

Designing Social Media Brand Communication Strategies to Enhance Brand Equity of an Electronic Components Retailer

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Social media is booming massively, and it has become part of billions of people's daily live around the world. Hence, many firm use social media platform to reach out to bigger audience and increase brand equity. In Malaysia, many companies take the opportunities of leveraging social media communication into their business model. However, some businesses like electronics component retailers rarely use social media for marketing. For instance, a small company selling electronics parts is facing a problem to promote their brand to local and online community. Thus, this study aims to investigate factors to increase its brand equity (brand awareness and perceived quality) via social media brand communication, then design marketing strategies for the company. The quantitative method is used in this research, and a questionnaire instrument is used to gather primary data from respondents online using Google Forms. The target population for this study is 150. This study is expected to be a guideline for the company to use firm and user generated content communication on social media to improve the brand equity.

Keywords: *Brand Awareness, Brand Equity, Consumer-Based Brand Equity, Firm-Generated Content, Perceived Quality, Social Media Brand Communication, User-Generated Content*