

## Studying the Effect of Social Media on Consumer Purchase Intention (Case Study: Leather Products)

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### ABSTRACT

Our today's world has encountered a new phenomenon in the cyberspace called social media that is quickly publicized. Social media, applied programs, platforms and online media aim at facilitating interaction, cooperation and content sharing. Social media transfer power from firm toward individuals and communities or, in other words, toward innovative users that has had very successful effects and disastrous effects on popular brands. Present investigation aim to reveal the effect of social media on purchase intention present study applied in terms of objective, and descriptive, in terms of implementation with an emphasis on causal model. The statistical society of this study consists of all consumers of leather products to distil butte the questionnaire, sampling method was used. The sample volume of consumers was estimated 384 using sampling formula of indefinite society .to collect data, the standard questionnaire was used .to analyze the study hypotheses, structural equations and Spss and LISREL soft waves were used. According to study hypotheses, the Variables of social media marketing acclivities is effective on the variables of value equity and these variables' themselves affect the purchase intention variable. The results of the data analysis confirmed all of the hypotheses raised in the study

**KEY WORDS:** social media marketing, value Equity, Relationship Equity, Brand Equity, purchase intention.

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### 1. INTRODUCTION

- Customers as the no observed assets of a firm must be attracted and maintained and maximized using plan and thought like other assets such as financial assets (Blattberg, et al 2001). According to logical of fishbin and ashen (1975), attitude toward social behaviors, form the behaviors related to the intention of the customers. In most cases the real behaviors could be predicted given the intention because it is the intention because it is the intention that allows the customers to relate to each other all of the factors that may effect their real behavior. In addition, both subjective and objective assessments of a product or service will affect on purchase. In conducting marketing studies, it should be noted that purchase intention and conducting purchase may not be similar. If brand, price or time is stable, the probability for purchase prediction using purchase intention will increase (Holhaner, et al.2009).

- Our today's world is encountering a new phenomen called social media in cyberspace that is quickly publicizing social media, applied programs, platforms and online media follow the objectives of facilitating interaction, collaboration and content sharing (Richter and Kukh, 2007).

- Social media have different types that include weblogs, social networks (Facebook out of the country and facenama inside the country), micro-blogs (tutor out of the country and tuit inside the country), sites sharing photo and vedios (u-tub out of the country) and (Aparat inside the country) and also Yakima and padkestha. given the progressive increase in the use of these social media , not only existing social networks users but also commercial firms and governmental organizations are being connected and using them as communicative tools in spite of individual users, social networks use social media actively for advertisement and marketing that has led to administering unified marketing activities without time, place and media restriction and with less attempt and cost and more economical compared to the past (Kim and kou, 2011)

- According to Kim and kou (2011), social media can have great effect on the popularity of commercial brand. Social media transfer power from firms to individuals and societies or in other word, to innovative users that have created very successful and disastrous effects on popular or lea cling brands (Berson 2, 2012). For example the case of David karlo. Publishing his vedio music in social media after breaking his guitar on a united airline flight led lo 20 percent reduction in the shares of the united airline in 2009, that is, some 180 million dollars (Ayres 3, 209). Justine Halpern book is a successful example of social media effect that was placed on the top of high sale books of new york times magazine(pit, et al4,2014) .Recent study by (D.E.I. worldwide,2008)has presented the following statistics : seventy percent of the consumers refer to

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social media sites so as to obtain information, 49% of these consumers make purchase decisions based on the information obtained from social media sites and 60% of the consumers have saved that they probably use social media sites in order to transfer information to other individuals and 45% of those who have searched for information through social media sites have been involved in oral advertisement. This report shows that firms that have not still been involved in social media as part of their own online marketing strategies are losing chances for accessing consumers.

- A considerable percent of people of people transfer information to others using social media. Also, social media have turned in to a channel that consumers receive information on their required goods or services through these media. Therefore, firms have pressing need to identify purchase intention and its stimuli and also the effect of social media on these factors. Thus, the main objective of present study is to reveal how social media marketing activities influence purchase intention.

## 2. Literature Review and Theoretical Framework

- In regard with the subject of present investigation and studying studies have been conducted that some of them will be mentioned later in this section ; In general, studies conducted in the field of social media with marketing approach are as following :

Table (1): previous studies in the field of social media

Row	Investigation title	Authors	Investigation Results
1	Social media as a new element combined with promotion	Mangol and faoidz	Users of social media age are seriously effective and managers must lead the contents produced by customers toward the firm mission. for this purpose, having access to customers familiar with behavioral properties of social media recommended for interaction with customers
2	World user are unified, challenges and chances if social media	Kaplan and Hynline (2010)	Concepts of web 2 and the contents produced by users have been described and all kinds of social media have been defined and classified based in it.
3	Application, barriers, and marketing assessment of social media AN explorative study on small and average B2B brands	Mike lido et al. (2014)	Results showed that over one fourth of small and average B2B firms in Britain use social network sites in their commerce, the most important barrier for not perceiving the relationship between the sectors and also lack of assessment system for revealing the effect of social media marketing have been identified.
4	Social media become serious perception of functional blocks of social media	Kitzman and Hynline (2011)	A Framework with 7 blocks for better perception of social media : identity , conversations ,sharing's ,presence, commended
5	Two hearts in three fourth of the time: how should the viral marketing dance/ social media, vals is performed.	Kaplan and Hynline (2011)	Viral marketing is defined under the title of oral electronic advertisement, and 5 recommendations have been made for better use of social media in this space
6	Marketing through social media, web 2 and innovative users are faced with: concepts for international marketing strategies	Berson ,et al. (2012)	It defines, manifests and determines the placement of three concepts of social media overlapping, web 2 and innovative users in market field and 5 evident principles are recommended for better identification of this novel phenomenon

Roots of purchase intention and its stimuli

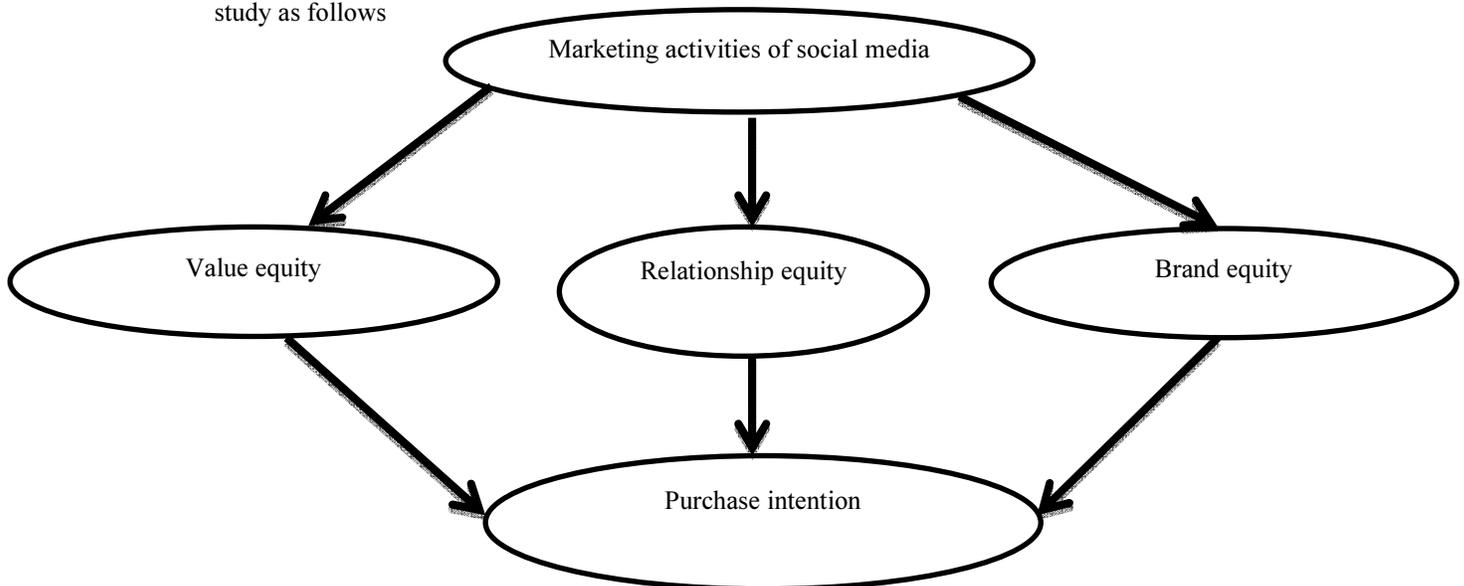
Since early twentieth century when marketing was identified as an independent field from management, it has focused on conducting single trades between economic institutions and customers and parvatiyar, 1995. Also, According to transaction – oriented marketing view, the local market turned in to a place where desired exchange was conducted between buyers and sellers and there trends with distinguished periods emerged in the market ; production strategy in 1920s that producers considered sellers as the market for their firm and buyers as individuals desiring to buy affordable and accessible products, thus .the management attended and focused on production and distribution efficiency .sale strategy in 1950s focused on production more than demand and on promotion and advertisement with the thought that customers would not buy enough products without encouragement and advertisement customer oriented strategy of marketing from 1970 on , with increasing the product categories, firms found that meve sale of product for the purpose of creating value for the firm was not enough, hence , they focused on the customers considering their needs and taste prior to manufacturing products.

- The concept of customer-oriented marketing from 1980 on with focus on customer satisfaction has boon the main subject of investigations on marketing and the starting point for transition from transaction –oriented marketing to relation –oriented marketing . the main philosophy of relation oriented marketing considers as entity that creates a current of income for the firm and where long-term relationships is considered a fundamental part of the long- term net assets list of the firm (Berger, ET AL 2002) in managerial view the main

focus of relation –oriented marketing is on the profitability potential of individual customers and profits made by creating relation with customers (Hyun, 2009:18).

- Blatt et al stated that the value of relationship with customer is considered a long – term asset that firm must measure and manage it like any other assets and maximize it (Hyun,2009) previous investigation have focused on developing a basic criterion for assessing the value of relationship with customers this criterion , in one hand , must be indicative of marketing activities efficiency of the firm (Peck et al 1999:7) and on the other hand , must be related to the total value of the firm shareholders and the perceived value of the firm (Berger, et al .2009)
- A logical relationship could be created between marketing sector investment and the value of their shareholders and maximizing through identifying and determining the value of relation with firm customers and brand ((Repeat visitation )) and ((Brand loyalty)) are two criteria for assessing the value of relationship with customers in different investigations the relationship between both criteria and the value of relation with customers and firm profitability have been confirmed; of course, these criteria have restriction too (Hyun,2003).
- High repeat visitation rate can raise the profitability rate of the firm through reducing costs related to acquiring new customers. in the study conducted by (Rish Held, and Sacer1990) and also (shoemaker and Lewis, 1999) based on perspective of marketing efficiency, it was shown that 5 percent increase in repeat visitation rate can increase the firm profit from 25 to 85 percent (Hyun, 2009:22) in away that these results have shown the necessity of paying attention to the value of relationship with customers.
- Investigators have recently suggested the concept of purchase intention and its stimuli in order to access a more complete and comprehensive criterion and remove past restriction : in the way of measuring the value of relationship with customers (for example srivastava . et al .1998: 4,Rust .et al. 2004:5, berger,et al .2006).
- Purchase intention criterion is more exact compared to the past criteria for three reasons:
  1. In addition to repurchase behavior and customer loyalty ,other factors such as the mean amount of customer 's purchase , repurchase rate , the probability of customer return and the time length of relationship with customer that are determining factors in the value (asset) of stockholders are computed , too(Rust, et al .2000).
  2. According to long – term profitability and considering concepts such as the value of customer's life –span, it measures the share and financial partnership of a customer's life – span that consists of its present and future value.
  3. It provides more evidence in regard with the efficiency rate of marketing activities. The effect of action of actions such as promotion strategies (Lewis, 2006), loyalty – creation programs (Bolton, et al 2000) and pricing strategies (Thomas, et al: 2006) have been confirmed on improving purchase intention in previous investigations.
- In addition to relation – oriented marketing which in Hogan and his colleague's view was the first domain that focused on the relationship with customers as a strategic asset , and purchase intention and its stimuli has rooted in several other investigation including direct marketing , service quality and brand equity.
- One of the investigations conducted on clothing industry in regard with purchase intention is the Kim , knight and Melton study (2009) that have investigated the relationship between brand consciousness, brand perception and purchase intention among Korean young customers as the definite target of the market .kim,et al .(2009) found that three factors related to brand perception including perceived quality , reliable image and its emotional and sense value are to a large extent related to awareness of the brand moreover, emotional and sense value have positive effect on purchase intention in the clothing brands and among Korean young customers.
- In 2010, a four – stage study was conducted by Dew & kwon that studied the awareness and consciousness of female students of the clothing brand as customers. Dew and kwon (2010) concluded that there was positive correlation between reminding or recalling performance and reidentifying clothing brand .Besides they found that brands that are of high level of awareness and identification are not necessarily related with firms that have popular brand.
- According to Rust et al .(2000), not only providing information and consciousness is important but also creating emotional relationship with customers and encouraging them to buy is important, too .Through creating positive attitudes and thoughts toward the brand , customers are more willing to buy the brand compared to rival brands , It could be concluded that the brand value is related to relationship value based on this fact, as long as the firm creates emotional relationship with customers , the probability that the customers remain loyal to the firm rises and the probability they show reaction to marketing actions of their rivals reduces.

- In 2011, too, souchon and thrikell analyzed the correlation and relationship between marketing actions conducted by clothing retailer stores and its effect customers 'loyalty. Too and others (2001) in their study found that the perception of customers of the relation between marketing actions conducted by a firm, raises the loyalty and commitment of the customers. They also came to the conclusion that real completing and conducting marketing relationship in creating loyalty in customers which is based on their degree of perceotion of the relationship between marketing actions in the firm for the purpose of creating relationship with the custmers are not of the same importance.
- Iundmark and wikstrom (2010) in their study revealed that public relations, management of relationship with customers and public relation channels are three important and cheao marketing strategies that are followed by some clothing brands and this indicates that cheap marketing strategies are more or less used by these clothing brands as a tool in order to be able to attract customers and maintan them. cheap marketing strategies show the stimulating factor of relationship value .
- Existing investigations have mentioned three stimuli for purchase intention: 1) value equity (acquired value /2) Brand equity and .3) Relationship equity; these stimuli act both collectively and separely. Through improving these stimuli firms can raise customer vauue equity (Hyun, 2009) Given the point that marketing aims to shape the relationship by the copability of the firm for giving information to customer on the products and services and creating interest toward its suggestion and that marketing is a multidimensional process that has been made of different strategies; however, the main purpose of each marketing strategy is to raise the sale of products and profitability .According to srivastava and colleagues (1998) marketing is an investment that improves the purchas intention stimuli of the customers .As a brand in interaction with the social media performance in marketing activity acts toward creating relationship with customers and raising firm profit the actives of leather clothing brands is expelled to tart positives effect on purchase intention of the customers .
- To compute the purchase intention of the customer , Rust and colleagues (2000) attempted to connect marketing input to customer reaction they experimented the purchase intention stimuli of the customers and RLZ model development, special combination of customers, brand change matrices . Rust and colleagues (2004) tested their previous model in airplane industry and proved that equity value, relationship equity and brand equity all are related to customer purchase intention. Other similar model that has been used a measured customer purchase intention related to fashionable marks are as following: (kuvaveh, 2000). Kuvalli, 2009 Yonoko .2006, Kim&Kow 2006, Zhang, Kim & Kow (2011).
- In the end, given the theoretical frane work mentioned. the variables of this investigation are based on the conceptual model of Kom and Kow (2011) study that was conducted on luxury clothing industry in South Korea with levivito case study as follows



**Fig (1): Investigation conceptual model**

- Social media marketing : social media marketing is the total activities for using social media so as to make customer aware of the value of the products and services of the firm .social media are applied or practical program ,plat forms and on-line media for the purpose of facilitating interaction , cooperation and sharing content (Rikter and koukh 2007). Social medida, are a group of internt-based tools that are created based on ideological construction and technical construction of the web and leal to creation and exchange of user –production content (Kaplan and Hynline, 2010). Social media provide achance so as to reduce misunderstanding and prejudice toward brands and to raise the brand equity through creating a platform for exchange of ideas and information among on line individuals (Kim and Kuo, 2010).
- Value equity: is the objective assessment of a customer in using a brand based on his/her received value from his input in proportionate to his output for something (Vege and colleagues, 2006) in one sense the objective assessment of the customer of the functionality or applicability is based on the perception and identification of this point that in return for the value received what value is lost. Three key factors effective on acquired value are quality, price and assess ease (lemon, etal, 2006).
- Relationship equity: it is an indicative of customers' tendency to remaining in relationship with a trade mark beyond its subjective and objective assessment (lemon.et al. 2001). The concept of relationship equity (value) expresses this idea that the importance of the brand and acquired value may not be sufficient by itself for maintaining customers in other words, even if the customers assess a product subjectively and objectively, they may not purchase that product in the future for several reasons, including the change in individual situation of the customer or the effect of competitors 'marketing attempts (Oliver, 1999).
- Brand equity: the brand equity of customer's objective and subjective assessment is more than that of the brand itself (lemon, et al. 2001). The knowledge of a customer of the brand is a series of meaning associations in regard with characteristics' profits, users and general attitudes. The brand equity is the differentiating effect of brand knowledge on the response or reaction of the consumer to brand marketing activities. The importance of brand equity has been confirmed. Brand equity creates special meaning associations in the mind of the customer and shows a general sing of the market for reliability of a specific brand (Erdon & Sweet, 1998).
- Purchase intention: intention indicates the severity of the willing and intention for the target behavior .the relation between behavioral intention and behavior shows that individuals tend to be involved in behaviors that intend to do them (Yaghubi and shakeri, 2008) .Fishben and Ajlen consider intention as a factor determining action in a definite route .They have defined behavior intention as the mental probability shaping a specific behavior. for example, the purchase intention for a specific product has been recognized as the good predictor of real behavior in purchasing the product .Given the theoretical framework and investigation model , study hypotheses are presented as follows:

H1: Marketing activities of social media have a positive effect on value equity.

H2: Marketing activities of social media have a positive effect on relationship equity.

H3: Marketing activities of social media have a positive effect on brand equity.

H4: Value equity has a positive effect on purchase intention.

H5: Relationship equity has a positive effect on purchase intention.

H6: Brand equity has a positive effect on purchase intention.

### 3. METHODOLOGY

The method used in this investigation is of descriptive – measurement type .the statistical community of present study consists of the firm which are active in the leather industry of Iran and the study samples includes consumers and customers of leather products (clothing, shoes, bag and side necessities).in this investigation random sampling was used to determine the qualified individuals, the process of sampling and field information collection was conducted through social networks. The sample volume was estimated according to choc ran formula in indefinite society .that according to which 384 statistical sample were selected .in this study the standared questionnaire resulted from the studies of kom and colleagues (2011) was used .all questions in the questionnaire were assessed in the 5- degree likert scale (completely agree to completely disagree) prior to distributing the questionnaire and analyzing data, the validity and reliability of the questionnaire were tested. At first, the reliability of the content of questionnaire item was determined or confirmed at 95% level through experts test and then the feigned reliability of the questions were also studied and modified among some subjects under study. The reliability of questionnaire questions was also confirmed among 36 subjects using chronbach Alpha, and the reliability results have been presented in table NO(1) . To test the hypotheses, draw the model and other tests required .the inferential statistics was used along with statistical analysis soft-wares of SPSS and LISRTL for factor analysis and drawing the model and it fitness.

**4. Data Analysis**

- In following table, the mean and criterion deviation of sample efficiency test and cronbach alpha of variables have been presented in table NO(1) ,Given the table, it is observed that data related to the results of alpha test (0.844) indicates the investigation question .Also , all coefficients of KMO test are more than 0.70 and at a desirable level that is indicative of sampling efficiency for factor analysis .

Table No (2): Descriptive distribution and sample efficiency test and Alpha

Variables	Descriptive Statistics		KMO	Crunbach Alpha
Social media marketing	Mean	3.772	%877	%889
	Criterion deviation	0.402		
Bran equity	Mean	4.076	%759	%829
	Criterion deviation	0.442		
Relationship equity	Mean	3.718	%826	%860
	Criterion deviation	0.566		
Value equity	Mean	3.868	%826	%860
	Criterion deviation	0.526		
Purchase intention	Mean	3.822	0.714	%855
	Criterion deviation	0.682		

- Confirmative Factor Analysis and Index Assessment
- Confirmative factor analysis is indeed, a model for theory test where the researcher starts his analysis with a previous hypothesis. This model that is based on an experimental and strong theoretical foundation reveals that which variables are correlated to which factors ND which factor are correlated to which ones .To assess the reliability of the factor a reliable method is presented to the researcher so that he can test clearly the hypotheese about the factor construct of the data that has resulted from a previously determined model with definite number and combination of factors. confirmative method after determining preeneperimental factors , tests the efficient comparison of theoretical and observed factor constructs for the whole data through determining the fitness of previously determined factor model .In confirmative factor analysis , the basic presupposition of the researcher is that each factor is related to specific subset of variables , the least condition required for this analysis is that the researcher have a definite presuosition about the number of model factors prior to analysis. It is Important to mention that the questions and sub factors whose T statistics are between 1.96 and -1.96 or their factor load is less than 0.3 be omitted; and in regard with questions related to ((human capital)) variable, none of the questions are omitted, that is, all nine questions are relevant in terms of concept and support the human capital variable. In general, in factor analysis (factor validity) the objective is identify the accuracy of relationship between question and factors in order to be sure that the questions are accurately designee.

Table (3) shows the test results of comparison between mean and confirmative factor analysis for the indexes of each variable.

Table (3): Mean comparison Test and confirmative factor Analysis

Variable	Mean Comparison Test						Question effect test		
	mean	Criterion deviation	T	Freedom degree	Significance figure	Mean difference	Confirmative factor analysis		
							Load fator	statisticsT	
Social Media marketing	Index 1	4.154	0.758	29.833	383	0	1.154	0.345	6.218
	Index 2	4.271	0.662	37.620	383	0	1.271	0.331	5.937
	Index 3	3.997	0.847	23.066	383	0	0.997	0.439	8.074
	Index 4	3.305	0.956	6.252	382	0	0.305	0.450	8.296
	Index 5	3.640	0.887	14.120	382	0	0.640	0.477	8.851
	Index 6	3.658	0.918	14.021	382	0	0.658	0.442	8.129
	Index 7	3.797	0.891	17.523	383	0	0.797	0.417	7.614
	Index 8	3.068	0.952	1.395	382	0.164	0.068	0.401	7.294
	Index 9	3.142	0.912	3.032	380	0.003	0.142	0.344	6.193
	Index10	3.185	1.068	3.396	382	0.001	0.185	0.424	7.767
	Index11	3.099	1.088	1.785	382	0.075	0.099	0.501	9.350
	Index12	4.063	0.854	24.357	382	0	1.063	0.348	6.260
	Index13	3.664	0.958	13.580	383	0	0.664	0.486	9.086
	Index14	3.799	0.891	17.541	382	0	0.799	0.482	8.962
	Index15	3.817	0.861	18.575	382	0	0.817	0.497	9.283
	Index16	4.269	0.733	33.875	382	0	1.269	0.350	6.495

	Index17	4.190	0.773	30.152	383	0	1.190	0.401	7.305
	Index18	4.313	0.598	43.012	382	0	1.313	0.372	6.017
	Index19	4.240	0.670	36.252	383	0	1.240	0.386	6.280
<b>Brand equity</b>	Index 1	3.990	0.754	25.706	383	0	0.990	0.394	5.411
	Index 2	4.281	0.692	36.260	383	0	1.281	0.337	4.326
	Index 3	4.138	0.704	31.688	383	0	1.138	0.564	11.068
	Index 4	4.362	0.738	36.154	383	0	1.362	0.300	5.524
	Index 5	3.997	0.728	26.846	383	0	0.997	0.582	11.476
	Index 6	3.997	0.800	24.437	383	0	0.997	0.623	12.467
	Index 7	3.770	0.865	17.428	383	0	0.770	0.652	13.178
<b>Relation equity</b>	Index 1	3.919	0.829	21.698	382	0	0.919	0.635	12.765
	Index 2	4.042	0.781	26.152	383	0	1.042	0.475	9.119
	Index 3	3.862	0.837	20.144	382	0	0.862	0.478	9.186
	Index 4	3.935	0.842	21.764	383	0	0.935	0.514	9.975
	Index 5	3.285	1.135	4.908	382	0	0.285	0.574	11.335
	Index 6	3.253	1.045	4.713	379	0	0.253	0.312	5.784
<b>Value equity</b>	Index 1	3.110	1.118	1.920	382	0.056	0.110	0.457	8.808
	Index 2	4.039	0.738	27.602	383	0	1.039	0.416	7.942
	Index 3	4.086	0.751	28.326	383	0	1.086	0.413	7.858
	Index 4	4.063	0.809	25.745	383	0	1.063	0.415	7.938
	Index 5	3.839	0.858	19.150	383	0	0.839	0.719	15.290
	Index 6	3.852	0.799	20.884	383	0	0.852	0.632	12.941
	Index 7	3.956	0.852	21.973	383	0	0.956	0.667	13.840
	Index 8	4	0.830	23.603	383	0	1	0.635	13.017
<b>Purchase intention</b>	Index 1	4.029	0.841	23.977	383	0	1.029	0.517	10.119
	Index 2	3.631	1.059	11.648	381	0	0.631	0.446	7.798
	Index 3	3.804	0.895	17.575	382	0	0.804	0.568	11.069

- Given the point that 5-degree spectrum of liker has been used in the questionnaire; the amount of test 3 (average level) has been used. It is necessary to mention that in studying the dimension situation .The desirable situation is the one in which the mean of larger factor score is greater than 3 and in contrast, undesirable situation is a situation in which the mean of factor score is less than 3. The study of the mean and significance coefficient represented in table (3) reveals that the indexes have significance level of lower than 0.05 , for this reason the zero hypothesis is rejected for other indexes and their situation differs significantly from the mean, that is , 3 .considering the point that the T statistic is positive , the amount of these indexes is higher than the mean level of the society , and their situation is estimated appropriate .Also , in regard with the social media marketing variable, given the point that significance level figure is lower than 0.05 , hypothesis zero is rejected and it could be said that the amount of this variable differs significantly from the mean amount (3) . Since statistics T is positive, the amount of this variable is higher than that of the society and it situation is considered appropriate.
- Study of the linear relationship of variables
- When the data obtained from the sample is represented as correlative matrice or covariance and is defined using a set of regression equations , the model can be analyzed using LEZERI
- Soft- ware and its fitness could be tested for the society where it has been extracted (January, 2008:60) In fact; the basis of analysis in LIZERI program is based on covariance matrice or correlation between variables. Thus, in this study, the correlation between research variables were computed and its results have been represented in table (4). Results show that there is correlation among all existing variables in the study model at 5 percent error level. Fence, any change in one of the variables will be accompanied with a change toward other variables .Given the correlation between model variables, in continuation, the modeling method of structural equations will be used for determining the type and degree of effect of variables o each other.

Table No (4): Pearson correlative coefficient between variables.

variable	Social media marketing	Brand equity	Relationship equity	Value equity	Purchase intention
<b>Social media marketing</b>	1	-	-	-	-
<b>Brand equity</b>	0.572	1	-	-	-
<b>Relationship equity</b>	0.482	0.579	1	-	-
<b>Value equity</b>	0.538	0.558	0.656	1	-
<b>Purchase intention</b>	0.454	0.607	0.613	0.657	1

- Study of research model and variable relationship test
- To study the accuracy of investigation hypotheses, the causal relationship based on structural equation modeling has been used .according to study hypothesis, the social media marketing activities variable is effective on value equity. Relationship equity and brand equity variables themselves affect the purchase intention variable. Then the results related to model implantation in Lisvel soft – wave is represented in table (5) and figs (2) and (3).

Table (5): study hypothesis results based on structural model results.

Study hypotheses	Standard coefficient	Significance figure	Hypothesis Test result
Social media marketing → Value equity	0.894	5.520	accept
Social media marketing → Relationship equity	0.839	10.570	accept
Social media marketing → Band equity	0.778	7.741	accept
Value equity → purchase intention	0.273	2.001	accept
Relationship equity → purchase intention	0.246	1.991	accept
Brand equity → purchase intention	0.662	5.192	accept

- The investigation hypotheses have been tested using structural equation modeling .it is necessary to mention that hypotheses are tested basic on route coefficient rates , T statistics an significance level in all hypotheses , hypothesis zero (H0) shows the lack of effect between variables and hypothesis one (H1) shows the existence of effect among variables. According to above table result with conducting tests at 95 percent confidence level , sine the amount of T statistic is greater than 1.96, zero (null) hypothesis is rejected and hypothesis (1) is accepted , considering the point that T value is significant, the study hypotheses are confirmed .

Figure (2): Model of Significant Figures

Figure (3): Rout Estimate Model

- Also, according to figs (2) and (3), the model proportion indexes indicate that model is in a good situation in terms of portion and fitness; since the proportion of Q2 to its freedom degree (X/df) is equal to 2.723 that is lower than permissible amount (3) and the amount of RMSEA is equal to 0.067 that is less than permissible rte. of 0.08 Thus, no modification is required. Other criteria of model fitness have been represented in table (6).

Table (6): Assessment indexes for general model fitness

Index	Index rate	Acceptable rate
GFI	0.943	> 0.9
AGFI	0.909	> 0.9
NFI	0.882	> 0.8
NNFI	0.902	> 0.8
CFI	0.913	> 0.8
RFI	0.868	> 0.8
IFI	0.913	> 0.8
Standardized RMR	0.044	< 0.05

- 1) GFI and ACFI are known as absolute fit indexes. These indexes are not dependent on sample volume and provide suitable information about the point that to what extent fitted models are closer to complete fitness. The rate of fitness index and adjusted fitness index must be more than 0.9. In the model the rate of both indexes is more than 0.9 that is indicative of model appropriateness.
- 2) Relative fit indexes consist of NFI, NNFI, CFI, RFI and IFI. These indexes are sensitive to model volume. The amount of these indexes must be greater than 0.8 in the model. Under study the rate of most above – mentioned indexes is greater than 0.8 that shows that the model is appropriate.
- 3) Standardized RMR is considered among Absolut fit indexes

The less the standardized RMR is, it is better, since this index is a criterion for the difference mean among the observed data and model data. In this model the amount of standardized RMR is equal to 0.044 that shows the appropriateness of model fit.

## **5. Conclusion**

1. Hypothesis one: social media marketing has a positive effect on value equity.
  - Test result interpretation : Based on results obtained from data analysis increase or decrease in social media marketing of active firms in leather industry is accompanied with increase and decrease in value equity in view of consumer. in other words, social, media marketing in the statistical society under study leads to positive effect on brand equity
  - Research Recommendation: since social media marketing is considered as basic stimuli for determining brand equity, to improve brand equity, the attitude of consumers could be affected positively and distinctly through secreting appropriate marketing strategies such as making distinction and creating competitive advantage by increasing social media marketing.
2. Hypothesis Two: Social media marketing has positive effect on brand equity.
  - Test result interpretation: Based on the result obtained from data analysis, with increasing or decreasing the rate of social media marketing in active firms in leather industry, communication equity increases and decreases in view of consumers in view of consumers. in other words, social media marketing I the statistical society under study results in creating positive effect on communication equity.
  - Research Recommendation : communication equity refers to the relationships between costumer and trade mark .as social media marketing is considered a basic stimuli for determining the situation of communication equity, to improve communication equity, the attitude of consumers toward the status of the brand could be positively affected through selecting social media marketing activities such as different social networks and creating continuous relationship with customers and in this way belonging sense to trade mark is increased through communication equity in the customers.
3. Hypothesis three: social media marketing has positive effect on brand equity.
  - Test result interpretation: according to results from data analysis with the increase and decrease in social media marketing level in firms active in leather industry, the brand equity decreases or increases in view of consumers, too. in other words, social media marketing in the community under study is considered an important factor on brand equity and its effect is direct and positive.
  - Research Recommendation :brand equity is indicative of awareness level, associations of the brand and the equity is perceived in the consumers, mind toward a brand, and since social media marketing is considered a basic stimulus for determing the brand situation, to improve brand equity role, we could have positive and distinct effect of awareness, association and brand quality in the consumers, and customers' mind of leather products through selecting social media marketing activities such as Novin charm firm activities and its powerful activities in instagram and Facebook and marking contract with famous actor, bahram radan. And it could derive benefit from it as a competitive advantage.
4. Hypothesis four: value equity has positive effect on purchase intention.
  - Test Result Interpretation: According to result from data analysis the correlation between vale equity and purchase intention is significant and vale equity is effective on Purchas intention. thus, value equity that is a comparative factor in comparison with other trademarks, is one of the effective factors on consumers purchase intention
  - Research Recommendation : one of the factors considered by consumers while purchase is the comparison between product purchase value with that of other competitors that refers to value equity while purchase, since value equity in the view of consumers is considered as an effective stimulus for identifying changes in purchase intention, to raise purchase intention in the consumers and customers of leather products, the values of a brand could be introduced to consumers through relying on brand advantages compared to those of other competitors.
5. Hypothesis five: communication equity has positive effect on purchase intention.

- Test result interpretation: according to results from data analysis with increase and decreases in communication equity level in firms active in leather industry, tendency toward purchase by consumers rises or reduces, in other words, raising communication equity rate in consumers could result in increase in tendency toward purchase.
  - Research recommendation: relating customers to trade mark could have direct and indirect advantages for a brand, since communication equity is considered a basic stimulus for identifying and estimating purchase intention, to raise tendency toward purchase, a distinct and positive effect of the brand could be created in the ideas and minds of people or customer through selecting appropriate marketing strategies by in creating sustainable communication with customers.
6. Hypothesis six : brand equity has positive effect on purchase intention
- Test result interpretation: according to results from data analysis with increasing or decreasing brand equity, tendency toward purchase of the trade mark rise or reduces in the view of consumers. In other words, brand equity in the society under study is an effective facto on the purchase intention of leather product consumers.
  - Research recommendation: value equity of brand is indicative of the value and positive status of the trade mark in the mind and association of the consumer and cold be considered a sustainable and competitive advantage for trademarks. As bran equity is considered as an effective factor in estimating tendency toward purchase, to raise tendency toward purchase. A positive and distinct image of the brand could be created in the mind and idea of the customers and consumers of leather products through selecting appropriate trade strategies and raising marketing activities. in fact, an image that could be effective in raising tendency toward purchase and loyalty of customers to trade mark

#### 6. Recommendation for future investigation

As the statistical community of the study is restricted to firm active in leather industry, thus, in generalizing it to other trade and service firms, it should be acted cautiously. Therefore It is suggested that this mode be tested in other societies in terms of place as well as activity field, societies where there are competitive condition and different alternatives and its target market be very sensitive in terms of accepting the effect of marketing activities. Also, comparative tests could be used both in assessing the model, variable relationships and in comparing statistical societies

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