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HOW SOCIAL MEDIA BRAND PAGES CONTRIBUTE TO BRAND ATTITUDE AND PURCHASE INTENTION: THE DIFFERENCES OF PERCEIVED BRAND QUALITY

Master Thesis

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Supervisor

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DECLARATION

I hereby declare that in the preparation and preparation of this thesis, all ethical and scientific rules and procedures were adhered to, and reference was made to the works quoted from others according to the scientific rules, and there is no falsification in the data, and no part of this study was submitted to this university or any other university.

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SUMMARY

The study mainly aimed to investigate the impact of customer value social media brand pages, on the brand attitude and purchase intention on the one hand, The study aimed to know the effect of the difference in brand quality on the relationship between customer value on social networking pages and both purchase intent and brand attitude among consumers of Pepsi beverage products in Iraq, where a questionnaire was distributed via the Internet to collect the necessary data for the study.

After collecting data from the respondents, descriptive analyzes were applied to find out the demographic characteristics of the study sample, and skewness and flattening analysis was applied to find out the distribution of the data. Cronbach's alpha test was also applied to study the reliability of the data, correlation and regression analysis to study the relationship between the variables, and the structural model was applied to study the relationship between the variables according to the brand quality.

The study concluded that there is a relationship of interaction and product learning on purchase intention and brand attitude, and there is no effect of entertainment on purchase intention and brand attitude. The study also found that the difference in brand quality level affects the relationship between product learning, interaction with purchase intention, and brand attitude.

Key Words: Entertainment, Brand attitude, Brand quality, Product Learning, Interaction and Repurchase Intention.

ÖZET

Çalışma temel olarak sosyal medya marka sayfalarındaki müşteri değerinin marka tutumu ve satın alma niyeti üzerindeki etkisini araştırmayı amaçlamıştır. Ayrıca, çalışma sosyal medya sayfalarındaki müşteri değerinin marka tutumu ve satın alma niyeti üzerindeki etkisinde Pepsi içecek ürünlerinin Irak'taki tüketiciler açısından algılanan marka kalitesinin yarattığı farklılıkları incelemeyi amaçlamaktadır. Araştırma için gerekli veriler çevrimiçi olarak toplanmıştır.

Anket Irak'ta yaşayan ve Pepsi'nin sosyal medya sayfalarını kullanan tüketicilere dağıtılmıştır. Örnekleme yöntemi olarak basit tesadüfi örnekleme yöntemi kullanılmıştır. Toplanan verilerin normal dağılıma sahip olup olmadığını test etmek için çarpıklık ve basıklık analizleri uygulanmıştır. Sonra verilerin güvenilirliği Cronbach alpha analizi ile ve verilerin geçerliliği keşfedici faktör analizi ile test edilmiştir. Ardından korelasyon analizi ve doğrulayıcı faktör analizi yapılmıştır. Değişkenler arasındaki ilişkiyi incelemek için yol analizi yapılmıştır ve marka kalitesinin bu ilişkiler üzerinde yarattığı farklılıkları incelemk için yapısal eşitlik modelleme yöntemiyle yol analizleri uygulanmıştır.

Çalışmada müşterinin algıladığı değer faktörlerinden etkileşimin ve ürünü öğrenmenin satın alma niyeti ve marka tutumu üzerinde olumlu etkilerinin olduğu ve eğlencenin satın alma niyeti ve marka tutumu üzerinde etkisinin olmadığı sonucuna varılmıştır. Çalışma aynı zamanda ürünü öğrenme ve etkileşim ile satın alma niyeti ve marka tutumu arasındaki ilişkilerde farklı seviyelerde algılanan marka kalitesinin yarattığı farklılıkları ortaya koymuştur.

Anahtar Kelimeler: Eğlence, Marka Tutumu, Marka Kalitesi, Ürünü Öğrenme, Etkileşim ve Tekrar Satın Alma Niyeti.

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ABBREDIVATIONS

IMC	**:**	Integrated Marketing Communication
PL	**:**	product learning
I	**:**	interaction
E	**:**	Entertainment
CR	**:**	Composite Reliability
AVE	**:**	Average Variance Extracted
DV	**:**	Discriminant Validity
CFA	**:**	confirmatory factor analysis

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PREFACE

In today's digitally interconnected world, social media has emerged as a powerful platform that has revolutionized the way we communicate, connect, and consume information. The rise of social media has not only reshaped personal interactions but has also fundamentally transformed the way businesses engage with their audiences. One of the most prominent aspects of this transformation is the establishment and management of brand pages on popular social media platforms.

Brand pages on social media have become indispensable tools for businesses to showcase their products, services, and brand values to an ever-expanding global audience. These pages serve as digital extensions of the brands themselves, offering a unique opportunity to interact directly with consumers, gain valuable insights into their preferences, and ultimately influence their perceptions and purchasing decisions.

This preface sets the stage for a comprehensive investigation into the critical role that social media brand pages play in shaping consumers' brand attitude and purchase intention, with a particular focus on exploring the nuances of perceived brand quality. It seeks to delve into the underlying psychological and behavioral mechanisms that govern how consumers form opinions about brands, how they perceive the quality of the products or services offered, and how these perceptions ultimately impact their buying behavior.

The primary objective of this research is to unravel the differences in perceived brand quality among various businesses operating on social media platforms. While some brands may effortlessly cultivate a positive brand attitude through captivating content and seamless user experiences, others might face challenges in navigating the dynamic social media landscape to instill a favorable perception of their brand quality.

Throughout the course of this investigation, we will draw upon an array of theories and concepts from marketing, psychology, and consumer behavior to shed light on the multifaceted relationship between social media brand pages, brand attitude, purchase intention, and perceived brand quality. The

findings of this research endeavor to provide valuable insights to businesses, marketers, and academics alike, empowering them to optimize their social media strategies and strengthen their brand positioning in a highly competitive digital arena.

As we embark on this scholarly journey, it is essential to acknowledge that the realm of social media is constantly evolving, with new platforms, features, and consumer behaviors emerging at an unprecedented pace. Therefore, this exploration represents a snapshot of the state of social media branding up to the present day, with the understanding that ongoing adaptation and innovation will continue to shape the landscape in the future.

In conclusion, the chapters that follow will delve into a captivating realm where psychology, marketing, and technology converge to illuminate the profound impact of social media brand pages on brand attitude and purchase intention, with a particular focus on the intricate nuances of perceived brand quality. Together, let us embark on this intellectual expedition, aiming to uncover fresh perspectives and pave the way for a deeper understanding of the contemporary digital marketing paradigm.

INTRODUCTION

In recent years, the rapid integration of the internet as a marketing technique has had a significant influence on how firms engage with their customers. Local and multinational firms may now reach a larger audience and attract more consumers than ever before thanks to the internet. Consumers are increasingly using the internet and spending more time searching for information, which has a significant impact on their purchasing decisions. Given such chances, businesses and brands have jumped into social media marketing, which has quickly become the most popular and successful marketing and communication medium (Laroche, Habibi, Richard, 2013).

Customers may communicate with other customers on social media sites, thus firms are no longer the primary source of brand communication. Furthermore, people are progressively shifting away from conventional media such as television, radio, and magazines in order to find information on social networking platforms. As a result, it is necessary to realize that customers' views and decisions are not only affected by the company's advertising and brand advertisements, but are greatly influenced by the opinions of customers and other customers. Currently, social media is considered more influential than television, radio, and traditional publications (Algharabat, 2017).

In order to establish property rights for the brand, marketing through social media such as Twitter, Facebook, and others need more attention and development planning. Social marketing and customer support is similar to social media marketing, where organizations should focus on building relationships with customers rather than just selling and product orientation (Coelho, Bairrada, & Peres, 2019). The results of many studies have shown that it is better for companies to focus on small actions rather than huge campaigns, as modest campaigns may quickly reach a large number of customers and reach their goals in a short period of time. Social media marketing also differs from traditional forms of marketing in that it provides customers with a more authentic engagement with producers, in an effort to project a brand's image rather than manage it (Belk, 2016).

Organizations must have a social data analysis team to properly monitor and interact with their target audience on social media sites in order to present their brands in a better light, particularly in light of the fact that community managers are unable to win this battle by themselves. The increased usage of social media has changed how people connect and communicate. It is now relatively simple for businesses to sell and publicize their products thanks to social media networks. Since customers are given the chance to contribute, communication is not entirely one-sided (Padhy & Sawlikar, 2018, 18-22). The message quickly reaches a huge audience of people using social media. Customers are increasingly using social networking sites to communicate with one another as well as to connect with companies and vice versa. Furthermore, brand social media operations may help to dispel common misconceptions about brands as well as increase brand value by providing an online forum for people to exchange thoughts and information. (Barwise and Meehan, 2010).

Consumer product reviews on social media may create good or bad brand buzz, and what is said on these online platforms affects what consumers choose to buy. Since a brand's values are mostly decided by the perceptions of its customers, domestic businesses must face the challenges of the digital world and monitor and interact with their target audiences on social media platforms. With such a favorable backdrop, the goal of this study is to fill a vacuum in the literature by examining how social media brand pages influence brand attitude and shopping intent: the variations in brand quality (Belk, 2016). The findings of this study will allow firms like Pepsi to understand more about their customers' attitudes regarding social media brand pages, and this work will be a valuable resource for marketing managers planning and implementing social media initiatives.

This study focused on Pepsi customers in Iraq, specifically in Baghdad, and will use a questionnaire to collect primary data and examine the impact of customer value in Social Media Brand Pages (entertainment, interaction, and product learning) on both brand attitude and purchase intention in the context of brand quality.

The scales will be measured on a likert scale, with 1 indicating complete disagreement and 5 indicating complete agreement. In the chapter one of this thesis the literature review will provided in order to understand the concept of customer value in social media brand page, the scope of customer value in social media brand page, the way of measuring customer value in social media brand page, the concept and scope of brand attitude, purchase intention meaning and measurement, and the relationship between social media brand pages with brand attitude and purchase intention. The methodology, including the construction of measuring instruments, as well as the study's population and sample, will be presented in chapter two. In addition, the last chapter will include parts on results and debate, as well as a conclusion.

CHAPTER ONE

MARKETING AND SOCIAL MEDIA

1.1. Electronic Marketing (E-Marketing)

According to Berthon, Pitt, Plangger, & Shapiro (2012), in electronic marketplaces, a greater marketing emphasis is essential to create and keep client loyalty. It is necessary for those who work on marketing a specific product to work to ensure that the brand achieves the desired purpose, that is, it reflects what the company wants to reach consumers, as the brand must be built and its image formed in order to achieve the goals of regular and electronic marketing and attract consumers. This indicates that brand equity has a significant impact on how customers learn, retrieve, and transmit information in online contexts when making final purchasing decisions (Lindsey-Mullikin, & Borin, 2017, 460-479).

In today's technology-driven society, where technology promises anything, everywhere, at any time, a customer focus is vital for establishing marketing tactics. Shoppers and sellers may readily use communication channels by chatting, organizing, and sharing information thanks to the internet's accessibility. Therefore, the strategic goal of doing marketing is to achieve a competitive advantage by building a brand image in the minds of consumers, especially when it is electronic marketing. Thanks to the growth of the internet (and, consequently, e-marketing), businesses may now utilize channels for advertising and promotion. To test fresh and creative ideas, gauge customer reactions in real-time, and establish a brand in online marketplaces, technology, the web, and marketing should collaborate. (Berthon, et al, 2012).

E-marketing, according to Okazaki and Taylor (2013), is the use of electronic media to promote a particular good or service. Deepa and Deshmukh (2013) define e-marketing as working on communication and enhancing relationships and communication between suppliers and customers through modern electronic means of communication, whether websites or social media. Displaying products through electronic media and making the consumer attracted to the methods of electronic promotion and interaction with the company has become possible due to knowledge and technological

development. Thus, e-marketing is an advertisement, but it is electronic. Laroche, Richard, and Habibi (2014) indicate that the elements of the marketing mix must be reflected in addition to achieving social benefit in order for the online marketer to succeed. The conventional marketing mix performs a very different function in the dynamics of the physical market than it does in the context of internet marketing. (Laroche, et al, 2014).

Since consumers are always a member of networks and engage in real-time communication with one another, e-marketing concentrates on human behavior. As a result, online shopping has evolved into a shared activity. E-marketing enables real-time communication and feedback between customers and businesses, as well as anytime access to product information through the internet (Lindsey-Mullikin, & Borin, 2017, 460-479). Thus, the marketing strategy must focus on developing a flexible and easy-to-handle environment that is reflected in the framework of acquiring new customers for the company and enables this environment to interact with customers, increase them and fulfill their desires, as in the electronic work environment, the electronic marketer has to maintain user data, protect their privacy and serve them optimally. E-marketing therefore makes it possible for buyers and sellers to communicate at anytime and anywhere in digital environments (Belk, 2016).

Market analysis, like conventional marketing strategy, is essential to effective online marketing tactics that target individual consumer requirements rather than the demands of all customers, since the digital worldwide markets is the communicative playground of mass markets. Snowden, and Collette (2006) highlighted distribution, transactions, and communication channels as competitive advantages of the internet based on their research. Due to the abundance of online marketplaces, Algharabat (2017) stated that the challenge for marketers is efficiently segmenting their customers based on preferences and demographics, taking into account market size, consumer profiles, competitive situations, and future trends. (Algharabat, 2017).

Technological developments have changed the basic principles that govern the work of advertising and communication with the customer, as claimed by Wright and Webb (2011). Two-way communication is becoming more and more common in internet settings. Online buyers are driven to the

entire web-based experience because of the vast amount of information that is always available. As the internet has grown, enormous global networks have significantly changed how businesses operate and how individuals interact in an online environment (Machado, Vacas-de-Carvalho, Azar, André, and Santose, 2019, 369-379). Because search engines provide the ability to search for huge information, it has become the main means or source on which many researchers rely to obtain the necessary data, and thus it has become an important source for companies to provide important marketing information through them. The internet is a complicated industry with the ability to enhance and revolutionize how society does business and communicates. (Wright and Webb, 2011).

According to Habibi, et al. (2013), social media is altering how knowledge is shared between and among individuals all over the world. The way businesses respond to consumers' wants and aspirations as well as how they respond to rivals is changing as more people use social media, including blogging and other social media sites. By utilizing social media marketing technologies, advertisers may now participate in a wider range of creative online mass media interactions (Habibi et al., 2013).

1.2. Social Media

Social media are interactive platforms that let people engage with one another online. Natural and widespread interaction amongst people over an issue of shared interest is a characteristic of social media. It's all about exchanging knowledge and, sometimes, passing judgment. The audience (consumers) participates in the creation of pertinent material or in-progress conversations since it is participatory. The audience (consumers) participates in the creative process that results in relevant content or in-the-moment debates. According to Ramanathan, Nachiappan, and Guy (2017), social media is a medium of communication between the producer and the consumer. In addition to providing important information and its ability to communicate with customers, it also encourages dialogue and expressing opinions about a particular product. Through electronic means of communication, users can create their own files, as these files reflect their interest, preferences, and desires, and within the framework of these files, communication is carried out

with others, such as chat rooms, and these files are studied by marketing companies to determine customer needs and work to meet them (Ramanathan, et al. 2017). Since social media gives marketers essential information that drives relationship growth and maintains the feedback loop with clients, it should be seen as an advertising tool and resource. Marketing through social media is low-cost marketing, as many companies resort to it today, and it also provides the possibility of communicating with customers (Colicev, Malshe, & Pauwels, 2018, 55-59).

In addition, interacting with customers through social media enables the company to enhance the customer's association with the brand within the framework of achieving customer desires. Social media is an appropriate means for companies to interact with the customer, define their desires accurately, and develop their brand as well. Rauschnabel and Ahuvia (2014) confirm that eWOM has a significant impact on customers in terms of the ability to generate customer interaction and purchase from the company. Clients have evolved from being regular buyers to being smart clients and influencing other scientists based on their expectations, opinions, experiences, qualifications and affiliations.

Social media marketing gives communication capabilities and invites professional thinking as it enables the brand to be presented within the framework of emotion, marketing thought, and product orientation. Therefore, marketers must use social media such as Facebook, Twitter, and others in the framework of presenting the brand in a way that enables customers to access the necessary information about the product and attract them to it. Social media emphasizes the importance of providing the necessary information about the product to the human element in the context of marketing. For this reason, social media helps e-marketers understand how people influence each other when talking about the product and expressing their opinions about it in addition to the value of the product to them (Kusumah, 2015, 343-354).

The relationship between the customer and the marketer is made possible by the encouragement of social media for communication and the availability of consumer and business interaction (Rauschnabel and Ahuvia, 2014).

Thanks to the Internet and social media, customers have built an electronic consumer society through which they reflect their opinions and culture (Cuming, 2008). Technology has led to an increase in customers' knowledge about the market, as they have become part of the decision related to the company in the framework of defining the product and its specifications, and therefore marketing is no longer one of the company's functions only, but has also become a social function, which is a reflection of doing business and communicating with the final consumer. Thus, social media allows communication at all times between the customer and the producer, and companies that integrate social media into marketing strategies have a greater possibility of attracting customers (Wu, Huang, Tsai, & Lin, 2017, 428-448).

Customers might be influenced by marketers using the readily available virtual marketplace. Consumers, in turn, influence the behavior of other consumers. In hours or minutes, people may get information through social media and communicate with connections all over the world about breaking news, natural disasters, and other topics of interest. As a consequence, knowledge management and information sharing through social media marketing have become crucial in how firms operate. Consumers' lives have been embedded with Internet forums, blogs, and social networks. These features allow customer connectivity, feedback, and involvement. These features enable customers to share and comment on information, as well as useful links, resources, and other people (Habibi, et al, 2013).

According to Boyd, Ellison, and Nicole (2007), social media provides the possibility for a company to dialogue with its customers and also gives customers the possibility to evaluate the product among themselves. Boyd et al. (2011) found that 48% of consumers now have ways to evaluate products through electronic means, and 70% of companies have the ability to identify customer needs via the Internet, as many people use social media and others for long hours a day (Han, & Kim, 2020, 44-49).

1.3. Social Networking

A flurry of social networking websites sprung up in the 1990s. Just a few examples are Six Degrees, BlackPlanet, Asian Avenue, and MoveOn. These are or were internet specialized social networks where members could communicate, including websites that supported public policy, or a social network that employed a web of contacts technique. Examples of established blogging services are Blogger and Epinions. On the Epinions website, consumers may read or publish product reviews. In the 1990s, ThirdVoice and Napster were well-known software applications, although they have since been phased out (Carlson, Rahman, Voola, & De Vries, 2018, 77–90).

A free add-on called Third Voice let website visitors leave comments. Critics of the program said that comments were frequently nasty or slanderous. Users could exchange files with one another using the file-sharing application Napster. It was eventually determined that this was mainly copyright infringement since users were allowed to share files via social media (Shawky, Dietrich, & Weaven, 2020, 389–403).

The emergence of several social networking sites in the year 2000 significantly increased the use of social media. Thanks to social networking, this greatly increased and changed the connection between individuals and groups who share a passion for friendship, education, music, or film. Wikipedia, Six Degrees, Cyworld, Ryze, and LunarStorm were among the first websites to go live (Rauschnabel and Ahuvia, 2014).

1.3.1. LunarStorm

Lunar Storm is a marketing site where to do business and is only in Swedish: www.LunarStorm.se. Richard Eriksson formed Lunar Storm, which at its inception was mainly intended for teenagers and was launched, in 1996.

Lunar Storm had expanded to over 600,000 members by 2001, yet it was still struggling financially. Lunar Storm was first funded by banner ads and other forms of online advertising, but this rapidly grew to incorporate more pay-by-SMS services. Lunar Storm's own pre-paid card "Vrl" was an early example ("Bawl"). In 2002, the "Kolla" ("Look" or "Check this out") application was

released, allowing users to access Lunar Storm from their mobile phones. For a price, customers might upgrade their membership to "pro" status and have unrestricted access to a variety of services in the same year (Rauschnabel and Ahuvia, 2014).

1.3.2. MySpace

MySpace is a social networking website based in Beverly Hills, California, where it shares a facility with its parent firm, News Corporation. In 2006, MySpace overtook Facebook as the most popular social media platform in the United States, but in 2008, it was surpassed by Facebook, as it became one of the most popular social networks in all of the world. Currently, about 44 million people visit the site per month, and there are more than 1,200 employees now (De Vries, &Carlson, 2014, 478-522).

One of the advantages of MySpace is that users can manage and edit their profiles periodically. MySpace also has a portal for artists allowing them to get mp3 versions of all their songs (Algharabat, 2017).

1.3.3. Facebook

Facebook is a social networking website run by Facebook, Inc., which was founded in February 2004. (Facebook, 2004). When Mark Zuckerberg and others were students at Harvard, they established Facebook; However, the website was only intended for Harvard students. After that, students in other universities, as well as high school students, were allowed to enter the site, provided that the age is more than 13 years. In 2010, the site's users reached more than 500 million users in the world, as it was classified in 2010 as the most used and popular site in the world. the world (Adetunji, Rashid, & Ishak, 2018, 3–22).

It claims that this was found during a worldwide investigation of 1,000 distinct locations. The ability to build a personal profile, add friends, and exchange messages with other users while updating their profiles allows users to do a variety of things. Users may also join Facebook user groups that share their interests, such as those organized by profession, place of employment,

educational institution, or other factors. Anyone who is older than 13 can sign up for Facebook as a registered user (Wright, and Webb, 2011).

The Facebook network experiences an increase in everyday traffic. Additionally In several Asian markets - the Philippines, Austria, Indonesia, Malaysia, Singapore, New Zealand, Hong Kong and Vietnam - Instagram has overtaken Facebook as the world's most popular site as a whole. Microsoft invested in the site in 2007 when it bought a 1.6% stake in the company. Facebook for more than $225 million, valuing the company at roughly $15 billion. Microsoft bought the rights to display foreign advertising on Facebook, and other firms have done the same (STONE, 2007). For example, Nike ran a Facebook ad during the 2010 FIFA World Cup, and within minutes, an average of 8 million people had signed up for Facebook (Habibi, et al, 2014).

1.3.4. YouTube

With millions of people finding, viewing, and sharing original material, YouTube, which was founded in 2005, is the largest and most popular online video community. YouTube serves as a crucial distribution channel for both large and small original content creators and marketers, as well as a place for people all over the globe to engage, inform, and inspire one another. YouTube, which is based in the city of San Francisco in the United States of America, uses Adobe Flash Video technology to provide the user with access to the video (Belanche, & Guinalíu, 2019). It also offers the ability to create video clips, music clips, and short films. The video display technology has been developed as it allows for high-quality It is different, as through the site, the user can also create accounts and videos of his own, and YouTube is now used to generate profits for users as well (Belanche, & Guinalíu, 2019, 388-409).

1.3.5. Twitter

Twitter was founded in 2006, while Facebook began to open its doors to the general public in 2007. Twitter grew in popularity for two reasons: first, it provided additional alternatives, such as microblogging, and second, it was

utilized by celebrities. Several social media platforms existed until 2010, such as Friend feed, which was launched in 2007 and was bought by Facebook in 2009. The site was specialized in collecting data and information via social media, as Big was established in 2008 with the aim of providing a microblogging service that allows users to create and publish blogs via social media (Belk, 2016).

1.4. The Difference Between Social Media And Social Networks

Social Media is a technique for broadcasting and an outlet for interacting with others, whereas Social Networking is a tool and a service for interacting with others. Furthermore, the features and capabilities that these websites' designers built into them and that control how they are to be used make a differentiation that goes beyond words. Social networks and social media have several key differences. The first is the definition; while social media is still frequently used to broadcast or distribute content with a big audience, social networking is an activity in which people with similar interests get together and develop connections through the community. The method of communication is another distinction (Zhang, Guo, & Liu, 2017, 213-225).

Social media isn't a real place; it's just a system and a way to communicate. On the other side, social networking is a system of two-way communication where connections are made and conversations are at the center. The return on investment, or ROI, is a distinction that may be made between social networks and social media. The social networking return on investment is quite obvious, despite the fact that it is challenging to obtain precise statistics for social media ROI (Comcowich, 2018).

Finally, there is the distinction between social networks and social media with regard to quick responses and "asking or revealing facts." Social networks are considered an electronic link between individuals with each other and between individuals and institutions as well as institutions with each other. Communication sites can be operated with the aim of building friendship relationships, regular conversation, or building a business. Despite the fact that anybody may publish blogs and engage in social media discussions about anything, users are not permitted to edit comments, correct errors, or change

other data for their own or another party's benefit (Kamboj, Sarmah, Gupta, & Dwivedi, 2018, 175-179).

In 2005, a number of social networks got their start, including Facebook, Yahoo 360, and YouTube. Before, only Harvard students had access to Facebook; now, any high school kids may use it. Similar to other social networks, Yahoo allowed users to create files associated with images and display albums, in addition to sending e-mail and communicating with others. It also allowed people to publish their interests and personal information. As for YouTube, it was created with the aim of sharing video clips. (Barwise and Meehan, 2010).

1.5. Benefits Of Social Media

The use of social networking sites can enhance the brand, attract customers, and thus achieve more profits and promote growth, which makes the company's products more desirable for customers, and thus build a good reputation. Whether it is in the business or consumer realm, a brand may be characterized in a few different ways. By growing the brand, it helps to make it more appealing to customers. The company could regularly advertise the brand identity on social media. Customers gain from a brand when they make use of a good or service and when they interact with a company (Uslu, Durmuş, & Kobak Kolivar, 2013, 416–426). The experiences of a company's personnel are the starting point for brand awareness. If a firm is approachable and nice to its customers, it must make itself visible on the internet. Because they enable open forms of contact, social media forums are a strong tool for communicating brand values and brand characteristics. The following scenarios are ideal for using social media:

• Encourage employees and management to communicate openly (Roblek, Bach, Mesko, and Bertoncelj, 2013).

• Enable employees to successfully communicate project ideas and work in teams, allowing information and experiences to be shared.

• In addition to plain text, social media encourages better material, such as webcasts and videos.

• Assists existing and future consumers in collaborating on feedback, product definition, product development, and other types of customer care and support.

• Encourage members, or at least a portion of the company's employees, to join a well-known community.

• While social media provides a fantastic forum for debate and has become a standard aim of marketing and communications, businesses must ensure that their staff follows the standards and etiquette of social media.

Creating a new forum for stakeholders or joining one that already exists is another strategy that companies can use to increase brand awareness. If done properly, this might result in a positive reputation and advocacy, which suggests that people are more inclined to speak positively about the company in a sensible and practical way. The major challenge for social media is becoming a trusted source of communication because it is not utilized for damage management. To reduce rumors, and negative discussions, and motivate individuals to advocate for the firm, social media may be utilized to be realistic, honest, and able to report difficulties on time (Carlson, et al., 2018, 88-95).

There are a number of commercial services available for watching online interactions. They do a qualitative and quantitative examination of how debates are conducted and how widely information is disseminated over the internet. Facebook, blogs, and YouTube have all become key sources of employment. Another similar source utilized by recruiters is LinkedIn, which is used by roughly 80% of organizations in the hiring process. Social media has also become one of the most straightforward ways to boost productivity and stimulate natural interest in employees' jobs (De Vries, & Carlson, 2014, 423-452).

1.6. Social Media as A Promotional Tool

To communicate with their target clients, businesses use the core principles of Integrated Marketing Communication (IMC). Electronic marketing communications facilitate the integration between marketing tasks and the functions of the marketing process, as they make product promotion,

advertising, pricing, and distribution clear to the customer, thus contributing to achieving the organization's goals and achieving competitive advantage. The social media phenomenon, on the other hand, has changed the way businesses communicate with their consumers in recent years. Customers now have quick access to information about products, services, brands, concerns, and individuals (Kusumah, 2015).

The twenty-first century has been a watershed moment for internet-based messaging disseminated via various social media platforms. As previously stated, these messages have the ability to affect customer purchasing behavior in the areas of awareness, knowledge, evaluation, purchase, and post-purchase behavior (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh, (2016).

Integrated marketing communication strategies are created in response to an organization's mission objectives in order to achieve long-term performance targets. Today. Every other firm incorporates social media as a big element of their marketing mix when designing their promotional channels. Social media not only allows businesses to communicate with their consumers in two ways, but it also allows customers to connect with one another. In order to improve marketing work and optimal communication with customers, companies are now working on building social networking pages in each of Facebook accounts, Instagram accounts, and other electronic media and social media, and other social media platforms (Adetunji, et al., 2018, 23–28).

Berthon, et al. (2012) points out that traditional marketing strategies used to presume that an unhappy consumer would tell 10 people, but that idea is no longer relevant. A disgruntled consumer has the capacity to influence millions of people in this new era of social media. In some ways, allowing consumers to connect with other customers may be seen as a digital counterpart of the classic word-of-mouth strategy. Instead of informing a small group of individuals, consumers may now spread their tales to hundreds of millions of people with only a few keystrokes. While an organization's direct control over consumer dialogues is limited, they may still use it to their advantage by seeking to influence the talks (Berthon, et al, 2012).

Social media works to integrate the traditional marketing mix, such as

the product, the price, and others, within the framework of an integrated process between the company and the customer, through which it is possible to reach the customer and provide all the necessary operations related to the product without the spatial meeting between the marketer and the customer, as electronic marketing takes advantage of remote communication technology and benefits from The advantages of audio, video and social media technologies to reach consumers and people around the world. Consumer perceptions and reactions to market information have been dramatically altered by the movement in power from the corporation to the customers. Companies are always devising new methods to include social media as a key component of their integrated marketing communication strategy (Godey, et al, 2016).

1.7. Social Media Marketing

According to Deepa, and Deshmukh (2013), social networking platforms enable users to engage with one another and often attract a limited number of first-time customers. The most appealing aspect of social media marketing is that it allows a company to make a significant effect on customers and consumer groups (Uslu, et al., 2013).

According to Belk, (2016), social media marketing has the following characteristics:

• Tone: It's all about being sincere and honest on social media. Marketers must make certain that the message they send to their target audience is genuine and reliable.

• Discussion: Social media marketing fosters a two-way discussion in which the customer is a key player in the marketing process. Customer input is valuable and has an impact on marketing strategies.

• Validation: Consumer and online shopper reviews are just as significant as a marketer's assertions regarding a product's features and advantages. This proves the company's resolve to honor its promises to consumers.

• Reach: By using social media marketing, businesses may reach a larger audience and produce more striking results in a shorter amount of time and at a cheaper cost.

• Control: The most difficult aspect of social media marketing is maintaining control. The internet allows people all around the globe to report on what they observe as it happens (in real-time). All testimonials, views, good and bad customer experiences, and consumer comments can go online at any time. These signals aren't always correct, and they're out of the marketer's control, so the problem for the marketer is to respond to them professionally (Comcowich, 2018).

Based on the criteria mentioned, we can say that the use of social media in the marketing process allows companies to reach a large number of people and achieve fame for the brand and spread it within the framework of virtual markets in order to attract customers. Optimal, as each customer has a specific expectation. E-marketing must take into account the needs and expectations of the customer through quality, information provision, and interaction with him (Kamboj, et al., 2018, 180-187). These customers then spread the word about their positive experience by inviting or "recommending" their "friends," resulting in electronic word of mouth. Marketers have a chance to use electronic word-of-mouth marketing to their advantage. Marketers have been buzzing about electronic word of mouth and social media marketing is promoting electronic word of mouth marketing potential. Additional advantages of social media marketing, according to Okazaki and Taylor (2013), include:

• Increases the visibility of a company;

• An increase in the number of visitors and subscribers;

• Improved search engine ranks (e.g., more Google search results);

• New business partnerships are formed as a result of the project.

• Increased real-time consumer communication and feedback;

• Improved customer connections;

• Generated quality leads

• Lower marketing costs overall; and Increased sales.

1.7.1. Social media marketing and the consumer purchase decision

Rauschnabel and Ahuvia (2014) investigated the influence of social media on touchpoints along the purchase decision journey of consumers. The following are some of the key findings of this study:

Consumers believed that continuing communication required information sharing, cooperation, and relationship building;

Using social media marketing, businesses were able to give new sources of information on product benefits and features, as well as provide real-time feedback to customers.

Table 1. Social Media Marketing Framework

	Awareness	Information	Evaluation	Decision	Post-purchase
Wikis		Publish product/service information			
Blogs	Place previews & exclusive reports on external blogs	Introduce your own brand or product/service blog	Let external bloggers test your product/service	Use your own blog to interact with potential customers	Introduce service-, support- & CRM-blog
Microblogs	Provide special offers				Provide after-sales offers & real-time support
Social networks	Provide viral brand generated content and/or use applications	Create a fanpage and provide brand generated content	Let the community evaluate your product/service	Use fanpages to interact with potential customers	Win customers as fans of your product/service
Social sharing	Word-of-mouth via audio- & video-sharing	Integrate social bookmarking tools	Monitor relevant product/service evaluation pages		

Source: Okazaki and Taylor, (2013)

The consumer-driven social feedback loop depicted in Figure 1 is put in motion by post-purchase customer evaluations. Consumer views in online settings (eWOM) have an impact on other potential customers in the "consideration" stage of the shoppers process. Customer-driven social media exists between awareness and point of purchase. As a result, electronic word of mouth drives the social feedback cycle. As a result, CRM has been modified to make customers an important part of the sales process by determining which customers are influential. This helps marketers to build stronger relationships with customers through social media and, as a result, affects brand dialogues (Snowden, and Collette, 2006).

1.8. Social Media and Brand Enhancement

Organizations are putting money into social media in order to strengthen their customer relationships and interactions. Consumers can connect directly with the company and other clients through postings and remarks on social media sites like Facebook and Twitter. Fans of these websites are frequently dedicated and loyal to the organization, as well as open to receiving new information about the company. These clients have a strong emotional attachment to the company, shop more frequently, and promote positive word of mouth (Belanche, & Guinalíu, 2019). Considering all these things, a good brand is what marketers in companies work on to reach potential customers, achieve admiration for the company and loyalty to it, and learn about the company's products, as the likes that customers place on Facebook or other social media for brands such as Adidas and others are indicators It is important for the company to evaluate customers for the product offered by these companies, as well as opinions and comments. Today, many marketers in companies seek to link the customer to the brand through social media (Barwise and Meehan, 2010).

The expression "level of emotional attachment that a pleased client has to a particular trade name" is known as "brand love." Emotions, zeal, attachment, favorable word of mouth and evaluation, as well as the statement that represents a strengthened brand-consumer relationship, are used to describe the dimension of brand love. The heart or retweet button on Twitter, the love emblem on Instagram, and the like mark on Facebook, for example, may all be used to understand a strong customer-brand connection in the context of online marketing. Companies use social media marketing to build long-term relationships with their consumers, as well as good emotional connections and self-brand integration (Habibi, et al, 2013).

The degree of self-connection is determined by a brand's ability to supply major identity problems, themes, or activities; such experiences are associated with enthusiasm and emotional attachments. As a result, customers are constantly connecting with companies via various kinds of social media in order to share their own experiences. Following a brand on social media may be for a variety of reasons, such as value expression, where preferring a certain

brand can contribute to the formation of an identity among community members (Padhy & Sawlikar, 2018, 32-39). Customers are likely to use social media to give opinions about the products that were purchased and evaluated with family, acquaintances and relatives, as well as the community as a whole, as the congruence of opinions and evaluations between customers about a particular company's product appears to build a positive image about this company (Rauschnabel and Ahuvia, 2014).

Building social media relationships between consumers and brands is essential for businesses to succeed in the cutthroat world of modern marketing. Only if a business is active on social media and provides reliable information can customers share positive word of mouth, helping to boost brand loyalty among online users. According to Roblek et al. (2013), a brand page's popularity and amount of customer interaction are only two factors that affect how many people "like" or "follow" it.

A brand is considered self-expressive if it reflects the consumer's inner self. Customers may consider a brand to be an extension of who they are, and they might utilize the brand's image to forge their own identities. The use of a particular brand that is supported by brand love can build a link between the intended and current identities. As evidenced by the sharing of like groups on social media about a particular product, the brand in general is an expression of the product, but it is an expression of the economic and social preferences of consumers. As a result, many customers seek to form an image for themselves through their consumption or purchase of a particular company's product (Roblek et al., 2013).

1.9. Social Media and Brand Stories

As brand stories are shared on social media, consumers have become important authors. Conversations about positive or unpleasant experiences are more common. As a result, organizations must be certain of their branding concepts as they fulfill brand promises to customers across many touchpoints. favorable customer experiences increase favorable brand awareness and word-of-mouth. In the digital era, local stories are no longer limited to one area, and they may quickly reach millions of people. The teenager's message quickly went

viral in an effort to help him accomplish his apparently impossible goal. The teenager didn't reach the 18 million milestones, but Wendy's nevertheless chose to give him a year of free nuggets as a reward (Habibi, et al, 2014).

The boundaries between the brand network and the consumer network are becoming less distinct thanks to social media. Like any other user on a social network, businesses are using consumer brand stories to forge personal connections with their customers. The success of a company's brand can be influenced by consumer brand stories. Positive customer testimonials might aid companies in enhancing the reputation of their company. Dove, for instance, has embraced the craft of storytelling to make the most of social media (Belanche, & Guinalíu, 2019, 400-413).

In order to achieve effective communication with the largest number of customers and society as a whole, companies that provide products for women have focused on the possibility of benefiting from the positive actual experiences of women who have purchased the product more than fashion show and personal advertising. Dove began including guys in presenting their tales to the public with the mission 'Care' a few years ago via the Youtube channel 'DoveMenCareUs.' On Father's Day in 2015, Dove produced a minute film depicting many guys learning for the first time that they are going to be fathers; this video, which celebrates men's sensitivity as well as their strength, has received 17 million views on Youtube (Adetunji, et al., 2018, 34-40).

13 million people have watched a different movie that shows fathers and their kids in real-life situations. Customers were moved by Dove's powerful advertisement, which honored dads by complimenting their compassionate side as a source of strength. This helped them relate to the brand. In this case, both a brand-centric network and a customer social network are present. Dove's Youtube brand stories establish an instantaneous and simultaneous link between the material and the consumers (Wright and Webb, 2011).

Social media and its various platforms work to build a modern image of the brand, as the image of the brand reflects the nature of customers' lives, their appearance, and their social preferences. It is clear that people who have preferences for a particular brand or brand seek through this brand to show their social style and behaviors that may be Important for the society in which they

live, and this of course allows for a greater connection between the customer and the company, which also enhances the brand as in the McDonald's brand (Kamboj, et al., 2018, 160-172). From this standpoint, and as a result of companies realizing the need to build a brand or an image of this brand in the minds of customers, they sought to build their own websites and pages. To interact with the surrounding community and attract customers, as all international companies today are working to market their products and services through these sites, so that some companies do not have a real physical site, but rather they are electronic companies such as electronic banks today. (Comcowich, 2018).

CHAPTER TWO

HYPOTHESES DEVELOPMENT

In this chapter, three sets of hypotheses are proposed. First, the research investigated the customer value (PL = product learning, I = interaction, E = entertainment) and its impact on brand attitude as a dependent variable. Second, the research investigated the the impact of customer value dimensions in social media brand pages (entertainment, interaction, product learning) on purchase intention. Finally, this study seeks to investigate the differences between brands with high and low qualities on the relationship between customer value dimensions (PL = product learning, I = interaction, E = entertainment) and brand attitude and on the relationships between customer value dimensions (PL = product learning, I = interaction, E = entertainment) and purchase intent.

2.1. Customer Value In Social Media Brand Page And Brand Attitude

Organizations are investing in social media in order to improve consumer connections and interactions. Consumers can communicate directly with the firm and other customers by posting and commenting on social media sites such as Facebook and Twitter. Fans of these websites are typically passionate and loyal to the organization, as well as eager to learn more about it. These customers are emotionally attached to the firm, shop more frequently, and spread favorable word of mouth (Lindsey-Mullikin, & Borin, 2017, 387-389). The concept of brand love is connected to all of these elements, such as brand preference, corporate recognition, brand selection, and brand loyalty. Today's society may view Facebook likes, Twitter followers, and Instagram followers as signs of a company's enthusiasm for social media. In the past, academics have sought to link social media marketing to self-expressive brands based on a company's likes and follows in order to measure client engagement (Alalwan, 2018).

The word 'brand love' refers to the 'emotional connection that a happy consumer feels to a certain trade name.' Emotions, enthusiasocial media, attachment, good word of mouth and appraisal, and proclamation that represent a strengthened brand-consumer relationship describe the dimension of brand love. In the context of internet marketing, the love icon on Instagram, the like mark on Facebook, and the retweet or heart button on Twitter, for example, may all be used to understand a strong customer-brand relationship. Companies utilize social media marketing to develop long-term relationships with their customers, as well as strong emotional bonds and self-brand integration (Hamilton, Kaltcheva, & Rohm, 2016).

The capacity of a brand to offer key identity problems, themes, or activities determines the degree of self-connection; Such encounters are associated with elation and emotional ties. Customers are thus constantly contacting businesses via various social media platforms to express their own experiences. For a number of reasons, people may choose to follow a company on social media, such as value expression, where liking a specific brand can help community members develop an identity. Today, consumers are evaluating companies, and this evaluation has effects that may be positive or negative on companies, as the consumer's opinion of the company's product may be circulated through social media platforms, and it reaches a large number of consumers in the form of an experience. (Carlson, Wyllie, Rahman, and Voola, 2018).

Social media relationships between customers and brands are crucial for businesses to succeed in the competitive world of marketing today. Customers will only spread favorable rumors about a business if it is present on social media and provide trustworthy information, which will foster brand loyalty in the online community. Carlson et al. (2018) claim that in addition to its popularity, a brand page's viability and level of consumer communication also influence how many likes or follows it receives. A brand is said to be self-expressive when it mirrors the consumer's inner self. Customers could regard a brand as an extension of themselves and use the brand's image to create their own identities. There is a connection between the planned and current identities, which may be produced by using a specific brand that is fueled by brand love. As seen by the acceptance of public groups on social media, these brands not

only reflect the customers' ideal selves, but also their social selves. Shopping customers thus make an effort to forge their own identities by endorsing or using brands that reflect their actual or intended self-images. Customers are motivated to share their self-perception with others because the brand enhances the emotional connection (Alalwan, 2018).

Consumers have become key authors in the brand narrative shared on social media. People are more likely to discuss joyful or negative experiences. As a consequence, businesses must have faith in their branding ideas and keep their word to clients at all consumer touch points. favorable customer experiences lead to favorable word of mouth and brand recognition. In the digital era, local news is no longer local and has the potential to quickly reach millions of people. The teen's statement rapidly went viral in an effort to support him in realizing his seemingly unattainable objective. Wendy's decided to offer the kid a year of free nuggets as a present even though he fell short of the 18 million goal (Maoyan, Zhujunxuan, and Sangyang, 2014).

The boundaries between the brand network and the consumer network are becoming more hazy thanks to social media. Like everyone else on the social network, brands are utilizing consumer brand stories to forge close bonds with their audience members. How effectively a company's brand performs may be affected by consumer brand stories. Positive customer testimonials might aid companies in enhancing the reputation of their company (Han, & Kim, 2020, 50-58). For example, the Dove company has adopted social media to highlight the importance and quality of its brand and to achieve effective communication with customers, especially the target sector among them, as Dove tends to focus on the women's sector and to show its brand's features in order to achieve a competitive advantage within the framework of serving the target market (Hamilton, et al., 2016).

The well-known axiom that "brand identity is an expression of its customers' lifestyle and image" is made more obvious and vivid by the social media platform. As a result, people who unintentionally or voluntarily share their brand stories contribute to the business's social identity and become a part of the brand's identity. Businesses are creating their own social networks in addition to increasing engagement in their consumers' social networks. A current instance is the trending amicable Twitter conversation between Wendy and Burger King. (Sultana, 2018).

Despite their ubiquitous use, academics have paid little attention to the perceived benefit of using them as a marketing platform. The purpose of this study was to highlight the many dimensions of customer value. The importance of entertainment in motivating participants' brand attitudes and the persistence of pursuit that results in good impressions of the brand Additionally, marketers use social media to display humorous and entertaining content to provide consumers with interesting information. Examples include images and videos shared on Facebook, Instagram, and other social media platforms to appease consumers and satisfy their desire for pleasure, which grabs their attention (Kusumah, 2015, 256-267). Through Facebook sites where people's viewpoints differed between supporter and opponent, this humorous content gained widespread popularity. For instance, this amusing material propagated across Facebook sites where fans and opponents had different points of view. However, due to the humor deployed, people in Iraq were aware of the new Pepsi drink offerings (Jang, Olfman, Ko, Koh and Kim, 2008).

Even if everyone uses social media for a different cause, shoppers will be drawn in by the appealing material. An influential factor in promoting users' participation in social media is entertainment. Customers may therefore be made to feel good by seeing fascinating and enjoyable brand-related content on social media sites, which can encourage consumer engagement. This being the case, several earlier scientific research showed that when people appreciate the engaging material offered by social media platforms, it will likely result in a favorable experience in their minds that will make them notice and remember the business (Jang, et al ,2008). This lead to the following hypothesis:

H1. Entertainment in social media brand page has a positive impact on brand attitude.

When customers share their opinions on social media platforms and interact with others who share their viewpoints on certain companies or items, they are engaging in social media interaction. Therefore, interaction refers to the space offered by social media platforms for discussion and idea exchange, as well as for reciprocal interactions and data sharing. Many companies encourage their clients to discuss their shopping experiences in straightforward ways on the chosen social media network, which is referred to as user online interactions. In essence, social media now overcomes limitations imposed by time and geography by enticing businesses to engage with potential customers and deepen their relationship (Shawky, et al., 2020, 389–403).

Prior empirical research has provided evidence in favor of this theory, showing that companies must engage users on social media by facilitating the actual fulfillment of their requirements, wants, views, and ideas in order to improve customers' behavior toward goods and brands. Additionally, social media platforms' interactive features and interactions will probably reach more people than conventional media like radio and television. In light of this, companies are urged to encourage user involvement and participation on certain topics and debates on social media platforms to forge and strengthen brand loyalty among consumers (Fu, Yan, and Feng, 2018). This lead to the following hypothesis:

H2. Interaction in social media brand page has a positive impact on brand attitude.

The primary factor influencing consumer attitudes and behavior is functional value. Product learning, which measures how well a brand page informs clients about products, was used in this study to determine the functional value of the brand page. In an effort to understand more about certain items, many shoppers take an active part in the online communities of businesses. Customers are more likely to have faith in the effectiveness of brand pages when formal and professional information and services are readily available on such pages. Additionally, customers are more likely to form a

cognitive identification with the community for their continuous use of information if they gain knowledge and meet their learning objectives through the online community (Dwivedi, and De Araujo-Gil, 2019). This lead to the following hypothesis:

H3. Product learning in social media brand page has a positive impact on brand attitude.

2.2. Customer Value In Social Media Brand Page And Purchase Intention

Customers' value and Purchase intention customer value in social media brand page, a prominent logic paradigm that places businesses and consumers as active co-producers of value, arose after the 2000s. It has been noted that businesses that actively provide forums for consumers to discuss service suggestions develop good brand perceptions. The brand is one of the most important aspects that affect how the products/services are perceived online. The physical context of purchasing is very different from the internet environment, where shoppers rely on reviews from previous customers of comparable goods and services (Machado, et al, 2019, 250-256). In order to engage potential consumers before they use the services, customer value through its three aspects (PL = product learning, I = interaction, and E = entertainment) is crucial in social media (Cuello-Garcia, Pérez-Gaxiola, and van Amelsvoort, 2020). The competitive engagement tactics deliver the tailored client needs (information) to the internet businesses. Knowing what consumers want in advance helps the company provide a similar offering that will increase customer value on the social media brand page and increase the likelihood that customers would shopping comparable goods or services from the online brand through an advertisement.

Leisure, which alludes to how social media may be used for enjoyment and relaxation, is the state of being gregarious, cheery, and pleasant. According to Park, Namsu, Kerk , Kee, and Sebastián Valenzuela, (2009), the value of media entertainment is derived from its capacity to satiate the requirements of media consumers for escape, enjoyment, emotional release, and anxiety relief toward a certain product, which develops a consumer's intention to shopping that

product. Ducoffe (1996) discovered that entertainment has a direct impact on how users feel about a product. This lead to the following hypothesis:

H4. Entertainment in social media brand page has a positive impact on purchase intention.

The urge to establish connections and form relationships with others is referred to as social engagement. Sharing is the primary tenet of social media, and doing so allows users to express themselves and forge new connections. A number of emotional and behavioral outcomes, including satisfaction, attitude, decision-making, and general social media use, are usually believed to be significantly influenced by social contact. A user will be more likely to suggest and shopping a specific product if they are more active in the social networking community (Maoyan, et al., 2014). The shopper's behavior is the shopper's intent. Consumer interests and the possibility that they will shopping the goods are combined. The attitudes of customers and their interactions with one another on social media platforms, where there is an exchange of information, assessments, and responses that enable people to trust and overcome insecurity, determine the behavior of the future customer and influence their desire to purchase goods from businesses (Falco, and Kleinhans, 2018). This lead to the following hypothesis:

H5. Interaction in social media brand page has a positive impact on purchase intention.

Product knowledge, as defined by Alalwan, (2018), is the attitude that customers have about a certain product, taking into account prior usage. Product knowledge is all factual information that is retained by customers and afterwards serves as a vital factor in the environment's decision to take further action. Consumers frequently seek out information and make purchasing decisions based on their real knowledge. These customers will be driven to research products from a variety of sources because they think doing so will boost their product knowledge and shoppers decisions. According to Alalwan, (2018) research, there is a correlation between product knowledge and purchasing decisions that is in favor. This study supports research by Cuello-Garcia, et al (2020), who discovered a substantial and positive correlation

between product knowledge and purchasing choices. This lead to the following hypothesis:

H6. Product learning in social media brand page has a positive impact on purchase intention.

2.3. The Relationships Between Customer Value Dimensions In Social Media Brand Page, Brand Attitude And Purchase Intention in Different Levels of Perceived Brand Quality

A product is related to the customer's attitude and value which maybe makes the brand of the product positive and favorable for the customer. The high quality of the product builds consumer value and makes the product a brand with consumer acceptance, so, in the future, this will also enhance the position of the brand. Brand quality is a step to enhance differentiation. This can also be a reason for consumer motivation. The quality of a brand reflects the customers' invisible and holistic feelings about the brand. However, the quality of the brand usually depends on the dimensions listed in the characteristics (Dwivedi, and De Araujo-Gil, 2019).

The most important strategies used by the organizations is to create and build a brand with a strong reputation that creates financial and commercial value that helps it penetrate foreign and global markets and that influences the purchasing decisions of consumers and helps them in the process of selecting and purchasing products that meet their needs and desires. The definition of perceived brand quality is the buyer's appreciation of the overall brand distinction, where perceived brand quality is a crucial factor in consumer decision-making and a significant influence on shopping habits and product choice (De Vries, & Carlson, 2014, 248-310).

According to information economics, customers are unclear about the advantages and qualitative characteristics of the items they want to buy since most product marketplaces have incomplete and asymmetric information. Companies might behave opportunistically since they are better familiar with their products than customers are.

Companies must enlighten consumers and send them indications about their credibility if they want to eliminate this confusion. When there is a need to reduce perceived purchase risk, when customers lacks experience and is therefore unable to evaluate quality, when customer involvement is low, when objective quality is too complicated to assess or when the consumer isn't used to taking the time to assess a product's quality, or when (v) there is a preference for information seeking and a need for information, hints through trademarks frequently serve as cues for assessing product quality. Therefore, branding has a very useful role in simplifying the customer's decision-making process, (Pires Gonçalves, Ricardo, 2008,1-15),

The following hypotheses were presented based on the preceding discussions:

H7. The relationships between customer value in social media brand pages, brand attitude and purchase intention vary between different levels of brand quality.

H_{7a} : The impacts of entertainment on brand attitude and on purchase intention vary between different levels of brand quality.

H_{7b} : The impacts of interaction on brand attitude and on purchase intention vary between different levels of brand quality.

H_{7c} : The impacts of product learning on brand attitude and on purchase intention vary between different levels of brand quality.
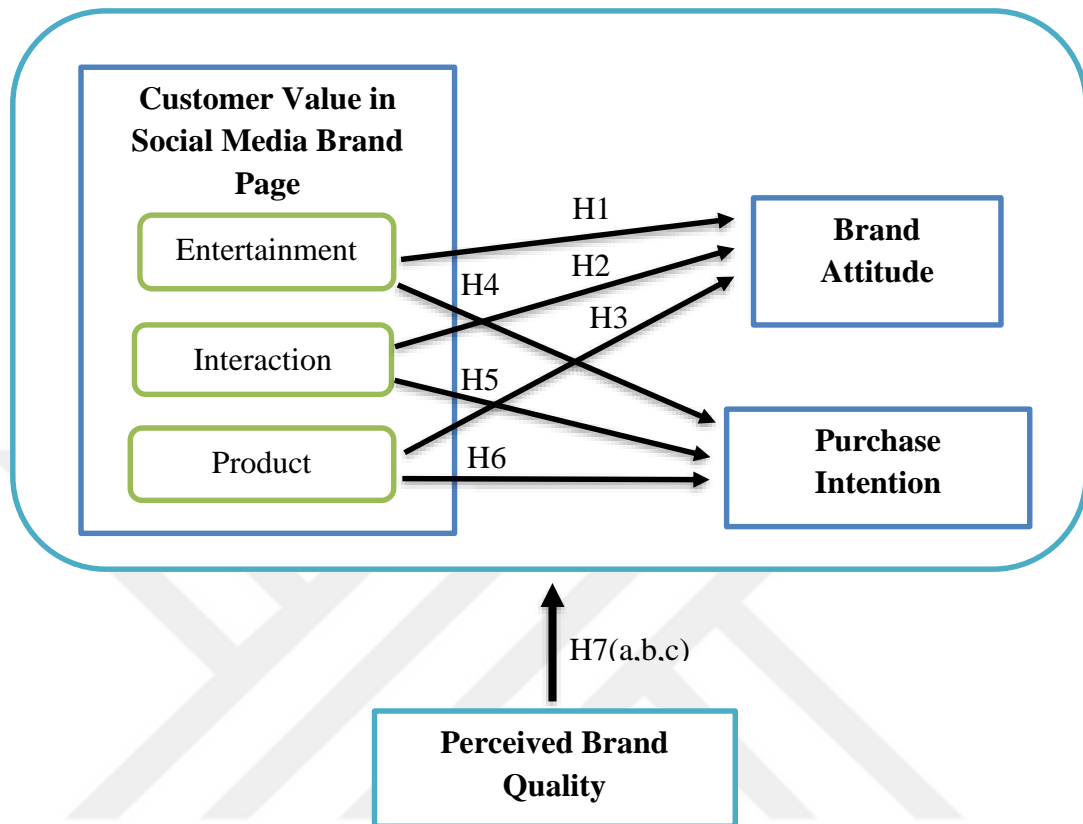
2.4. Research Model

Figure 1. The Model Of The Study

CHAPTER THREE

METHODOLOGY

The research methodologies employed and used in the current study are covered in this chapter. This research also provides information about the approach that was followed in the study, how the research was designed, the tool that was used to collect the data and the sample, and how to choose it, in addition to the basic analyzes that were used in this research and testing the data, then it provides an explanation of the results of these analyzes.

The descriptive research design is appropriate, especially in marketing research and related studies. Whereas the descriptive research design aids in the description of the various features of the respondents, aids in the prediction of behavior in a specific setting, aids in the definition of a clear research question, aids in the analysis of issue data, and aids in the definition of variables. Consequently, the descriptive research design aids in determining the traits of consumers (Kumar and Day, 2007).

On the other hand, it may be argued that when using a descriptive research design for any subject, the quantitative research technique is more suitable. Kavanna et al. (2000). A descriptive research design with a quantitative approach is seen to be more beneficial than other research designs for assessing consumer behavior and purchasing decisions with the use of a questionnaire, according to the majority of earlier studies and literature reviews (Sim and Koi, 2003). The information gathered for this kind of study is distinct. Through the use of surveys that have advantages like ease of use and dependability (Malhotra, 2004).

Single cross-sectional research was used to aid with the current investigation, which was carried out during a certain period of time. According to Malhotra (2004), cross-sectional studies are often utilized in marketing research. Preliminary investigations are not seen as being particularly beneficial in such research since respondents in the future are not likely to reply in the same manner as they do now. In order to better understand how social media brand pages affect brand attitude and purchase intention, the current study takes

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a quantitative approach based on a descriptive research design and a single cross-sectional survey.

The aim of this thesis was to determine the effects of customer value in social media brand pages (entertainment, interaction, product learning) on brand attitude and purchase intention using the structural equation model. Another aim of the thesis was to investigate the differences of perceived brand quality on the correlations between customer value in social media brand pages, brand attitude and purchase intention.

In the prepared questionnaire form, there are 18 items including entertainment (3 items), interaction, (3 items) product learning (3 items), brand attitude (3 items), purchase intention (3 items), and perceived brand quality (3 items).

3.1. Sample And Data Collection

This thesis depended on the quantitative method and employed a questionnaire to collect the primary data. The thesis investigated the impact of customer value (entertainment, interaction, product learning) on both brand attitude and purchase intention in the frame of the differences of brand quality.

To measure the variables in this study the five Likert scale was used. The Likert scale is a psychological scale used to represent people's opinions and attitudes towards a particular topic Likert scale uses psychometric tests to measure people's beliefs, attitudes, and opinions and is important for research because it can be used to measure an attitude a person by measuring the extent to which they agree or disagree with a particular question or statement. Only consumers of Pepsi products were asked to answer the questions and within 4 days, 460 questionnaires were collected. The questionnaires were reviewed, and it was found that there were 26 questionnaires containing unanswered questions. These questionnaires were rejected, and it was found that there were 434 valid questionnaires for the study. The researcher encoded the data, entered it into the spss 24 program, and then analyzed it via SPSS 24.0 and AMOS 24.0 software.

Table 2. Sample profile (N = 434)

	n	%
Gender		
Male	200	46.1
Female	234	53.9
Age		
19-29	156	35.9
30-40	176	40.6
41-51	45	10.4
52-62	32	7.4
63+	25	5.8
Education		
High school	1	0.2
Bachelors	210	48.3
Masters	145	33.3
PhD	78	18.1

The participant demographics could be summarized as follows: The number of female online shoppers was higher (53.9%), where the male online shopper's percent was (46.1%). Most of online shoppers were 19 - 29 years old (35.9%) and 30 - 40 years old (40.6. %). The majority of the respondents were tertiary education graduates where 48.3% of the respondents have a Bachelor degree and more than 50% of the respondents have a postgraduate degree.

From the analysis of the descriptive questions, we can note that the percentage of females is slightly higher than the percentage of males, contrary to what is expected. It is also noted that the respondents in this study are mostly young people, as the results showed that about 75% of the sample members are less than 75 years old, and this is likely due to the fact that drinks consumers The majority of the invaders are young people. It is also noted that a high percentage of respondents hold a university degree or more, which can be explained by their being more able to understand and answer the questionnaire and to use the Internet in developing countries such as Iraq.

3.2. Normality Test

In statistics, normality tests are used to determine whether a data set is modeled for normal distribution. Many statistical functions require that a distribution be normal or nearly normal. There are both graphical and statistical methods for evaluating normality. Of these methods, the statistical method that depends on the analysis of skew and kurtosis is suitable for this study.

Table 3. Skewness and Kurtosis Analyses

Factors	Skewness	Kurtosis	Reference
Entertainment			Si Shia, Yu Caoa, Yang Chena,and Wing Chowb (2019)
Q1	-.374	-1.523	
Q2	-.397	-1.532	
Q3	-.491	-1.378	
Interaction			Si Shia, Yu Caoa, Yang Chena,and Wing Chowb (2019)
Q1	-.142	-1.705	
Q2	-.186	-1.658	
Q3	-.196	-1.634	
Product Learning			Si Shia, Yu Caoa, Yang Chena,and Wing Chowb (2019)
Q1	-.111	-1.681	
Q2	-.184	-1.678	
Q3	-.167	-1.676	
Brand Attitude			Schivinski and Dabrowski (2014)
Q1	-.525	-1.381	
Q2	-.736	-.948	
Q3	-.498	-1.386	
Purchase Intention			Yerim Chunga, and Alex Jiyoung Kimb, (2020)
Q1	-.488	-.175	
Q2	-.678	.625	
Brand quality			
Q1	-.488	-.175	Yerim Chunga, and Alex Jiyoung Kimb, (2020)
Q2	-.678	.625	
Q3	-.734	.352	

Table. 3 above shows the results of analyzing the skewness and kurtosis. The results of the skewness and kurtosis analysis show that the values are between -3 and +3 and this indicates that the data are normal and suitable for

analysis, also the table 2 shows the questionnaire questions for each variable and the source of these questions.

The results of the skewness and kurtosis analysis in the above table indicate that the values of the analysis of skewness and kurtosis for all the questions of the questionnaire are between -3 and +3, which means that the data are subject to a normal distribution.

3.3. Measurement

Empirical literature was used to design the Thesis questionnaire. The designed questionnaire was pretested with the interviews conducted with online shoppers. All questionnaire items were scored with five-point Likert type scale (strongly disagree - strongly agree). As seen in Table II, the primary data collection instrument was the questionnaire. Based on the literature review, all scale items were the variables measured in previous studies.

First it is necessary to check the reliability of the data One way to check the reliability is the Cronbach alpha analysis. Cronbach's alpha is a measure of the internal consistency of statistical tests such as questionnaires and similar measures, and internal consistency or reliability is how well a set of items relate to each other as a coherent set. The Cronbach's alpha coefficient provides the researcher with the extent of the correlation between a set of elements for a statistical test as a coherent and united group.

Table 4. Constructs, measurement items and statistical measures **(N = 434)**

Constructs and measurement items	Mean	Standard Deviation	Standardized Factor Loadings
Product Learning (Explained Variance = 63.059, KMO= 0.622, $\alpha = 0.704$)			
PL1. Following this Pepsi beverage brand page enhances my knowledge of the product and its usage.)	2.972	1.648	0.718
PL2. Following this Pepsi beverage brand page helps me to obtain solutions to specific product-related problems	3.062	1.679	0.794
PL3. Following this Pepsi beverage brand page enhances my knowledge about advances in the product, related products, and technology	3.051	1.669	0.863
Interaction (Explained Variance = 72.535, KMO= 0.638, $\alpha = 0.806$)			
Int1. Other members are very responsive to my posts on this Pepsi beverage brand page.	3.028	1.689	0.910
Int2. I can always count on getting a lot of responses to my posts on this Pepsi beverage brand page.	3.053	1.653	0.727
Int3. I can always count on getting responses to my posts on this Pepsi beverage brand page fairly quickly	3.055	1.641	0.905
Entertainment (Explained Variance = 62.439, KMO= 0.554, $\alpha = 0.700$)			
Ent1. I think this Pepsi beverage brand page is very entertaining.	3.200	1.629	0.756
Ent2. The content of Pepsi beverage brand page is eye-catching and cheers me up.	3.244	1.655	0.892
Ent3. Following Pepsi beverage brand page entertains me.	3.283	1.584	0.712
Brand Attitude (Explained Variance = 63.296, KMO= 0.615, $\alpha = 0.708$)			
BAtt1. I have a pleasant idea of Pepsi brand.	3.380	1.621	0.803
BAtt2. Pepsi brand has a good reputation.	3.548	1.516	0.707
BAtt3. I associate positive characteristics with Pepsi brand.	3.323	1.606	0.869
Purchase Intention (Explained Variance = 68.136, KMO= 0.608, $\alpha = 0.760$)			
PI1. I intend to keep purchasing Pepsi products	3.117	1.686	0.904
PI2. My choice will be Pepsi if I need to shopping beverage products	3.104	1.698	0.708
PI3. I am willing to shopping Pepsi products again	3.074	1.667	0.851
Brand Quality (Explained Variance = 62.888, KMO= 0.629, $\alpha = 0.703$)			
BQ1. Pepsi beverage products are of high quality.	2.811	1.633	0.775
BQ2. Pepsi beverage will maintain a high quality	3.085	1.655	0.858
BQ3. Pepsi beverage products are high-end	3.136	1.658	0.741

3.4. Findings

3.4.1. Measurement model

The results of the study data reliability test and exploratory factor analysis showed acceptable results, indicating the reliability and validity of the data. Cronbach's alpha coefficients surpassed 0.70 for all constructs. Furthermore, the results of exploratory factor analysis revealed that the scale items resulted in a single factor based on principal components analysis and varimax rotation (Hair, Black, Babin, Anderson, and Tatham, 2006). All constructs had a KMO (Kaiser-Meyer Olkin) value greater than 0.50, all explained variances were greater than 50%, all indicators were significant, and factor loads were greater than 0.5 without cross loads.

The factor loads and Cronbach's Alpha values of the analysis demonstrate that the scales collectively fulfill the standards stated for internal consistency reliability and validity of data, as shown in Table 4.

Table 5. Reliability, validity and correlation assessment for model

	CR (>0.7)	AVE (>0.5)	Entertainment	Interaction	P.Learning	Attitude	P. Intention
Entertainment	0.743	0.511	1				
Interaction	0.828	0.626	0.172**	1			
P.Learning	0.706	0.513	0.214**	0.348**	1		
Attitude	0.749	0.604	0.147**	0.567**	0.138**	1	
P. Intention	0.859	0.759	0.118**	0.489**	0.470**	0.220**	1

Significance of Correlations:
**. Correlation is significant at the 0.01 level (2-tailed).

Fit indices
χ2/df =2.381 (P = 0.000); RMSEA =0.056; GFI =0.961; CFI =0.971; NFI =0.952; IFI =0.972; AGFI =0.931

CR = Composite Reliability
AVE = Average Variance Extracted
DV = Discriminant Validity = AVE>$Korelasyon^2$.

Correlation analysis may be used to discover the relationships between constructs. The correlation estimates between any two parameters in the current investigation were statistically significant and less than 0.85. (Table 5). As a result, it is possible to conclude that all correlation estimates were within an acceptable range and that all constructs in the model had positive correlations.

It was determined to eliminate components PL2, PI2, and BA2 based on the results of confirmatory factor analysis (CFA). Confirmatory factor analysis of the study's multi-item scales produced satisfactory fit indices following associated deletions.

Confirmatory factor analysis examines the measuring instrument's dependability and validity. When the composite reliability (CR) values were more than 0.70 in all dimensions, the reliability of the variables was satisfactory. The extracted average variance (AVE) surpassed 0.5, validating the measuring tool's convergent validity (Bagozzi and Yi, 1988). The average variance extracted (AVE) values for any two constructs were larger than the squared correlation estimate ($AVE/(Corr)^2 > 1$), demonstrating the dimensions' discriminant validity (Fornell and Larcker, 1981).

By looking at the results in Table 4 above, we find that the composite reliability values for all dimensions of the study are greater than 70 percent, and the highest value was for the purchase intention dimension (0.859). Furthermore, the results of the average variance extracted test show that values for all dimensions of the study are greater than 50 percent and that the highest value of AVE also for the purchase intention dimension (0.759). The results of correlation analysis show that there is a significant and positive correlation between brand attitude and customer value (entertainment, interaction, and product learning), where the highest correlation value is between brand attitude and interaction with a value of (0.567). In addition, the correlation between the purchase intention, and customer value (entertainment, interaction, and product learning) , is positive and significant and the highest correlation value is between the purchase intention and interaction with a value of (0.489).

3.4.2. Structural model

Path analysis using AMOS is a form of multiple regression statistical analysis used to evaluate causal models by examining the relationships between a dependent variable and two or more independent variables.

Path analysis allows to determine the hypothesized paths in the proposed model. The results revealed from assessment of the paths of the conceptualized

model shown in Fig.1 delivered a good overall fit and results were demonstrated in Table 5.

Table 6. Structural model results

Hypotheses	The Direction of Relationship Between Variables	β	C.R.	P Value
H_1	Entertainment → Brand Attitude	0.050	0.666	0.505
H_2	Entertainment → Purchase Intention	-0.041	-0.796	0.426
H_3	Interaction → Brand Attitude	0.787	14.657	***
H_4	Interaction → Purchase Intention	0.258	6.359	***
H_5	Product Learning → Brand Attitude	0.222	2.466	**0.014**
H_6	Product Learning → Purchase Intention	0.782	7.268	***

Fit indices of model

X^2/df = 2.361 (P = 0.000) CFI = 0.971, GFI = 0.961, AGFI = 0.932, RMSEA = 0.056, NFI = 0.951, IFI = 0.971

We note from Table 5 that the (P>0.05) and therefore the first hypothesis will be rejected, meaning that the impact of entertainment on brand attiude is not meaningful. As for the second hypothesis, we also find that the (P>0.05) and therefore the hypothesis also will be rejected the impact of entertainment on purchase intention is not meaningful. In the third hypothesis, we find that the interaction has an impact on the brand attitude's and also has an impact on the intention to purchase in the fourth hypothesis, where the, (P<0.05) so we accept the third and the fourth hypothesesö but we note through the beta coefficient that the effect of the interaction on the brand attitude is higher than the purchase intention. Furthermore, we also find that there is a positive relationship between product learning and each of the brand attitude where the, (P<0.05) so we accept the fifth and the sixth hypotheses. Based on the value of beta coefficient, we can note that product learning affect purchase intention more powerful than brand attitude. Moreover, the interaction affects brand's attitude more powerful than product learning.

3.4.3. The relationships of constructs in high and low levels of Pepsi brand quality

Brand quality was divided into two groups low and high quality based on the thesis data obtained via questionnaire as brand quality of online shopping

brands by assessing median values ($Median_{(Quality)}$= 3.000). The structural equation model and the AMOS 24 program were used to compare groups. Furthermore, the significance of any two-group correlations was assessed. This strategy required analyzing the significance of the correlations between the two groups in order to compare the correlations between the constructs across the low and high-quality groups.

Table 7. The relationships of constructs in high and low levels of Pepsi brand quality

The direction of relationship between variables	Low Quality (n = 239)			High Quality (n = 195)		
	β	C.R.	P	β	C.R.	P
Entertainment → Brand Attitude	0.095	0.756	0.449	-0.047	-0.600	0.549
Entertainment → Purchase Intention	-0.146	-1.643	0.100	0.015	0.243	0.808
Interaction → Brand Attitude	0.721	8.698	***	0.897	10.976	***
Interaction → Purchase Intention	0.226	3.941	***	0.351	4.651	***
Product Learning → Brand Attitude	0.311	2.295	**0.022**	0.000	0.002	0.998
Product Learning → Purchase Intention	0.489	4.195	***	1.101	5.769	***
Fit indices of model						

X^2/df= 1.513 (P = 0.001) CFI = 0.976, GFI = 0.951, AGFI = 0.915, RMSEA = 0.034, NFI = 0.934, IFI = 0.977

From the obtained results it can be said that H7a is not accepted due to the same effects of entertainment on attitude and purchase intention. the results also show that there is a significant and positive affect of the interaction on the brand attitude and purchase intention in the low and high level of the brand quality, the results support hypothesis H7b.

The only difference between the relationships of constructs is on the relation between product learning and brand attitude, where the results indicate that there are a positive and significant effect of the product learning on the brand attitude when the brand quality is low and no affect when the brand quality is high, the results support hypothesis H7c.

The results demonstrate that interaction and product learning in social media brand pages affect purchase intention significantly in high quality brands. Also, the results demonstrate that interaction in social media brand pages affect brand attitude significantly in high quality brands.

Furthermore, the results in the table 7 demonstrate that entertainment and product learning in social media brand pages doesn't affect brand attitude significantly in high quality brands.

PepsiCo, one of the world's largest food and beverage companies, is widely recognized for its flagship product, Pepsi. However, despite its popularity and market presence, Pepsi has often been associated with the perception of being a low-quality brand. In this analysis, we will explore several key factors that contribute to this perception and examine why Pepsi is considered a low-quality brand by some consumers.

One of the primary criticisms of Pepsi is its extensive use of artificial ingredients and high sugar content. Many consumers are increasingly conscious about their health and seek healthier alternatives. Pepsi's high sugar content has been linked to various health issues, including obesity and diabetes. This emphasis on artificial ingredients and excessive sugar contributes to the perception that Pepsi is a low-quality brand.

Pepsi has often been compared to its main competitor, Coca-Cola, in terms of taste preference. While taste is subjective, a significant portion of consumers prefers the flavor profile of Coca-Cola over Pepsi. This preference, along with Coca-Cola's strong brand reputation, has led some consumers to view Pepsi as inferior in terms of taste quality, reinforcing the perception of low quality.

Pepsi's marketing strategies have also played a role in shaping its perception as a low-quality brand. In the past, Pepsi has been associated with marketing campaigns that emphasize celebrity endorsements and flashy advertisements, often overshadowing the product itself. While these campaigns may attract attention, they can give the impression that Pepsi relies more on marketing gimmicks rather than product quality, contributing to the perception of low quality.

Pepsi's brand positioning as a more affordable alternative to Coca-Cola has positioned it as a budget-friendly option. While this may be appealing to some consumers, it can inadvertently create a perception of lower quality. The emphasis on affordability can lead to assumptions that Pepsi compromises on

ingredient quality or production standards, reinforcing the notion that it is a low-quality brand.

The perception of Pepsi as a low-quality brand can be attributed to several factors, including its use of artificial ingredients and high sugar content, comparisons to its main competitor Coca-Cola, marketing strategies that prioritize image over product quality, and brand positioning as a budget-friendly option. It is important to note that perceptions of quality can vary among individuals, and Pepsi continues to have a large customer base worldwide. However, addressing these factors and focusing on product quality, ingredient transparency, and healthier alternatives may help Pepsi improve its overall brand perception and challenge the notion of being a low-quality brand.

Table 8. Test Results of The Research Model Hypotheses

Hypotheses	*Direction of relationship between variables*	*Status*
H_1	Entertainment → Brand attitude	Not Supported
H_2	Entertainment → Purchase Intention	Supported
H_3	Interaction → Brand Attitude	Supported
H_4	Interaction → Purchase Intention	Supported
H_5	Product Learning → Brand Attitude	Supported
H_6	Product Learning → Purchase Intention	Supported
H_{7a}	The impacts of entertainment on brand attitude and on purchase intention vary between different levels of brand quality.	Not Supported
H_{7b}	The impacts of interaction on brand attitude and on purchase intention vary between different levels of brand quality.	Supported
H_{7c}	The impacts of product learning on brand attitude and on purchase intention vary between different levels of brand quality.	Supported

CONCLUSION

- **Discussion**

The aim of this thesis was to investigate the impact of customer value in social media brand pages. To achieve the aim of this thesis, the questionnaire was distributed via the Internet in Iraq, Baghdad Governorate, only consumers of Pepsi products were asked to answer the questions, 434 valid questionnaires were collected.

The results of this thesis showed that there is no positive and significant effect of the entertainment on the brand attitude and purchase intention and there is no significant effect of the entertainment on the brand attitude and purchase intention in the low and high brand quality. But there is a positive and significant effect of the interaction and product learning on the brand attitude and purchase intention and there is a significant and positive affect of the interaction on the brand attitude and purchase intention in the low and high level of the brand quality , the only difference between the relationships of constructs is on the relation between product learning and brand attitude, where the results indicate that there are a positive and significant effect of the product learning on the brand attitude.

According the results it is appeared that interaction and product learning in social media brand pages are more important factors that trigger the attitudes towards the brands and purchase intention of the consumers.

The results demonstrate that interaction and product learning in social media brand pages affect purchase intention significantly in high quality brands.

Also, according to the results, it is appeared that the interaction in social media brand pages affect purchase intention and brand attitude significantly in low- and high-quality brands. The product learning in social media brand pages affect purchase intention significantly in low- and high-quality brands but affects the brand attitude significantly only in low quality brands.

Also, the results showed that there is no significantly effect of entertainment social media brand pages on purchase intention and brand attitude in low and high quality brands.

We also note from results that the impact of Pepsi product quality on the relationship between the independent variables and the dependent variable that the effects of interaction on brand attitude is more powerful in brands with high quality than brands with low quality. we note that there is no effect of product learning on the brand attitude while there is an effect of interaction on the brand attitude in the case of high quality. On the other hand, we find that if the quality is high or low, product learning affects the purchase intention more than the interaction.

By reviewing the results obtained from this study we found that our model supports by previous research findings as following:

The results of our study didn't support the H1 which mean there is no effect of the entertainment on the purchase intention, but the results of our study supported the H2 which mean there is an effect of the entertainment on the purchase intention. This is consistent with what the Jang, et al, (2008) found that entertainment had a positive but not significant impact on the brand attitude and purchase intention.

The results of our study supported the H3 and H4which mean there is an effect of the interaction on the brand attitude and purchase intention. This is consistent with what the Dwivedi, and De Araujo-Gil, 2019 and Cuello-Garcia, et al., 2020, found that the interaction has an importance role in brand attitude and purchase intention.

The results of our study didn't support the H5 which mean there is no effect of the product learning on the brand attitude, but the results of our study supported the H6 which mean there is no effect of the product learning on the purchase intention.

This is consistent with what the Maoyan, et al., (2014) and Falco, and Kleinhans, (2018) found that the more information available about the product to consumers, this leads to an increase in the purchase intent of consumers, as well as strengthening the position of the brand.

- **Limitation**

This study was applied to a limited number of Iraqi consumers of Pepsi products in the city of Baghdad only, as it dealt with the opinions of consumers at a specific time and place only. Other research at another time and place can help generalize the results.

This study does not include the effect of photographic factors and the differences between Iraqi consumers according to these factors with regard to repurchase intention as well as consumer value.

This research focuses on the products and brand of Pepsi, a well-known soft drink company worldwide. The results of this study are limited to application to other homogeneous products.

Pepsi products are considered expensive because they have a global brand compared to other fizzy products, which makes the results of this research limited to a layer of more material potential in a developing country such as Iraq, which may affect the results and make them unable to generalize to Iraqi society and other countries.

This study was limited to determining the effects of customer value in brands' pages relative to social media (entertainment, interaction, and product learning) on brand attitude and purchase intent using a structural equation model.

- **Further Recommendation**

We note from the results that were reached that the effect of entertainment on the appearance of the brand and the intention to purchase is not significant. It may be due to the quality of the products offered by Pepsi Company, which are soft products. Therefore, Pepsi Company, in general, must study the reasons behind this conclusion that was reached and try Enhancing the purchase intent and influencing the consumer's purchase decision in a way that enhances the company's value and brand to achieve profits and company goals.

The study concluded that interaction has an impact on brand standing. Also, interaction affects the purchase intent, and therefore the positive opinions of consumers of the company's products should be reinforced and focus on positive interaction between them. The results also concluded that the availability of correct information about the product affects the purchase intent and the position of the brand, and therefore PepsiCo must provide sufficient information about the products it manufactures, their types and components, using social media and traditional means as well.

The study concluded that when quality is high the effects of interaction and product learning on consumer behavior is more powerful. Therefore, focus should be placed on brand quality in a way that satisfies customers and prompts them to enhance their positive attitudes towards the company's products and share them in the context of social media.

Moreover, since the participants in this study were customers of the Pepsi soft drink company in Iraq, the results of this study cannot be used to accurately predict the repurchase intentions of consumers in other countries or regions with different viewpoints and lifestyles where this study should be applied.

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APPENDIX

QUESTIONNAIRE

Declaration

Dear Participants

This is a personal invitation to participate in research to understand how social media brand pages contribute to brand attitude and purchase intention: The differences of perceived brand beliefs (A research based on Pepsi beverage brand). All responses will be compiled together and analyzed as a group. None of the information collected will be shared anyone outside me and my supervisor. Your participation is voluntary.

Please read the following sentences carefully and select a suitable answer.

PART A

PERSONAL DETAILS

1) Please Indicate your gender:

Male (   )
Female (   )

2) Please indicate which age group you belong to?

a) 18 – 25 (   )
b) 26 – 35 (   )
c) 36 – 45 (   )
d) 46 – 55 (   )
e) 56 and more

3) What is your level of education?

a) Under High school (   )
b) High school graduate (   )
c) Bachelor's degree (   )
d) Master's degree (   )
e) Professional degree (   )
f) Doctorate degree (   )

4) What is your marital status?

a) Single, never married (   )
b) Married or domestic partnership (   )
c) Widowed (   )
d) Divorced (   )

PART B

(Please choose as appropriate)

	STATEMENT	SCALE				
		Absolutely I disagree (1)	I disagree (2)	I am undecided (3)	I agree (4)	Absolutely I agree (5)
	Customer value (product learning)					
1	. Following this Pepsi beverage brand page enhances my knowledge of the product and its usage.)					
2	Following this Pepsi beverage brand page helps me to obtain solutions to specific product-related problems					
3	Following this Pepsi beverage brand page enhances my knowledge about advances in the product, related products, and technology					
	Brand attitude					
	Pepsi is a positive brand for me.					
	Pepsi is my favorable brand.					
	Pepsi is a good brand for me.					
	Customer value (Interaction)					
4	Other members are very responsive to my posts on this Pepsi beverage brand page.					

5	I can always count on getting a lot of responses to my posts on this Pepsi beverage brand page.				
6	I can always count on getting responses to my posts on this Pepsi beverage brand page fairly quickly				
	Customer value (Entertainment)				
7	I think this Pepsi beverage brand page is very entertaining.				
8	The content of Pepsi beverage brand page is eye-catching and cheers me up.				
9	Following Pepsi beverage brand page entertains me.				
	Brand Quality (BQ)				
	Pepsi beverage products are of high quality.				
	Pepsi beverage will maintain a high quality				
	Pepsi beverage products are high-end				
	Purchase Intention (PI)				
	I intend to keep purchasing Pepsi products				
	My choice will be Pepsi if I need to buy beverage products				
	I am willing to buy Pepsi products again				