s. actually, they are good car because they are made by latest technology. And for international brand, I will prefer Audi.

R. Why?

H. Audi is the best technology in the world actually. Because for me, technology is more important than the brand.

R. The car has reputations for quality?

H. Yes

R. The car provide user with a better lifestyle?

H. For Malaysians, I don't think so

R. What is important for Malaysians?

H, what is most important for Malaysians is look like, it is cheap, durable, and if they can afford to purchase, they will purchase. That is why I said there are three categories for the car. For the entrance level, maybe low range, then they will buy the low range.

R, what about maintenance, do you think Malaysians consider it?

H, for Malaysians, they are most important during the warranty period. After warranty period, they can do any work shop they want. We got the option now.

R, usually, when you buy Malaysian cars, you get warranty?

H, yes…. Yes… similar with foreign cars

R, the car provides good value to its user?

H, for me yes

R, the car improve the ways I am perceived by others

H, yes

R, the car will make good impression on other people?

H, Yes

R, the car will give me social approval?

H, sometimes. Not so important

R, the car help me feel accepted?

H, some

R, the car is an attractive car?

H, yes

R, the car is a classic car

H, yes

R, The car is a market leader?

H, normally, Malaysians don't know which car is a market leader. For now it is not Toyota, now is Honda. Number1 for passenger cars

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R, if u want to sell car to people and you tell them this is a market leader, would they be confused and buy the car?

H, for people that are looking for confident level, yes. But for people that want affordable and look good, they don't care about market leader.

R, the car is successful car?

H, we cannot put if car is successful or not because we are not comparing apple to apple right now. If you are making a comparison, it has to be apple to apple.

R, the car is a corporate car?

H, look at the situation of the buyer. If you are entrance level, its not a corporate car for you to use to office to market, to shopping... everything, is not a corporate car.

R, the car is a fast car?

H, Yes. That is why Malaysians like to modify.

R, the car is a reliable car?

H, yes... most important

R, the car is a secure car?

H, yes

R, the car is upto date with trends in the automotive industry?

H, yes for some, because now we are heading for ECA regulation (Euro standard). Not only for Australian and cad, we are going for euro and cad also

R, this kind of thing, do you think it entice people to buy ears?

H, yes because of the safety and everything. You feel safety inside the car

Courageous car

R, the engine has very high performance reliability?

H, yes

R, consistence quality?

H, yes

R, consistence performance

H, yes

R, acceptable standard of quality

H, yes

R, very good engine power

H, yes, even though, customers never ask for horse power having, but they want very good in power

R, good transmission?

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H, yes.. it is most important

R, mechanical quality?

H, yes

R, the car is well made?

H, yes

R, structurally attractive?

H, yes

R, has good design?

H, yes,

R, good model variety?

H, yes

R, attractive paint (color)?

H, some because not all manufacturer come out with certain color. They got 1 killer color like for Isuzu, we call it ululu brown. For toyota, they are good in white color. Honda are more to the black color because we must match the brand, the logo and also the color for people to accept.

R, you think the color for Isuzu is for them to enhance their branding?

H, yes. Unique... some unique color for each product.

R, so it is better to put unique color and not attractive color?

H, yes

R, body integrity?

H, people (publisher) are always concern about that, but for me, for safety reason, I don't want to do that because this is a eap ozone we call it. Because if you got accident, if you are too rigid, you will kill the opponent. That's why most of the manufacturer now do the very soft type of body because want to absorb if any accident.

R, good body style?

H, yes

R, overlook ability?

H, yes

R, trump volume?

H, yes

R, trump accessibility?

H, yes

R, trump variability?

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H, yes

R, the car interior has good functionality?

H, yes

R, interiors are very easy to use?

H, yes

R, Beautiful interiors

H, for men, we don't see the beautiful, we just want the gadget there

R, quality interior?

H, yes

R, interior variability?

H, yes

R, the car has good driving stability?

H, yes.. very important

R, good corner handling

H, yes

R, good steering handling?

H, yes

R, the car has firm breaks?

H, yes

R, the car has front space?

H, yes

R, back space?

H, yes

R, good cooling system?

H, for engine or interior?

R, Interior

H, Yes

R, So engine also must have good cooling system?

H, yes

R, You advice me to split it into two right? Engine cooling system and interior cooling
system

H, yes

R, good suspension?

H, yes

R, getting in and out of the car is easy?

H, yes

R, the car has very good comfort?

H, yes

Sustainability

R, do you think they consider the car if it is environmentally safe?

H, for Malaysia now we are towards that. Previously, we don't care about the environment. That is why previously we are using the 92 petrol. Now we go for the 95 and 97. For diesel previously we are using the euro 1, now we consider for euro 3 and euro 5. For most of the environment.

R, so you think it is important?

H, yes… we have to educate all the Malaysians. This vehicle is good environmentally care and advantage for you. Because for Malaysian government, if you get the green engine, your tax will be different. White engine different, black engine different.

R, what is the different between white and black engine?

H, white engine is the green engine (echo friendly) and black engine is not echo friendly.

R, environmentally responsible?

H, Malaysian, we are towards that. But we have to brand that for our product.

R, the car is financially sustainable?

H, Malaysian are concerned about this during warranty and after warranty, they will go anywhere. They go for the cheap price

R, the car is healthy?

H, we are towards that

R, efficient fuel usage?

H, yes. Like our Isuzu remix now, they purchase because it is fuel save.

R, Malaysians consider maintenance of car than the sustainability?

H, yes

R, so, you advice me to change sustainability to maintenance?

H, yes

R, exhaust is not polluting the environment?

H, we are working towards that.

R, what more can you advise me to add to the list

H, the first one, people here more concern about the price. Can they afford or not. Like me, I compare our Isuzu CV (commercial vehicle) compare with pino** . then, we make sure our price, our technology, our accessories (because accessories is not insert here, you need to

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include it)- what accessories they like for passenger cars either they like the spoiler (france and US spoiler) Some people like the france spoiler and US spoiler for the manual (sustainability). Some people like to put the accessories like interior accessories (radio, gps)

R, so, accessories is now important to Malaysians?

H, yes. Maybe you can put accessories

R, do you think branding can be done for cars on social medias?

H, yes

R, are you using social media?

H, yes

R, like which social media are you using?

R, even for company, we got facebook, Instagram, whatsapp group, everything. That is why when we want to deliver message to all customers, we are using whatsapp.

R, do you think it is influencing your brand?

H, yes, for sure

R, how do you think it is influencing them?

H, lets say for the fb, we post 1 features like 4x4 *is turning*. When we post, 200 people, 100 people will share, then it become like 2000 view. Then at 2000 they share, they talk to each other and they make their own comparison. This Toyota like this, Isuzu like this, Mitsubishi like this.

And very important is mouth to mouth advertisement. That is why we have to convince people we are in the highest technology compare to others.

R, so you let the consumers do the job for you?

H, yes.

social media communication

r, the first one is what for example Isuzu is posting on facebook, it can be advertising, it can be sale promotion, it can be interaetive marketing, and the seeond one is what the users are putting like word of mouth. So I want to see how this things can influenee the development of brand equity of automotive brand. Do you think it is possible?

H, yes. Actually, we are towards this. For example, our service, normally customer call and sometimes customer call not suitable for us to receive. Then what we are doing, we send sms first. Then when the appointment come, one day before appointment, we send sms, we call heeause it is a teehnology. Some more, we got the whatsapp. Customer ean enjoy the

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whatsapp group for the workshop (any question, everything). I got the example because I am one of the admin for the whatsapp.

R, so, I want to see how this kind of activities help Isuzu to develop their brand and make people want to buy their products and prefer their products. Do you think this things can link together?

H, yes. But we are not only for the sales actually, because sales next year will drop around 15% for TIV (total industry volume). Beeause our ringgit dropped and also the buying power will be lower, that means no body will purchase car. What we are going to do now, our company forecast now is after sales. We are focusing on after sales. I am running one project, we take care of all of our fixed customers with big cars, what we are doing is we offer them with a package, and how we offer them, first we appoint our sales outlet dealers, we treat outlet dealers like us, the mechanic will be same like us, then we can distribute all information, the customer comes, we certain discount and everything.

R, how do you think this kind of package can help Isuzu?

H, because, we want the retention actually. Beeause after warranty period, customer gone. They can service outside. What we need is retention.

R, So perhaps, I can add retention again?

H, yes. Retention is very important. Because without retention, you are nothing.

R, not just sales?

H, yes. The first is after sales, second is the sales. That is why in automotive terms, the first vehicle sell by the sales men. The second and third vehicle sell by the workshops. If they are happy with workshop, they will purchase again and again and again. It is very important. That is why we need the retention.

R, thank you sir

List of Publications

<u>Articles in Journal</u>

1. **Raji R. A.**, Sabrina, M. R. & Sobhi, M. I. (2018). Consumer-Based Brand Equity (CBBE) and the Role of Social Media Communications; Qualitative Findings from the Malaysian Automotive Industry. *Journal of Marketing Communication*, 1-24. Published by Taylor & Francis Online. DOI: https://doi.org/10.1080/13527266.2018.1455066 **(Indexed by Scopus).**

2. **Raji R. A.**, Sabrina, M. R. & Sobhi, M. I. (2018). Social Media Marketing Communications and Consumer-Based Brand Equity: An Account of Automotive Brands in Malaysia. *Malaysian Jurnal Komunikasi, Malaysian Journal of Communication*, 34(1). 1-19. Published by Universiti Kebangsaan Malaysia Press. DOI: https://doi.org/10.17576/JKMJC-2018-3401 **(Indexed by Scopus).**

3. **Raji, R. A.**, Sabrina, M. R. & Mohb Sobhi, I. (2017). The Relationship between Social Media Word-of-Mouth, Consumer-Based Brand Equity and Consumer Response among Automotive Consumers in Malaysia. *(Communication Journal)*, 3(1), 181-205. Published by Telkom University.

4. **Raji R. A.**, Sabrina, M. R. & Sobhi, M. I. (2017) Assessing Validity and Internal Consistency of the Social Media Marketing Communication Measurement Scales. *e-Bangi Journal of Social Science and Humanities,* 12(3), 010. Published by Universiti Kebangsaan Malaysia Press.

5. **Raji, R. A.**, Sabrina, M. R. & Mohb Sobhi, I. (2017). Validity and reliability of automotive consumer-based brand equity and consumer response measurement scales. *Journal of Advanced Research in Business and Management Studies*, 9(1), 21-35. Published by Akademia Baru Press.

<u>Working Papers in Journal</u>

1. **Raji, R. A,** Mohd Rashid, S. and Mohd Ishak, S. "Do firm-created contents on social media enhance brand equity and consumer response among consumers of automotive brands in Malaysia?" *Journal of Promotion Management*. Published by Taylor & Francis Online. **Indexed by Scopus.** (Accepted with Minor Rivisions).

2. **Raji R. A.**, Sabrina, M. R. & Sobhi, M. I. "The Mediating Effect of Brand Image on the Relationships between Social Media Advertising, Social Media Promotion and Consumer Response". *Journal of Research in Interactive Marketing*. Published by Emerald Insight. **Indexed by Scopus.** (Under Review).