

Implementing Social Media Efforts and Engagement to Increase Brand Equity and Purchase Intention of a Telecommunication Service Provider

Thoo Ai Chin

Lim Seow Ying

Farrah Merlinda Muharam

Norhayati Zakuan

Universiti Teknologi Malaysia, Malaysia

Nowadays, telecommunication is an important component of the modern lifestyle and has a significant impact on economic development. However, Covid-19 pandemic has shattered every industry in Malaysia including the telecommunication industry. Since many industries are not allowed to operate during Movement Control Order (MCO), many businesses have transformed to online business model. This indicates that social media marketing is increasingly significant for every business. Use of social media marketing is significant to enhance online social interaction, brand equity, and increase their customer's purchase intention. As such, this study aims to examine the effectiveness of the implemented social media marketing efforts to increase the customers' purchase intention and brand equity of a telecommunication services provider. In this study, quantitative method is conducted by distributing online questionnaires through Google Form and the target population for this study is 200. Statistical Package for the Social Sciences (SPSS) software is used for data analysis. Expected findings for this research is to confirm the social media marketing efforts will have a positive and significant effect on consumers' engagement with brand-related social media content. In conclusion, the findings are expected to increase the effectiveness of the implemented social media marketing efforts that can increase the customers' purchase intention of telecommunication services provided by the company.

Keywords: *Brand Equity, Consumers' Engagement, Purchase Intention, Social Media Marketing Efforts, Telecommunication*